FLORIDA SOCIETY OF MEDICAL ASSISTANTS, INC.

To: Judy Seymour, CMA (AAMA, FSMA President September 29, 2012
FSMA Executive Board Members
Committee Chairs
Chapter Presidents/Representatives
Liaison Physician

From: Theresa Errante-Parrino, CMA (AAMA)
Educators Forum Chairperson

As chairperson for the FSMA Educators Forum, much work has gone into organizing, scheduling, and arranging topics and speakers for the FSMA Educators Forum Seminar. A speaker, approved topics, and a seminar was scheduled for March this past year. However, due to low registrations, the event needed to be canceled.

Through much effort and collaboration with the Marketing, Communication, and Educators Committees, another seminar is currently scheduled for Friday, October 12, 2012. Recruiting efforts to reach educators around the State took place through mail, e-mail, Facebook, and advertisements on the E-new to entice them to register for this second attempt at a seminar. The hope of this date was to also bring new educators to the FSMA State conference. To date, registration is also very low. An update to this will be made at the Executive Council Meeting on October 13, 2012.

Overall, Educators Forum has a very low response from educators around the State. Several attempts have been made to each of them in various forms of communication, with an extremely low reply rate. Efforts will continue to be made to reach out to educators over the next few months.