FLORIDA SOCIETY OF MEDICAL ASSISTANTS

November 17, 2018

TO: FSMA President
Florida Executive Council
Committee Chairs
Chapter Representative

FROM: Marsha Benedict, MSA, CMA-A (AAMA)
FSMA Delegate

Thank you to FSMA for allowing this delegate to represent the society and serve on the AAMA reference committee on Reports.

The 62nd Annual AAMA conference began Thursday September 14, 2018 at the Hilton Salt Lake Center through Monday September 18, 2018.

Many excellent educational sessions were offered for educators, clinical and administrative certified medical assistants. A first-timers and student reception was held and Board of Trustees, Endowment meeting on Friday.

A Conference App was provided for smart phones via CrowdCompass. With this free app conference attendees were able to access scheduling changes and updates, find restaurants and stores, and download the AttendeeHub to stay in touch with friends attending the conference. Pictures were downloaded and available on the app. This new app is contracted for the next five years.

The AAMA will continue to be partners of the American Cancer Society (ACS) in the effort to reduce cancer rates across the Country. In support of the campaign the AAMA will lend voice to spread awareness regarding colorectal cancer screening. Medical Assistants are in a prime position to reduce barriers to screening through practice improvement and committed action.

Friday evening of socializing and dessert social was enjoyed by all. Many states won Excel Awards. Winners will be published in the Jan/Feb 2018 issue of CMA Today.

Saturday September 15, 2018 Delegates and Alternates attended an orientation. State Leaders Session was presented by the Leadership Development Strategy Team. The session was very informative. Ideas were shared how to use social media to promote Chapter and State Events. A New Leaders Facebook page was shared. AAMA website will soon be reformatted and only allow members to access private areas. Ideas were shared how to make members feel welcome.

Excelsior College in New York recently acknowledged that the current CMA (AAMA) certification is now approved for (26 semester hours) toward a specific list of health science degrees offered by the school. A partnership was negotiated between Excelsior College and AAMA.

The number of student members continues to decrease as the number of CAAHEP-accredited schools have decreased. From 2011-2012 academic year to 2015-2016 academic year, the number of graduates decreased from 111,297 to 74,540.

Mr. Balasa was elected to the CAAHEP Board of Directors for a three year term.

As the Scope of Practice continues to change in many states, Mr. Balasa has updated the Practice Laws on the AAMA website. Mr. Balasa is graciously offering to present a one hour CEU presentation via speaker phone to any chapter, employer or schools that request a date a time to AAMA.

The recruit 5 Campaign will be continued for the 2019 membership year.

The Social Medial Subcommittee is charged with the help of Jean Lynch to develop new creative ways to increase visibility and active participation with all avenues of media: Facebook, Twitter and Linkedin.

"Bright ideas Campaign" is in the process of finalizing and implementing a campaign to solicit additional marketing ideas and will be rolled out late 2018 or early 2019.

AAMA logo gear is available direct through https://cinvysportsshop.com/aama-apparel.php. Gear can be orders with your name or initials.

Marketing and Strategy Team collected information on 250 employers and will be contacting these major employers and provide information on AAMA, CMA(AAMA) profession.

Florida Society of Medical Assistants recognized our beloved members Pat Allen, CMA (AAMA) and Ginny Halligan CMA (AAMA) in the Daily Newsletter and also at the HOD Delegates and presented $100 in honor of each member to the Maxine Williams Scholarship fund.

The HOD elected the following officers and trustees:

Officers:
President -Sue Hawes, CMA (AAMA), MBA, RHIT, FACMPE
Vice President- Debby Houston,CMA-A(AAMA), CPC
Speaker of the HOD- Deborah Novak, CMA(AAMA)
Vice Speaker of the HOD-Monica Case, CMA(AAMA)

Trustees:
Tandra-Bauman, VMA(AAMA)-RMA(AMT)
Sherry Bogar, CMA(AAMA)
Claire Houghton, CMA(AAMA)

Nominating Committee:
Lisa Lee, CMA (AAMA) Chair UT

Bryna Adani CMA (AAMA) MI
Kathy Puckett CMA(AAMA) OR
Tanisha Farissier, CMA (AAMA) VA
Shelley Gingrich, CMA (AAMA) WA

All Officers, Committee Reports, Education Reports, Chief Executive Officer and CEO reports were accepted

Bylaws Amendment adopted:

Article V. Component Chapters
Component (Local) Chapters are those county or district chapters of medical assistants within the geographic limits of Constituent Society. The Component Chapters shall be under the jurisdiction of that Constituent Society. **Annual chapter dues for all classes of members shall be fixed by the state society.**

Resolution 18-01

Introduced by: AAMA Board of Trustees

Subject: To provide the option of paying dues for two years of membership for active, associate and affiliate was **defeated**.

Minutes from the HOD will be posted to AAMA website for all members to read.

The 63nd AAMA Annual Conference will be held on September 13-16 2019 Sheraton Greensboro at Four Seasons, in Greensboro, North Carolina. September, 2020 AAMA annual conference will be held September 11-14, 2020, Hilton Orlando Lake Buena Vista, Fl.