

**FLORIDA SOCIETY OF MEDICAL ASSISTANTS
FALL EXECUTIVE COUNCIL MEETING
DOUBLE TREE BY HILTON SUNRISE-SAW GRASS MILLS
NOVEMBER 17, 2018**

The Executive Council meeting of the Florida Society of Medical Assistants was called to order at 5:30 PM, by President Marsha Benedict, MSA, CMA-A (AAMA). The roll was called by Mary Morris, CMA (AAMA), FSMA Secretary, to establish a quorum.

ROLL CALL

President	Marsha Benedict, MSA, CMA-A (AAMA)	Present
Vice President	Loxie Kistler, CMA (AAMA)	Present
Secretary	Mary Morris, CMA (AAMA)	Present
Treasurer	Mary Lou Allison, CMA-C (AAMA)	Present
Speaker GA	Heidi Fortin, CMA (AAMA)	Present
Vice Speaker GA	Deniece Jozefiak, CMA (AAMA)	Present
Immediate Past President	Judy Seymour, CMA (AAMA)	Absent/Excuse

CHAPTER REPRESENTATIVES

Brevard	Kathleen Quinn, CMA (AAMA)	Absent/Excuse
Central Gulf Coast	Kathryn Panagiotacos, CMA (AAMA)	Absent/Excuse
Central Florida	Mary Morris, CMA (AAMA)	Present
Mid-Gulf	Debra K. Hancock, CMA (AAMA)	Absent/Excuse
North Florida	Loxie Kistler, CMA (AAMA)	Present
Southeast	Joyce Baldwin, CMA (AAMA)	Present
Southwest	Deniece Jozefiak, CMA (AAMA)	Present
Treasure Coast	Theresa Errante-Parrino, CMA (AAMA)	Absent/Excuse

COMMITTEE CHAIRS

Budget/Finance	Mary Lou Allison, CMA-C, (AAMA)	Present
Bylaws/P & P	Kathryn Panagiotacos, CMA (AAMA)	Absent
Continuing Education	Maria Wiegelmann, CMA (AAMA)	Present
Educators Forum	Vacant	
Marketing/Comm.Outreach	Loxie Kistler, CMA (AAMA)	Present
Meeting Coordinator	Marsha Benedict, MSA, CMA-A (AAMA)	Present
Registration	Maria Wiegelmann, CMA (AAMA)	Present
Membership/Certification	Christine Giri, CMA (AAMA)	Present
Nominating	Loxie Kistler, CMA (AAMA)	Present
Physician Liaison	Joel Martin, MD	Absent

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SEATING OF THE PROXIES

The following proxies asked to be seated. For the North Florida Chapter, sitting in for Loxie Kistler, CMA (AAMA) is Jan Caplan. For the Central Florida Chapter, sitting in for Mary Morris, CMA (AAM) is Laura Hayakawa, RMA. For the Southwest Chapter, sitting in for Deniece Jozefiak, CMA (AAMA) is Vilma Matias, CMA (AAMA) and for the Treasure Coast chapter sitting in for Theresa Errante-Parrino, CMA (AAMA) is Pam Giannone, CMA (AAMA). Deniece Jozefiak, CMA (AAMA) made a motion to approve the seating of the proxies. Loxie Kistler, CMA (AAMA) seconded. No further discussion. **MOTION CARRIED.** Proxies were seated.

There was a quorum present.

The Pre Conference Executive Council meeting minutes from April 20, 2018 and April 21, 2018 Post Conference Executive Council meeting minutes were made available online. The April 20, 2018 meeting minutes were approved by consensus. Maria Wiegelmann, CMA (AAMA) brought to our attention the need for two corrections to the April 21, 2018 meeting minutes. Those two items will be corrected and the corrected version will be sent to Mary Lou for posting on the FSMA website.

TREASURER REPORT

Checking: \$19,479.23 Savings: \$22,387.28 Balance: \$41,866.51
Balance above is as of 11/17/18. Expenses for this meeting are \$4,076.17. Deposit will be made for registrations received. The treasurer’s report will be filed for audit. No bills over budget were presented. Please present all expenses to the treasurer ASAP so that checks can be sent out.

OFFICER REPORTS

President	Marsha Benedict, MSA, CMA-A (AAMA)	On file
Vice President	Loxie Kistler, CMA (AAMA)	On file
Secretary	Mary Morris, CMA (AAMA)	On file
Treasurer	Mary Lou Allison, CMA-C, (AAMA)	On file
Speaker of GA	Heidi Fortin, CMA (AAMA)	On file
*Heidi asks everyone to participate in the GA to make it run smoothly. She would like a 30 minute session prior to the GA to review parliamentary procedure.		
Vice Speaker of GA	Deniece Jozefiak, CMA (AAMA)	On file
Immediate Past President	Judy Seymour, CMA (AAMA)	No report

CHAPTER REPRESENTATIVE REPORTS

Brevard	Kathleen Quinn, CMA (AAMA) AB	On file
Central Gulf Coast	Kathryn Panagiotacos, CMA (AAMA)	On file

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Central Florida	Mary Morris, CMA (AAMA) Proxy Laura Hayakawa, RMA	On file
Mid-Gulf	Debra K. Hancock, CMA (AAMA) AB	On file
North Florida	Loxie Kistler, CMA (AAMA) Proxy Jan Caplan	On file
Southeast	Joyce Baldwin, CMA (AAMA)	On file
Southwest	Deniece Jozefiak, CMA (AAMA) Proxy Vilma Matias, CMA (AAMA)	On file
*On 3/9/19 ½ day 4 hour free education seminar to members and \$5.00 to nonmembers, to be held in Fort Myers/Deniece working on getting speakers		
Treasure Coast	Theresa Errante-Parrino, CMA (AAMA) Proxy Pam Giannone, CMA (AAMA)	On file

EXECUTIVE COMMITTEE REPORTS

Budget & Finance Mary Lou Allison, CMA-C, (AAMA) On file
*Receipt for the \$500.00 donated to the Red Cross is included in report.

Bylaws/P&P Kathryn Panagiotacos, CMA (AAMA)AB/Excused On file
*Kathryn will be in contact with all chapters to ensure all chapter bylaws are current and up to date.

Continuing Education Maria Wiegelmann, CMA (AAMA) On file
*Maria thanked everyone that did her work for her.

Educators Forum Vacant
*Marsha believes we need to find an educator to chair the forum and see if we can get educators to come together and meet. Loxie Kistler, CMA (AAMA) reports to us that beginning with the 2019 AAMA National Conference in North Carolina, a ½ day educator's forum will take place on Thursday. All revenue made from this forum will stay with the hosting state. The CEB has asked Florida to make it a full day beginning in 2020. We will be directed by LEAP and they will help with finding speakers. Mary Lou voiced her concern about how this forum would be advertised. Loxie believes Purdue Global will be a big advertiser to help get the word out. Heidi Fortin, CMA (AAMA) believes this will be another opportunity to invest in one's self. Everyone has to decide what is best for them and what they want to get out of the AAMA National Conference.

Marketing/Comm.Outreach Loxie Kistler, CMA (AAMA)
*Loxie wants to thank everyone for their patience in the transition from Betty Springer as chair to herself. There are 4,000 names in Constant Contact that need to be cleaned up. If Loxie gets a bounce back on an email, she confirms with AAMA and then a postcard goes out as a follow up. There is a low percentage opening the emails that are going out by Constant Contact so if we clean up the list, the percentages will probably go up.

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Loxie works off the calendar when she sends out eblasts, so chapters need to get dates and chapter happenings to Mary Lou for posting on the calendar. Loxie sends out eblasts at midnight on Sunday so it will be seen first thing on Monday when emails are read. Loxie would like to develop an author's bureau with guidelines to keep everything uniform. More information will be coming on this. A change needs to be made with the free CEU'S offered under Constant Learning on the FSMA web site. The CEU'S need to be changed out every 6 months, with two new one's being loaded on and two being taken off. An expiration date will be placed on the CEU'S. Initially, the CEU'S were for credentialed Florida medical assistants, but due to word getting out on social media and other outlets, an excessive amount of certificates were having to be made, these CEU'S will now be for current AAMA Florida members only. (630 certificates in total were done with 67 being from out of state) Loxie will be taking over Survey Monkey from Theresa.

Meeting Coordinator Marsha Benedict, MSA, CMA-A (AAMA) On file
*Hotels have been secured through fall of 2019. Looking for sites for the 2020 Annual Conference in Orlando. Holding meeting at a hotel vs. a school? Maria notes that schools in Orlando area are not equipped to hold 50 plus people. Go back to Renaissance in Orlando in 2020?? It was discussed that the candlelight ceremony needs to be done away with due to the different credentialed medical assistants that are attending our meetings. Marsha will check on pricing for the Hilton at Lake Buena Vista but believes the price will be more than we can afford. Marsha will get back to us on her findings.

Membership/Certification Christine Petsalis Giri, CMA (AAMA) On file
*Recommendation in report to move Bay, Calhoun, Dixie, Escambia, Franklin, Gadsden, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Okaloosa, Santa Rosa, Suwanee, Taylor, Wakulla, Walton, and Washington Counties to the North Florida Chapter. Mary Lou Allison, CMA-C, (AAMA) made a motion to move the aforementioned counties from the Central Florida Chapter to the North Florida Chapter. This makes the most sense geographically. Deniece Jozefiak, CMA (AAMA) seconded. No further discussion. **MOTION CARRIED.** Five counties have active/associate members and the remaining 17 counties have zero members. The North Florida chapter will welcome these members with open arms and communicate with them accordingly.

Nominating Loxie Kistler, CMA (AAMA) On file
*Consent to Serve forms have been sent to Chapter Presidents to disseminate to their members. You must be in good standing and dues paid on time to run for officer position. Committee chairs and committee members are also needed.

Physician Liaison Joel Martin, MD Absent No report

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CORRESPONDENCE

June 2018 BOT Meeting

- *Approved the proposed budget for the general fund for fiscal year 2019
- *Allocated funds, in the amount of \$65,000 per fiscal year, to the marketing and communications department and authorized them to proceed with marketing initiatives for AAMA goods and services
- *Renewed the “Recruit Five” membership campaign for another year
- *Announced the CEO Balasa will work with the CEB to develop future audio conference education sessions that he will present to the state societies, local chapters, and meetings of employers that state societies or local chapters organize.
- *Approved the Awards Committee to look at developing a new award for the “Best medical institution promoting and hiring CMAs (AAMA).”
- *Approved the updated Strategic Issues Plan.
- *Approved an addition to the mobile app for the AAMA Annual Conference.
- *Approved the submission of a resolution to the 2018 AAMA House of Delegates for a proposed additional option in the payment of AAMA dues – the option of active, associate, and affiliate members paying a 2 year membership with a \$10.00 discount.
- *Approved the update to the “History of AAMA.”
- * Approved a revision to the CEB Policies and Procedures.
- *Approved a request from the University of Nevada, Reno/Center for the Application of Substance Abuse Technologies to renew the partnership to promote their campaign on Fetal Alcohol Spectrum Disorders.
- *State and chapter leaders were in attendance from Colorado, Michigan, and Wisconsin.

Support for AAMA Annual Conference

- *AAMA requested education committee for the AAMA National Conference in Orlando in 2020. Loxie Kistler, CMA (AAMA) and Marsha Benedict, CMA-A, (AAMA) will be co chairs with Mary Morris, CMA (AAMA) and Deniece Jozefiak, CMA (AAMA) as committee members.
- *The continuing education department will be sending topics soon. FSMA needs to unite for 2020 AAMA Conference to provide excellent speakers. Everyone needs to step up to the challenge. Once the topics list is received by Marsha, she will let everyone know so if someone knows of a speaker for a particular topic, they can let the committee know.

AAMA Representative for 2019 FSMA Annual Meeting

- *Selection by the Executive officers to choose in order of preference: 1. Patty Licur, CMA (AAMA), 2. Monica Case, CMA (AAMA), and Deb Novak, CMA (AAMA) to attend the FSMA annual conference. Request for AAMA representative was sent to AAMA.

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September Pre HOD AAMA highlights from BOT meeting and Leadership meeting

*The AAMA will continue to be partners of the American Cancer Society 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.

*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. We need to keep our members. A survey was conducted recently asking non renewing members why they have not renewed their membership. Loxie shared that the two main things noted by those taking the survey was there needs to be more flexibility in meeting dates and more online capabilities.

*A new leader's face book page was shared. AAMA website will soon be reformatted and only allow members to access private areas with your password.

*Ideas were shared how to make members feel welcome.

*Create a Welcome Committee?? See New Business. Jan Caplan to chair, needs members to help.

*Welcome new members, connect to a veteran member, AAMA website will have information.

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

*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 and time to AAMA.

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

*The Social Medial Committee is charged with the help of Jean Lynch to develop new creative ways to increase visibility and active participation with all avenues of media: Face book, 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://cincysportshop.com/aama-apparel.php>. Gear can be ordered with your name and 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.

Recognition of Beloved Members

*Florida Society of Medical Assistants recognized our beloved members Patricia Allen, CMA (AAMA) and Ginny Halligan, CMA (AAMA) in the AAMA Daily Newsletter and also at the HOD in Salt Lake City. FSMA presented \$100.00 in honor of each member to the Maxine Williams Scholarship fund.

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AAMA HOD Highlights

*The HOD elected the following officers and trustees:

Officers:

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

Trustees:

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

Nominating Committee:

Lisa Lee, CMA (AAMA) UT Chair
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.

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 members was **defeated**.

*Minutes from the HOD will be posted to the AAMA web site for all members to read.

Letter from AAMA – Post AAMA HOD

Hello:

This communication is being sent out to state society presidents and president elects, and to chapter presidents.

For your information (and for dissemination to your members) the following two amendments to AAMA Bylaws were approved by the 2018 HOD at the September Annual Conference:

ARTICLE V - COMPONENT CHAPTERS

NEW WORDING

Component (local) chapters are those county or district chapters of medical assistants within the geographic limits of a 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.**

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XXIII – AMENDMENTS

NEW WORDING

These Bylaws may be amended at any annual HOD meeting by a 2/3 vote provided the proposed amendments shall have been submitted in writing to the elected Delegates no later than **45** days prior to the meeting at which they are to be acted upon.

NOTE: These amendments do not affect any of the mandatory areas of the AAMA Bylaws, therefore state societies are not required at this time to make any changes to their own bylaws.

The AAMA Bylaws will be updated and reposted to the AAMA web site.

OLD BUSINESS

*Due to 2017 AAMA bylaws change, chapters must update their bylaws and send them to Kathryn Panagiotacos, CMA (AAMA), FSMA Bylaws chair. They will be posted on the Chapter web site.

*Mary Lou and Marsha will be updating Policy and Procedures, add documents that are missing and bring job descriptions up to date.

UNFINISHED BUSINESS

*Badge holders – Marsha found someone who would give us a good price. Since we have about 20 FSMA badge holders left, we will not order any at this time and get the one's we currently have left brought to the annual meeting to try and get rid of those.

*Mary Lou purchased a new projector and it was used for this meeting.

NEW BUSINESS

*Motion from South East Chapter regarding renaming of Country Store and donations for purchase of gifts. The Central Florida and South East chapters have each donated \$100.00. Any other donations would be appreciated. Deniece says the country store will be down sized next year. Mary Lou recommends instead of buying gifts for the country store that the monies donated would be put into boxes (\$50.00 in each box) and raffle tickets be purchased to try and “win” the boxes. The gifts that have already been donated will be used for the upcoming country store. The registration raffle and 50/50 will continue. The country store will now be known as Ways and Means.

*Motion to develop a Welcome Committee under Membership. (Guidelines to be on AAMA web site.) This was discussed earlier, with Jan Caplan to chair.

*FSMA Bylaw addition: Judicial review: Kathryn will be looking into this addition and will bring back information to the General Assembly.

*Future plans for Annual 2020 and Fall 2020 meeting (discussed earlier)

***Reports for General Assembly will be due March 15, 2019.** Reference committee, parliamentarian, minute's chair, and tellers are needed to facilitate the GA. Someone for invocation is needed as well. A 30 minute session before reference committee needed prior to GA for parliamentary procedure to be reviewed.

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ANNOUNCEMENTS

*The FSMA Annual conference will be held on Friday, April 26 and Saturday April 27, 2019 at the Renaissance Orlando Airport Hotel, 5445 Forbes Place, Orlando, FL. Telephone 407-513-7232. Room rate is \$129.00 with a reduced parking fee of \$7.00.

*FSMA 2019 Annual Conference online web site link is: <https://www.marriott.com>. The link will be posted on the FSMA web site.

*The fall 2019 FSMA meeting will be held on Saturday November 9, 2019 at the Embassy Suites by Hilton Fort Myers-Estero. 10450 Corkscrew Commons Drive, Estero, FL 33928. Telephone 230-444-5497. Room rate is \$129.00 with free parking. Hotel link coming soon and will be posted on the FSMA web site.

*Don't forget to make your reservations. All information will be on the FSMA web site.

*The meeting minutes will be placed on the FSMA web site and sent via Constant Contact for all to review.

*The 63rd AAMA Annual Conference will be held on September 13-16, 2019 at the Sheraton Greensboro at Four Seasons in Greensboro, North Carolina. In 2020, the AAMA Annual Conference will be held September 11-14 at the Hilton Orlando in Lake Buena Vista, FL.

There being no further business to be brought before the FSMA Executive Council, the meeting was adjourned at 7:32 pm.