

**FLORIDA SOCIETY OF MEDICAL ASSISTANTS  
EXECUTIVE COUNCIL MEETING  
January 26, 2013**

The Executive Council meeting of the Florida Society of Medical Assistants was called to order at 7:40 PM, by President Judy Seymour, CMA (AAMA). The roll was called by Mary Morris, CMA (AAMA), FSMA Secretary, to establish a quorum.

**ROLL CALL**

President	Judy Seymour, CMA (AAMA)	Present
President Elect	Deniece Jozefiak, CMA (AAMA)	Present
Vice President	Heidi Fortin, CMA (AAMA)	Present
Secretary	Mary Morris, CMA (AAMA)	Present
Treasurer	Mary Lou Allison, CMA-C (AAMA)	Present
Speaker GA	Patricia Allen, CMA (AAMA)	Present
Vice Speaker GA	Joyce Baldwin, CMA (AAMA)	Present
Immediate Past President	Marsha Benedict, CMA-A (AAMA)	Absent

**CHAPTER REPRESENTATIVES**

Brevard	Linda Vitzthum, CMA (AAMA)	Absent
Central Gulf Coast	Patricia Allen, CMA (AAMA)	Present
Everglades	Deborah Murray, CMA (AAMA)	Absent
Central Florida	Maria Wiegelmann, CMA (AAMA)	Present
Mid-Gulf	Donna Heatley, CMA (AAMA)	Absent
North Florida	Gayle Bell, CMA (AAMA)	Absent
Southeast	Joyce Baldwin, CMA (AAMA)	Present
Southwest	Deniece Jozefiak, CMA (AAMA)	Present
Treasure Coast	Theresa Errante-Parrino, CMA (AAMA)	Absent

**COMMITTEE CHAIRS**

Budget/Finance	Mary Lou Allison, CMA-C, (AAMA)	Present
Bylaws/P & P	Christine Petsalis, CMA (AAMA)	Present
Certification	Deniece Jozefiak, CMA (AAMA)	Present
Communications	Betty Springer, CMA-C, (AAMA)	Present
Education	Heidi Fortin, CMA (AAMA)	Present
Educators Forum	Theresa Errante-Parrino, CMA (AAMA)	Absent
Leadership	Deniece Jozefiak, CMA (AAMA)	Present
Marketing	Betty Springer, CMA-C (AAMA)	Present
Meeting Coordinator	Marsha Benedict, CMA-A (AAMA)	Absent
Membership	Heidi Fortin, CMA (AAMA)	Present
Nominating	Deniece Jozefiak, CMA (AAMA)	Present
Public Policy	Carol Francis, CMA (AAMA)	Absent

Physician Liaison	Joel Martin, MD	Present
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**SEATING OF THE PROXIES**

The Central Gulf Coast chapter wishes to seat Joann Morris, CMA (AAMA) as proxy for Patricia Allen, CMA (AAMA). The Southwest chapter wishes to seat Ruth Lapio, CMA (AAMA) as proxy for Deniece Jozefiak, CMA (AAMA). Deniece Jozefiak, CMA (AAMA) moved to seat the proxies. Maria Wiegelmann, CMA (AAMA) seconded. No further discussion. **MOTION CARRIED.** The proxies were seated.

There was a quorum present.

The minutes of the Executive board meeting held on October 13, 2012 were made available on line. A motion was made by Deniece Jozefiak, CMA (AAMA) to accept the minutes as written. Christine Petsalis, CMA (AAMA) seconded the motion. There was no further discussion. **MOTION CARRIED.** These minutes will be placed on file as written and can be found on the FSMA web site.

**TREASURER REPORT**

Checking: \$22,896.91                      Savings: \$22,361.14                      Balance: \$45,285.05  
The treasurer's report will be filed for audit. No bills over budget were presented.

**OFFICER REPORTS**

<b>President</b>	Judy Seymour, CMA (AAMA)	On file
<b>President Elect</b>	Deniece Jozefiak, CMA (AAMA)	On file
<b>Vice President</b>	Heidi Fortin, CMA (AAMA)	On file
<b>Secretary</b>	Mary Morris, CMA (AAMA)	On file
<b>Treasurer</b>	Mary Lou Allison, CMA-C, (AAMA)	On file

\*Mary Lou proposes that FSMA try the electronic payment method (card swipe on side of I phone) in order for those attending the seminars to have the option to pay their registration fee by credit card. Bank of America is offering this as a promotion and there is no setup fee for trying this out. There would be a nominal fee charged to those who use the credit card option. (\$3.00 processing fee for a one day seminar and \$5.00 for the annual meeting) After one years time, FSMA will look at the pluses and minuses of using this payment option. Deniece Jozefiak, CMA (AAMA) seconded. The consensus is, it is worth trying this out as long as we have everything in order to make sure the process is carried through properly. **MOTION CARRIED.**

<b>Speaker of GA</b>	Patricia Allen, CMA (AAMA)	On file
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\*All reports for the GA are due no later than 3/10/13 as well as any bylaws proposal changes, and proposed ballot.

<b>Vice Speaker of GA</b>	Joyce Baldwin, CMA (AAMA)	On file
<b>Immediate Past President</b>	Marsha Benedict, CMA-A (AAMA)	No report

### CHAPTER REPRESENTATIVE REPORTS

<b>Brevard</b>	Linda Vitzthum, CMA (AAMA)	No report
<b>Central Gulf Coast</b>	Joann Morris, CMA (AAMA)Proxy	On file
<b>Everglades</b>	Deborah Murray, CMA (AAMA)	No report
<b>Central Florida</b>	Maria Wiegelmann, CMA (AAMA)	On file
<b>Mid-Gulf</b>	Donna Heatley, CMA (AAMA)	On file
<b>North Florida</b>	Gayle Bell, CMA (AAMA)	On file
<b>Southeast</b>	Joyce Baldwin, CMA (AAMA)	On file
<b>Southwest</b>	Ruth Lapio, CMA (AAMA) Proxy	On file
<b>Treasure Coast</b>	Theresa Errante-Parrino, CMA (AAMA)	On file

### EXECUTIVE COMMITTEE REPORTS

<b>Budget &amp; Finance</b>	Mary Lou Allison, CMA-C, (AAMA)	On file
*The budget was kept the same as the previous year.		
<b>Bylaws/P&amp;P</b>	Christine Petsalis, CMA (AAMA)	On file
<b>Certification</b>	Deniece Jozefiak, CMA (AAMA)	On file
<b>Communications</b>	Betty Springer, CMA-C, (AAMA)	On file
<b>Education</b>	Heidi Fortin, CMA (AAMA)	On file
<b>Educators Forum</b>	Theresa Errante-Parrino, CMA (AAMA)	On file
<b>Leadership</b>	Deniece Jozefiak, CMA (AAMA)	On file
<b>Marketing</b>	Betty Springer, CMA-C (AAMA)	On file
<b>Meeting Coordinator</b>	Marsha Benedict, CMA-A (AAMA)	On file
*See new business.		
<b>Membership</b>	Heidi Fortin, CMA (AAMA)	On file
<b>Nominating</b>	Deniece Jozefiak, CMA (AAMA)	On file
*Deniece has consent to serve forms for anyone interested in running for office. Several positions need to be filled as well as committee chairs/members.		
<b>Public Policy</b>	Carol Francis, CMA (AAMA)	On file
<b>Physician Liaison</b>	Joel Martin, MD	No report

### CORRESPONDENCE

\*Highlights from the Board of Trustees meetings from 9/7/12 and 9/9/12 can be viewed on the AAMA web site.

\*Julie Flaaten, CMA (AAMA) will be attending the FSMA Annual meeting this year as the AAMA representative. Judy has been in touch with her. We will try to coordinate her arrival in Orlando with a central Florida member so she can be picked up at the airport and driven to Cocoa Beach.

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\*Nominations for 2013-2014 AAMA officers and trustees are due by 4/1/13. Five elective offices are open. (Vice President/Secretary-Treasurer/and three Trustee positions) See Judy for a nomination form and qualifications needed to seek these positions.

\*Certification was awarded to FSMA from the AAMA Fund Team in recognition of valued contributions to the Maxine Williams Scholarship Fund and the Ivy Reade Relkin Surveyors Training Fund.

### **UNFINISHED BUSINESS**

\*None.

### **NEW BUSINESS**

\*Meeting coordinator report recommendations – discussion was had on whether or not to continue offering continental breakfast. If the continental breakfast is included in the room rate, then ok to continue but if not, it was a unanimous decision to eliminate the continental breakfast on one day seminars.

The discussion on hot lunch vs. sandwiches/salads is being referred back this committee to check on pricing for both.

Considering St. Petersburg, Tampa/Clearwater area for our 2014 winter conference will be determined after the report from task force AMOS.

As a side note, the profit shown in Marsha's report for the fall seminar appears to be inaccurate as these figures do not match what Mary Lou has from the bank.

\*Winter state meetings, do we continue or eliminate? Betty Springer, CMA-C (AAMA), task force chair, gave the recommendation by the committee to eliminate the winter meeting (not the board meeting) in order to minimize loss and reduce overburden of resources and avoid interfering with chapter holiday events. Seasonal rates, availability of hotels, assumed increased workloads in healthcare offices during this season, school breaks, and post holiday syndromes all were considered in this recommendation. Betty's report further expounds on the above. Maria Wiegelmann, CMA (AAMA), brought up the fact that FSMA is fulfilling our obligation of offering enough CEU'S in two meetings a year to allow members to be able to recertify in 5 years. FSMA and the local chapters need to work in collaboration with one another as the chapter is the basis for what FSMA can build on. Communication between FSMA and the chapters needs to continue so education sessions do not fall on or too close to one another, as well as repetition of CEU'S at seminars. After much discussion, the hand count vote was 7 to 5 to eliminate the winter meeting.

\*Discussion was had on whether or not to continue the first timer registration discount. The vote was unanimous to discontinue. Our costs are barely being covered as it is and sufficient amount of data is not available to see if we are getting a return on our investment.

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\*Request for support on trauma centers (email received by Patricia Allen, CMA (AAMA) – A public relations firm in Tallahassee is working on a project in support of trauma centers in Florida. They are looking to see if the Tampa area chapter would be willing to participate and author an opinion editorial highlighting the positive aspects of trauma centers. After discussion, it was decided that if members as individuals wish to respond to this that is fine, but an editorial by FSMA or a chapter will not be done. Pat Allen, CMA (AAMA) will send a response email.

\*Ruth Lapio, CMA (AAMA) brought up the fact that the hotel (Bob and Rebecca) went out of their way to accommodate all of our needs over the weekend. Ruth would like to recommend that FSMA give Bob and Rebecca 25.00 each along with a thank you note as a token of our appreciation for all that was done for FSMA this weekend. This was a unanimous vote by the board.

### **ANNOUNCEMENTS**

\*The minutes will be placed on the FSMA web site for all to review. The minutes are due to the President 30 days post meeting and will be posted on the web after review by the President.

\*The FSMA Annual Conference will be held at the Courtyard by Marriott 3436 N. Atlantic Avenue, Cocoa Beach on April 26-28, 2013.

\*The FSMA fall conference will be held at the Holiday Isle Oceanfront Resort in St. Augustine, FL.

There being no further business to be brought before the FSMA Executive Council, the meeting was adjourned by President Judy Seymour, CMA (AAMA) at 9:25 PM.

Minutes submitted by:

Mary Morris, CMA (AAMA)  
FSMA Secretary 2012-2013