



# Californian

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## President's Final Message

by Joyce Nakano, CMA (AAMA)

As we close our 29th year of existence as the California Society of Medical Assistants and begin to enter our 30th Anniversary, it is time to look back to see where we have been and to look forward at what might be.

Medical assistants have existed in California as organized organizations over 50 years, first as an organization together and then as two organizations.

California has and will always be one of the leader states in forging new horizons for our constituents in California. California has also led in the medical assisting arena over the years. California is proud to have had 5 national presidents, 4 from one organization and 1 from CSMA. Only one state exceeds this number in our nation. Having had 5 national presidents brings a special pride to our state

and our organization. Our state has given many volunteers to our national organization as well, serving on committees, Task Forces, and Boards. California has had 2 Life Member Presidents. Two additional Life Member nominations were turned down by the Board of Trustees but does not diminish the contributions of the two presidents. California will have more national presidents as it is a state with a depth of potential candidates and one that has members who are innovative and committed to the practice of medical assisting. Yes, they must step forward but they will when they find the need and time to do so.

Although there is much to be gained, we must understand that all gains must begin in smaller steps.

To get here, it takes leaders who donate many hours of

service to the community and the organization and we thank those who have stepped forward, not only to serve CSMA but to serve our national organization as well. We are only as strong as the unity we show on both the national and state levels.

We are now entering our 30th year as CSMA. Much has been accomplished. It has been a struggle at the beginning of our existence but your members and former members have forged on to keep us viable and unified within our organization. Attempts have been made to have dialogue with our former organiza-

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Any objection to information contained in this newsletter should be directed to the PO Box of the association. CSMA, P O Box 1869, Walnut, CA 91788-1869.



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tions; however, they prefer a different direction.

As California medical assistants, certified through AAMA, we will continue our efforts where possible to promote our credential, CMA (AAMA) and our proficiency in our field.

Your President was on an Advisory Committee to help develop two videos on Cultural Competency. They are available to all physicians' offices and organizations.

Our next national conference in the Southwest Region will be in Scottsdale, AZ, in 2011. We hope that all of you will plan a trip as it is being held in a popular venue and resort.

Our next SW Regional will be held in Colorado Springs, Colorado, July 22-24, 2011. Information is elsewhere in this publication.

My sincere gratitude to CSMA for allowing me to serve you and the medical assistants needs in California and national.

## Remembrances

Since this is my last message to you, our members, there are a few things I would like to say and recollect.

My first is to thank you for your support of my efforts on the national and state levels. When I was first approached by California to run for the Board of Trustees back in 1990, when the national convention was in Los Angeles, it was a difficult decision as I was also asked to join the Certifying Board, an appointment I truly wanted. Because of the support given to me by CSMA, I decided to run for the Board of Trustees instead and was elected as a Trustee. My tenure on the Board was serving as Trustee for two terms, Secretary-Treasurer, Vice President, President and Immediate Past President. During this tenure, this person served many Committee Chairships but most prominent was chairing the Task Force on the Legality of Clinical Procedures which made the recommenda-

tion requiring education in a CAAHEP-accredited program as eligibility to take the exam for our credential. Certainly, this was very controversial and much debate evolved with final decisions from the Board of Trustees and the Certifying Board to accept the recommendation. To this day, this person feels the decision was correct and management and leaders of the association concur that this was right for the credential. This was both good times and difficult times as we knew that there will be people who "fall through the cracks" when the final implementation of this recommendation occurred but for our profession to move forward, these steps needed to be made as they are for every other profession.

Since stepping down from the Board of Trustees, it was a pleasure to be appointed to the AAMA Certifying Board. While serving on this Board, it is without a doubt that the members of this Board were wonderful to work with as they had future goals and directions. Working with the National Board of Medical Examiners was truly an eye opener on how the test questions are written, reviewed, reviewed again, and then meetings to decide on questions to go into the test pool. One does not really understand how much time and effort go into writing one acceptable question, documenting it, reviewing it more than once and finally deciding to accept it into the pool. It is not like writing a question for your students in your own classroom. This experience on the Certifying Board is one that I will long remember and truly respect the people on the Board and their work.

Now it is back to California where I will finish out my volunteer professional work in California. AAMA National has made advances in our field.

I would be remiss not to thank Don Balasa, MBA, national Executive Director for his dedication and commitment to AAMA. He has dedicated himself to serve this organization and I stand up to say a BIG THANK YOU to Don. He is not only a colleague but a friend I will not forget. AAMA is EXTREMELY lucky to have such a loyal and dedicated person working for us. One last note on national is to thank the national staff for their support and work on our behalf. Least that I do not forget to say, is a special thank you to the "Voice of

AAMA, Grace Hale.” Her friendship grew on the phone until we were able to actually meet. Our friendship will always be respectful of her insights into the organization and its membership.

Since it is no longer a possibility, this President would like to thank the Executive Committee and the members of CSMA for sending 2 or 3 nominations for Life Member. Although this honor could not be brought back to California and CSMA, it is truly appreciated that our Executive Committee sent the nominations. It is not always the awards that one receives that is important but the knowledge that CSMA cared enough to send the nomination. One of these days, there will be a Life Member for CSMA, no doubt.

We cannot end the year without thanking our Board and Executive Committee. Our deep appreciation to our two advisors: Pat Goshorn, RN, CMA-AC (AAMA) and Sandy Gutt, CMA; IPP Cori Burns, CMA, (AAMA) Vice President, Nancy Lizon, CMA (AAMA), Secretary, Betty Thang, CMA (AAMA); Treasurer, Carol Mireles, CMA (AAMA), SW Regional Chair Kathy Ham, CMA (AAMA); Education Chair, Miriam Perez, CMA (AAMA), Web Master, Pam Whiteley, CMA (AAMA), Certification Chair: Susan Ojeda, CMA (AAMA); Co-Convention Chairs, Jane Vallely RN CMA (AAMA) and Andrea Ross, CMA (AAMA).

My personal thank you to my Glendale Chapter for their continued support: Nina Reightley, CMA-AC (AAMA); Joanne Gamet, CMA (AAMA); Ruth Trist, CMA (AAMA); Kathy Ham, CMA (AAMA); Carol Mireles, CMA (AAMA); Paula Moore, CMA (AAMA); Donna Clary, CMA-C (AAMA); Sheila Middleton, CMA (AAMA); Sheryl Hammen, CMA (AAMA) and the many others who have given encouragement and

Southwest Regional  
July 22-24, 2011  
Colorado Springs, Colorado

support.

Our next SW Regional will be held in Colorado Springs, Colorado. The SW Regional is comprised of

the following state societies: Arizona, California, Colorado, Hawaii, Nevada, New Mexico, Oklahoma, Texas and Utah. These members have gathered each year to have leadership workshops and now continuing education sessions. This is a time for the SW Regions to discuss issues of mutual importance both on a local and national basis.

Our Southwest Regional rotates from state to state and this year will be in Colorado. Registration is: \$145 for AAMA Members; \$110 for AAMA Student Members; \$180 for Nonmembers, Guest bus trip \$20.00; Guest Friday luncheon \$20.00. Deadline is July 1, 2011, after which an additional late fee of \$25.00 will be added.

The Hotel is: The Academy Hotel (Best Western), 8110 North Academy Boulevard, Colorado Springs, Colorado (719) 598-5770. Room rates: \$89++ per night, standard double or king; \$105++ per night, Executive queen or King. Room rates will be honored 3 days prior and 3 days following the conference. There are flights into Colorado Springs or Denver but a car will need to be rented for the trip from Denver to Colorado Springs if you land in Denver. Hotel reservation deadline is **June 21, 2011**.

Topics include: PAHCOM, Social Media for Organizations, the Law & Medicine, and one educational session pending. There will also be one educational session on the bus trip to Cripple Creek.

Registration includes the speaker honoraria; breakfast buffet on Saturday, bus trip to Cripple Creek, Sunday breakfast buffet. You will board the bus at 5:00 pm Saturday and board the bus for the return at 10:00 pm.

*"Imagination is everything. It is  
the preview  
of life's coming attractions."*

- Albert Einstein

On Sunday, the SW Regional meeting will conclude the regional after the CEU session. For more information, you can contact Boni Bruntz, CMA (AAMA) (303) 343-0163 (home) or Chris Hollander, CMA (AAMA) (303) 862-5095.

## Congratulations

A special thank you and congratulations to Pam Whiteley for being our Web Master since we have had our web site. Pam has been accepted into a PA program. We all wish her the best.

Congratulations also to our new CMAs (AAMA) for 2010 and those who have also become CMAs in 2011. We welcome you as colleagues and hope you will come to obtain your CEUs at our Annual Meeting and participate in YOUR organization.

## Thank you for Your Service

As we approach a new association year, CSMA would like to thank our national leaders from the SW Region.

Our appreciation and best wishes to Ann Naegele, CMA (AAMA) who will soon become our AAMA National President in Indianapolis, IN.

Our thank yous to Boni Bruntz, CMA (AAMA) who has served on the Board of Trustees and currently Immediate Past President. Boni has served for many years on national on many committees and also as Chair of the Continuing Education Board. We are sure that Colorado welcomes her back as well as the SW Regional.

Thank you to Lisa Lee, CMA (AAMA), our national Trustee from Utah.

Thank you to George Fakhoury, MD, CMA (AAMA) who serves as a member of MAERB, formerly the Curriculum Review Board.

A thank you to our other members who serve on committees and task forces for our national association. California appreciates all your work.

## CSMA Annual Meeting

The Annual Meeting of the California Society of Medical Assistants will be held in Hayward, April 29-May 1, 2011.

Topics include Proton Therapy for Cancer; Cultural Competency; Knowledge Bowl, Retention of Medical Records; ICD-10 and Vaccines and Autism.

Friday's session will be at the hotel. Saturday will be held at Chabot College in Hayward. Sunday will be held at the hotel.

Registration and other information are contained elsewhere on the website for download.

This is your chance to meet your leaders for California and for next year. This year our meeting is in Northern California. It will not come back for 2 years. Next year our meeting will be in Southern California.

Meetings are a chance for you to express your concerns, your suggestions and help us discuss which direction we need to go. The future can be medical assisting but we must make the decisions to take us in that direction.

We need YOU and your ideas. We, the leaders, cannot do this alone. Much of what we are able to do is through email or online so OPEN UP YOUR COMPUTER, YOUR INTERNET AND PARTICIPATE WITH US for your future.

We do not want to look backward as to WHAT MIGHT HAVE BEEN forward to WHAT MIGHT BE.

*"What we think or what we know or what we believe is, in the end is of little consequence. The only consequence is what we do."*

- John Ruskin

## CSMA ANNUAL MEETING REGISTRATION

**April 29 – May 1, 2011**

**Hayward, California**

	Postmarked by April 8	Postmarked by April 15	Postmarked by April 22	
<input type="checkbox"/> AAMA Member Package Registration	\$ 75.00	\$ 85.00	\$ 95.00	\$ _____
<input type="checkbox"/> Non-medical assistant guest of AAMA member	\$ 75.00	\$ 85.00	\$ 95.00	\$ _____
<input type="checkbox"/> AAMA Nonmember	\$ 100.00	\$ 125.00	\$ 150.00	\$ _____
<input type="checkbox"/> AAMA Nonmember with CEU registry	\$ 130.00	\$ 150.00	\$ 160.00	\$ _____
<input type="checkbox"/> AAMA medical assisting student member	\$ 20.00	\$ 30.00	\$ 40.00	\$ _____
<input type="checkbox"/> CAAHEP Medical assisting student, nonmember	\$ 30.00	\$ 45.00	\$ 60.00	\$ _____
	Friday	Saturday	Sunday	
<input type="checkbox"/> Daily Registration AAMA Member	\$ 50.00	\$ 75.00	\$50.00	\$ _____
<input type="checkbox"/> Daily Registration Nonmember	\$ 60.00	\$ 90.00	\$60.00	\$ _____

Package registration includes: Speaker honoraria, hotel meeting room rental, Friday hors' d'oeuvres, Saturday lunch, and Sunday Continental breakfast (or breakfast at hotel for those staying) and handout materials. CEUs not available to students or non-medical assistant guests. \$5.00 charge per session for CEUs for AAMA nonmembers.

### **NO CONFIRMATION OF REGISTRATION WILL BE SENT.**

Registration policy for nonmedical assistant guest: Any nonmedical assistant guest of an AAMA member who attends any portion of a workshop will be extended the courtesy of registering at member prices. Early bird, regular or late registrations will apply.

\*\*\* **Late Registration** (registrations received **AFTER April 22, 2011**)  
 Add \$25.00 late fee to all registration fees \$ \_\_\_\_\_

### **HOTEL RESERVATION DEADLINE: April 15, 2011** **Fairfield Suites (510) 782-5000 under CSMA**

Name: _____	Credential: _____
(First Name)                      (Last Name)	(CMA, RN, LVN, etc.)
Address: _____	Home Phone: _____
City/State/Zip: _____	Business Phone: _____
Member No. _____	Email: _____

### **NO REFUNDS FOR ANY REASON AFTER April 15, 2011**

**Send check payable to CSMA and registration form to:** Carol Mireles, CMA (AAMA)  
 28415 Via Joyce Drive  
 Saugus, CA 91350-3831

Amount Enclosed: \$ \_\_\_\_\_

One registrant per form. Please copy form for additional attendees.

**CALIFORNIA SOCIETY OF MEDICAL  
ASSISTANTS**

Post Office Box 1869  
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## Calendar of Events

- April 29-May 1      CSMA Annual Meeting, Hayward, California  
Fairfield Inn & Suites  
25921 Industrial Blvd.  
Hayward, CA 94545  
Friday evening and Sunday morning at the hotel.  
Saturday Meeting at Chabot College
- July 22-24, 2011    SW Regional Conference,  
Colorado Springs, Colorado  
Best Western  
The Academy Hotel  
8110 N. Academy Blvd  
Colorado Springs, CO 80920-3904  
(719) 598-5770
- Sept. 23-26, 2011   55th AAMA National Conference, Indianapolis, IN  
Indianapolis Marriott Downtown
- Sept 7-10, 2012     56th AAMA National Conference, Scottsdale, AZ  
Doubletree-Paradise Valley Resort, Scottsdale, AZ