SOUTHWEST REGIONAL MEETING

JULY 15-17, 2016

Salt Lake City, Utah

President’s Report

The 2016 Southwest Regional (SWR) Meeting was held at the Red Lion Hotel in Salt Lake City, Utah. The Conference began Friday, July 15,at 4:00 p.m. Attendees representedArizona, California, Colorado, New Mexico, Oklahoma, Texas, Idaho, Montana, Florida and of course Utah. A large majority of attendees were employees from Tanner Clinic of Utah. Tanner Clinic was very involved during this SWR providing several speakers, and acting as a sponsor.

On Saturday morning, there were about 93 participants in the conference room! Utah State President Crystal Spackman, CMA (AAMA), presented each visiting state a welcome to Utah “hat” filled with some of the state’s finest novelties.

Following are the topics of the 12 CEU’s offered;

**The Power of Appreciation**- Kevin Ames-OC Tanner Institute of Speaking and Training

**Athletic Burnout**- Katie Lee **–** Idaho State University Student of Exercise Science and Psychology.

**Positivety Through Adverstiy**- Mary Nickles- Breast Cancer Survivor-KUTV2 News Anchor

**Population Health & Owning the Patient Experience.** Stoker MBA Tanner Clinic Chief Operational Officer and Brandon Cassel- MBA Tanner Clinic Administrator of **Email Marketing and Social Media**

**Wound Care**- Robyn Smith- M.Ed., COTA/ L, CLWT, CLT LASH, MA. Executive Director/ CEO of Life Rehabilitation International

**Fetal Alcohol Spectrum Disorders**- Pamela Gillen- ND, RN, CAN, CACIII. Director of CHOICES

Robyn Smith’s presentation was fascinating. Wound care dressing has come a long way with new fibers, and substances like Manuka Honey. Medical Maggots are magical! The process and results from the “green” bottle fly are amazing. Robyn also spoke about her humanitarian journeys to Haiti and working with patients with severe Lymphedema. She is inspiring.

Mary Dockal, CMA (AAMA) of Arizona announced the preliminary information for the 2017 SWR meeting scheduled on the third weekend of July 2017 in Phoenix, Arizona. Additional information about the 2017 SWR is on the CSMA Website, or you can visit Arizona’s website at [www.asma-az.org/](http://www.asma-az.org/) The 2017 SWR meeting will be in California.

Lisa Lee, CMA (AAMA) of Utah opened the business meeting. Much of the meeting focused on acknowledgment of the CMA (AAMA) credential. It can be a Federal violation if it is misused. New attendees asked how to obtain assistance from their employers to attend meetings. It was suggested that due to Meaningful Use that employers might help with continuing education. There was brief discussion regarding the upcoming AAMA (American Association of Medical Assistants) conference candidates for office for the 2016-2017 association year and that there has been changes. A candidate has resigned with no name being announced at the meeting. To date there are more Trustee positions opened than candidates. Additional sponsors will be added to MAERBs, no details were given.

Many of the SWR members continue to stay in contact thoughout the year and that makes this region strong. Lisa Lee, CMA (AAMA) will be running for AAMA Vice President. Five past AAMA presidents attended the 2016 SWR.

Utah did an amazing job. The speakers were excellent, and it was fun learning facts about the “Beehive” state. The participation at this meeting was impressive since Utah does not have local chapters. Everyone felt pampered with chair massages available on Friday, biscuits and honey for a morning snack, ice cream and local cheese samples! There were 27 sponsors for this event, which means the community was approached about Medical Assisting multiple times and supported this meeting.

Thank you CSMA for giving me this opportunity to represent our association.

Virginia Marquette, CMA (AAMA)

President CSM

SOUTHWEST REGIONAL MEETING

JULY 17-19, 2015

LEAGUE CITY, TEXAS

President’s Report

The 2015 Southwest Regional (SWR) Meeting was held at The South Harbor Resort in League City, Texas. I arrived Thursday evening and was invited to join the Conference Committee at the Penthouse/ planning hub, which had a gorgeous view of the harbor and skyline. There I was welcomed by several familiar faces and introduced to the SWR Committee members. A small group from the committee took a break for dinner where we became acquainted and discussed the upcoming weekend events and the AAMA.

The Conference began on Friday July 17 at 2:00 p.m. At registration we were presented a “goodie bag” with useful items for the meeting. Our folders contained a welcome letter stated “Welcome to Candy Land Texas”. Each attendee was assigned a specific candy- I received gummy bears- I really wanted the “Nerds”! We were instructed when to join/ sit with my fellow gummies or meet a different candy group to get acquainted. This was a clever and fun way to network with your “Candy Friends” Also included was a questionnaire which challenged us to seek out answers to 38 questions about members, those that answered the most questions would win a prize at the closing meeting. My roommate was long time AAMA member Billie Acre, CMA (AAMA) of Oklahoma, who has been a AAMA member for 36 years! Billie shared stories about the history of SWR, the AAMA and her career as a Medical Assistant.

The Conference theme was “Share the Rainbow”. The color of the rainbow represents seven leadership traits and that was with the main focus of the ten continuing education sessions. The speakers and topics emphasized communication and tools to become better leaders. There were about 35 attendees ranging from State, Local and National levels.

Bullying- Tammi Cupit MSN, and Dora Kuntz. ***Personalities of people who are bullies or are that bullied.***

Happiness in the workplace- Steve Baines and Robin Faith. ***Interactive session-*** ***explore what makes us happy at home/ work? How do we make changes?***

Power of Email Marketing and Social Media- Toni Harris with Constant Contact

***Why is it important being visible with brand recognition and consistent outreach.***

Motivation Within Yourself - Monique LaCour ***Goal setting for personal growth, and achieving your best***

(Toni and Monique were Facebook friends, it was a coincidence that they were speaking and met for the first time in person).

Diversity Walk- Cyndee Lundgren, BS CMA, (AAMA) (TX) ***Interactive exercise exploring what makes us different and how you perceive yourself and others.***

Leadership Qualities- Christ Hollander, CMA, AAMA (CO). ***Explored different types of leadership styles.***

Committed We Stand- Vicki Schultzs, CCP (Author) ***How different generations interact in the work force.***

On Friday night a large group of attendees gathered for dinner at Bubba Gump’s on the Kemah Boardwalk, afterwards we met for “game night” where a candy buffet and homemade cookies were available to keep our minds sharp! Two teams battled it out in a game of Pictionary. I never played this game before, and it was clear why we are in the medical field and not artists.

Saturday lunch was taken to the poolside area where we enjoyed the warm weather, views of the harbor and relaxed conversation. During a break, Billie Acree, CMA (AAMA) and I ventured out and visited NASA/ Johnson Space Center, and the Challenger Monument in Houston. The group dinner on Saturday night gave an opportunity to acknowledge our mentors and leaders within the SWR members. We were asked to pin a member who showed leadership qualities. Additionally a special Mentor Pin was presented by members to those that have made an impact to them within the organization.

The SWR is the only surviving meeting of its kind. Originally, the meeting was an opportunity for members who were unable to attend the national conference to join their regions. The Southwest states were Arizona, California, Colorado, Nevada, New Mexico, Texas, and Utah. Oklahoma was adopted into this group. The location rotates yearly. Billie Acree. CMA (AAMA) presented the original guidelines from 1998. It became apparent that there is a long history of participation from the SWR members and it embodies a large amount of leaders and mentors within this organization. In attendance there were four past AAMA National Presidents and several other members who have served on the BOT (board of trustee’s).

Lisa Lee, CMA (AAMA) announced that Utah will be hosting the SWR in Salt Lake City from July 15-17, 2016. She also briefly discussed the upcoming AAMA Bylaws and Resolution for 2015. Boni Bruntz, CMA (AAMA) reviewed the CB (Certifying Board) Task force requirements and both announced to consider volunteering for AAMA positions in BOT or HOD. Boni Bruntz, CMA (AAMA) shared the current status and accomplishments of the ABR-OBE, updated revisions and additions which will be discussed at AAMA Nationals in Oregon. CASAT (Center for the Application of Substance Abuse Technologies) has approached the AAMA and is interested in collaborating and educating Medical Assistants about Fetal Alcohol Syndrome.

Thank you CSMA for allowing this opportunity to represent our association.

Respectfully submitted,

Virginia Marquette, CMA (AAMA)

President CSMA