

1 California Society of Medical Assistants
2 AAMA 66th National Conference
3 Myrtle Beach, South Carolina
4 Fourth Delegate's Report
5 October 21-24, 2022
6

7 This delegate was elected to the fourth delegate position at the 2021 CSMA Annual meeting via
8 Zoom to serve in the 66th HOD in Myrtle Beach, South Carolina as the Fourth Delegate.
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10 The CSMA did not have an active vice president. The individuals who qualified declined the
11 opportunity to fulfill this position and others within the CSMA did not qualify. Four delegates
12 and one alternate delegate attended the 66th National Conference.
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14 Board of Trustees:

15 The first session that was attended by the fourth delegate, offered by the AAMA at the 66th
16 National Conference, was the "BOT Meeting". The Board of Trustees is the elected body of
17 national officers and trustees. The board meets to discuss the business of the association and
18 make decisions for its future. At this session AAMA members were able to sit in the gallery and
19 observe the meeting as the board of trustees and other meeting attendees spoke.
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21 The BOT meeting commenced at 9:01am and roll call began. The president welcomed all to the
22 conference and BOT meeting and self-introductions of the board followed. Attendees in the
23 audience were invited and went through self-introductions following the BOT. The August
24 meeting minutes were approved by the board with no discussion and committee updates
25 followed. 21 states were represented by attendees as the BOT meeting.
26

27 The leadership FB page and the Leader Insider was reintroduced. Information included tips and
28 tricks for leaders. Multiple states were represented in attendance of 1-hour CEU sessions with
29 presenter Jen Wilson from Portland Oregon. 68 attendees in attendance. Reminder of the State
30 Leader session on Sunday from 1-3pm which will include 1.5 CEU's for attendees as well as
31 possible prizes was given. The advisory task force reported that they continue to train and role
32 play services being provided by employers. The task force also announced that they completed
33 the beta site. Additionally, the task force met virtually to evaluate data provided by a company
34 in Florida which included additional services. One member of the task force was contacted,
35 Paula Purdy, to speak. The Maxine Williams Scholarship had 54 applications and 4 applications
36 were awarded totally \$12,00.00.
37

38 The editorial Advisory Committee continues CMA today magazine articles. The chair of the
39 Membership Development Team emphasized the continued discount that includes an \$8.00
40 discount for AAMA membership renewal. Continued discount for early bird registration through
41 10/31. The Membership Development Team reported that they reached out to 21 state society
42 leaders seeking feedback about membership development with the goal of increasing numbers.
43

44 The bylaw committee reported that they will be presenting additional rationales for bylaw
45 amendments 22-04 and 22-05 (these amendments were not provided in the delegates packet).
46 The Document Committee reported that all documents are up-to-date and consistent with
47 other AAMA documents. The management guide was completed and approved and will be
48 provided on the website. The Nominating Committee Chair reported that there are 788 people
49 in attendance at the conference. No CEU's were offered the first day of the conference due to
50 the timing and the awards ceremony taking place the evening of the first day of the conference
51 which did not seem like the appropriate way to schedule the event.

52
53 The Awards and Career Professional Development Committee shared that they had a new
54 sponsor for the student essay for this year and that the Golden Apple award was being
55 sponsored by McGraw Hill. The Awards Ceremony included three awards. Lastly, this
56 committee reported \$63,000.00 in sales. The Social Media Committee is considered the
57 window to membership. The AAMA is now represented on "TikTok" and the Social Media
58 Committee shared the creation of new social media guidelines. Every Monday this committee
59 recognizes MA's as well as their volunteers. AAMA is offering a social media toolkit and is
60 representing on all social media platforms. This committee is busy with ongoing projects and
61 also shares the concern about accurate information being delivered which is being further
62 explored. There was a suggestion of a AAMA member taking over the social media
63 responsibilities for perspective of a direct member instead a staff or board member.

64
65 The chair of the Strategic Issues Planning Committee met virtually and discussed a
66 brainstorming session that happened in February which reviewed and confirmed goals. The
67 Marketing Strategy Team and Partnership Task Force worked very hard with lengthy
68 assignments and highlighted what they needed to strive for. There is a goal of wanting to make
69 Medical Assisting Recognition (MAR) week larger and bigger and to target other areas. The
70 current MAR week theme was "MAGIC" Medical Assistants Giving Incredible Care. MAR week
71 logo is to stay the same instead of changing it every year so that AAMA is recognized and
72 individuals know who AAMA is. The theme will continue to be changed every year. All states
73 received the MAR packet first and the existing toolkit is the same as the past except for the
74 addition of thank you cards for employers to use or others such as educators for students.
75 These were said to be a big hit. Additionally, Fox 32 media coverage is being explored with the
76 hope of a commercial airing. This committee will be testing with promotional items such as a
77 lunchbox with the MAR week logo, a water bottle, tote bags, and badge holders. They will
78 continue their ongoing project of finding a regular vendor for MGMA as the supply and demand
79 is reported to be hard right now. The goal is to target employers. The website has been
80 "dissected" in every single area for marketing and it continues to be updated. The CMA fact
81 sheet was revamped and will be republished. Wondering what we can do to help MA's promote
82 themselves? Tip and fact sheet to come that includes ways of promoting themselves. The AAFP
83 had MAR week items and the creation of knowledge and partnership went well and it was
84 stated that the AAMA had a great hit with the physicians and want to further explore
85 partnerships with the MGMA. An important note to share that was mentioned was that
86 physicians at the AAFP had no idea there was an MA association.

87 The relationship with PSI is moving along and continuing to develop. The task force said that
88 the committee is always looking for members to help with exam questions. The Continuing
89 Education Chair added that ABCG was finished and will be available with new updates by mid-
90 November. Continuation of updates to CEU fees and charges. MAERB is moving ahead with
91 business as usual, conducting accreditation visits and they are able to meet virtually or in-
92 person format. Need to keep an eye on the environment with the COVID-19 surges and travel
93 difficulties due to the pandemic. CAAHEP accredited programs are back to “normal” schedules
94 and rolled out 2022 standards and guidelines. A new website and logo were created
95 simultaneously. They also shared that they were helping program directors implement new
96 standards. There are apprenticeship webinars and practicums for CAAHEP accredited programs
97 under the MAERB website and MAERB is now represented as an independent corporation and
98 they have submitted their 501C3 application. They will continue their partnership with the
99 AAMA as a sponsorship organization.

100

101 Don Balasa, CEO and Legal Counsel shared about the live and virtual MGMA leadership
102 conference on 11/9 at 11am. He will be hosting a 30-minute presentation on “Scope of
103 Practice” presenting a good opportunity for the AAMA. He submitted a proposal to speak at the
104 operations conference at MGMA about hiring MA’s specifically from an efficiency standpoint.
105 The idea of cobranding was brought to the table. AAMA will continue to cultivate existing long
106 time partnerships. Board of Nursing approved to delegate injections to MA’s under direct
107 supervision. Management guide was approved and Committee reports that have been
108 submitted have been approved. MAR week marketing was approved as well as an MGMA booth
109 for next year. The Board met in August, September, and October of 2022. The 67th AAMA
110 National Conference will be held in Lake Buena Vista, Florida, September 22 through September
111 25, 2023.

112

113 Reference Committee:

114 The “Reference Committee Hearing” allowed for members to join a session in between the
115 morning and evening sessions of the House of Delegates to voice on issues before the House,
116 including reports, bylaws, and resolutions. At this event any delegate, alternate, or AAMA
117 member may speak. Delegates, as individuals who wish to speak, stand at a microphone and
118 are called upon by the Reference Chair at which point delegates state their name, credential,
119 and state affiliation. During this session, the HOD and Reference Committee take minutes of all
120 that is taking place and being discussed. After each officer report, delegates were able to ask
121 questions and for any clarification that was needed. In addition, each bylaw was read and many
122 comments took place. Many voices spoke out about needed clarification on bylaws that
123 seemed to be missing information or did not state the entire bylaw in the provided packet of
124 materials. Additional voices spoke out about their perspective in situations where bylaw
125 amendments would not benefit the AAMA as a whole. Others were vibrant, loud,
126 compassionate, and honest to protect and defend their beliefs.

127

128 This delegate also attended the Reference Committee meeting. The Reference Committee
129 reviewed the reports, bylaws, and resolutions. Proposed Bylaws Amendment 22-01, Article IX –
130 Nominations and Elections, Section 1. Nominations., A 1-2 was recommended to be adopted by

131 the Reference Committee on Bylaws. Proposed Bylaws Amendment 22-02, Article XV – House
132 of Delegates, Section 4B was referred back to the Bylaws Committee by the Reference
133 Committee on Bylaws for further clarification. Proposed Bylaws Amendment 22-03, Article XII –
134 Board of Trustees, Section 6. Management and Steering Committee was also referred back to
135 the Bylaws Committee by the Reference Committee on Bylaws for further clarification.
136 Proposed Bylaws Amendment 22-04, Article VI – Membership, Section 3. Privileges was
137 recommended to be adopted by the Reference Committee on Bylaws. Proposed Bylaws
138 Amendment 22-05, Article XV – House of Delegates. Section 2C(1) was recommended to be
139 adopted by the Reference Committee on Bylaws. The Reference Committee on Reports
140 recommended the BOT, BOT supplemental, President, Vice President, Immediate Past
141 President, Secretary-Treasurer, Speaker of the House, and Vice Speaker of the House reports be
142 accepted and filed for future reference. The following reports were also recommended to be
143 accepted and filed for future reference by the Reference Committee on Reports: AAMA Trustee
144 reports, AAMA Executive Office Reports, Annual Conference Committee, Awards, Bylaws and
145 Resolutions, Career and Professional Development, Documents, Editorial Advisory, HOD
146 Minutes Committee, Nominating, Social Media, and Strategic Issues Planning. Additionally, the
147 Reference Committee on Reports recommended the Strategy Teams reports of Leadership
148 Development, Marketing, and Membership Development. The Task Force reports Advisory and
149 Partnership as well as the board reports from the Certifying Board, Continuing Education Board,
150 and Judicial Council reports be accepted and filed for future reference.

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153 It was a privilege to serve as the Fourth Delegate for CSMA and this delegate thanks the
154 California Society of Medical Assistants for entrusting this delegate to vote and serve on behalf
155 of our society.

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158 Ashlyn James, CMA (AAMA)

159 Fourth Delegate

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