

1 California Society of Medical Assistants  
2 Edward Palarea Award Winner  
3 Santa Cruz, CA  
4 April 27, 2015  
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6 My motivation for attending the CSMA State Meeting was mainly due to my re-certification credential.  
7 However, by the end of the two-day conference/meeting, I came away not only with CEUs, but with  
8 first-hand information from the National and State level. Our local chapter is struggling to maintain  
9 members' interest and participation, as was shared by other chapters as well.  
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11 I arrived on Friday at the San Jose Airport to familiar faces. The in-coming State President's spouse was  
12 waiting to drive us to the Santa Cruz hotel where we were staying. We checked into the hotel and then  
13 headed out to Cabrillo College for the conference.  
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15 Most of the topics presented were related to my current employment, which kept my interest.  
16 The Friday sessions "Working with the Elderly" and "Mindfulness/Palliative Care" were most  
17 informative on the aging process.  
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19 The Saturday sessions had motivating speakers:  
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- 21 1) Group Appointments and the role of the MA as assistant for vitals and charting.
- 22 2) Alzheimer's Disease-listening to the patient,
- 23 3) NAMI presentation kept me attentive throughout as the young people who shared their life  
24 story living with Bipolar Disease. Hugh and Jennifer opened my eyes to the struggles a person  
25 with mental illness goes through on a daily basis and again reinforces the compassion aspect of  
26 medical assisting.
- 27 4) Dr. William Khieu, very animated speaker, spoke on various GYN topics with plenty of time for  
28 questions and answers.
- 29 5) The nurses from Stanford presented on Pacemakers, however I did have trouble hearing them  
30 as they both had soft voices,
- 31 6) And the last speaker on Social Media presented on the advantage of patients having the  
32 opportunity to schedule their own appointments, as well as having email chats with their  
33 provider.  
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35 The business portion of the meeting started late Friday and ended Saturday afternoon with the  
36 election of officers, as well as new and revised by-laws.  
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38 A most informative and enjoyable weekend.  
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40 Lala Gutierrez, CMA (AAMA)  
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