AAMA NATIONAL CONFERENCE

SALT LAKE CITY, UTAH

SEPTEMBER 14-17, 2018

THIRD DELEGATE’S REPORT

The general assembly nominated this delegate at the 2018 CSMA Annual Conference as 3rd Delegate. The 62nd AAMA National Conference was held in Salt Lake City, Utah on September 14-17, 2018. The Conference was located at the Salt Lake City Hilton. This Delegate arrived on Thursday and met the other delegates at the airport. After settling in the group then took advantage of the free time and visited the sites of Utah and did a bit of shopping. The CSMA Delegates walked the beautiful grounds at Temple Square, learned about the history of the site, explored the Genealogy building and had the opportunity to watch the Mormon Tabernacle Choir and orchestra rehearse.

This Delegate attended part of the AAMA BOT meeting, Leadership session, served as the third Delegate in the HOD, attended continuing education sessions, Welcome and Awards, Presidents luncheon and networked with another attendee for guidance on the CSMA website and Facebook. The California group gathered at the Knowledge Bowl (first time for this delegate) and watched several California members participate which was a lot of fun. Our newcomer first-time attendee and first alternate delegate played an integral part in finding our wayward California members by participating in the first-timers meeting on Friday. Several of the alternate delegate’s connections met with CSMA on several occasions during the conference. The CrowdCompass conference app was used again this year and was very helpful in keeping people notified and connected with each other. This delegate created three colorful laminated posters to communicate California’s presence at the conference. This delegate suggest that we continue to do this every year. One of the attendees reached out to us, and we were able to connect during dinner and other sessions- she lives near this delegate. There were approximately 16 California members that the CSMA Delegates networked with, and many were new acquaintances.

The Welcome and Awards Celebration takes place on the first day of the conference. This delegate was pleased that California had a full table this year! It was such a pleasure for this delegate to share the evening with so many California new and first-time attendee’s. The Excel Awards are presented on several categories in honor of the accomplishments of our state societies. Awards include; Publishing, Website Development, Marketing, Promotion and Recruitment, CMA Certification, Certification, and student award. Membership recruitment, Student Membership. Community Service. The full list of the 2018 Excel Awards will be listed in the January / February 2019 CMA today, or you may view it at http://aama-ntl.org/docs/default-source/conference/2018-excel-award-winners.pdf?sfvrsn=0

The Student Award went to Kirsten Furness, Erie Community College, Williamsville, NY. Kirsten was not available during the Excel presentation but would be available for a round of applause at the Presidents Luncheon. Kirsten's essay topic was “When you become a CMA (AAMA), how will you contribute to the patient experience?” “I chose to be a medical assistant because I want to be able to make a meaningful difference in the lives of patients and become part of something bigger than myself."

The full essay will be on the AAMA website http://aamantl.org/news/conference#.W62dImhKg2x

Medical Assistant of the year was awarded to Texas Society member Sherry Bogar, CMA (AAMA). Sherry was also involved in the Excel awards for Publishing and the Marketing, Promoting and Recruitment for her Texas Chapter. It will also be noted in the HOD report that Sherry was nominated as a 2018-2019 Trustee.

Small dessert items and snacks were available. The Award Committee members Patty Licurs CMA (AAMA), Chair, Mary Gambrell, CMA (AAMA) and Debby Houston CMA (AAMA) CPC did an excellent job. A group of attendees was chosen for a team game. Each team raced to complete several tasks. It was hard for the audience to see, but this delegate did see a children's “Operation Game” and toy syringes on the table?? Each of the audience tables was numbered, and between award announcements, a group of tables was announced and instructed to dance to a popular song. California was not thrilled but got up hoping no one saw them. If AAMA CEO Don Balasa can do it so can we! One of the highlights was the presentation for the 2019 Conference in Greensboro, North Carolina. The North Carolina members presented a PowerPoint documenting highlights of their state with information about places to visit during the conference. Travel guides were handed out instead of having promotional items displayed on the table; a raffle was conducted instead with items from the state of North Carolina.

Monday was the last day of the AAMA National Conference with two-morning CEU sessions and concluded with the Presidents’ Luncheon. This is a time to say goodbye and acknowledge our outgoing and incoming presidents. CSMA President Ojeda joined the other state presidents to start the luncheon off with the parade of presidents. Immediate Past President (IPP) Lee’s daughter Katie Lee was the MC of the President’s Luncheon, during IPP Lee’s speech, daughter Jamie Lee sang a special Disney song. The new BOT honored present Lee with a specialized Disney rendition of “Lisa Lee.” Each member pulled out a set of Mickey Mouse ears. It was announced that Disneyland was a family vacation destination after the conference! President Sue Hawes, CMA (AAMA) MBA, RHIT, FACMPE, thanked IPP Lee and presented her with several gifts and gave a speech to the audience on her wishes for her AAMA term.

This delegate would like to thank CSMA for this opportunity to represent California and the medical assisting profession. Utah Society members worked very hard on this National Conference and made every effort to support their guests, even having the time after a full day to take several attendees around for sightseeing. It was clear to see the dedication and volunteer hours that went into hosting the AAMA National Conference. This delegate can see why it will take California many years to accept hosting duties of a AAMA Conference. It will take time. “A goal without a plan is just a wish”. Although, this year seemed to be a smaller conference in attenance, it was great to see so many familiar faces. It was a pleasure to meet and share this experience with so many new acquaintances from California, and a special medical assistant student named Norma from Utah, we hope that our presence was positive and they will join us again at our upcoming meetings. It was an honor to serve as Delegate and will look forward to the 2019 AAMA Conference in Greensboro, North Carolina in 2019.

Gini Marquette, CMA (AAMA)

Third Delegate