Florida Society of Medical Assistants, Inc.

January 22, 2011

To: Jeanne Von Ohlsen, CMA (AAMA), FSMA President
Executive Council Members
Committee Chairs
Chapter Representatives
Physician Liaison

From: Maria Wiegelmann, CMA (AAMA)
FSMA Meeting Coordinator

The contract for the Crown Plaza Jacksonville Riverfront for October 15, 2011 has been signed. The rate is $99 per night double occupancy. There is a parking fee of $5 per night which will be stated on the registration form.

May 2011 Annual Meeting – April 28 – May 1, 2011
The welcome party has been cancelled. The food and beverage revenue amount in the contract is $4,500.00. FSMA will pay that amount – regardless of what we actually use.
Approximate cost of food at the annual meeting:
CMA luncheon: $30
Dinner: $37
Sunday Brunch: $20
Food cost per person: $87
If 50 people attend and pay for all 3 days, that would be $4350.00 in food and beverage revenue for the hotel. We usually have a few more attendees at the CMA lunch – that additional revenue would cover the $4500.00 due to the hotel. We do not need to add any additional meals to the annual meeting.

Since we are deleting the welcome party, do we want to reduce the amount of the registration fee? The welcome party cost was $18 per person. Please discuss at meeting.

Regarding the request to try to reduce the time and cost of the annual meeting, Marsha Benedict, CMA(AAMA) has suggested the following:

Friday

9 am-10am Friday Morning Pre-conference Executive Board Meeting

10 am-11 am General Assembly Orientation

Lunch on Own

12:30 General Assembly check-in

1:00-3:30 General Assembly

4:00-5:00 AAMA National Representative

Dinner on own

Saturday

7 am registration

8:00 Welcome

8:00 -11:00 Leadership

11:30-12:45 CMA Luncheon/awards

1:00-3:00 education

3:00-5:00 education

Country Store prizes will be posted and distributed along with door prizes

5:15 Rehearsal

6:30-7:00 cocktails

7:00-9:00 Presidents Banquet

Sunday

7:30-9:00 Post Conference Executive Board Meeting

You could have education on Sunday morning if you would like since everyone is here. I think avoiding arrival on Thurs would help and also the cost would be less if we do not have the extra

meals, brunch on Sun. We could provide continental in the board room. Please discuss at the meeting.

Maria Wiegelmann, CMA (AAMA)
FSMA Meeting Coordinator

Committee:
Mary Morris CMA (AAMA)