

**FLORIDA SOCIETY OF MEDICAL ASSISTANTS
EXECUTIVE COUNCIL MEETING
OCTOBER 15, 2011**

The Executive Council meeting of the Florida Society of Medical Assistants was called to order at 7:42 PM, by President Marsha Benedict, CMA-A (AAMA). The roll was called by Mary Morris, CMA (AAMA), FSMA Secretary, to establish a quorum.

ROLL CALL

President	Marsha Benedict, CMA-A (AAMA)	Present
President Elect	Judy Seymour, CMA (AAMA)	Present
Secretary	Mary Morris, CMA (AAMA)	Present
Treasurer	Mary Lou Allison, CMA-C (AAMA)	Present
Speaker GA	Heidi Fortin, CMA (AAMA)	Present
Vice Speaker GA	Ofelia Sunde, CMA (AAMA)	Present
Immediate Past President	Jeanne Von Ohlsen, CMA-A (AAMA)	Absent

CHAPTER REPRESENTATIVES

Brevard	Jeannette Smith, CMA (AAMA)	Absent
Central Gulf Coast	Patricia Allen, CMA (AAMA)	Present
Everglades	Christine Sanders, CMA (AAMA)	Absent
Central Florida	Maria Wiegelmann, CMA (AAMA)	Present
Mid-Gulf	Barbara Feeney, CMA (AAMA)	Absent
North Florida	Gayle Bell, CMA (AAMA)	Absent
Southeast	Joyce Baldwin, CMA (AAMA)	Absent
Southwest	Deniece Jozefiak, CMA (AAMA)	Absent
Treasure Coast	Theresa Errante-Parrino, CMA (AAMA)	Present

COMMITTEE CHAIRS

Budget/Finance	Mary Lou Allison, CMA-C, (AAMA)	Present
Bylaws/P & P	Christine Petsalis, CMA (AAMA)	Absent
Certification	Deniece Jozefiak, CMA (AAMA)	Absent
Communications	Mary Lou Allison, CMA-C, (AAMA)	Present
Education	Heidi Fortin, CMA (AAMA)	Present
Educators Forum	Theresa Errante-Parrino, CMA (AAMA)	Present
Leadership	Judy Seymour, CMA (AAMA)	Present
Marketing	Kathryn Panagiotacos, CMA (AAMA)	Absent
Meeting Coordinator	Maria Wiegelmann, CMA (AAMA)	Present
Membership	Judy Seymour, CMA (AAMA)	Present
Nominating	Judy Seymour, CMA (AAMA)	Present
Public Policy	Bonnie Chrimes, CMA (AAMA)	Present
Strategic Plan	Theresa Errante-Parrino, CMA (AAMA)	Present

PHYSICIAN LIAISON

Physician Liaison	Joel Martin, MD	Absent
-------------------	-----------------	--------

SEATING OF THE PROXIES

Motion was made to accept the seating of Olive Devine, CMA (AAMA), for the Central Florida Chapter, Pam Giannone, CMA (AAMA) for the Treasure Coast Chapter, Mary Keho, CMA (AAMA) for the Brevard Chapter, Deborah Murray, CMA (AAMA) for the Everglades Chapter and Heidi Fortin, CMA (AAMA) for the South West Chapter. Judy Seymour, CMA (AAMA) made the motion. Maria Wiegelmann, CMA (AAMA) seconded the motion.

There was discussion and a motion made by Theresa Errante-Parrino, CMA (AAMA) that in order to be a proxy for a committee or a chapter one must be a member of that committee or chapter. Judy Seymour, CMA (AAMA) seconded. No further discussion. The **MOTION CARRIED** for both. The proxies were seated.

There was a quorum present.

The minutes of the Post Conference Executive Council meeting held May1, 2011 were available on line. Theresa Errante-Parrino, CMA (AAMA) made a motion to accept the minutes as written/printed. Mary Keho, CMA (AAMA) seconded. There was discussion by Karen Murray, CMA (AAMA) about the time that the meeting ended as per the minutes. After review of the secretary's notes and the President's notes, it will be left as written. No further discussion. **MOTION CARRIED.**

TREASURER REPORT

Checking: \$22,158.32 Money Market: \$22,348.44 Balance: \$44,506.76
The treasurer requests all expenses be sent to her ASAP so that checks can be sent out. The treasurer's report will be filed for audit. No bills over budget were presented. The treasurer reminded everyone to submit copies of receipts for ease in scanning the receipts into the computer. President, President Elect, and the Treasurer have access to the Bank of America account with a password. FSMA will be receiving \$9480.00 from AAMA dues. The accounts can be viewed at any time if need be and be audited on a yearly basis.

OFFICER REPORTS

President	Marsha Benedict, CMA-A (AAMA)	On file
President Elect	Judy Seymour, CMA (AAMA)	On file
Secretary	Mary Morris, CMA (AAMA)	On file
*Addendum reports need to be submitted to the secretary ASAP in a word document for inclusion in the minutes.		
Treasurer	Mary Lou Allison, CMA-C, (AAMA)	On file
Speaker of GA	Heidi Fortin, CMA (AAMA)	On file
Vice Speaker of GA	Ofelia Sunde, CMA (AAMA)	On file
Immediate Past President	Jeanne Von Ohlsen, CMA (AAMA)	Absent(rpt on file)

CHAPTER REPRESENTATIVES REPORTS

Brevard	Mary Keho, CMA (AAMA) Proxy	On file
Central Gulf Coast	Patricia Allen, CMA (AAMA)	On file
Everglades	Deborah Murray, CMA (AAMA) Proxy	On file
Central Florida	Olive Devine, CMA (AAMA) Proxy	On file
*The November seminar has been cancelled and will be rescheduled to 12/03/11.		
Mid-Gulf	Barbara Feeney, CMA (AAMA) Absent (No representative)	On file
North Florida	Gayle Bell, CMA (AAMA) Absent	On file
Southeast	Joyce Baldwin, CMA (AAMA)	On file
*The chapter is considering forgoing dues until some of the money in the treasury is spent. The chapter does not have a lot of activity so the dues money is not being spent.		
Southwest	Heidi Fortin, CMA (AAMA) Proxy	On file
*Doing a fund raiser at a local comedy club. Proceeds from ticket sales will help raise money for the chapter. Some student members have now graduated and become more active in the chapter.		
Treasure Coast	Pam Giannone, CMA (AAMA) Proxy	On file

EXECUTIVE COMMITTEE REPORTS

Budget & Finance	Mary Lou Allison, CMA-C, (AAMA)	On file
Bylaws/P&P	Christine Petsalis, CMA (AAMA) Absent	On file
*President Benedict reported that this committee is working hard to finish updating the P&P Manual. Comments/changes etc. from those persons who are committee chairs/officers are due to Christine by 11/5/11.		
Certification	Deniece Jozefiak, CMA (AAMA) Absent	On file
*Mary Lou received an email from Deniece asking for 250.00 to be put in the budget to send new CMA's a letter and certificate. Monies are needed to cover postage, ink, envelopes and paper. There was no real response in the past from the certificates that were mailed to the new CMA's. The E Blasts are a much more economical way to go. Concerns over E Blasts not being received by the new CMA is a worry. (ending up in the spam file) Having the ability for a new CMA to print their certificate online is an option. Betty is able to see what emails are being returned on an email/E blast.		
Communications	Mary Lou Allison, CMA-C, (AAMA)	On file
*Addendum report attached as submitted by Betty Springer, CMA (AAMA). Mary Lou Allison, CMA-C, AAMA made a motion for the communications committee to send out one more postcard for the winter seminar to help with our transition into E Blasts/E News for future seminars. A statement will be included in the postcard about the change to E Blasts/E News so members will be aware of this for the future. Judy Seymour, CMA (AAMA) seconded. No further discussion. MOTION CARRIED.		

PAGE 4 OCTOBER 15, 2011 MEETING MINUTES

Education	Heidi Fortin, CMA (AAMA)	On File
*It is important that we finalize dates for the upcoming seminars so that speakers can be given correct dates to work with. The education for Tampa is still a work in progress but should be finalized soon as the morning speakers are in place. The ideal would be to have speakers in place one meeting in advance and in order to do that dates for seminars in the future need to be finalized now.		
Educators Forum	Theresa Errante-Parrino, CMA (AAMA)	On file
Leadership	Judy Seymour, CMA (AAMA)	On file
Marketing	Kathryn Panagiotacos, CMA (AAMA) AB	No report on file
Meeting Coordinator	Maria Wiegelmann, CMA (AAMA)	On file
*The date for the annual 2012 meeting is needed. April 27-29, 2012 was decided upon due to college graduations the first weekend in May. January 14, 2012 is Tampa, April 27-29, 2012 is Melbourne, October 13, 2012 is Port St. Lucie. January 2013 is Punta Gorda, May 2013 is Orlando, and October 2013 is West Palm Beach/Ft. Lauderdale area. We will reevaluate in a years time to see if moving around the state is beneficial for FSMA. The board is in favor of continuing the first time attendee rate for the Tampa seminar.		
Membership	Judy Seymour, CMA (AAMA)	On file
Nominating	Judy Seymour, CMA (AAMA)	On file
Public Policy	Bonnie Chrimes, CMA (AAMA)	On file
Strategic Plan (Ad Hoc)	Theresa Errante-Parrino, CMA (AAMA)	On file
Physician Liaison	Joel Martin, MD Absent	No report

CORRESPONDENCE

See new business Re: AAMA Representative Assignment

UNFINISHED BUSINESS

*President expenses for FSMA and AAMA conferences – Judy Seymour, CMA (AAMA) made a motion to remove this discussion from the table. Patricia Allen, CMA (AAMA) seconded. Judy would like to see an ADHOC committee formed and bring a report back to the executive council in January. The majority of members at the meeting who expressed an opinion were against paying President’s expenses. Jean VonOhlsen’s statement was read (see meeting agenda). After much discussion, it was decided that no ADHOC committee will be formed at this time.

*Mary Lou Allison, CMA-C, (AAMA) made a motion that there be \$1,000.00 in the education budget for speakers for each of our three meetings. This money needs to be used to entice good quality speakers for our seminars so we can hopefully get more people to attend. Heidi Fortin, CMA (AAMA) seconded. No further discussion. **MOTION CARRIED.**

PAGE 5 OCTOBER 15, 2011 MEETING MINUTES

*Annual Conference Agenda – the agenda was voted on at the 5/1/2011 meeting. (see President’s meeting agenda). The agenda will remain as voted upon and can be reevaluated after the May 2012 annual conference. The registration fee should be less but the costs for meals etc. have yet to be figured out. The registration form will be looked at closely to see what the break down will be for the cost of the different days of the conference as well as the cost of the total package for the entire conference.

*Marsha Benedict, CMA (AAMA), FSMA President was asked and will attend the Brevard seminar. Monies in the President’s budget will be used to help offset the cost of gas.

NEW BUSINESS

*Delegates and Alternates Reports from AAMA Annual Conference – reports are to be turned in thirty days from attendance of the AAMA National Conference. The content of the delegates/alternates report should be kept “official” and should not include personal comments. Marsha believes that if a delegate/alternate is onsite at the time of the BOT meeting, that meeting should be attended. (This was Marsha’s opinion.)

*AAMA Representative for May 2012 – choices are: President Naegele, Vice President Hollander, Secretary Treasurer Couch, Speaker Watson, Vice Speaker Purdy, Trustees: Flaaten, Lee, Miller, Minchella. All were in agreement with the FSMA delegates to submit Trustee Flaaten’s name to AAMA.

*Purchasing a new computer for FSMA – Mary Lou made a motion to purchase a new computer for FSMA. She will look for one that has the features that we need and is the best price. Bonnie Chrimes, CMA (AAMA) seconded. No further discussion. **MOTION CARRIED.**

*Carol Francis, CMA (AAMA) made a motion that the budget for the Maxine Williams Scholarship fund be increased from \$200 to \$300 and as of today the donations be given in memory of Vera NeSmith one of the founding members of the Florida Society and a life member. All in attendance were in agreement with the motion.

ANNOUNCEMENTS

*Thanks to Maria Wiegelmann, CMA (AAMA) Meeting Coordinator, Heidi Fortin, CMA (AAMA) Education Chair, Ruth Lapio, CMA (AAMA) Registration Committee and all others who made this conference a success.

*Medical Assistants Recognition Week is October 17-21, 2011. Download any celebratory items at www.aama-ntl.org.

*Brevard Chapter of Medical Assistants annual Fall Seminar will be held Saturday, October 29, 2011, at Wuesthoff Hospice and Palliative Care; 8060 Spyglass Hill Road Viera, FL 32940. Join Brevard for 6.0 AAMA approved CEU’S and networking. Lots of door prizes and giveaways. Silent auction and sales on BCCMA t-shirts, tote bags as well as slightly used scrubs. Breakfast and lunch will be provided. Continued on next page.

PAGE 6 OCTOBER 15, 2011 MEETING MINUTES

For further information go to www.fsmaonline.org and click on Brevard under chapters or email brevardcountycma@aol.com or contact Jeanette Smith (jeanetteb41565@yahoo.com).

*The Central Florida Chapter fall seminar has been cancelled but plans are in the works for a December 3rd winter seminar. Check the FSMA web site in the next few weeks.

*Central Gulf Coast Chapter is having a half day seminar on November 5th. Check the FSMA web site for information. A variety of topics have been chosen. Saturday, December 3 at 12:30 PM is the chapters Christmas party which will be a luncheon.

*Treasure Coast Chapter will be holding a seminar Friday, October 21 at Indian River State College, W Building, Room 227 from 9am – 2 pm. 4 CEU'S are pending AAMA approval. There will not be any charge for this event and all are welcome to attend. Continental breakfast, lunch and cake have been sponsored. Topics include: Smoking Cessation, Medical Reserve Corp, Professional Development and Organization Involvement.

*Watch for FSMA Eblast. If you do not receive an eblast let Betty Springer, CMA-C (AAMA) from the communications committee know.

*January 14, 2012, the winter FSMA conference will be held at the Crowne Plaza in Tampa. Check the FSMA web site for further information.(813-289-1980 or toll free 800-2-CROWNE) When making reservations for the hotel use code FSM.

*October 13, 2012 is the fall FSMA conference at the Hilton Garden Inn in Port St. Lucie. FSMA is considering Melbourne Crowne Plaza Ocean Front for the Annual Conference April 27-29, 2012 and Punta Gorda for January 2013.

*The minutes will be placed on the FSMA web site for all to review. The minutes are due to the President 30 days post meeting and will be posted on the web after review by the President.

***Reports for the Winter FSMA Conference are due to the President by Friday, December 30, 2011.**

*The next AAMA Annual Conference will be in Scottsdale, Arizona, September 7-10, 2012.

There being no further business to be brought before the FSMA Executive Council, the meeting was adjourned by President Marsha Benedict, CMA-A (AAMA) at 10:22 PM.

Minutes submitted by:

Mary Morris, CMA (AAMA), FSMA Secretary 2011 - 2012

ADDEMDUM REPORTS:

Meeting Coordinator

Communication: Constant Contact



Florida Society of Medical Assistants, Inc.

October 15, 2011

To: Marsha Benedict, CMA (AAMA), FSMA President
Executive Council Members
Committee Chairs
Chapter Representatives
Physician Liaison

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

Report for May 2011 Annual Meeting:

Attendance: 46 members
23 students

Income: \$8240.00

Expenses:

Meals: \$6046.38
A/V \$442.75
Leadership Speaker \$500.00
Other Speakers \$480.00
Registration \$110.63

Total Expenses: \$7579.76

Profit: 660.24

CONSTANT CONTACT PROPOSAL

It is early in the launch of this method of communication and engagement, however all aspects of success would be improved with a collaborative plan with the Facebook, Marketing, Educator, WebPage and this media.

1. I recommend one last post card stating the next dates and locations for the meetings
This post card would include a notice to make sure the FSMA E-news is not blocked and going into spam, encourage sending to friends who are not subscribed, and Contacting aamafsmaonline@hotmail.com if they are not receiving the piece.
2. The Facebook page needs “public” look and needs to be a public site, put on AAMA FB And referred to frequently with the e-news, coordinated with info on the web
3. The Educators letter needs a statement about receiving the E-news and other contacts thru Region/Chapter leaders should be forwarded to aamafsmaonline@hotmail.com, or springerassoc@aol.com
4. We will be expanding newsworthy items, but will not replace the web as the main source of information (the web is a constant, the E-news is periodical)
5. The Web is being updated and will be announced in the E-news, as well as should be on The updated FSMA FB page
6. The FSMA E-news is going to be expanded beyond one page
7. There remains a 6% bounce, even though the original emails were removed
8. We are working on the names with no email addresses, it is assumptive that most are Students as there is no credential listed, this is not data at this point, but Anecdotal
9. We have had a few “unsubscribes” and one notice of departed.
10. I recommend a “prize” event on the next E-news, a reward incentive for new student or CMA subscribers.
11. I also recommend a survey post the next seminar as to like/dislike. I believe that that picture and activity inclusion with testimonials will make a big difference in the next edition.