

PRESIDENT'S ACCEPTANCE SPEECH

Thank you very much Mary for a wonderful installation ceremony.

"Light the Way with FSMA", our slogan for 2011-2012. As certified medical assistants we need to shine our light for FSMA and the CMA. We must all be advocates for the CMA and increase the recognition of the CMA every day. Wear your badge at work that says CMA; by all means if you are called nurse, or any other healthcare provider; let the person know you are a CMA. Only the grassroots members can get the word out to the public and other health professions.

Our society has been working very hard the past two years to accomplish our Strategic Issues Plan and we will develop a new one with most of the same strategies for the next two years.

We have changed our meeting locations around the State to increase access to members and promote membership and will continue to do so with the Fall conference in Jacksonville and the Winter conference in the West Palm area. Annual conferences will remain in Orlando for continuity and then we will travel to the South West coast Fall of 2012.

We certainly have improved technology for communication through our website. We get email messages from members asking about FSMA all the time. These messages are passed down to the officers to answer their questions.

One area that we need to work harder is recognition of the CMA credential in Florida. Our communication committee, marketing and membership will try to look into e-blasts to select Health Societies, Large Clinics, and produce Post Event Press Releases. AAMA is currently working on reaching select health care arenas during Medical Assistants Week. Let's plan now to use the MAR week information in Florida to flood the Health Care field in Florida and get our CMA credential recognized. We will need the help of every chapter and member in Florida to be successful.

Our educators have been a great help by working toward our goals to increase student membership. Our student participation this weekend is higher than ever. Keep up the good work; students are our future.

Our membership chair and educator's forum chair have been contacting accredited schools throughout Florida and through this effort we have a new FSMA chapter Manasota Chapter of Medical Assistants. They have contacted all the CMA's in their region and are excited about offering CEU's and growing as a Chapter.

Soon we will be adding another Chapter North Florida Chapter that will be presented their charter at our Fall conference in Jacksonville. With the help of Membership, Marketing and Meeting Coordinator it is my dream that we will soon see another chapter in the PanHandle area.

Chapters, you are FSMA's light; let it shine and promote yourselves; **"CMA Healthcare's Most Versatile Health Care Professional"**.

