



AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS
20 N. WACKER DR., STE. 1575
CHICAGO, ILLINOIS 60606

800/228-2262
www.aama-ntl.org

February 2009

TO: AAMA State Presidents and Presidents Elect
FROM: Jean M. Lynch, Director of Communications and Marketing
RE: 2009 Excel Awards
COPIES: State Membership Chairs; State Marketing Chairs; CAAHEP Program Directors; Board of Trustees; Educational Boards; Leadership Development Strategy Team; Membership Development Strategy Team; AAMA Staff

Is there an Excel Award in your future?

The AAMA annual awards competition recognizes and honors the pursuit and achievement of excellence in all facets of the medical assisting profession. Enter in the 2009 Excel Awards to be considered for special recognition. Awards categories include:

Excellence in Publishing

Excellence in Marketing, Promotion and Recruitment

Excellence in Website Development

Awards of Distinction

Leadership and Mentoring
Spirit of Medical Assisting
Golden Apple

Enclosed is the official Excel Awards packet. Be sure to make copies and pass them on to those responsible for submissions, including your state society newsletter editor.

The postmark deadline for competition entries is July 1, 2009.

Don't delay—enter today!

Membership Awards

All state societies are automatically considered for these membership awards:

- **Membership Recruitment.** Presented to the state societies showing the greatest percentage increase in members for the 2008 membership year.
- **Membership Retention.** Presented to the state societies with the greatest percentage retention of 2008 members for the 2009 membership year.
- **Student Membership Recruitment.** Presented to the state societies showing the greatest percentage of student members for the 2008 membership year.

Certification Awards

All states are automatically considered for the Certification awards, which are presented to the states with the greatest percentage increase of member CMAAs (AAMA). The four winning states will be awarded a \$100 cash prize and a certificate of recognition from the Certifying Board.

2009

Excel

AWARDS

An AAMA competition honoring the achievement of excellence



AMERICAN ASSOCIATION OF MEDICAL ASSISTANTS

OFFICIAL CALL FOR ENTRIES

Sponsored by the American Association of Medical Assistants, the Excel Awards brings recognition to the most excellent publications, promotions, people, and more!

Submit your entries and imagine the potential rewards:

- Elevate yourself, or some other deserving person, in the eyes of peers, coworkers, and employers.
- Show off your creativity and originality.
- Be publicly honored as one of the best and brightest in the field!

Read on to learn how to enter the 2009 Excel Awards.

Your Reward

Award winners are formally saluted at the awards ceremony held during the 53rd AAMA Annual Conference, September 11, 2009, in Houston, Texas. The presentation, always a conference highlight, is open to all registrants.

Winners will be recognized on the AAMA website and in *CMA Today*—the association's official bimonthly publication.

Eligibility

Entries that were produced and presented in final form **between June 1, 2008 and June 1, 2009 are eligible**. The submitter or nominator and nominee must be an AAMA member.

Judging

The AAMA Awards Committee shall judge the entries submitted under the heading *Awards of Distinction*.

Entries submitted for the *Excellence in Publishing*; *Excellence in Marketing, Promotion and Recruitment*; and *Excellence in Website Development* awards shall be judged by the AAMA Communications and Marketing Department. Membership

awards shall be calculated by the Membership Department and the Certification awards shall be calculated by the Certification Department.

The publishing, marketing, website development, membership, and certification awards shall be judged based on the number of members in the state society as of January 1, 2009:

Section A = 200 or fewer

Section B = 201 to 500

Section C = 501 to 800

Section D = 801 or more

Findings of the judges are subject to review by the AAMA Board of Trustees. The decision of the judges is final and the judges reserve the right to grant no award if there are no nominees of sufficient merit.

Entry Deadline

Entries must be postmarked no later than *July 1, 2009*. There will be no extensions to the deadline and no exceptions will be made. **Incomplete entries will be automatically disqualified**. Entry forms and entry materials should be sent to:

AAMA Excel Awards
20 N. Wacker Dr., Ste. 1575
Chicago, IL 60606

Entry Preparation

1. Entries should consist of these items:

A. Three copies of all relevant entry materials, as listed under each category description. (*Four copies of all entry materials are required for the Awards of Distinction.*)

B. Three copies of the Official Entry Form (make a copy of the blank form to enter more than one category).

Entries that do not meet all the submission requirements will be automatically disqualified.

2. Make sure each item in your entry includes your state society's name and category name.
3. Package entries carefully. The AAMA is not responsible for entries that are lost or damaged in the mail. Entrants will receive an acknowledgement letter verifying the receipt of their entries by the AAMA office.
4. All entries become the property of AAMA. Do not send irreplaceable items.

For Further Information

If you have any questions about the Excel Awards, call 800/228-2262, or e-mail: communications@aama-ntl.org.

Excellence in Publishing

Recognizes the best state society newsletters and editors.

Judging criteria: Entries are judged on content (including national, state and chapter news items, educational pieces, and information on continuing education), frequency, editing, writing, and design.

What to submit: (1) three copies of each issue published between June 1, 2008 and June 1, 2009; (2) three copies of the entry form. *Incomplete entries will be automatically disqualified.*

Excellence in Marketing, Promotion, and Recruitment

Recognizes the best state society campaign for such activities as recruiting members; promoting the CMA (AAMA) and the association; and marketing a special event (e.g., Medical Assistants Recognition Week or state meeting).

Judging criteria: Entries are judged on effectiveness, creativity, medium, general impact, and success in meeting the organization's stated objectives. Printed pieces are judged on effectiveness, writing, and design.

Awards

What to submit: (1) three samples of all relevant, printed campaign pieces, such as brochures, posters, and flyers; (2) three copies of the following information, type-written in outline form:

- (a) budget
 - (b) target audience
 - (c) campaign goal (must include the *actual numbers* of attendees or recruits anticipated)
 - (d) intangible campaign efforts (e.g., telemarketing drives, contests, and open houses)
 - (e) campaign results (must include the *actual numbers* of attendees or recruits realized)
- (3) three copies of the entry form.

Incomplete entries will be automatically disqualified.

Excellence in Website Development

Recognizes the best state society website and web chair.

Judging criteria: Entries are judged on design, content, navigation, functionality, and aesthetic quality.

What to submit: (1) three copies of the following information, typewritten in outline form:

- (a) website URL (sites will be judged online)
 - (b) website accessibility codes, if any
 - (c) budget
 - (d) target audience
 - (e) website objectives
 - (f) website marketing, including searchability
- (2) three copies of the entry form.

Incomplete entries will be automatically disqualified.

AWARDS OF DISTINCTION

Honoring National Leadership

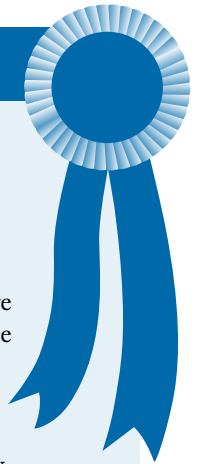
Does someone you know deserve distinctive recognition for their professional contributions and national AAMA service? The AAMA Awards of Distinction are designed to recognize these individuals. Any AAMA member is eligible to nominate or be nominated for one or more award (except current AAMA Board of Trustees and Awards Committee members). To enter nominees in any of the categories below, the following must be submitted:

- (a) a detailed statement listing specific accomplishments achieved by the nominee (*must include four copies*).
- (b) the nominee's professional résumé, which includes work experience (*must include four copies*).
- (c) the nominee's AAMA résumé, including involvement at all three levels of AAMA membership, emphasizing national achievements, and current CMA (AAMA) status (*must include four copies*).
- (d) at least two detailed letters of commendation supporting the nominee's qualifications for the select award (*must include four copies*).
- (e) the entry form (*must include four copies*). *Incomplete entries will be automatically disqualified.*

Leadership and Mentoring Award. Presented to the volunteer leader who has gone above and beyond the call of duty to help meet the goals and objectives of the AAMA and to, therefore, promote the professional identity and stature of its members, and the medical assisting profession by having displayed outstanding leadership and mentoring abilities on the national level.

Spirit of Medical Assisting Award. Presented to the medical assistant who has been nominated by peers as an exemplary professional medical assistant and has displayed outstanding commitment to advancing the profession through professional service on the national level.

Golden Apple Award. Presented to the medical assisting educator who has been nominated by supervisors and peers as a result of the nominee's outstanding dedication to and accomplishments in the field of medical assisting education. Such accomplishments might include: extraordinary dedication to education activities on the national level; exceptional support of students; contribution to the medical assisting body of knowledge (e.g., author of or major contributor to a medical assisting or health related textbook).



2009 Excel Awards

OFFICIAL ENTRY FORM

Important! The Excel Awards instructions specify additional information that must also be included with this form. *Entries that do not meet all the submission requirements will be automatically disqualified. Entries must be postmarked by **July 1, 2009.***

General Information

PRINT legibly. *This entry is being submitted by:*

Name of Submitter or Nominator (**Must be an AAMA Member**)

Title

Address

City, State, Zip

Day Phone

Evening Phone

Name of Submitting State Society

State Society President, Including Credentials

Entry Categories

Use a separate form for each submission. You may photocopy this form. Check only one category per form.

Excellence in Publishing

Title of Newsletter

Editor's Name, Including Credentials

Frequency of Newsletter

*Along with the entry form, include **three** copies of each issue published between 6/1/08 and 6/1/09.*

Excellence in Marketing, Promotion, and Recruitment

Title of Campaign

Campaign Director's Name, Including Credentials

*Along with the entry form, include **three** copies of all required submission materials.*

Excellence in Website Development

Website Address (i.e., URL)

Web Chair's Name, Including Credentials

*Along with the entry form, include **three** copies of all required submission materials.*

Awards of Distinction

Please nominate only one individual per award. ("Nominee" is the person being nominated for the award.)

Leadership and Mentoring Award

Spirit of Medical Assisting Award

Golden Apple Award

Nominee Name, Including Credentials [**Must be a Current CMA (AAMA) and AAMA Member**]

Nominee's Address

City, State, Zip

Day Phone

Evening Phone

*Along with the entry form, include **four** copies of the following:*

- Detailed statement of accomplishments
- Nominee's professional and AAMA résumé
- Letters of commendation (*minimum of two*)

Mailing Information

Mail this form and all required submission materials (see "What to submit" under your entry category in the official instructions) to:

AAMA Excel Awards
20 N. Wacker Dr., Ste. 1575
Chicago, IL 60606

Deadline

*Entries must be postmarked by **July 1, 2009.***

CAN YOU USE A GRAND? SHOW US YOUR...

Grand Idea

Brainstorm an ad that promotes the medical assisting profession, the CMA (AAMA) credential, and membership in the American Association of Medical Assistants.

Your ad idea could win \$1000!

If you design the winning ad, you will receive a \$1,000 U.S. Savings Bond from textbook publisher F.A. Davis. The award will be presented to you at the Excel Awards ceremony on September 11, 2009, during the AAMA Annual Conference in Houston, Texas. Also, your ad will be on display during the conference, posted to the AAMA website, and featured in *CMA Today*.

Your audience: Potential medical assisting students. Who better to tell them about entering the medical assisting profession than you!

Your ad's objectives:

- Promote the medical assisting profession.
- Promote the CMA (AAMA) credential.
- Promote the AAMA.

Your judges: The AAMA Communications and Marketing Department will judge the awards.

Your deadline: July 1, 2009

How to get started: Think about what you would say to a friend or an acquaintance to encourage them in pursuing medical assisting as a profession. Why did you choose it as your career path? Then, think about what you would tell this person about going after that CMA (AAMA) credential. What kind of professional edge does this credential provide? Finally, think about what you'd tell this person about joining the AAMA. Keep your message simple.

Look through your favorite magazine to find ads that capture your attention. What is it about an ad that grabs you? What is the ad's slogan? What is its call to action?

Eligibility: You are eligible to enter if you are enrolled in and have completed at least one quarter or semester at a postsecondary medical assisting program accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP).

Ad details: Your ad must include...

- a slogan—a brief, memorable statement that summarizes your message.
- body copy—limit 30 words. (Keep your objectives in mind!)
- a call to action—again, a brief statement telling your audience what you want them to do.

Submission requirements:

- Hard copies only.
- Ad size must be 8.5" x 11" (letter-sized paper).
- Ads must be formatted vertically (i.e., portrait orientation).
- You can design your ad using any medium (electronically or freehand).
- One student per ad.
- One ad per student.

Judging criteria: Submissions will be judged based on writing, design, and concept.

Entries that do not meet all the submission requirements will automatically be disqualified. Submissions will not be returned.

Entry form: Fill out this form, detach it, and mail it by **July 1, 2009** with your entry to the AAMA.

Your full name: _____

Institution address: _____

Your address: _____

Institution city/state/zip: _____

Your city/state/zip: _____

Your educator's name: _____

Your daytime phone number: _____

Your e-mail address: _____

The institution name of your medical assisting program:



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