



AAMA President's 2019–2020 REPORT to AAMA Members

“Thank you”: two small words that mean so much. Thank you for your confidence and trust in the AAMA board’s ability to carry on the business of the AAMA for another year. We were amazed that all states voted to keep the same officers and trustees as last year, and for that we are grateful.

We all know what this past year has been like due to COVID-19. To each medical assistant working on the front line, balancing work and family, keeping a smile on your face behind a mask for hours at a time, and maintaining your faith in this board, we thank you.

Let us take a moment to remember the medical assistants we have lost to COVID-19, as well as the loved ones medical assistants have lost. So many lives will not be the same without them. Our thoughts and prayers are filled with their families, friends, and coworkers. Our hearts reach out to all of you.

Moving forward to this new year, we will continue to work for our members and plan for all to meet in Houston, Texas, for the 2021 AAMA Annual Conference. I am sure there will be a lot of happy people and joy at seeing our fellow medical assistants once it’s safe to do so again.

Never once in Greensboro, North Carolina, when I was sworn in as AAMA president at the 2019 AAMA Annual Conference, did I think I would be a president during a pandemic. But knowing your confidence in me and the rest of the AAMA Board of Trustees, we will gladly serve our members again for another year. We will be making history for the AAMA, as this is the first time that an AAMA president and the AAMA Board of Trustees will be serving an additional year. Again, thank you.

Because there was no 2020 AAMA Annual Conference in Florida—I miss you, Mickey Mouse—I thought I would summarize what your board has done during the 2019–2020 term.

Awards Committee

Monica Case, CMA (AAMA), Chair

The committee has continued to work on the Excel Awards and the Welcome and Awards Celebration for 2020; when the 2020 AAMA Annual Conference was canceled, they explored how to give recognition to the 2020 award winners and began planning what will happen at the 2021 AAMA Annual Conference in Houston, Texas.

The AAMA Student Essay Competition prompt that the committee assigned to applicants was “What is your vision for the future of medical assisting, and how will you contribute to providing safe and quality care for patients?”

Bylaws and Resolutions Committee

Virginia Thomas, CMA (AAMA), Chair

This committee became a committee of the whole in February 2020, which translates to all Board of Trustees members reviewing the entire *AAMA Bylaws*. To date, this committee has completed its review of 15 of the 23 articles

in the *AAMA Bylaws*. This year, the committee will continue to work on those remaining articles and any other issues that come up.

Editorial Advisory Committee

Claire Houghton, CMA (AAMA), Chair

Committee members have continued to provide topic suggestions and possible interviewees for articles in *CMA Today*, the association’s bimonthly magazine. They also reviewed manuscripts from *CMA Today* to confirm whether the information will serve medical assistant–readers well.

Leadership Development Strategy Team

Patty Licurs, CMA (AAMA), CPC, Chair

They have shared all AAMA leaders spotlight interviews from the 2019–2020 term. They have begun working with the new state presidents’ interviews and also on the goals for the leaders session to be held at the 2021 AAMA Annual Conference in Houston, Texas.

Marketing Strategy Team

Sherry Bogar, CMA (AAMA), Chair

The team worked with Marketing and Communications Department staff to establish a new AAMA logo merchandise vendor for the AAMA. Sparkle Gear items were launched in the summer, and Sparkle Gear reported that they received a record number of orders their first week. Kuhl's Hot Sportspot is still a vendor of AAMA logo merchandise so AAMA members have choices. The team discussed the new "We Make a Difference" buttons at the November 2020 Board of Trustees Planning Session and how the buttons will be distributed. The team is also working on some new ideas regarding videos for AAMA members.

Maxine Williams Scholarship Committee

Patty Licurs, CMA (AAMA), CPC, Chair

The committee received 52 applications for the Maxine Williams Scholarship, but only 39 were eligible to be reviewed. The following applicants won, and they were notified of their winnings: Mindy Swain, Debra Kirk, and Cari Daul, CMA (AAMA).

Membership Development Strategy Team

Aimee Wicker, CMA (AAMA), PCMH CCE, Chair

The team works hard to advocate for AAMA members. This year, the team worked on AAMA membership card updates that will be implemented by the end of 2020, on emails to members about using Beneplace, and on a new member discount: by paying online by November 1, 2020, new or renewing members got an \$8 discount on membership dues. One of the biggest discussions and implemented projects was the utilization of the AAMA Facebook page's event section to create a centralized location for AAMA state society and chapters to share their events worth continuing education units with the official AAMA page's followers. The team has also held virtual membership meetings for state society and chapter leaders. As of November 2020, the AAMA is made up of more than 33,000 members.

Partnership Task Force

Monica Case, CMA (AAMA), Chair

Current health care awareness partnerships with the AAMA are as follows:

- Center for the Application of Substance Abuse Technologies (CASAT) and Medical Assistant FASD Practice Improvement Collaborative at the University of Nevada, Reno
- National Colorectal Cancer Roundtable (NCCRT)
- American Cancer Society (ACS)
- National Association of Health Unit Coordinators (NAHUC)
- Ohio Partners for Cancer Control (OPCC)
- Tennessee Southeast HPV Coalition

This team will continue to explore new partnerships this coming year because most meetings in 2020 were canceled or delayed.

Social Media Committee

Rebecca Surratt, CMA (AAMA), Chair

The committee has contributed to the increased traffic on the AAMA LinkedIn page and shared the messages of hope video from the AAMA Board of Trustees as well as the AAMA staff video, both of which address the COVID-19 pandemic. The committee is also working on a board member icebreaker project.

Strategic Issues Planning Committee

Aimee Wicker, CMA (AAMA), PCMH CCE, Chair

The committee has continued to use membership, marketing, and leadership as the focus for the Strategic Issues Planning Committee, including by reviewing all the plan goals and objectives and moving forward with those plans for the promotion and future of the AAMA.



Debby B. Houston, CMA (AAMA), CPC

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AAMA President, 2019–2021

