



2019 EXCEL AWARDS

Congratulations to the Excel Award winners. Here's the list of who won, which also will be posted to the AAMA website and published in the Jan/Feb 2020 issue of *CMA Today*:

Awards of Distinction

Golden Apple

Deborah White,
CMA (AAMA), MS

Leadership and Mentoring

Sandra Weir Williams,
CMA (AAMA)

Medical Assistant of the Year

Crissy Taylor,
CMA (AAMA)

Student Award *(Sponsored by F.A. Davis)*

Essay: Susan Michelle Little, Greenville Technical College in Greenville, South Carolina

CMA (AAMA) Employer of the Year Award

Mercy Health Physicians in Lima (D), represented by Matthew Owens, MD

Section A = 1–25 employees

Section B = 26–50 employees

Section C = 51–75 employees

Section D = 76 employees or more

Section A = 200 members or fewer
Section B = 201–500 members

Section C = 501–800 members
Section D = 801 members or more

Publishing

Excel

Texas Tidbits, published by **Texas** (B), Donna Gibbins, CMA (AAMA), and Tammi Hartman, editors

PSMA WAVE, published by **Pennsylvania** (C), Diana Rogers, CMA (AAMA), editor

The Michigan Medical Assistant Journal, published by **Michigan** (D), Tracie Hardy, CMA (AAMA), editor

Achievement

SDSMA Messenger, published by **South Dakota** (A), Maggie Olson, CMA (AAMA), BS, editor

CTSMA eMagazine, published by **Connecticut** (B), Rebecca V. Rivera, CMA (AAMA), editor

Med-A-Scoop, published by **Indiana** (D), Pam Neu, CMA (AAMA), MBA, editor

TEMPO, published by **North Carolina** (D), Rebecca Walker, CMA (AAMA), BS, CPC, editor

Website Development

Excel

South Dakota (A), Maggie Olson, CMA (AAMA), BS, web chair

New Hampshire (B), Todd Magee, CMA (AAMA), web chair

Nebraska (C), Debra Potratz, CMA (AAMA), web chair

Michigan (D), Mistie Atkins, CMA (AAMA), and Cristle Weissmiller, CMA (AAMA), CHCO, web chairs

Achievement

Alaska (A), Andria Cross, CMA (AAMA), BS, PBT(ASCP), and Mathew Bergt, web chairs; **Arkansas** (A), Melinda Rhynes, MEd, CMA (AAMA), and Misty Ross, CMA (AAMA), CPPM, web chairs; **Alabama** (B), Lyndsey Breann Smith, CMA (AAMA), web chair; **Connecticut** (B), Rebecca V. Rivera, CMA (AAMA), web chair; **Indiana** (D), Pam Neu, CMA (AAMA), MBA, web chair; **North Carolina** (D), Amber Greer, CMA (AAMA), BS, web chair; **Oregon** (D), Kathy Puckett, CMA (AAMA), web chair; **South Carolina** (D), Sandra Weir Williams, CMA (AAMA), web chair

Marketing, Promotion, and Recruitment

Excel

“Immunization Institute for Medical Assistants,” conducted by **Arkansas** (A), Melinda Rhynes, CMA (AAMA), MEd, campaign director

“62nd TSMA Annual Education Conference,” conducted by **Texas** (B), Donna Gibbins, CMA (AAMA), and LaTonya Jones, CMA (AAMA), campaign directors

“Can You Hear This Now? A Multitiered Approach to Marketing,” conducted by **Florida** (D), Loxie Kistler, CMA (AAMA), and Mary Lou Allison, CMA-C (AAMA), campaign directors

Achievement

“2019 SD State Convention,” conducted by **South Dakota** (A), Erica Arends, CMA (AAMA), campaign director

“Student Recruiting and Membership,” conducted by **Alabama** (B), Samantha Steipp, CMA (AAMA), AAS, campaign director

“CTSMA 59th Annual Education Conference,” conducted by **Connecticut** (B), Rebecca V. Rivera, CMA (AAMA), campaign director

“NHSMA Ambassador Program,” conducted by **New Hampshire** (B), Linda Prince, CMA (AAMA), COA, OCT-C, campaign director

“Student Membership Recruitment Project,” conducted by **Virginia** (B), Deb Benson, CMA (AAMA), campaign director

“Postcard Campaign for Membership,” conducted by **North Carolina** (D), Betty Jones, CMA (AAMA), campaign director

“SCSMA Mass Mail-Out Marketing/Membership Drive,” conducted by **South Carolina** (D), Claudia Watkins, CMA (AAMA), campaign director

Community Service

Excel

“Beacons in Healthcare,” conducted by **South Dakota** (A), Erica Arends, CMA (AAMA), campaign director

“Scotty’s House Pajama Donations,” conducted by **Texas** (B), Donna Gibbins, CMA (AAMA), campaign director

“NCSMA CAN CAN Campaign,” conducted by **North Carolina** (D), NCSMA members, campaign contributors

Achievement

“Forget-Me-Not Food Drive,” conducted by **Alaska** (A), Andria Cross, CMA (AAMA), BS, PBT(ASCP), Lisa Nash, CMA (AAMA), MEd, Monica Bettis, CMA (AAMA), Amy Samuels, CMA (AAMA), Tami Leroux, CMA (AAMA), AAS, and Erica Newton, CMA (AAMA), campaign directors

“Feeding the State,” conducted by **Alabama** (B), Samantha Steipp, CMA (AAMA), AAS, campaign director

“Spirit of Giving,” conducted by **Connecticut** (B), Rebecca V. Rivera, CMA (AAMA), campaign director

“The Land of Canaan Foundation,” conducted by **Virginia** (B), Virginia Thomas, CMA (AAMA), campaign director

Membership Retention

Excel

South Dakota (A); **New Hampshire** (B); **Maine** (C); **Wisconsin** (D)

Membership Recruitment

Excel

Hawaii (A); **Utah** (B); **Maine** (C); **Georgia** (D)

Student Membership Recruitment

Excel

Missouri (A); **Utah** (B); **Maine** (C); **Minnesota** (D)

CMA (AAMA)[®] Certification

Greatest percentage increase of member CMAs (AAMA)

Missouri (A); **Connecticut** (B); **Pennsylvania** (C); **Minnesota** (D)