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 Greensville, 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
**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 Cristine 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)