

2025 EXCEL AWARDS WINNERS

Congratulations to the Excel Award Winners!

AWARDS OF DISTINCTION

Leadership and Mentoring

Aimee Wicker, CMA (AAMA), MA-Law

Medical Assistant of the Year

Deborah White, CMA (AAMA), MS/HPE

PUBLISHING

Excel

The Missouri Minute, published by **Missouri** (A), Rachel Clifford, CMA (AAMA), editor

SDSMA Messenger, published by **South Dakota** (B), Alexius Plooster, CMA (AAMA), and Susan Hookie, CMA (AAMA), editors

FSMA Presidents Newsletter, published by **Florida** (C), Jeanette Tyler, CMA (AAMA), editor

The Helping Hands, published by **Ohio** (D), Diana Rogers, CMA (AAMA), editor

Achievement

IDSMA Newsletter, published by **Idaho** (B), Shaeli Christiansen, CMA (AAMA), editor

NSMA Monthly Newsletter, published by **Nebraska** (B), Angy McCarter, CMA (AAMA), LRT, editor

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

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

TEMPO, published by **North Carolina** (D), Linda Metcalf, CMA (AAMA), editor

WEBSITE DEVELOPMENT

Excel

South Dakota (B), Susan Hookie, CMA (AAMA), web chair

Florida (C), Mary Lou Allison, CMA-C (AAMA), web chair

Michigan (D), Mistie Atkins, CMA (AAMA), web chair

Achievement

Connecticut (B), Rebecca Rivera, CMA (AAMA), web chair

South Carolina (C), Sandra Williams, CMA (AAMA), web chair

Massachusetts (C), Dawn Jordan-LeBlanc, CMA (AAMA), Jean Lyman, Brittany Simensen, web chairs

Indiana (D), Pamela Neu, CMA(AAMA), MBA, web chair

MARKETING, PROMOTION, AND RECRUITMENT

Excel

“State Conference,” conducted by **New Mexico** (A), Jennifer Benton, CMA (AAMA), BA, AS, PBT(ASCP), campaign director

“Bridging the Gap,” conducted by **Idaho** (B), Jessica Hunter, campaign director

“Brevard County Chapter Summer Kickoff Seminar,” conducted by **Florida** (C), DeAnna Parton, CCMA (NHA), campaign director

COMMUNITY SERVICE

Excel

“Bridge to our Neighbors,” conducted by **Virginia** (B), Debra Benson, CMA (AAMA), service program director

“Hannah’s Socks,” conducted by **Ohio** (D), Rhonda Lazette, CMA (AAMA), service program director

Achievement

“Paws for a Cause,” conducted by **South Carolina** (C), Crissy Taylor, CMA (AAMA), service program director

STUDENT ESSAY AWARD

Essay: Christopher Gress

MEMBERSHIP RETENTION

North Dakota (A)

New Hampshire (B)

Maine (C)

Ohio (D)

MEMBERSHIP RECRUITMENT

Oklahoma (A)

Missouri (B)

Kentucky (C)

Indiana (D)

STUDENT MEMBERSHIP RECRUITMENT

Oklahoma (A)

Nebraska (B)

Maine (C)

Illinois (D)

CMA (AAMA)® CERTIFICATION

Nevada (A)

Nebraska (B)

Florida (C)

Iowa (D)