

## North Carolina Society of Medical Assistants Convention Guidelines- April 2019

These guidelines are intended to offer assistance and guidance to those local chapters who have agreed to host an annual convention. Requests for additions and/or clarifications and suggestions for changes are welcomed by this committee. Thank you for helping to keep NCSMA a strong and vital organization.

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## Fees

***Fees are set by the NCSMA Board of Directors and may NOT be altered  
or waived without permission of the NCSMA Board of Directors:***

<b>Members</b>	<b>Fee</b>	<b>Board Approved</b>
Full Registration	\$150.00	August 2016
Friday only (includes lunch)	\$75.00	August 2016
Saturday only (includes Awards Luncheon)	\$90.00	January 2017
Late fee	\$10.00	August 2004
<b>Nonmembers</b>	<b>Fee</b>	<b>Board Approved</b>
Full Registration	\$175.00	August 2016
Friday only (includes lunch)	\$90.00	January 2017
Saturday only (includes Awards Luncheon)	\$105.00	January 2017
Late fee	\$10.00	August 2004
<b>Students</b>	<b>Fee</b>	<b>Board Approved</b>
Students <i>(not seeking CEUs) – meals may be purchased individually at the guest rate. Students seeking CEUS will be charged the member rate which includes meals</i>	\$10.00	August 2005
Late fee	\$10.00	August 2004
<b>Guests</b>	<b>Fee</b>	
<i>Guest tickets should be made available for Saturday lunch, Saturday Banquet and Sunday Breakfast. The costs of the individual meals are set by the hosting chapter, but should total to the member full registration fee.</i>	TBD	
<b>Other Registration Fees</b>	<b>Fee</b>	
<b>Friday lunch</b> should be offered and the price is determined by the committee based on what is available through the facility. The fee should cover the cost of the meal and will be an optional additional fee in addition to the full registration fee for attendees.	TBD	
<b>Other special functions</b> – If the convention committee would like to offer a special function on Friday night the fee would be determined by the cost of the entertainment/meal/snack, etc. and the number of anticipated attendees. The fees collected should at least cover all the costs of this function.	TBD	
<b>Exhibitor Fees</b>	<b>Fee</b>	<b>Exec Council Approved</b>
One day	\$150.00	September 2016
Two day	\$200.00	September 2016
<i>(Exhibit fee includes one table, 2 chairs, listing in the program, and an opportunity to address the attendees if providing a door prize.)</i>		

## Logistics

### Convention Site

The annual meeting of NCSMA shall be in the spring of each year as stated in the NCSMA Bylaws Article XVI and approved by the NCSMA House of Delegates. The Convention Committee shall select the dates and choose the hotel for this meeting.

The choice of location should be based on several factors:

- Hotel should have adequate space for educational sessions, President's banquet, Awards luncheon, exhibitors, House of Delegates, First Timer's break, Board of Directors meetings, any special events and adequate hotel rooms for anticipated attendance.
- Competitive bids should be obtained, when possible. This will insure obtaining the best location and facilities for the most reasonable rates.
  - Hotels often offer incentives such as complimentary rooms for special guests, complimentary hospitality suites for the host chapter(s), special services, etc.
  - Special pricing on meal functions and use of meeting rooms without additional charges may also be a consideration.
  - Many hotels may offer the assistance of their professional convention planners at no additional charge to the hosting chapter(s).
  - The final choice of location will depend on the ability of the hotel to comply with NCSMA's desire to have the registration fee cover at least three meal functions (Awards Luncheon, President's Banquet and Sunday breakfast).
  - A detailed written bid/contract stating the total cost of meals, including gratuities and any other charges involved should be obtained.
  - If the committee is unable to locate a site that can comply with the stated registration fee the Convention Chair must present a request to the Board of Directors to increase the registration fee with a detailed explanation. Approval/Disapproval will be by a majority vote of the Board.
  - In addition to the bid for meals, the Convention Committee should obtain a written description of any complimentary features and what special services or assistance the hotel will supply at no additional charge.
  - A list of the charges, including taxes, surcharges, etc., for the cost of attendee rooms should be listed in writing for single, double, triple and quadruple room occupancy. This information should be listed on the registration form posted on the NCSMA website.

### Task Delegation

There are many different tasks in planning and hosting a successful convention. These tasks should be delegated to various committees, so that no one member has a disproportionate share of duties. A Convention Chair and Co-Chair are essential. Other committees you may wish to appoint are:

- Door Prizes
- Ditty/Goodie/Snack Bags
- Registration
- Exhibitors
- Entertainment
- Meals/Breaks
- Educational Sessions
- Printed Program
- Ways & Means (hosting chapter(s))
- AAMA National Representative Liaison

The number of members assigned to each committee and the total number and type of committees are up to the hosting chapter(s). Once the committees have been appointed a list of the various committees and the members of each committee should be distributed to each member of the chapter(s). Each member will then know whom to contact regarding any questions they may have regarding a particular aspect of the convention planning. Each committee chair should keep the Convention Chair and Co-Chair informed of their progress and/or any problems they may encounter.

Planning sessions should be held regularly. Minutes should be kept of these sessions and distributed to the Convention Committee members, or at the very least, the Chair and Co-Chair.

Any matters that may need the approval of the NCSMA Board of Directors should be brought to the attention of the NCSMA President and presented to the Board at the earliest convenient Board meeting.

### **Door Prizes**

Providing door prizes to the attendees is at the discretion of the hosting chapter. The hosting chapter may request donations of door prizes from other NCSMA chapters. Storage and distribution of the door prizes is at the sole discretion of the hosting chapter. Expenses related to door prizes are considered chapter and **not** convention expenses.

### **Hospitality Suites**

Hospitality suites are often sponsored, in whole or in part, by companies who do not wish to exhibit. If sponsored in whole the billing from the hotel should be directly with the company. If in part, the sponsor should send the donation to the Convention Chair and the hotel will bill the convention master account.

Members should be informed of the location and hours of operation of the Hospitality suites.

Sponsors of the suites should be acknowledged to the members via a sign in the suite or by mention in the printed program or additional flyer in the registration packet.

## **Registration and Programs**

### **Registration**

Members should be assigned to staff the registration desk at all times.

Registration packets should include:

- Name tags - with the registrant's name, credentials, chapter, event and year (i.e. NCSMA Winter Seminar 2018)
- Convention program
- other material you may wish to include about your area
- CEU registration sheet from AAMA
- meal tickets

Goody/snack bags, containing promotional items that are donated to the convention, such as note pads, pens, etc. are optional. Many registrants find the items fun souvenirs to take home. These bags, if provided, are handed out to attendees as they register.

Registration forms, after program approval by the NCSMA Education Committee, should be made available on the website at [www.ncsma.org](http://www.ncsma.org), by emailing a copy to the Website Committee Chair. When posting the registration form to the website the document ***Attending the NCSMA Convention***

should be included in a separate link.

A registration form and an agenda should include: (See sample in Appendix A)

The registration form will contain:

- Hotel information, including rates and a telephone number and/or website to make reservations. A reminder to members that hotel reservations are their responsibility including obtaining confirmations should be included.
- A complete breakdown of the registration fees and what is and is not included (i.e. meals, non-member, student, guest meals, special functions, non-member CEU fee, etc.) including the late fee for those registrations received after the deadline date.
- Registration deadline date and the date after which no refunds will be sent.
- A form to be completed by the registrant, asking name, credentials, address, home and work telephone numbers, etc.
- Any designations that may be helpful to the registration committee, First Convention, Student, Delegate, Alternate, Current State Officer, Past President, Chapter President, etc.
- A note regarding registrants with food allergies. See sample registration form in Appendix A for complete wording. If the chair believes the request is reasonable but would incur additional fees the NCSMA President should be consulted before the registrant is charged. The President will then refer the matter to the Board of Directors if necessary.
- The registration form will be sent to the NCSMA President for review and approval by the Executive Council prior to posting to the website.

An agenda of the programs and events should be provided on a separate document and should be posted to the website as soon as the approval process is completed by the NCSMA Education Committee.

### **Convention Program**

The printed programs provided for the convention should carry out the theme of the current NCSMA President. Costs of printed programs vary widely, based on several factors, including color, paper choice, artwork, length, etc. The design and formality of the program are the choice of the hosting chapter.

Printed programs should include:

- Agenda for each day – including any special functions such as First Timers Break, Student Session, etc.
- Location and time of the House of Delegates
- Welcome from city or state official (i.e. Mayor, Congressman, etc.)
- Welcome letters from the Convention Chair, NCSMA President, and President of hosting chapter (space permitting)
- Brief CV on speakers
- List of sponsors and exhibitors
- List of those companies or persons making any donations
- List of local chapters who made a donation to the convention

Programs for the Awards Luncheon and Banquet should also be provided so attendees will be aware of the agenda for these functions.

The Speaker of the House of Delegates will be allowed to address the attendees at the Awards Luncheon to report on the business of the HOD.

## Finances

### Financial Management

One person should be designated to keep all financial items, (i.e. receipts, bills, checkbook, etc.) for the duration for the convention activities.

A special bank account should be established by the hosting chapter(s) for the sole purpose of transacting the financial business of the convention.

This special account should be kept open until the review of the financial statement and accounts has been completed by the NCSMA Convention Analysis Committee. Once approval has been received to close the account 80% of the profits shall be turned over to the NCSMA Treasurer and the remaining 20% to the hosting chapter(s) within thirty (30) days.

If start up funds are needed, a loan, not to exceed \$250.00 may be requested from the NCSMA Board of Directors. This loan must be repaid, in full, prior to the final financial review of the convention receipts.

Consult the NCSMA President whenever needed for advice regarding unusual circumstances or charges.

A complete financial statement must be provided to the Chair of the Convention Analysis Committee, ***as soon as possible, but no later than 90 days after the conclusion of the convention.*** The Convention Analysis Committee Chair will provide samples of the preferred format. Failure to provide the required documentation by the deadline will result in a \$150.00 fine to the hosting chapter(s). (House of Delegates April 2006)

Refunds should be granted prior to the registration deadline at the request of the registrant. Refund requests received after the deadline should be accompanied by a letter of explanation from the registrant. These requests will be reviewed by the Convention Chair and Co-Chair and granted or refused at their discretion.

If needed, the convention chair will ask the NCSMA treasurer to supply a W-9.

If a receipt is needed a suggested form is provided below:

<p><b>20XX NCSMA Convention Receipt</b>  <b>April 27-30, 20XX</b>            Tax ID# (obtain from NCSMA Treasurer)</p>
<p>Date: _____</p>
<p>Receipts of \$ _____ for educational seminar.</p>
<p>_____            Mary J. Smith, CMA (AAMA), Convention Chair</p>

## **Donations**

Affiliated NCSMA chapters are asked by the hosting chapter(s) to make a donation of \$50.00 to the convention to help defray expenses. The Convention Chair or Co-Chair should send a letter to each chapter requesting this donation. (See Appendix C for sample letter.) Any local chapter making this donation should be mentioned in the printed program.

Donations should also be solicited from the area healthcare community. Often hospitals, physicians, group medical practices, pharmaceutical representatives, etc. are willing to donate funds or services to help make the convention a success.

## **Sponsorship**

The American Association of Medical Assistants and its state societies are exempt under section 501(c)(6) of the Internal Revenue Code. Unlike 501(c)(3) bodies, 501(c)(6) associations cannot receive grants or charitable contributions that are tax deductible for the grantor or donor. However, 501(c)(6) corporations are permitted to receive “qualified sponsorship payments” from corporations and other entities. A “qualified sponsorship payment” is any payment by an entity engaged in a trade or business with respect to which there is no arrangement or expectation that such entity will receive any substantial return benefit other than the use or acknowledgment of the name or logo or product lines of such entity’s trade or business in connection with the activities of the organization that receives such payment. Qualified sponsorship payments are generally deductible by the payer corporation as ordinary and necessary business expenses under IRS regulations.

State societies or component chapters that want to solicit corporate sponsorships should use language such as the following:

We would appreciate it if your company would sponsor our XYZ educational program. We have three sponsorship levels: Gold—\$1,000 entitles you to have your company’s name, logo, and product lines featured prominently as a Gold Sponsor on promotional literature and signage relating to the event; Silver—\$750 entitles you to have your company’s name and logo featured prominently as a Silver Sponsor on promotional literature and signage relating to the event; Bronze—\$500 entitles you to have your company’s name featured prominently as a Bronze Sponsor on promotional literature and signage relating to the event. Please be aware that in soliciting and accepting such a sponsorship from your company, our association specifically: (1) does not engage in or allow the advertising of your company’s products or services in connection with the event, including messages containing qualitative or comparative language, price information, or other indications of savings or value; (2) does not endorse such products or services; and (3) does not induce its attendees and members to purchase, sell, or use such products or services

Chapters having questions or concerns regarding sponsorship should contact the AAMA Executive Director.

## **Continuing Education**

### **Educational Sessions**

In keeping with the primary goal of NCSMA the Convention Committee will strive to obtain a maximum number of Continuing Education Units (CEU) for the attendees of the convention.

- Topics should be varied to include CEU in all categories (administrative, clinical and general).
- Friday education sessions should be planned for the morning and afternoon. These sessions will run concurrent with the House of Delegates so adequate space should be planned.

- Saturday education sessions will also need to be planned for the morning and the afternoon. Consideration should be given to the larger number of attendees expected for these sessions. Concurrent education sessions can be planned for Saturday, but available space will need to be a consideration.
- Once the education session topics have been chosen the following should be forwarded to the Chair of the NCSMA Education Committee by the Convention Chair:
  - 1) a registration form (showing the times of the sessions, the topic, the speaker and any other activities, hotel information, costs and registration information requested)
  - 2) a short abstract of each topic including two to three learning objectives
  - 3) a short bio of the speaker, including their credentials, that will be printed in the convention program. The bio should include information that demonstrates that the speaker is qualified to present the topic
  - 4) The NCSMA Education Committee will review the registration form, abstract of each topic and the speakers' bio and credentials to determine:
    - a. A sufficient variety of administrative, clinical and general programs
    - b. Topics are relevant and focused on the profession of medical assisting
    - c. Topics are not repeated from recent state sponsored seminars or conventions
    - d. The schedule does not contain potential conflicts and that the business functions (board meetings, House of Delegates, etc.) are clearly listed on the schedule
- For timely approval it is recommended that the registration form be submitted at least four (4) months prior to the convention.
- The Convention chair should be prepared to answer any questions regarding the proposed educational sessions posed by the Chair of the Education Committee or provide any additional requested documentation
- The Education Chair will inform the Convention Chair of any changes that need to be made, including changes to topics, speakers, and any scheduling issues
  - The Education Committee may require that the information in item 4 be resubmitted in part or in its entirety depending on the extent of the changes needed.
- Once the program has been approved by the Education Committee the Convention Chair will be notified by the Education Chair.
- Once the program is fully approved by the Education Committee then AAMA CEU approval may be obtained.

### **Electronic Devices**

Electronic devices should not be used by attendees during any sessions. Attendees should be instructed that devices may remain on, but should be turned to vibrate and that if they must answer an email, text or call, they should leave the session to reply.

### **Speakers**

Speakers should be consulted regarding any needs they may have to present their program. Needs may include, but are not limited to duplication of handouts, podium, type of microphone preferred, and any audiovisual equipment needed. A list of available equipment for rental from the hotel may be helpful as a checklist. The hotel may furnish some of this equipment at no additional charge. Other sources may also be available to meet the needs of the chapter in providing the necessary equipment (i.e. area schools, hospital, civic organizations) at little or no charge. Provide Lavalieri microphones for speakers when available.

The size of the room and the seating arrangements should be in keeping with the speaker's needs.

One member should be the contact for the speakers. This will eliminate any duplication of effort and miscommunication. This member should be:

- responsible for introducing the speaker
- insuring that the necessary equipment is available and in working order, for the speaker's presentation
- for greeting the speaker upon his/her arrival
- obtaining and presenting a gift (not to exceed \$25.00) to each speaker
- extending the invitation to the speaker to attend a meal function depending on the time of the presentation

If the member assigned to the above courtesies is unable to perform these duties, then she/he should designate another member(s) to handle these responsibilities.

### **Student Sessions**

The North Carolina Association of Medical Assisting Educators (NCAMAE) will be responsible for conducting student related activities during the convention. NCAMAE will be solely responsible for the content of these sessions and any door prizes, handouts, giveaways, etc. NCSMA will provide space and equipment needs for a one-hour student session and a quiz bowl CEU session, if scheduled. NCAMAE will appoint representatives who will be responsible for conducting these sessions. The Chair of the NCSMA Educators Committee will serve as liaison between NCAMAE and NCSMA. The Convention Chair will contact the NCAMAE representatives to determine space needs, etc, and to obtain the quiz bowl CEU approval information, utilizing the liaison, if needed.

## **Exhibitors / Vendors**

### **Exhibitors**

Initial contact letters to potential exhibitors should go out in June prior to the next annual convention and should include: (See Appendix B for a sample letter)

- Dates and location of the convention
- Information about NCSMA and the goals of our organization
- Size of space available, number of chairs, tables, access to electricity, etc. provided.
- Dates and times to exhibit and by what time setup is required. Suggested exhibit hours on Friday are from 8 am to 5 pm and Saturday from 8 am to 2 pm. The availability and cost of meal tickets for functions offered during the convention.
- Deadline for response
- Guidelines for Exhibitors (See appendix D)

Follow-up letters should be sent to prospective exhibitors by October of the fall prior to the spring convention. This deadline should be no later than February 15th of the year of convention. Payment must be received with the completed response.

A complimentary space may be awarded to any company, at the discretion of the Convention Chair, which provides services to the convention in excess of the cost of the space. Documentation of these services must be provided on the final report submitted to the Convention Analysis Committee.

The names of the companies exhibiting and the representatives of those companies should be obtained. A packet should be prepared for each company that should include: a program, name tags for the representatives and any meal tickets the exhibitor may have purchased.

At least one member should be assigned during the convention to act as a liaison by greeting and assisting the exhibitors.

Any exhibitor offering a door prize should be given the opportunity to speak to the attendees. Ideally this can be done when the door prize is awarded. Since exhibitors may wish to award door prizes at different times during the convention, the member assigned as exhibitor liaison should coordinate the awarding of door prizes with the Convention Chair and Co-Chair.

Complimentary spaces for the NCSMA Historian and Ways & Means Committee are to be provided. Coordination of these spaces should be with the chairs of the respective NCSMA committees.

The current NCSMA President's chapter will be allowed space at the NCSMA Ways & Mean exhibit booth to offer the President's t-shirts for sale, if needed.

## Events

### Meals

There are three meals to be provided for the cost of the full registration fee. They are:

- Awards Luncheon (Saturday)
- President's Banquet (Saturday)
- Sunday Breakfast (Sunday)

A head table should be provided for NCSMA officers, AAMA representative and any special guests for the President's Banquet and Sunday Breakfast. The head table is considered optional for the Awards Luncheon and will be at the discretion of the Chair of the Awards Committee and the NCSMA President.

Lunch should be provided on Friday at an additional cost to the attendees. Since the House of Delegates is meeting on Friday it is advisable to have two seatings, one for the delegates and one for the general membership.

Meals for guests should be offered and the cost of each meal should be noted on the registration form, so that members wishing to purchase additional meal tickets can do so when they register.

Hotels will require a guaranteed number for each meal function. The convention will be required to pay for this number, regardless of how many attendees actually participate in the meal function. Be sure to ask what percentage the hotel will prepare for over the guaranteed amount (to cover any last minute registrants). The committee may wish to advise attendees to turn in any meal tickets they may not use prior to the meal so that the guarantee can be reduced or the meal tickets may be used for special guests, such as the 4 (four) complimentary tickets to be offered to the President-Elect for the President's Banquet.

### Breaks

Breaks should be scheduled for Friday and Saturday morning and afternoon. The choice of what to serve at the breaks is at the discretion of the hosting chapter. Attendees will not be charged an extra fee for the breaks. It is suggested that donations be solicited to cover the costs of the breaks. A member can be assigned to coordinate and solicit donations for the breaks. If the chapter locates a company that wishes to sponsor a break that company should be put in contact with the necessary

hotel personnel to coordinate that break. If this is not feasible, then the company should pay the convention and the hotel will place the charges on the master bill.

Beverages and/or food at the breaks is NOT required. Because attendees are not charged an additional fee for breaks, the hosting chapter must carefully consider the cost of providing breaks. The chapter may elect to provide a goody/snack bags at registration to each member in lieu of serving food/beverages at breaks.

The First Timers break; hosted by the NCSMA Past Presidents will be held on Saturday morning. Ideally a separate location/room for this break should be obtained. NCSMA Ways & Means items (not to exceed a value of \$50.00) will be awarded during drawings conducted at this break. All First Timers, including students, should be encouraged to attend this break.

### **President's Banquet**

The Parade of Chapter Presidents should be coordinated with the NCSMA President.

The Parade of Past Presidents should be coordinated with the Chair of the Past Presidents Committee.

The installation service for the incoming NCSMA President should be coordinated with the installing officer, including any special needs: microphone, table, etc.

The NCSMA President has the privilege of choosing an emcee/master of ceremonies for the banquet. The Convention Chair should contact the President regarding her/his choice. The President can request the assistance of the Convention Chair when choosing an emcee/master of ceremonies.

In recognition of their leadership and contributions to our society the President-Elect will be offered up to 4 (four) complimentary tickets for their special guests at the installation. Additional tickets may be purchased at the member/guest rate.

**President's Reception** is often sponsored by his/her local chapter and coordination of this should be with the local chapter President and the Convention Chair. Should someone other than the local chapter wish to sponsor the reception, then the Convention Chair will give the sponsor the information so she/he can contact the hotel directly.

**Flowers**, corsages and/or boutonnieres should be provided for:

- State Officers
- AAMA Representative
- and special guests

Flowers, corsages and/or boutonnieres should be made available for individual chapters to purchase to honor their president. It is suggested that advance orders be taken for these corsages. (See Appendix C for a sample of a suggested letter.)

Any floral arrangements deemed necessary for decorative purposes should be kept to a minimum, thereby helping to keep down the expenses of the convention.

**Photographer** -The Convention Chair will secure the services of a photographer for the President's Banquet.

Group pictures will be scheduled for each chapter. Each chapter will be informed of where and when these pictures will be taken. Often a schedule is provided in the registration packet. The location should be one that is uncluttered and out of the mainstream of hotel traffic.

The photographer should be prepared to collect money and take orders for the pictures. No member of NCSMA or the local chapter should be involved in collecting any funds for the photographer.

Photographers often ask for an initial fee for supplies and then work on commission. Proofs, at no additional fee, should be requested by the Convention Chair for the NCSMA History book and a commemorative photo album for the NCSMA President.

### **Optional Events**

Friday evenings are available for any special event the hosting chapter would like to plan. Charges for these events should be stated on the registration form. Since these events are optional and are an additional cost to the participant, any minimum attendance requirements should be considered when planning and pricing these events. The details of the event and appropriate dress should be communicated on the registration form

## **Honored Attendees**

### **NCSMA President**

A special gift should be placed in the room of the President prior to her/his arrival.

The President's theme should be used whenever possible.

A complimentary room should be offered to the President when possible. The Convention Chair should offer to make reservations for the President, even if the room is not complimentary. The Convention Chair should keep the President informed on all matters regarding the convention.

The President is responsible for seeing that the NCSMA Officers are introduced to the attendees during such functions as the Awards Luncheon, President's Banquet, Sunday Breakfast, and First Timers Break.

The NCSMA President has the privilege of choosing an emcee/master of ceremonies for the banquet. The Convention Chair should contact the President regarding her/his choice. The President can request the assistance of the Convention Chair when choosing an emcee/master of ceremonies.

### **AAMA Representative**

The NCSMA President will be responsible for requesting that a representative from AAMA attend the convention. Once the representative has been assigned the Convention Chair will be responsible for contacting her/him with details of the convention.

The Chair will also coordinate scheduling any time and/or space the AAMA Representative needs for any member forum.

A complimentary hotel room, meals during the convention and transportation from and to the airport is to be provided for the AAMA representative.

A hostess should be assigned to the representative for the duration of the visit. A hospitality gift will

be provided for the AAMA representative.

### **North Carolina Medical Society Representative**

A representative of the NCMS should be invited to speak on Sunday morning. It is suggested that the invitation come from the NCSMA President who will coordinate with the Convention Chair. The representative and their spouse should be offered banquet tickets, as well as Sunday breakfast tickets.

As a speaker, the NCMS representative should be given a gift in keeping with the gifts for other speakers.

### **South Carolina Society of Medical Assistants Representative**

As approved by the NCSMA Board of Directors, May 13, 2004 a complimentary registration, that includes all meal functions, will be offered to the President of the South Carolina Society of Medical Assistants. The Convention Chair will forward a copy of the registration form, when it is available, to the SCSMA President indicating that the registration fee is waived. If the SCSMA President is unable to attend she/he may appoint another SCSMA Board Member to attend in her/his place. The SCSMA representative will be responsible for all expenses incurred outside the complimentary registration. The Convention Chair will notify the NCSMA President upon confirmation of the attendance of a SCSMA representative, so they can be recognized during convention functions.

### **NCSMA Physician Advisors**

The NCSMA President will write a letter to each physician advisor issuing a special invitation to the annual convention and include a copy of the registration form. Since the Physician Advisors and their spouse will be considered special guests, the registration fee will be the same as for members.

A hostess should be appointed to greet and escort the Physician Advisors.

The NCSMA President should be made aware of the attendance of any Physician Advisors, so they can be recognized during the convention.

## **NCSMA Business Meetings**

### **House of Delegates**

The Convention Chair will coordinate with the Speaker of the House regarding the needs of the House of Delegates including:

- room size
- seating arrangement
- head table
- credentials table
- any special arrangements

The audio equipment will be supplied by NCSMA.

### **NCSMA Board of Directors Meetings**

There will be a Pre-Convention Board of Directors meeting on the Thursday night prior to the convention. The time should be coordinated with the current NCSMA President. A Post-Convention Board of Directors meeting will be held Sunday morning after the last session of the convention. The time for this meeting should be coordinated with the current NCSMA President-Elect.

Each board meeting will require a head table with seating for the NCSMA officers and AAMA representative and a podium for the presiding officer. The audio equipment will be supplied by NCSMA.

### **Invitation to Future NCSMA Meetings**

The Chair should allow time at the Sunday Morning Breakfast for an invitation to the next NCSMA convention. The invitation should be made by the Convention Chair and co-Chair of the upcoming convention and should be brief. If time permits the same courtesy should be extended to the Chair of the Summer Seminar.

## **Post-Convention**

### **Appreciation**

Letters of appreciation should be written immediately after the end of the convention to all sponsors, contributors, speakers and any others who gave special assistance to the convention (see Exhibit E for a suggested letter). The Convention Chair is responsible seeing this task is completed. This is an extremely important aspect of our continued good relationship with those who helped make our convention a success by either donating their time, money and/or knowledge.

### **Guideline Revisions**

It is requested that the Convention Chair and Co-Chair make any suggestions for changes or additions to the guidelines to the Convention Guidelines Committee Chair during any stage of planning the convention.

Updated Board of Directors 04.2019

**APPENDIX A - REGISTRATION FORM & AGENDA**  
**NORTH CAROLINA SOCIETY OF MEDICAL ASSISTANTS**  
**FORTY-NINTH ANNUAL MEETING MAY 1-4, 20XX**  
**CONFERENCE CENTER INN, 2703 ANY ROAD, SPOT, NC 27968**  
 FOR RESERVATIONS CONTACT JUST LIKE HOME INN - PHONE: 252-555-5555  
 HOTEL ROOM RATE IS \$95.00 - Group Code: NCSMA CONVENTION

**Registration Form (Credentials Please)**

Name:	Credentials:
Chapter:	Member#
Address:	
City, State, Zip:	
Phone:	Work Phone:

Please check all that apply:

<input type="checkbox"/>	Delegate	<input type="checkbox"/>	Alternate	<input type="checkbox"/>	Student	<input type="checkbox"/>	Educator	<input type="checkbox"/>	Member
<input type="checkbox"/>	Chapter President	<input type="checkbox"/>	State Officer	<input type="checkbox"/>	Past President	<input type="checkbox"/>	First Convention	<input type="checkbox"/>	Non-Member

**REGISTRATION DEADLINE IS APRIL 15, 20XX**

**\$10.00 Late fee to be added for all registrations received after the deadline.**

**NO REFUNDS AFTER APRIL 22, 20XX**

Fees (Please check)

Members	Fee	√	Non-Members	Fee	√
Full Registration*	\$150.00		Full Registration*	\$175.00	
Friday Lunch	\$ XX.00		Friday Lunch	\$ XX.00	
Friday (includes lunch)	\$ 75.00		Friday (includes lunch)	\$ 90.00	
Saturday (includes Awards Luncheon)	\$ 90.00		Saturday (includes Awards Luncheon)	\$105.00	
Late Fee (after deadline)	\$ 10.00		Late Fee (after deadline)	\$10.00	
Students	Fee	√	Guest Tickets	Fee	√
Not seeking CEUs	\$ 10.00		Friday Lunch	\$XX.00	
Late Fee (after deadline)	\$ 10.00		Awards Luncheon	\$XX.00	
Seeking CEUs – see Member Rates			Banquet	\$XX.00	
*Includes Saturday luncheon, banquet, Sunday breakfast			Sunday Breakfast	\$XX.00	

Total of all checked items:	\$
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MAKE CHECKS PAYABLE TO: NCSMA 20XX Convention

MAIL Registration and check to: Sue Sample, CMA (AAMA)

PO Box 2198, Spot, NC 27968

Questions – Contact Info: (252) 555-2345 or [ssample@gmail.com](mailto:ssample@gmail.com)

*Note: If you have any allergies that would impact your participation in the convention, such as a food allergy (including peanut, tree nut, or shellfish), please provide NCSMA with sufficient advance notice of such allergies. While NCSMA will use reasonable efforts to accommodate your needs, NCSMA shall not be responsible for any injuries, damages, additional costs, or losses to you as a result of any party's—the hotel, or any convention vendor—failure to accommodate your needs.*

**NORTH CAROLINA SOCIETY OF MEDICAL ASSISTANTS  
 FORTY-NINTH ANNUAL MEETING MAY 1-4, 20XX  
 CONFERENCE CENTER INN  
 2703 ANY ROAD  
 SPOT, NC 27968**

**Registration is required.**

**Registration Form, including hotel information and fees available at [www.ncsma.org](http://www.ncsma.org)**

## Convention Agenda

### THURSDAY, MAY 1, 20XX

6:30 pm - 10:00 pm Registration  
 7:00 pm - UNTIL Hospitality Room  
 8:00 pm Pre-Convention Board Meeting

### FRIDAY, MAY 2, 20XX

7:30 am - 8:30 am Registration  
 8:30 am - Welcome and Announcements  
 8:30 am - 12:00 pm House of Delegates  
 9:00 am - 10:00 am *Medicare Update – Bernie Sanders*  
 10:00 am - 10:30 am Break/Visit Exhibits  
 10:30 am - 11:30 am *Standard of Care for Medical Assistants – Virgil Sims*  
 12:00 pm - 1:30 pm Lunch  
 1:30 pm - 2:30 pm *Cancer Care – What’s New? – John Smithson, MD*  
 2:30 pm - 3:00 pm Break/Visit Exhibits  
 2:30 pm - 3:00 pm First Timers Break  
 3:00 pm - 4:00 pm *Depression Treatment - Terri Simons, MPH*  
 4:00 pm - 5:00 pm *EMR – Then and Now – Kimberly Johns*  
 7:00 pm - 10:00 pm NCSMA Dance Party

### SATURDAY, MAY 3, 20XX

7:30 am - 8:30 am Registration  
 8:30 am - 8:45 am Welcome and Announcements  
 9:00 am - 10:00 am *Elder Abuse – Jimmy Fallon*  
 9:00 am - 10:00 am Student Session  
 10:00 am - 10:30 am Break/Visit Exhibits  
 10:00 am - 10:30 am First Timers Break  
 10:30 am - 11:30 am *HIPAA Security Rule – Edward Snowden*  
 11:30 am - 12:30 pm *Current Diagnosis Coding – Kanye West*  
 12:30 pm - 1:45 pm Awards Luncheon  
 1:30 pm - 2:30 pm *Cancer Care – What’s New? – John Smithson, MD*  
 2:00 pm - 3:00 pm *How to Detect Autism – Kelly Osborne*  
 2:30 pm - 3:00 pm First Timers Break  
 3:15 pm - 4:15 pm *In Vitro Fertilization - Gardner Simons, MPH*  
 4:15 pm - 5:15 pm Meet the AAMA Representative  
 6:00 pm - 7:30 pm Cash Bar / Group Pictures  
 7:30 pm - President’s Banquet

### SUNDAY, MAY 4, 2014

8:00 am - 8:30 am Breakfast  
 8:30 am - 9:30 am *Professionalism – Sarah Palin*  
 10:00 am - Until Post-Convention Board Meeting

**APPENDIX B- SAMPLE EXHIBITOR LETTER****North Carolina Society of Medical Assistants**

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June 20XX

Dear Exhibitor:

The North Carolina Society of Medical Assistants, an affiliate of the American Association of Medical Assistants, will be having its annual convention, May 2- 5, 20XX at the NeverMore Hotel in Graniteville, North Carolina. The XYZ Chapter will be the hosts for this event.

The American Association of Medical Assistants is a tri-level, non-profit organization of medical assistants who work under the supervision of a physician. This includes those working in allied health fields.

We invite your company to exhibit at this state wide event. A space, with an eight foot skirted table and two chairs, will be provided at a cost of \$200.00 for two days and \$150.00 for one day. Since the spaces are limited, please respond as quickly as possible. This is an ideal opportunity for you to make contact with medical assistants from all across the state. You will be given a list of the attendees and their employers and you will be introduced to the assembled body. If you do not wish to exhibit, but would like to support our organization, a donation will be gratefully accepted and acknowledged to the attendees.

Exhibits will need to be set up and ready for display on Friday from 8:00 am to 5:00 pm and on Saturday from 8:00 am - 2:00 pm. Lunch tickets for Friday and Saturday are available at an additional fee of \$XXXX for Friday and \$XXXX for Saturday.

Reservations will be accepted on a first come, first served basis. The attached form should be completed and mailed no later than **August 10, 20XX.**

Sincerely,

Margaret Jones, CMA (AAMA)  
Exhibitor Chairman NCSMA Convention  
37 Jones Road  
Smith Town, NC 29999  
WORK:(704) 555-1234  
HOME: (704) 555-5678  
email: [mjonescma@isp.com](mailto:mjonescma@isp.com)

\_\_\_\_\_ YES, our company would like to support the North Carolina Society of Medical Assistants by exhibiting at the 20XX Convention.

\_\_\_\_\_ 2 days (Friday and Saturday) \$200.00

\_\_\_\_\_ 1 day Friday / Saturday - CIRCLE THE DAY YOU WILL EXHIBIT

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

\_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

PHONE: \_\_\_\_\_

email: \_\_\_\_\_

Our check for \$\_\_\_\_\_ made payable to NCSMA 20XX Convention is enclosed. Please reserve us a space for the day(s) indicated. We will/will not require access to an electrical outlet for our exhibit. We understand that we will receive a confirmation letter upon the receipt of our check with details regarding setup dates and times.

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\_\_\_\_\_ NO, we are unable to exhibit at the NCSMA Convention, however we would like to support your organization and we have enclosed a donation.

\_\_\_\_\_ \$50.00 \_\_\_\_\_ \$100.00 \_\_\_\_\_ \$150.00 \_\_\_\_\_ \$200.00 \_\_\_\_\_ \$ \_\_\_\_\_

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CHECK PAYABLE TO: NCSMA 20XX CONVENTION  
MAIL TO: Margaret Jones, CMA (AAMA)  
Exhibitor Chairman NCSMA Convention  
37 Jones Road  
Smith Town, NC 29999  
WORK:(704) 555-1234  
HOME: (704) 555-5678  
email: mjonescma@isp.com

## *Thank you for your support of our organization*

### APPENDIX C - SAMPLE LETTER FOR CHAPTER DONATIONS/CHAPTER PRESIDENT CORSAGES

## XYZ Chapter

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January 15, 20XX

Dear Chapter President:

The XYZ Chapter is hosting the NCSMA 20XX Convention to be held in Grantville, NC May 2 - 5, 20XX. This is the main source of income for the North Carolina Society of Medical Assistants and we need your help. We are asking you to contribute \$50.00 to help defray the costs of the convention. Your donation will be much appreciated and help to keep our society on strong financial ground.

Corsages for each chapter president will be available for the banquet. The cost of flowers for each chapter president will be \$10.00 and should be prepaid.

You should make your checks payable to NCSMA 20XX Convention and mail them to Margaret Jones, CMA, 37 Jones Road, Smith Town, NC 29999, **no later than April 1, 20XX.**

Thank you for your assistance in making the 20XX Convention the best yet!

Sincerely,

Joan Smithson, CMA (AAMA)  
Convention Co-Chairman

cc: Lois Lane, CMA (AAMA) - NCSMA President  
cc: Peter Sumner, CMA (AAMA) - NCSMA President-Elect

## APPENDIX D

### **North Carolina Society of Medical Assistants Guidelines for Exhibitors**

We welcome you as a supporter of our organization and have developed these guidelines to prevent any embarrassment to either yourself or our organization.

1. Each attendee will be asked to visit your display before and between the educational sessions. An ideal way to obtain valuable contact information is to offer a door prize that the attendees must fill out an entry form in order to be eligible to win. You will be offered a time to draw for this door prize during the meeting. The time should be coordinated with your contact with the hosting chapter.
2. If you are offering items for sale, there are certain restrictions that must be followed.
  - a) As the term Certified Medical Assistant<sup>®</sup> is a registered trademark of the American Association of Medical Assistants it is not permissible to sell items with that term or the CMA (AAMA) logo.
  - b) You are also not allowed to use North Carolina Society of Medical Assistants or NCSMA on any of the items you offer for sale, since our logo is reserved for use only by our state society.
3. Your support is important to our organization and we welcome your comments. Please feel free to share your observations with the hosting chapter on how we can make your experience at our state meetings more worthwhile for you and your company.

## APPENDIX E SAMPLE APPRECIATION LETTER

### XYZ Chapter

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May 1, 20XX

Dear Contributor:

The XYZ Chapter of the North Carolina Society of Medical Assistants, an affiliate of the American Association of Medical Assistants, would like to thank you for your generous contribution of \_\_\_\_\_ the NCSMA annual Convention held on April 4-5, 20XX at the Hotel NeverMore in Graniteville, NC.

Over 400 members and medical assistants from across the state of North Carolina were in attendance at this event. Your contribution was noted in the registration packet received by each attendee and was announced to the attendees.

Thank you again for your generous contribution and we appreciate your help in making the NCSMA Annual Convention an unqualified success!

Sincerely,

Joan Smithson, CMA (AAMA)  
Convention Co-Chairman

cc: Lois Lane, CMA (AAMA) - NCSMA President  
cc: Peter Sumner, CMA (AAMA) - NCSMA President-Elect