

Alliance Representative at the CMA Foundation Board Meeting Report June 21, 2013

I attended the CMAF Board meeting in Sandi Anderson's absence. Highlights of the meeting include:

Carol Lee's father recently died and the Foundation sent a recognition to the family.

The Foundation's work on spreading the word about the HPV vaccine continues.

There currently is a budgeting deficit but grants usually come in late in the year. Carol and staff will be following up closely to obtain the promised funding.

Dustin Corcoran is helping to procure larger grants from groups such as United Health Care and Anthem Blue Cross.

Two staff members have been added exclusively for fund raising: Jay and Tiffany.

Elissa Maas has moved on to another position with another company and has been replaced by Sandra Robinson.

Sandra is establishing new relationships with donors and is focusing on diabetes. "Walk with a Doc" program will continue to be funded by Anthem Blue Cross

A new program focusing on pain medicine usage is being explored.

Plans for the next CMAF Dinner Dance & Auction are underway. Now is the time to begin procuring donations for the live and silent auctions.

Brooke Byrd the New Media Manager for CMA gave a presentation on "New Media." The presentation was similar to the one she gave to the AMAA Western States Conference in February and was well received.

During Brooke's presentation we posted photos and link to a video on CMAF's Facebook page taken on my iPhone from the reception the evening before. The importance of posting regularly on the social media platforms was emphasized.

Having an active presence on LinkedIn was discussed as a way to further market the CMA Foundation.

The CMAF is moving into a new office in the next several days. They are currently housing all of the Alliance's files, furniture and other items from the former office except those in the cubby. These items will be moved to the new office. Carol is interested in knowing about future plans.

It was a pleasure to be with CMAF and CMA friends and colleagues again. Thank you for the opportunity to represent the Alliance at the meeting.

Debbi Ricks

Past President, CMA Alliance