



## AMERICAN ACADEMY OF ANESTHESIOLOGIST ASSISTANTS

2209 Dickens Road • Richmond, VA 23230-2005 • Phone: 804-565-6353 • Fax: 804-282-0090  
www.anesthetist.org • aaaa@societyhq.com

January 26<sup>th</sup>, 2008

Fellow AAAA Members –

The paramount mission of the AAAA leadership which you have elected is to forge directions for the organization that enhance the profession as a whole and benefit the member on an individual level as well. As such, last year the Board of Directors and Executive Committee met to lay out a strategic plan, both short term and long, that was aimed at both of those goals.

Throughout the many discussions and idea-sharing, the over-arching goal of the AAAA was agreed to be service to the membership. All aspects of the paths we choose and the decisions we make are conducted with that singular goal in mind...how can we make the profession stronger and provide a better value for membership dollar?

It was with this in mind, and after critical analysis of the needs of the organization and its members, that in early November of this past year, the AAAA Board authorized a Search Committee to investigate the management needs of the organization, and to find a company best suited to meet those demands presently as well as to accompany the profession and the AAAA as we grow. After a five year relationship with Association Management Resources (AMR), the needs assessment of the AAAA by the Board revealed that the current management capabilities of AMR were insufficient to serve our members and projected to get even more disparate in the future. As such, the Search Committee embarked on a quest to find the management firm that best fit our needs now and in the foreseeable future.

After thorough consideration of all the options before us, the search resulted in the contracting with Ruggles Service Corporation, based in Richmond, Virginia ([www.societyhq.com](http://www.societyhq.com)). The decision to entrust the future of our organization with this great company was unanimous, and in just the few short weeks that we have begun to interact with the staff, the leadership has been thoroughly impressed with their professionalism, their service-mindedness, and their fore-thinking innovation.



## AMERICAN ACADEMY OF ANESTHESIOLOGIST ASSISTANTS

2209 Dickens Road • Richmond, VA 23230-2005 • Phone: 804-565-6353 • Fax: 804-282-0090  
www.anesthetist.org • aaaa@societyhq.com

Founded in 1974, Ruggles Service Corporation is currently managed by the brother and sister team of Stewart Hinckley and Heather Spiess, the son and daughter of the original founder. Ruggles prides themselves on an unparalleled level of service to the leadership and general membership of the organizations that they manage. The company currently manages several large anesthesia specialty organizations and state component societies. In addition they have a large market penetration into the greater community of medicine by managing societies and groups in various medical fields. We are lucky to have found a company that combines an impressive administrative prowess and a strong knowledge base in the anesthesia field.

We as the leadership continue to strive for ways to better serve our members. I anticipate that you will notice positive advances in the professional 'look' of the AAAA in all aspects, including the annual meeting, a forthcoming website redesign, membership renewal and recruitment processes, and even how the phones in the AAAA offices are answered and questions are dealt with. It is an exciting time in the AA world, and we now have the benefit of a management company that shares our vision for the future!

Sincerely

Michael S. Nichols, AA-C  
Immediate Past President  
Management Transition Team Leader

Deborah Lawson, AA-C  
President