



California Medical Instrumentation Association

FOUNDED IN
1972

NUMBER OF MEMBERS
Approximately 350

WEB ADDRESS
www.cmia.org

PROUDEST ACCOMPLISHMENT
The education direction we are focusing on. We have our own biomed scholarship: The Frank Yip Memorial Scholarship.

TIP FOR OTHER ASSOCIATIONS
Use all methods of communicating with all members, vendors and sponsors. Use tools like e-mail, a website, Webex, constant contact, online meetups, and Evite.

BIGGEST ASSOCIATION CHALLENGE
This is a voluntary association. You have to attract members to step up and fill the positions needed to run the association in such a large state as California, and have all eight chapters agree and focus on the same strategies. ■

Answers provide by Eddie Acosta, immediate past chairman of CMIA.

Five Questions With ...

Paul Conrad



Paul Conrad is vice president of business development for Conquest Imaging, a career he embraced after many years in real estate development and property management. Born and raised in Green Bay, WI, Conrad lives in Stockton, CA.

What's been the proudest moment in your career?

When I landed the largest hospital healthcare system in northern California, which just so happens to be our second largest customer today.

If you could change one thing about your job, what would it be?

Work 40 hours a week and no more.

If you were not in the medical technology field, what profession would you like to work in and why?

I would go back to what I was in, as it was as rewarding as the medical technology field. I have 22 years experience in the real estate development and property management field, and it would be a smooth transition.

Who's your hero and why?

Superman, because he always swoops in to save you. I have a pile of paperwork on my desk only a match can cure. I sure wish Superman would swoop in.

What your philosophy toward life in 10 words or less?

Life moves fast. Make sure you're part of it! ■

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