

# Give Chapters a Hand: Awards of Excellence

## Massachusetts Submission

### **EXCELLENCE AND INNOVATION in programmatic areas~ (no word limit)**

Two years ago when the new Chapter Board of Directors met, it was voted that we did not need a “physical” Chapter office and could operate from a “virtual office”. We maintained our Chapter phone number, updated our website and secured a PO Box number for Chapter mail. Ring Central was purchased which is a service that forwards voice mails to the emails of Board members. As a Board we promised increased communication with our members (return of phone calls, response to emails, etc within 2-3 business days). In doing this, we were able to save on unnecessary office expenses and are now very proud we can say “we are operating in the black!” Because of this, we are able to give back to members in ways they benefit professionally. Our Chapter has grown by leaps and bounds – 19% in 2007-2008, members feel “listened to”, important and appreciated.

Our chapter has had/and will have top quality Chapter meetings and education sessions. Attendance at the '07-08 meetings was excellent ~ Ralph Stevens, Mark Bigelow, Carol Osborn as well as our own members Greg Hurd and Jeanne Coleman presented excellent continuing education workshops. The Chapter has received NCTBM approval for our courses ~ we are now an NCB provider. Members are surveyed for feedback on meetings/education sessions/interest and results forwarded to Board members and committee chairs All information about meetings and educational offerings is contained in our newsletter, on our web site ([www.massamta.org](http://www.massamta.org)) and by eblasts. Registration is available online as well as by phone and regular mail. At our annual meeting, we offer free continuing education sessions and lunch, hold our elections and present our awards. At each meeting “goodie bags” are given to each participant; these bags contain sample products/information from our meeting sponsors (Biofreeze; Inner Peace; PurePro; Lippincott, Williams, and Wilkins AND Compassionate Touch) and attendance prizes provided by the same. At our Annual meeting planned for March '09 the Humanitarian Award winner will receive a \$100 voucher to one of our education sessions; the other award recipients will receive a gift certificate to one of our Sponsor's companies. Among the door prizes given away there will be an Oakworks Portal Pro massage chair and a registration to NER 2010.

Our membership committee strives to visit each of the 40+ massage school in the state, sharing with them the benefits of being an AMTA member. The committee brings with them our new “recyclable” shopping bags with the “findamassagetherapist” information imprinted on them ~containing a nail file and pen with our chapter website information on them, AMTA marketing brochure and a listing of our upcoming chapter events. Because of all this committee's effort, our chapter growth at the 2008 National Convention in Phoenix.

## **OUTSTANDING SERVICE TO MEMBERS: (350 word limit)**

All of the above mentioned as well as:

- NMTAW ~ the Chapter provided stipends to members to assist in celebrating and promoting massage; procedure for application was on our web site. We assisted 6 members this year. This will be a yearly item in our budget.
- Improved Newsletter ~ is in “magazine form; Incorporates a “Spotlight on a Volunteer” corner, pictures of chapter events, letter from the President, notes from committee chairs, National and Foundation news.
- Updated website ~ We communicate with our members extensively via it; Chapter officers and their contact information; photo gallery of chapter events; calendar; registration on line for education events/meetings; links; a “store” (with our new Chapter shirts available to order).
- Networking ~ We offer time for our members to network during meals at meetings; over 300 of our members attended NERC last year...this allowed members to go outside the chapter to network with the other New England therapists, educators and vendors. Being on committees give members an opportunity to share their ideas and talents with other members.
- Retention & New members: This is the major function of the committee (see #2), but it is also the responsibility of each Board and chapter member.
- Policy manuals, check book, committee reports are handed down to next elected board members and committee members ~ flash drives have been purchased so electronic files can be easily passed to incoming officers along with any hard copy files . The Mass Chapter Board has worked diligently to bring our Chapter to where it is today. We are member-driven and believe we have provided the best there is so our members can maintain their professionalism (State licensed, updated in continuing education, and linked to National). Member satisfaction is evident in the surveys we have done.

**Newsletter:** [www.massamta.org](http://www.massamta.org)

**Web site address:** [www.massamta.org](http://www.massamta.org)