

Give Chapters a Hand: Awards of Excellence

Colorado Chapter

PART 2: EXCELLENCE AND INNOVATION IN PROGRAMMATIC AREAS

The AMTA Colorado Chapter Event Sports Massage Team (ESMT) formed in the early 1980's and has made great progress organizationally. We provide a team calibration course and team meeting for new members and those who have not been working events for a few year at our chapter spring meeting. This course and meeting covers event expectations, pre- and post-event information regarding triage questions, differences between pre- and post-event routines and review of routines and stretches. We also cover cramp management and thermoregulatory conditions.

To join the team one must have 28 hours of sports massage training, provide proof of liability insurance, and in Colorado, proof of registration. The cost to join the team \$50 for new members and \$35 for renewing members. This \$50 includes a team polo-shirt with the large AMTA-CO Sports Massage Team logo on the back and small logo on the front and a name tag. We require that members wear black, blue or tan shorts or pants. At the events we have two 10' x 20' tents that display our team name and 2 small tents to accommodate any overflow of team members as well as the front desk staff. We currently have about 22 members on our team

Our chapter offers 15-minute sessions at \$20, \$35 for 30 minutes, \$50 for 45 minutes and \$65 for 60 minutes. The therapists make 70%, the charities receive 15%, the front desk event director and her staff make 10% and the chapter brings in 5%. The event we currently provide sports massage are: The Elephant Rock Ride which donates to heart transplants, diabetes, and Colorado Bicycle; the MS150 which donates to MS (this is a two-day event); and the Copper Mtn. Triangle which donates to Parkinsons.

The chapter has one volunteer event where the therapists make no money: The State Games of America. We massage 6-year-olds to 90-year-olds at the track and field event. Some parents and grand-parents partake. This is the only event where we provide pre-, in-between, and post-event sessions. It is very exciting to see these participants earn their medals, come back and thank us and hop back on the table for another session. It is such great PR for the profession and AMTA. Young children learn about the benefits of massage and ask their parents to find them a massage therapist back home. This is when we refer them to the National Locator Service.

The event director has been fortunate to have a committee assist her in the duties it requires to maintain the team and events. There are about 5 committee members at this time. Our chapter has a front desk staff to assist at the events which has been very useful. We are a dynamite team.

Our chapter recognizes that the team is the best PR for massage therapy and its benefits, promotes AMTA and the profession, and is a great source for referral.

Our team may not be as large as some of the other teams but we are very dedicated, enthusiastic, professional and diligent, and we have fun.

PART 3: OUTSTANDING SERVICE TO MEMBERS:

WEBSITE ADDRESS: <http://www.amtacolorado.org/>

NEWSLETTER ADDRESS: <http://www.amtacolorado.org/newsletter.htm>