

Give Chapters a Hand: Awards of Excellence **North Carolina Chapter**

PART 2: EXCELLENCE AND INNOVATION IN PROGRAMMATIC AREAS

AMTA-NC is working diligently to support our members. There are several ways that we do this very well. Our newsletter is one way we seek to stay in touch with both our members as well as all the therapists in our state. Our current newsletter editor has been responsible for the last two editions and has done a phenomenal job at raising the bar for our publication. She has also done this while being treated for breast cancer. That speaks volumes in itself.

We publish our newsletter three times per year. The first edition each year we send to all active therapists in NC. This year that number was almost 6,000. We use the newsletter as a way to keep our members informed about all that is happening not only in NC but also on a national level. Our goal is to be able to find a way to distribute the newsletter electronically and be better stewards of our member's investment in their chapter.

Another strong source we offer our members is our unit program. This is a method we use to offer continuing education to our members. Our state is divided into six units. Each unit meeting is generally within a 60-90 minute driving distance of our members. The units will seek to meet once or twice a year and offer three or six hours of continuing education to our members. The cost is minimal to the attendees. We do allow both AMTA and non AMTA members to attend but give a discount to our members. This is one way that we seek to use chapter funds to give back to the therapists.

In another education note, we also host twice a year major educational conferences. The one in the first half of the year is purely an educational conference and rotates between the eastern and western parts of the state. The one in the second half of the year rotates between the larger cities in the more central parts of the state. We also conduct our annual business meeting and elections at this meeting. We generally offer three hours of ethics at each meeting as well as six to twelve hours of other classes that individuals can use to meet their continuing educational requirements. These classes are taught by excellent instructors both from North Carolina as well as other parts of the country. Frequently we try to offer one class to students from the schools in the areas we will be meeting. This allows them the opportunity to see the AMTA-NC up close and get to know the leaders of the association. We always make sure that we include social and fun events at the meetings as well as valuable learning opportunities. With these events, we also are open to non AMTA members but do give a reduced rate to our members. We hope to have therapists in neighboring states attend more meetings as well.

Our statewide meetings will generally have anywhere from 60-120 in attendance. Our goal it to have those numbers be closer to 100-200.

One of the highlights at our convention is the presenting of the Debby Long Memorial Scholarship. This is a \$500.00 scholarship that is given to individuals to perform work that they may not be otherwise able to do. Two years ago, it was given to purchase a massage chair to be used in the Pediatric Cancer Ward at Duke Hospital for the volunteer therapists that go there to provide some support to the parents of the children. Last year, it was used to buy a special table for one of our members who work with patients receiving chemotherapy. This application is applied for each year. We use raffles at our state meetings to help raise money for it as well as include it in our budget. We currently give away only one scholarship per year. It is our hope to increase that to two in the near future. At our recent meeting this weekend, we raised over \$400.00 for the fund.

Give Chapters a Hand: Awards of Excellence **North Carolina Chapter CONTINUED**

AMTA-NC has a very good relationship with our state licensing board. We are in frequent dialogue with them on matters pertaining to massage and worked very closely with them when we modified our practice act last year. This has been very beneficial to both our profession and our members.

In a like manner we also have a good relationship with many of the schools in North Carolina. Our goal for the upcoming year is to be able to establish a more active committee to be able to go into our schools and reach the student members. We realize that these will be the future leaders of our chapter and want them to begin to see what we have to offer them from AMTA-NC.

In addition to the schools, we are also reaching out to therapists who are not members of AMTA-NC to let them know that we are here to help our profession. We have had several individuals who have become AMTA members because of the work they see us doing in NC. We also try to stay active in the community so that the residents of North Carolina will see the professional and affirming approach AMTA brings to our profession and state.

PART 3: OUTSTANDING SERVICE TO MEMBERS:

AMTA-NC has truly reached out to our members. We have paid attention to items that have come from surveys and have sought to be more attentive to our members. Our newsletter is one good example of that. Our units are one of the ways that we stay in touch with our members. The unit coordinators do a great job at listening to the concerns of the members in their areas and sharing those with us. One of the pleasures has been to see a more positive attitude at the meetings where we gather and to hear from our members how much fun it is for them to attend the meetings as well as how much they benefit from the time together. That is attributed largely to the fact that the AMTA-NC board and volunteers work very closely together and are diligent in seeking to meet the needs of our members.

WEBSITE ADDRESS: www.amtanc.org

NEWSLETTER ADDRESS:

http://www.amtanc.org/images/stories/newsletters/amta_2009_spring_newsletter.pdf