

## **Give Chapters a Hand: Awards of Excellence** **South Dakota Chapter**

### **PART 2: EXCELLENCE AND INNOVATION IN PROGRAMMATIC AREAS**

Our Chapter is constantly looking at ways to improve the newsletter without increasing the cost. Since we are a small chapter, the number of newsletters sent out. With different newsletter editors and some being new members with a lot enthusiasm, different approaches to the newsletter are explored, some duplicated. The last newsletter really showed great improvement in text, readability, and paper quality. The Chapter is constantly trying something new.

The South Dakota Chapter is a very close group of massage therapists; it is like a second family for many. We are willing to share our knowledge with each other and help out where we can, whether it is with a non-profit event or because someone broke an arm and is out of commission for a while. The Chapter is committed to teaching the public about massage therapy and it's benefits. We try to have a Massage Day at the Capitol to let our state legislators know what therapeutic massage really is and means in this day and age. Our Chapter Relations Chair sends out letters to welcome new members and new members are offered a discount at their first state conference. They are introduced to the chapter and applauded. Being a small state, old members often know members of the community that the new members reside and there is a bond and networking that forms. There are so many hugs of hello, good-bye, and just "how are you doing?" at our conferences that really warms the heart. Each new member is asked if they would be interested in helping with the chapter and there is a volunteer survey to identify areas of interest that everyone can fill out. With the networking, business cards and emails are exchanged religiously at the conferences. It is the goal of each board to pass along all the information they possess for a smooth transition and of course, if there are any questions, the outgoing board member or chair is always willing to help either by phone/email or physically by setting up an exhibit at the conferences.

### **PART 3: OUTSTANDING SERVICE TO MEMBERS:**

As a small Chapter, South Dakota knows its members and they know the board and chairs. If members have any complaints and/or concerns, they willingly share these with the board and chairs. The board and chairs take these serious and pass along for discussion and/or action. The goal is to provide quality education and service to the members of the AMTA-South Dakota Chapter

**WEBSITE ADDRESS:** <http://www.orgsites.com/sd/amta/>

**NEWSLETTER ADDRESS:** <http://www.orgsites.com/sd/amta/pgg2.php3>