

2014 Summer Chapter Appeal

I have been president a short time, but I am frequently presented with reasons to carry great pride in our chapter's work. The culmination of the spring conference showed me the amazing dedication our volunteers and the passion of our members. This insight was affirmed recently at a National AMTA Board meeting where I was able to meet other chapter presidents. The ones I spoke to about our events were shocked to learn of the high member turnout and how well rounded our education offerings are. Much of this work happens because of volunteers, this lowers the cost of the chapter's operating costs and allows us to host unbelievably affordable CEs -compare our average cost of \$8.75-13/hour, plus a meal, compared to the \$30/hour of some organizations. Since becoming president I have also learned firsthand about the remarkable work our chapter has contributed to state legislation efforts related to massage licensing and advocating for our professional interests. These efforts were spearheaded by AMTA-KY members, with feedback from other therapists through the KY Coalition, and lobbying efforts funded through grants from our national organization.

While volunteers help us keep our operational costs low, revenue is still needed to maintain chapter expenses and to pay for outside professional assistance when it is necessary. Most of you know the AMTA National Board of Directors voted to repeal mandatory chapter fees effective January 1, 2014, AMTA-KY's Board responded immediately by adjusting our budget, capitalizing on free services offered by AMTA National, and adjusting expenses to ensure our education events generate some income; **See The Previous Screen for the link to the budget approved at our annual spring meeting.**

We cannot predict how our "austerity measures" will ultimately work, our current projection is that we can maintain our current budget for roughly four years before we deplete our reserves, but this budget does not allow us to expand services or pursue legislative possibilities that could secure the esteem I believe massage therapy should be held. One of those possibilities is here now, a bill establishing several professions as "health care provider" designation did not pass out of committee in the Kentucky spring legislative session. This bill was not known to us until late spring, so massage therapy was not included in that legislative round, but there is support from both leadership within the state and on the national board that exploring this option could have great benefit for us and future generations. It is because of these recommendations that the AMTA-KY Board is seeking legal advice related to this, I plan to present the findings at our summer meeting for your input.

This expense was not budgeted for the current fiscal year, so I am asking for your support to make a contribution to your chapter. Any contribution is appreciated and there are several easy ways you make one. First, when you renew your AMTA membership you can opt-in with a contribution of any size. Second, you can visit our website, <http://www.amtaky.org/>, any time and click on the "[Contribute](#)" button. The third way is to attend our education events and meetings, attendance shows us great support, there are also opportunities to make any additional contributions at these events. All of these opportunities will ensure that massage therapists in Kentucky will have access to education, member services, and responsible legislation for years to come.

We do this work on behalf of you and all massage therapists. If you have questions, suggestions, or feedback feel free to contact me, president@amtaky.org.

Sincerely,

Justin A. Magnuson, MA, LMT
AMTA-KY, Chapter President