**AMTA KENTUCKY CHAPTER  
BOARD OF DIRECTORS  
Monthly Meeting Minutes  
September 8, 2014 AT 7pm EST  
Call in number 1-619-326-2730, PIN 291552#**

**Board Members Present:** Justin Magnuson, President; Cathryn Forester, 1st VP; Kala Carby-Borders, 2nd VP, David Phillips, Treasurer; Valerie Smothers, Secretary

**Absent:** Sandy Gadd, 3rd VP;Collette Wilson, IPP; Caren Williams, Communication Chair (non-voting)

**Call to Order:** 7:12PM EST by Justin Magnuson

**Approval of August 2014 minutes:** Via email

**Approve Agenda:** Kala Carby-Borders made a motion to accept the agenda as written. Valerie Smothers 2nd, all aye. Motion passed.

**Old Business**

* **Newsletter**-each Board member needs to contribute content
* **L & L Chair**-Cathryn Forester attended the last meeting of KBLMT.
* **Sports**-nothing new at this time

**New Business**

* **Webmaster Report (Please review)**
  + **AMTA-KY Logo**-by email vote
* **Meet-ups/Units**-Plans for the next Meet-up in Area 14. We need another way to generate interest.
* **Education**
* **Review BoD Agenda Decision (see president’s report)** 
  + **Compassionate Communication**

**Reports**

**President:**

The chapter was contacted earlier this month by Dr. William Elder from the University of Kentucky regarding a research proposal he is writing. Dr. Elder worked on Katie Stewarts’ low back pain study and has worked with Niki Munk on several projects related to massage. I introduced him to Ron Precht from AMTA National regarding the project and Dr. Elder was given the okay to include AMTA’s interest in participating in this project. If the proposal is accepted the details of our participation would need to be discussed. This project would be an interdisciplinary approach to pain management; other professions would include physicians, PAs, nurse practitioners, etc. The intention of including massage would be to identify the benefits of massage in pain management and barriers to inclusion with allied health professionals. Later phases could include education efforts to bridge these barriers and possible implementation efforts. It could be an exciting opportunity for AMTA-KY as a chapter and LMTs in general; also, it could complement efforts to be included in health models and considered health care providers.

I drove to Owensboro on Friday to host a meet-up and visited a few locations for a potential future education event. I visited three locations with potential meeting space and stopped by the visitor’s bureau before the meeting. Overall I think the spaces I visited probably wouldn’t be suitable to host an event (although the Convention Center would if affordable), but the renovation to downtown Owensboro is beautiful and Brecia College, not visited, could be an acceptable venue. The meet-up was hosted at The Crème coffee house in downtown and two members attended. I was disappointed with the turn-out, but I learned a lot about what massage therapists outside of a major city struggle with and what might be helpful to their success. I also think it shined a positive light on the chapter because I had talked about going out there since May.

A few notes about the promotion of the event, thoughts for future meet-up promotion, and hosting an event in Owensboro. The event was promoted two weeks in advance, we sent out a message to members in the unit area of Owensboro and posted the event on Facebook; a week before the event I sent out personal emails to members in Owensboro. Note, I realize two weeks could be considered short notice, but I provided a window of attendance 3:30-5:00. For future events I would provide a slightly longer lead time, three weeks, and host the meeting a little later. Also, I would encourage future meet-ups including BoD travel to include phone call invitations in addition to email; this is frustrating, but also representative of other chapter/organizational issues with email promotion and constituent interaction.

One consideration I have for future meet-ups involving long distance would be to Skype or use Google Hangout. Hosting an event in Owensboro would definitely need to be put on hold until stronger member presence is available in the future. The budget for the event was $300, of that budget I spent $60. Of the concerns of the members I met with I think Dr. Elder’s project and increased profession credibility would help members in Owensboro and quite possibly members in more rural areas.

Respectfully, Justin

Questions to ask when considering an agenda item or making a board decision:

1. Does the item support the chapter’s mission/vision/plan?

2. What outcome do we want from this activity; is it identified in the agenda item and/or motion?

3. What are the implications/perceptions for the chapter/chapter board (who or what is impacted, is it positively or negatively)

4. Does the motion or agenda item include the following information?

a. The action

b. Who is responsible?

c. The due date

d. Is there a financial impact

e. If it is already budgeted

f. If not, where will the money come from

5. Are there resources available to accomplish the task? This includes financial as well as volunteer resources.

**Sports:** no report submitted

**L&L:** no report submitted

**Education:**

Fall Meeting Registration is now open. We have promoted so far via e-blast to all KBLMT therapists in KY. We have also sent e-blasts to Ohio, WV, Indiana and Illinois AMTA members. I need to get the list for TN from Silas and will include them on the next e-blast. We have also promoted via Facebook and the event is posted on our web site. Brochures should be out to homes in the next week. Val Smothers is our Registrar and will be keeping us updated weekly on the status of registration.

**Spring 2015**

Contracts are being negotiated and drafted up for the speakers. A Spring 2015 proposed budget was sent out to all BOD’s in August, along with a draft of the program. I have since revised the budget to reflect proposed registration fees.

Postcard Save-the-Dates are expected to go out October/November

**Justin Magnuson made a motion to accept the recommendations as put forth by the Education Committee as follows:**

**Full Time registrants: 18 hours, 3 meals**

**Members $240.00 (down from 265.00)**

**Potential Members $290.00**

**Students: $90.00 (down from $120.00)**

**Late registration $25.00**

**One day: 6 hours/1 meal**

**Members: $100.00 (include one meal)**

**Potential Members: $120.00**

**Students $30.00**

**Late registration $25.00**

**Two Day: 12 hours, 2 meals**

**Members: 180.00**

**Potential members 220.00**

**Students 60.00**

**Late Registration $25.00**

**Cathryn Forester 2nd. All aye, motion passed.**

**Units:**

• Unit interest in the section 14 the Cumberland/Somerset area

• With the president starting the Meet Up’s I would like to keep this going in the on coming months.

I suggest an October Meet Up in section 14 the Cumberland/Somerset area

November section 4 Bowling Green/Barren River area

Meet the member/profile

• See if our members have outside/past interest that maybe valuable to AMTA-KY

Submitted by Kala Carby-Borders

**Membership:**

Our total membership for Sept. 2014 is 742.

We have 17 new members.  2 are Professional, 4 are Students and 11 are Graduates.

We also have 2 transfers, one from MD to Independence and one from AS to Paris.

Submitted by Sandy Gadd

**Communication, Newsletter, Website:**

Caren Williams

AMTA-KY Communications Chair

The AUG 2014 Roster is now on constant contact.

Social Media

Looking for someone to be our Social Media Chair - FB is currently being updated by the Board.

Newsletter

Looking for Newsletter Editor. Justin Magnuson, Valerie Smothers and Caren Williams will have a

Conference Call soon to discuss the fate of the Newsletter.

Website

Lisa is still working on the migration. We hope to start typing in content within the next few weeks. Lisa might have more. Waiting to hear from her.

**Marketing:**

Committee Work In August:

1. Completed the writing of the fall brochure and sent it to the printer for distribution

2. Wrote two marketing pieces for e-blasts for the fall meeting

3. Began preliminary work on the Spring Conference Marketing

a. Wrote first marketing piece for Spring meeting

b. Prepared “hold the date” post card

Submitted by Katherine Warner

**Benevolence:** no report submitted

**Standing Rules:**

Summer Meeting Minutes were finalized and voted on by the BOD. I will submitted the

July 2014 Revised Standing Rules along with the Summer Meeting Minutes to the Bylaws Committee chair, Cheryl Siniakin. The National Approved Standing Rules arrived in Caren Williams’s home mail box Sept 5, 2014. She will bring Approved Original to the Fall Meeting for Kala Carby-Borders to put in the 2nd VP Manual.

**Treasurer/Budget:**

There is nothing to report for August.

Dave

**Valerie Smothers made a motion to adjourn at 7:46PM EST. Kala Carby-Borders 2nd.**

**Next Meeting: Oct 13, 2014 @ 7:00 pm EST**

Respectfully submitted,

Valerie Smothers, Secretary, AMTA-KY