**AMTA KENTUCKY CHAPTER
BOARD OF DIRECTORS
March Meeting Minutes
MONDAY March 9, 2015 AT 7pm EST
Call in number 1-619-326-2730, PIN 291552#**

**Approval of February 2014 minutes:** February 25, 2015 via email

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

**Board Members Absent:**

**Non-Voting Members Present:** Caren McCarty, Communication Chair

**Call to order:** 7:04 PM EST Justin Magnuson

**Approve Agenda:** Cathryn Forester made a motion to approve the agenda as written. Kala Carby-Borders 2nd, all aye, motion passed.

**Old Business**

* **U of K Project**- Plan in the works for a round-table discussion with massage therapists & other healthcare professionals concerning case studies of chronic low back pain. AMTA National is on board.
* **KY Crisis Response Team**-Justin is in contact with Jocelyn & Mark Tyle. MT’s will work on first responders. Table set up at Spring meeting to generate interest.
* **Give Chapters A Hand**-It’s DONE! Google Docs was easy to use.
* **Budget**-Looking good for this year.
* **Chapter policies on education fees**-ongoing
* **Katherine Warner and Sandy Gadd’s conference fee**-Justin will send an email to each.
* **Text service-**see Unit report
* **Communication (Twitter, Newsletter, etc.)**-see report
* **Student event sponsorship**-Massage Envy will sponsor $1000.00. Biotone has not responded
* **Policy Manual**-on Google Docs. Added Standing Rules, Justin will work with each Board member & Chair.
* **Awards**-by Wednesday…send to Beth

**New Business**

* **Projectors**-Our 2 have gone missing. Last seen at Elizabethtown. Discussion of rent vs purchase. **Collette Wilson made a motion to purchase 3 new projectors, budgeting up to $1500.00. Cathryn Forester 2nd, all aye, motion passed.**
* **CVOP**-April 15 deadline. **Justin Magnuson made a motion to ask Carolyn KK Jauco and Karen Tyson to attend CVOP 2015. Collette Wilson 2nd, all aye, motion passed.**
* **Benevolence**-Val suggested we send birthday cards to members from the BoD as a way to connect to EVERY member, not just whomever has momentous occasions. Caren suggested that we do AMTA anniversary since we don’t have birthday information on our members. Also send Volunteers thank you cards. Make a postcard (cheaper postage). Val will check Vistaprint. Cathryn suggested sendoutcards.com. More information is needed…budget, cost, etc. Will revisit.
* **IPP Standing Rule Change**-The position of Immediate Past President is in question…is it needed for one year, two? Voting member/advisory? How would that affect our quorum? (half board + 1) Collette & Caren will check KY by-laws & standing rules. Tabled for now. Website will need to be updated in Standing Rules.
* **Mileage**-IRS rate is .57 per mile.

**Reports**

**President:**

Items are in the agenda.

**Sports:**

We have our first event coming up March 26-28, the Run the Bluegrass half marathon in Lexington, KY. We will be providing pre-event sports massage at the Expo event at Keeneland on Thur and Fri 3/26 & 27th. Then we will be volunteering post event sports massage to all runners/participants on the day of the race- Sat 3/28. Sam Boyd is our event coordinator for this first event to kick off our year! The KSMT will be partnering with LHAA students in the post event sports massage. I am always excited for students to be a part of sports events to be able to learn from seasoned LMT's.

This is the last month Ann Boone and I (Jen Patterson) will be acting as KSMT Co-Chairs. We have enjoyed building, organizing and working with the team over the past 6-7 years. 2015 marks our 6th year as a team since 2010! As the BOD knows, we will be making Sam Boyd and Ronnie Hager the new Co-Chairs officially in April at the spring meeting. These two have been working hard since the first of the year in preparation to take over the team. Ann and I will not be totally exiting the scene, as we will both still be around to help mentor the new co-chairs as well as participate as event coordinators for several 2015 KSMT events.

Thanks

Blessings,

Jen Patterson, LMT

**L&L:**

**KBLMT Meeting March 2, 2015**

\*KBLMT Board Elections - seats to vote on: Chair, Vice Chair, Secretary. Board nominated and approved the current positions. Board remains the same.

\*\* Several hours after the KBLMT board meeting HB 153 was approved by the House and is now in Senate waiting for a committee. I'll send you updates as I receive them. With that said, I would like to lead this important discussion and present it at the AMTA Conference. I know Denise (Chair - KBLMT) would like to speak about it as well. I will call Charlotte Grill tomorrow and Diana Thompson, LMP in Washington State who wrote: Hands Heal: Communication, Documentation and Insurance Billing for Manual Therapists. The 4th edition was released in July, 2011. For 10 years, Washington State insurance covers 12 sessions annually for massage, chiropractic and acupuncture. Diana was a lead in having insurance cover these therapies. (sorry for the red)

All the Best, KK

**Education:** Nothing to report

**Units:**

I tried setting up the text alerts and it says my2ndvp@amtaky.org isn't a valid email address. I sent them an email and that haven't responded yet

Kala

**Membership:**

Total as of Feb, 2015, is 760 members.

Note: Beginning on 3/1/2015 the Nonrenewal report will no longer be included. Due to increased activity in our retention department the information that appears on this report now becomes rapidly out-of-date, limiting its usefulness as a tool for tracking memberships and raising the risk of cross-communication with members in the retention process.

Chapters will now receive a report of all members who have fully expired and who are no longer AMTA members. Please be aware that not all of the members who appear on this report wish to receive communication from AMTA, so check with our Chapter Programs department before contacting them.

Submitted by Justin

**Communication, Newsletter, Website:**

Caren G. McCarty, LMT
Communications Chair
Website
Newsletter

Communication –

* Justin has asked me for suggestions of someone that would a good fit to take over the Communication Chair position upon my leaving. If anyone has someone that comes to mind, please feel free to let Justin and I know.

Website –

* Thursday, March, 5th, I had a very productive phone meeting with Silas Dameron with National regarding the new website. There are things that I will need National to help with on the Home Page, so we will have both National and Chapter News. In addition to the “refer a friend” button, a “Join Us” button will be added. Along with a few other tidbits here and there. Our Twitter link is not going to the correct twitter account. AMTA-KY TWITTER IS: AMTA-KY Chapter@AMTA\_KY I brought up some hiccups in the programing that they are going to fix. I am very excited with the changes I will be working on the next few weeks, ie more photos and newsletters. I would like the BOD to look at the website to give me some feedback on the appearance and if it is user friendly. Send all communications regarding the website to the webmaster@amtaky.org That’s me for now. ☺
* I am working on a Website Procedure Manual it will include some important information like what follows:
AMTA-KY Webmaster g-mail account
webmaster@amtaky.org

 Website address - http://ky.amtamassage.org/
 also: Through GoDaddy
 amtaky.org expires 10/25/18 - Listed in our AMTA-KY Chapter Standing Rules as the official site
 amtaky.com expires 8/23/15 (We are letting this expire)
 amtakentucky.org expires 8/23/15 (We are letting this expire) Eventually, the GoDaddy accounts will phase out as they expire. This will give members time to get familiar with the ky.amtamassage.org address.

 I have also added FAQ’s and shortcuts for editing.

Newsletter-

* I would like to have a discussion with the BOD on what we are going to do about the next newsletter.
Kenny Lyons has not returned phone calls and e-mails regarding if he is interested in being the next newsletter editor. Justin and I have decided to open up a dialogue with members at the Spring Conference to see if someone is interested in this committee.
* I am working on a Procedure Manual for the Newsletter Editor Position.

**Marketing:**

51 full registration - members

 6 BOD members

24  2-day members

 7 1-day members

TOTAL  88 voting members registered as of 3/9/2015

12 full registration - non-members

 8 2-day non-members

 1 1-day non-member

TOTAL 21 non-members (or potential members)

12 Student Day

 3 2-day students (which means they will be present for all three days)

Post conference - 14 to date ( all post conference attendees are also registered for classes during the weekend.

TOTAL INCOME: $26,520.00

(includes post conference of $2,730)

(Does not include BOD registration transfer of $1,440)

**Benevolence:**

One card sent to Cyndi Thornburg in regards to her husband’s heart surgery.

**Standing Rules:** Nothing to report

**Treasurer/Budget: Budget 2015/16 approved via email March 1, 2015**

**Valerie Smothers made a motion to adjourn at 8:45PM EST. Davis Phillips 2nd**

**Next Meeting:** Spring Conference April 9-12.

Respectfully submitted.

Valerie Smothers, Secretary AMTA-KY