

January 2017

Message from Marie Humphries, Louisiana Chapter President of American Massage Therapy Association

Members, friends and colleagues, I feel hopeful and excited as I begin my personal and professional preparations for the new year.

I am grateful for my family, my health and all who have touched my life. I have learned so much from each of these aspects of my world. It is overwhelming to look back over all the conversations, decisions, shared experiences, changes and growth, both personally and professionally, that has occurred in the last two years that I've served as Chapter President of this association. I have laughed, cried, enjoyed, worked very hard and celebrated all of this with an exceptional team of dedicated members whom I could not have accomplished any of this without. I am so proud to call them my colleagues and friends. Even more importantly we could not do any of it without you - the members. Thank you so much!

Our Chapter had quite a year in 2016. We have had both Triumphs and Challenges such as,

- Our 30th Anniversary State Convention
- Our first year for online voting (we had 12% of members voting)
- Increased interest and participation to volunteer both on Chapter Board and as Committee volunteers
- Two Legislative Days at the Capitol with some new volunteers
- Two Rock Tape Certification Classes at State convention
- Passed a Bill in Legislation for better Law Enforcement for our profession (not all the bill passed, but we did get some language changed that should help)
- We changed our structure of our state convention by adding some Friday events such as an opening session and an amazing Keynote Speaker
- Massage Warehouse as one of our Exhibitors who donated some awesome prizes
- State Convention was held at a new location – The Embassy Suites in Baton Rouge

- An outreach event with the Louisiana National Guard at their Annual Suicide Prevention 5K Run in Pineville, LA
- We had substantial growth in our membership

Here is a recap of ways I represented our chapter in 2016

- March, I attended the AMTA National Board Meeting and Presidents' Forum in Chicago, IL
- May, Legislative Day at State Capitol
- June, I attended the AMTA National Board Meeting and Presidents' Forum in Tampa, FL
- June, Legislative Day at State Capitol
- July, State Convention in Baton Rouge, LA
- September, Outreach event with Louisiana National Guard for Suicide Prevention Fearless 5K Run, Pineville, LA
- October, National Convention

I attended the AMTA National Board Meeting and the Presidents' Forum and Leadership Training and Opening and Closing Sessions. I was joined by Delegates, Kristi Waltrip, Kathie Lea and Melissa Brocato. Kristi Waltrip and Lisa Bennett attended Chapter Volunteer Orientation Program and Leadership Training. Dawn Hedgpeth also attended Leadership Training. We all attended Opening session with Keynote speaker, Robin Roberts of Good Morning America and many trips to the Exhibit Hall.

Highlights from our 2016 State Convention

AMTA LA Chapter's "Rockin' for 30 years" Convention!!

Held at the Embassy Suites Hotel, Baton Rouge, LA

July 15, 16, 17; Presenter: Rock Tape Basic 8 hours; Rock Tape Performance 8 hours

What an awesome convention! The presenter for Rock Tape was Adam Wolf

I want to thank our awesome Board, Committee Chairs and Volunteers for all their hard work. There is a lot of behind the scenes work put into the

planning and preparation of every convention. It's a team effort. It was brought to my attention at the 2015 convention that our events have gotten dull; someone even commented (not mentioning any names) that Convention was boring so I responded, "Well we are going to have to fix that;" putting our heads together we strategized and got to work. We hope you liked the changes we made to our program adding Friday Activities, an Opening Session and a new location.

I thought the convention was awesome! We had loads of fun, it was high energy, the new format was a welcoming change. The hotel was great and the presenter was amazing. Everyone loved the rock tape classes. With Adam Wolf as our presenter we got more than just a taping class. He was full of great information.

I personally use Rock Tape in my practice all the time. I have clients that ask for it when they come in. If I see that Rock Tape may be beneficial for a client while I am giving their massage I ask them if they would like me to try some on them. I don't charge for the first time, but if they come back and ask for it, I usually just charge \$5 - \$10 depending on how much tape I need to use. It is just a little something extra to offer my clients.

We were so fortunate to get Dr. Tina Thomas as our Keynote Speaker for opening session at our 30th anniversary convention. Dr. Tina is a creative researcher that many have credited with cracking the code of human personality. In addition to being an in-demand speaker, she is an author of two game-changing books: *The Ultimate Edge - How to Be, Do and Have Anything You Want* and her new book, *Who Do You Think You Are?* which is based on her research. Her credentials also include: former clinical director of Tulane University's Cancer Counseling Center and research professor at Duke University. She is currently the director of the Gestalt Institute and Relationship Center of New Orleans.

Dr. Tina truly lit up the room at opening session. She stayed and signed books and even spoke to everyone who purchased her book and could tell them their personality type by just asking them a few simple questions.

As my second 2-year term as President begins, all I can say is “WOW, it’s been an exciting ride!” I feel I am even better prepared to lead our Chapter and represent our profession in the upcoming years. I have learned so much during this time and I appreciate the opportunity to serve our members.

As a member, you should be proud of the AMTA brand that we all helped create. Educate your clients on the AMTA brand – use it and all the amazing member benefits to promote your business.

Did you know that...

- AMTA is the most respected and most trusted name in massage therapy
- AMTA is the preferred choice of consumers today
- AMTA has the best benefits in the profession and they keep adding more
- In May 2016 AMTA had the largest membership increase in its history
- Our chapter membership grew from 585 members in June 2015 to 655 members in June 2016. AND ... I just received the newest roster

I continue to be grateful and appreciative for the opportunity to represent our membership and for being blessed to be a business owner and have a career as a licensed Massage Therapist...I love my jobs!

Marie Humphries, LMT

Louisiana Chapter President

American Massage Therapy Association