

Become a member of the national organization for  
massage schools, teachers & continuing education providers



# Alliance *for* Massage Therapy Education

*The independent voice, advocate and resource  
for the community of massage schools and educators*

**ALLIANCE ANNUAL CONFERENCE  
AUGUST 18-20, 2011**

*"Bringing Teaching to the Next Level"*

*Charleston*  
SOUTH CAROLINA

Learn about the benefits of Alliance membership, and get  
complete membership & conference information inside

*Gather with your colleagues for an inspiring event  
in a beautiful location!*

Discover **GOLD LEVEL** Membership  
Valuable New Programs  
and Savings

## Our Mission and Purpose

The Alliance for Massage Therapy Education is a non-profit organization established in 2009 to **serve as the voice, advocate and resource for the entire education community** – from entry-level massage training programs through post-graduate studies.

Membership in the Alliance includes three primary groups: *Schools, Teachers* and *Continuing Education Providers*. As a community of education professionals, these dedicated individuals and institutions are a significant force that exist for and serve the larger mission of learning, healing and growth.

**Voice and Advocate.** As the field of massage therapy continues on its path of development, it's essential that the education sector has **a champion of its own**. In fact, nearly all long-standing professions have an organization of this type. In light of the many challenges and opportunities that exist today, the Alliance takes an active stand for the interests of the education community and works collaboratively with the other stakeholder groups in our field.

**Resource.** The Alliance is committed to giving you the information, tools, services and benefits that will support your professional endeavors. *Alliance Member News* will keep you up to date on our projects, new benefits and upcoming conferences, and you'll also receive ongoing email alerts on what's happening in the arenas of career education and regulation that may affect your business.

**Major Initiatives.** The Alliance has launched the *National Teacher Education Standards Project*, which is a long-term endeavor to improve the quality of teaching. The Alliance is also partnering with the Federation of State Massage Therapy Boards to create a new national approval program for continuing education providers and courses.

Alliance membership is open to those who work in the diverse spectrum of educational institutions within the field of massage, bodywork and somatic therapies. The organization is governed by a seven-member Board of Directors. Our national office is located in McLean, Virginia, where *Coulter Nonprofit Management* supports the day-to-day operations of the Alliance and provides strategic guidance.

## Alliance Goals

- Strengthen and improve massage therapy education by providing information and educational opportunities
- Provide forums for learning, fellowship and mutual support
- Advocate for the interests of members
- Serve as the designated representative for massage education in dealing with other stakeholders within the field, as well as organizations and regulatory bodies outside the massage therapy field
- Develop standards that guide and inform the effective teaching of massage therapy
- Promote access to massage therapy education to those who are seeking it, from entry-level training through post-graduate studies



Become part of an exciting network of education professionals



## Membership Categories

**School Member:** An institution that offers a massage therapy program, whether located at for-profit proprietary schools or career colleges, or at publicly-funded community colleges. Each branch or campus location of a school under the same ownership or administrative control is considered a separate institution for the purposes of Alliance membership. To be eligible for School membership, the institution must be in legal operation (*or be exempt by statute*), and must offer a training program of at least 500 clock hours in length.

Note that program directors, department heads and other staff at Alliance Member Schools are included within this overall institutional membership. Administrative staff at non-member schools may join as individuals under the Supporting category.

**Teacher Member:** Instructional staff at schools of massage therapy. This includes classroom teachers, teaching assistants and clinic supervisors.

**Continuing Education Provider Member:** Those individuals and institutions whose primary business is offering continuing education seminars or advanced training programs in the field of massage therapy. Schools with massage training programs of fewer than 500 clock hours in length may also join in this category.

**Allied Member:** This category is for *companies* that provide products and services to the education sector, as well as other *stakeholder organizations* in the massage field that wish to support the work of the Alliance. Dues are \$1000 per year.

**Supporting Member:** Those individuals who are interested in supporting the mission of the Alliance, but who may not be directly connected with an educational institution. Dues are \$50 per year.

## New Dues Structure for 2011

We have streamlined the entire dues structure, and now offer two different levels of membership for Schools, Teachers and Continuing Education Providers:

**Associate Level:** This provides basic affiliation with the Alliance at a modest price and includes discounts on the Annual Conference, along with ongoing news about massage therapy education and updates on the Alliance's projects. Dues are just \$100/year for School Members, and \$50/year for CE Providers and Teachers.

**Gold Level:** This enhanced membership status includes the Associate Level benefits, along with voting privileges in the Alliance and a **highly valuable set of benefits and services**. See pages 4-5 for a complete description of all you will receive when you become a Gold Level member. Dues are \$500/year for School Members, \$150/year for CE Providers, and \$100/year for Teachers.

What's the best time of year to join the Alliance? ANY TIME! Your membership year begins on the date you first join, so there's no pro-rating of dues or waiting until the next calendar year comes around. Your annual renewal is due on the anniversary of your original Alliance membership.



# Alliance Gold Level Membership Program

Get significant savings on the services you need to make your business thrive

Gold Level membership offers a premiere suite of benefits and services to Schools, Continuing Education Providers and Teachers. **This package gives you many times the value of your annual dues** in terms of actual cost savings, and provides the strategic information and best practices that will allow you to optimize your professional endeavors.

What you receive will facilitate **greater success and satisfaction** among your students, staff and faculty – which will translate to **more profitable and successful operations**. You'll also have full membership privileges, which include voting in annual elections, and the ability to serve in elected offices for the organization.

The Alliance has partnered with some of the leading companies that work with the career education sector to bring you the most important services at a significant savings. Here is an overview of the Gold Level benefits:

## ALLIANCE CAREER CENTER

The Alliance now offers your school an economical and efficient way to **recruit new administrative and instructional staff**. The Career Center portal, created in partnership with *Boxwood Technology*, is hosted on the Alliance website. This means you'll get better targeted responses from qualified candidates. Gold Level members can post a 30-day job listing on the Alliance's Career Center for just \$195, a \$100 savings over the regular rate of \$295. These rates are much less than what you'd pay on the major national job boards. You'll also be able to take advantage of special offers.

For those seeking a teaching, administrative or leadership position at a massage school or related organization, you can **post your resumé for FREE** on the Alliance Career Center – making your information readily available to potential employers.

## ALLIANCE ONLINE TRAINING CENTER

Program directors, administrative staff and faculty all need **ongoing professional development**, and we created a convenient **learning portal** to fulfill those needs. The Online Training Center is housed on our website, and provides immediate access to the complete catalog of online courses offered by *MaxKnowledge* – the leader in distance education for career training schools. The regular price of these online courses is \$149 each, but Gold Level members pay just \$129 per course – a savings of \$20. To acquaint you with this great resource, you will receive your **FIRST COURSE FREE!**

You may also register on the Training Center to access free tutorials, webinars and a teachers' discussion forum.

*Note that the Career Center and Online Training Center portals are open to everyone in the field. Alliance Gold Level Members get discounted pricing on these services.*

## CONTINUING EDUCATION RESOURCE LISTINGS

As an exclusive benefit for Gold Level School and CE Provider Members, you can **post unlimited workshops** to a searchable directory hosted on the Alliance website. This resource will give massage therapists a "go-to" place to **find both face-to-face and online courses**, and will provide you with an important promotional channel.

On this portal, you'll be able to enter and edit your own listings, which can include course descriptions, location, presenter bios, hotlinks to your website, and more.

## ALLIANCE LEAD GENERATION PORTAL

Imagine... a source of leads that is **effective, affordable and ethical...** that's what the Alliance is creating in partnership with *PlattForm Advertising* and *MassageRegister.com*. We are developing an exclusive lead generation service for our Gold Level School Members, hosted on the Alliance website.

For the incredible price of just **\$20 per lead**, you will get inquiries from potential students who are interested in your school – delivered directly to your inbox or CRM system. Your unique school page will also be listed on the *MassageRegister.com* website, where you will get the same \$20/lead rate (a 20% savings over their open rate). And you can filter these leads on both sites by geographic or demographic factors at no additional cost.

### Special Benefits for Gold Level School Members:

#### EXPERT MARKETING SUPPORT

As one of the leaders in the area of education marketing, **Enrollment Resources** provides a comprehensive list of services that enable schools to significantly increase enrollment, sales and profitability. As a Gold Level School Member, you will receive a **\$500 discount** on their *Enrollment Management Performance Improvement* process, as well as preferred rates on Website Optimization services, Pay-Per-Click Advertising Management, and ER's new Compliance Mystery Shopping Program.

#### EXPERT ADMISSIONS DEPARTMENT SUPPORT

New or renewing Gold Level School Members will receive a **free one-hour phone consultation** with Lex Filipowski and the **Art of Admissions** (a \$250 value). This company has a proven track record of helping schools improve the enrollment rates of their admissions departments from 25%-400%. You'll also receive a **10% discount** on all admissions system assessments, staff training and ongoing support programs.

Your school will receive a **\$500 discount** on their *Admissions Department Makeover Process*. In addition, the Art of Admissions will donate \$500 to the Alliance for each Gold Level school that uses this valuable service.

Finally, your school or CE business will have exclusive **use of the Alliance logo** to promote your educational programs. Your active support of the Alliance will show that you support quality education.



Special Advertising Discounts for

Alliance **GOLD LEVEL** School and CE Members:

Massage Today

**25% OFF** Print Ads in the Schools & Education Section

**25% OFF** All Banner Ads on *MassageToday.com*

**MASSAGE** magazine

**20% OFF** Print Ads - 1/4 page and larger

**20% OFF** Listings in the Schools+Trainings Section, plus free hotlink on *MassageMag.com*

**10% OFF** all Website and E-Newsletter Banner Ads

# Bringing Teaching to the Next Level

Be a part of the evolution of massage therapy education, as we gather for inspiration, learning and fellowship



**Overview.** Join your colleagues in the beautiful and historic city of Charleston, South Carolina for the Alliance's Second Annual Conference. With the theme of *Bringing Teaching to the Next Level*, the focus for this meeting is on how we will create a **culture of teaching excellence** within our field in the coming years.

This important event will bring together directors and administrators from massage therapy schools, along with massage school teachers and those who provide continuing education seminars and advanced trainings.

**Location.** Charleston, South Carolina is one of the most-loved travel destinations in the world. At the confluence of the Ashley and Cooper rivers, this unique city offers a treasure-trove of historical sites, parks, restaurants, galleries, and stately tree-lined boulevards.

**Conference Design.** This event has been created to give you **valuable learning experiences** with leading educators in our field – along with ample opportunities for networking and enjoyment of the beautiful environment. We encourage you to come to a meeting where you'll be inspired, nourished and well-informed... where your voice will be heard... and where your input will make a difference. And of course, you'll have time to enjoy the many wonderful amenities Charleston has to offer.

The Alliance has created an **outstanding education program** for this Conference. There will be keynote presentations and discussion forums for all participants, as well as specialized workshops to meet the needs of each of the three groups that make up the Alliance. As well, you'll get to visit with representatives of some of the leading companies that offer essential products and services to the education community.

**CE Credits.** Participants can earn up to **15 hours of continuing education credit** by attending all sessions at this Conference. The Alliance is designated by NCBTMB as an Approved Provider of Continuing Education.

**Cost.** Early registration for the Conference is only \$395 for Alliance Members, and \$495 for non-members. After July 1, the cost is \$495 for Members and \$595 for non-members.

**Lodging Information.** Our venue is the **Charleston Marriott**, at 170 Lockwood Boulevard, Charleston, South Carolina 29403. Rated as a Three-Diamond resort hotel by AAA, the Marriott is directly across from a riverfront park with a boardwalk that goes out into the salt marsh. The hotel has an outdoor pool and complete fitness center. We have secured a very affordable group rate of just **\$139.00 per night** (single or double) for this event.

**Reservations:** Call the Marriott at 843-723-3000, and be sure to mention the Alliance Conference to get the special rate of \$139.00. Or go online to [www.marriott.com](http://www.marriott.com) and enter the group code [ALMALMA] in the reservation screen.

**Deposit:** Payment for one night's lodging is due at time of booking the reservation. Final payment is due at checkout. Credit cards accepted are: MasterCard, Visa, Discover or American Express. A total of 13.5% is added to all room rates for government taxes and fees.

**Cancellation of reservations:** You must cancel a hotel reservation more than 24 hours prior to arrival to receive a refund of your deposit. Cancellations with less than 24 hours of arrival forfeit the deposit for one night's lodging. There are no refunds for late arrivals, early departures or no-shows.

**Additional lodging nights:** Come early or stay on after the Alliance Conference to enjoy all that Charleston has to offer! You can stay at the Marriott at the special group rate for up to three days before and after (subject to availability).

**Travel Information.** You'll fly in to the Charleston International Airport (CHS), which has direct service from most major cities. Southwest Airlines recently added CHS to its routes, which increases the options for low-fare seats to this destination.

**Ground Transportation:** A taxi from the airport to the hotel is approximately \$25 one-way. An airport shuttle is available for \$12/person, one-way. For those driving to the Conference, on-site parking at the hotel is FREE.





Tracy Orтели

**KEYNOTE PRESENTATIONS**

**Creating a Culture of Teaching Excellence with Tracy Orтели, PhD(c), RN, CNE**

Tracy is Vice President of Academic Affairs for Galen College of Nursing and a leader in the field of nursing education. She directed the development of the Nurse Educator Certification Program for the National League of Nursing, and was a test developer for the National Council of State Boards of Nursing.

In this keynote presentation, Tracy will offer massage therapy educators a unique perspective on what it takes to establish teacher standards in a professional discipline, and the tremendous difference it can make in the quality of educational outcomes. She will share with us the challenges and triumphs experienced by the National League of Nursing through a project that is parallel in many ways to the Alliance's current Teacher Education Standards Project.



Ben Benjamin

**The Dynamics of Effective Communication: Introducing the System for Analyzing Verbal Interaction with Ben Benjamin, PhD and Amy Yeager**

SAVI provides teachers, school administrators and organizational leaders with a state-of-the-art tool for analyzing and improving the effectiveness of verbal communication in all domains. The system focuses not on *what* we say, but on *how* we say it. In this two-hour keynote presentation, you will experience how SAVI can be utilized from the classroom to the boardroom, and from the individual to the group level.

Ben is one of the most highly-respected educators and authors in the massage therapy field. He is based in Cambridge, Massachusetts, where he founded the Muscular Therapy Institute. Amy is a Harvard graduate and movement repatterning practitioner who is one of the principals in SAVI Training Partners, a company founded with Ben that offers trainings throughout the country.



Amy Yeager

**THURSDAY MORNING | GROUP SESSION**

**Presentation on the Alliance's National Teacher Education Standards Project**

The first phase of our Teacher Education Standards Project comes to fruition with the official release of the *Core Competencies for Massage Therapy Teachers*. Developed by the Alliance's Professional Standards Committee, this document defines the foundational knowledge, skills and abilities needed for teachers to produce successful and consistent outcomes with adult learners in a variety of settings.

**FRIDAY MORNING | GROUP SESSION**

**Discussion Forum on Implementing Teacher Standards**

The completion of the *Core Competencies* document is just the starting point. Now comes the crucial **implementation phase** of Teacher Education Standards Project. Following an overview with the full assembly, there will be three concurrent forums – for school owners/directors, teachers and CE providers – to discuss the benefits, challenges and questions that come up around how to incorporate teacher training into our field. After the discussions, everyone will come back together to share the findings from each group. This valuable peer input will be utilized by the Alliance as the project moves forward.

**FRIDAY AFTERNOON | 1-HOUR WORKSHOPS**

**Developing Competency-based Assessments to Evaluate Student Performance with Jan Schwartz, MA**

The progress of students in entry-level massage training programs has traditionally been measured in terms of completion of a specified number of clock hours of instruction. In a skill-based field such as this, it is essential for students to gain and be able to demonstrate competency in all areas of the curriculum. This session will provide an overview of how to design and administer competency-based assessments.

Jan is a co-founder of Education and Training Solutions, LLC, a Tucson-based company that assists educators in developing and delivering online course material, and provides teacher training for those who work in the arena of distance education. She is a Trustee of the Massage Therapy Foundation, a former Director of Education for the Desert Institute of the Healing Arts and former Chair of COMTA.



Jan Schwartz

**GR 101: What Educators Need to Know about Government Relations with Sally Hacking & Pete Whitridge**

Massage education is powerfully affected by state laws and rules. Regulation of schools and CE providers is a work in progress, and educators must be aware of how regulations are made and amended over time. What you don't know can hurt you or your institution, and being proactive gives you an opportunity to shape the process. Sally and Pete will present a basic outline of how laws and rules are adopted, who the players are, and how to be an effective grassroots advocate.

Sally is Director of Government Relations for the Federation of State Massage Therapy Boards. She is regarded as the leading GR authority in our field. Pete is President of the Alliance, a former chair of the Florida Board of Massage Therapy and former legislative chair for the Florida State Massage Therapy Association.



Sally Hacking

**More about the SAVI System**

**with Ben Benjamin, PhD and Amy Yeager**

In this follow-up session, Ben and Amy will provide further opportunity to work with the SAVI principles and methods outlined in Thursday's keynote presentation.



Pete Whitridge

**FRIDAY AFTERNOON | 2-HOUR WORKSHOPS**

**ABMP Presents Strategies to Improve Learning Environments with Anne Williams**

It is no secret that the student population at massage schools is changing. CE providers are also noticing new challenges in their courses. Learners have never been so diverse in their learning styles and needs. Additionally, many massage instructors are faced with students who are not prepared or proactive and who fail to meet their academic and skill potential. To bring teaching to the next level, and to improve learning environments, Anne will offer practical tools for building student motivation, communication skills, preparedness, and interest in learning.

Anne is Director of Education for Associated Bodywork & Massage Professionals, based in Golden, Colorado. She previously served as Education Director for Ashmead College, a massage therapy school in Seattle, WA.



Anne Williams



Tony Mirando

**Understanding the New USDE Program Integrity Rules with Tony Mirando, DC, MS and Demara Stamler**

The new rules adopted by the US Department of Education for schools that administer Federal Student Aid have radically altered the operational landscape. This session will provide vital information on these new regulations, and what your school must do to be in compliance with them. Those with schools that are not yet Title IV-eligible will benefit from knowing what lies ahead.

Tony is Executive Director of the National Accrediting Commission for Cosmetology Arts & Sciences. NACCAS oversees more than 1300 institutions with 120,000 students, including those with massage therapy programs. He is a Chiropractic Physician, and served as a member of the USDE Negotiated Rulemaking Committee that helped develop the new regs. Demara is Director of Accreditation for NACCAS. She is a former Executive Director of the Potomac Massage Training Institute, and served on the Board of Directors of the AMTA Council of Schools.



Demara Stamler

**Developing a New National Continuing Education Approval Program with Debra Persinger, PhD**

The Federation of State Massage Therapy Boards (FSMTB) is in the process of building a new program for the approval of CE courses and providers. The Alliance is collaborating with FSMTB in this endeavor, as part of its role in representing the needs of CE providers, and to bring needed experience to the project. In this session, Debra will outline the scope and purpose of the project, and participants will have ample opportunity to ask questions and to offer input that can be utilized as the new program is developed.

Debra is the Executive Director of FSMTB, where she guided development of the Massage & Bodywork Licensing Examination (MBLEx). She has a doctoral degree in Human Services and was formerly Executive Director of testing and certification services for the National Certification Commission for Acupuncture & Oriental Medicine.



Debra Persinger

**SATURDAY MORNING | GROUP SESSION**

**The Role of Massage Education in Complementary Health Care with Jan Schwartz, MA**

Massage therapy is considered part of spectrum of complementary and alternative health care practices that are getting broad utilization by consumers. Jan will offer an introduction to the mission and goals of the Academic Consortium for Complementary and Alternative Health Care (ACCAHC), and will highlight ways that massage schools and educators can build bridges that facilitate collaboration with other health professions, and increase utilization of massage therapy services. She will also discuss some of the challenges of integrating massage therapy with other CAM fields and mainstream health care.

Jan is a founding member of ACCAHC and serves on its Executive Committee. She also co-chairs the Education Working Group for this non-profit organization.

**SATURDAY MORNING | 2-HOUR WORKSHOPS**

**Instructional Design for Inspired Learning with Whitney Lowe**

From the overall structure of a course, to educational objectives for individual classes, to the specific learning activities within each class, instructional design is the foundation for learning that engages students and promotes success. In this session, Whitney will discuss approaches to course design, development of measurable objectives, and a spectrum of instructional methods that can be utilized to meet the learning styles of a broad range of students.

Whitney is Founder and Director of the Orthopedic Massage Education and Research Institute, based in Sisters, Oregon. He is a highly respected educator, author and frequent contributor to professional journals in the massage and bodywork field. He is a partner in Education and Training Solutions, and a former Chair of NCBTMB.



Whitney Lowe

**Creative Marketing Ideas & Powerful Lead Follow-up Strategies for Your School with Lex Filipowski**

In this workshop, Lex will give you the latest strategies and technologies for attracting more people to your school, and for enrolling more of them into your programs. His approach is proactive, truth-centered, and is dedicated to honoring and respecting each potential student who applies to your school. The methods of the past won't deliver results in the challenging environment of the future – get the information you need in this dynamic session.

Lex is President of The Art of Admissions, in Glenham, New York. He is a highly sought-after consultant and trainer who specializes in providing leading-edge solutions for educational institutions across the country.



Lex Filipowski

**Ethical Issues in Massage Education: Tales from the "Dark Side" with Nancy Dail**

This session will focus on common ethical dilemmas faced by massage school owners, administrators and teachers. A functional definition of "ethics" will be explored, as well as the legal, operational and moral aspects of what constitutes ethical behavior. As pitfalls often provide rich material for learning, Nancy will present real-life examples from the "dark side" of unethical behavior in the realm of massage education.

Nancy is the founder and director of the Downeast School of Massage, a COMTA-accredited school in Waldoboro, Maine. She has been active in the field for four decades as an author, educator, organization leader and therapist.



Nancy Dail

**COMTA Accreditation & Peer Reviewer Training Workshop**

**Wednesday, August 17, 9:00am to 5:00pm** (preregistration required through COMTA)

If you are ready to start the accreditation process, or are renewing your accreditation, this is the workshop you need to attend. Includes training for both on-site and off-site Peer Reviewers. The fee is \$500 for each participant from a school; \$1000 for consultants; and no charge for Peer Reviewers. For complete info and registration, visit the COMTA website at [www.comta.org](http://www.comta.org), call 202-895-1518, or email [info@comta.org](mailto:info@comta.org).

# Conference Schedule

## Wednesday, August 17

9:00a-5:00p..... COMTA Accreditation Training Workshop (*registration through COMTA*)  
 Conference Participants: arrival at hotel during the day; meals on your own

## Thursday, August 18

7:30-9:15a..... Conference registration  
 9:30a..... Meeting opens; welcomes and introductions  
 10:00a ..... Presentation on National Teacher Education Standards Project;  
 review of Alliance achievements over the past year  
 11:00a ..... Break  
 11:30a-12:30p..... *Keynote presentation by Tracy Ortelli*  
 12:30-2:00p ..... Group Lunch and visit exhibitors  
 2:00-3:00p..... Alliance member benefit programs; awards and recognitions  
 3:15-5:30p..... *Keynote presentation by Ben Benjamin and Amy Yeager*  
 5:30-6:00p..... Visit exhibitors  
 6:00p-on ..... Enjoy dinner on your own in beautiful Charleston

## Friday, August 19

8:00-9:30a..... Breakfast buffet and visit exhibitors  
 9:30a-12:00p..... Discussion Forums on *Implementing Teacher Standards*  
 12:00-2:00p ..... Group Lunch and visit exhibitors  
 2:00-3:00p..... Three concurrent 1-hour workshop sessions:  
*Sally Hacking and Pete Whitridge; Jan Schwartz;*  
*Ben Benjamin and Amy Yeager*  
 3:30-5:30p..... Three concurrent 2-hour workshop sessions:  
*Tony Mirando and Demara Stamler; Anne Williams; Debra Persinger*  
 5:30p..... Visit exhibitors  
 6:00p-on ..... Dinner on your own and more exploration in Charleston

## Saturday, August 20

7:30-9:00a..... Breakfast buffet and visit exhibitors  
 9:00a..... Welcome and recap; invitation to work with Alliance committees  
 9:15a-10:00a ..... *Group presentation by Jan Schwartz*  
 10:15a-12:15p..... Three concurrent 2-hour workshop sessions:  
*Whitney Lowe; Lex Filipowski; Nancy Dail*  
 12:30-1:00p ..... Wrap-up & Closing Ceremony

Note: conference schedule, presenters and meal functions are subject to change

**QUESTIONS?** Call the Alliance Office at **703-506-2888**  
 or email: **admin@afmte.org**



# MEMBERSHIP ENROLLMENT & CONFERENCE REGISTRATION FORM

**JOIN or RENEW your membership** *Check your category and dues amount*

GOLD LEVEL		ASSOCIATE LEVEL	
<input type="checkbox"/>	SCHOOL MEMBER \$ 500	<input type="checkbox"/>	SCHOOL MEMBER \$ 100
<input type="checkbox"/>	CE PROVIDER MEMBER \$ 150	<input type="checkbox"/>	CE PROVIDER MEMBER \$ 50
<input type="checkbox"/>	TEACHER MEMBER \$ 100	<input type="checkbox"/>	TEACHER MEMBER \$ 50
<input type="checkbox"/>	SUPPORTING MEMBER \$50	<input type="checkbox"/>	ALLIED MEMBER \$1000

## PAYMENT METHOD

- Check Enclosed *Payable to AFMTE*
- VISA
- MasterCard
- Discover
- American Express

## 2011 Annual Conference

**Charleston Marriott | 170 Lockwood Boulevard, Charleston, SC 29403**

Early Registration Fee (until July 1)..... **\$395 Members | \$495 Non-members**

Regular Registration Fee..... **\$495 Members | \$595 Non-members**

Name of School, Company or Organization \_\_\_\_\_

(For Schools) Licensed/Approved by \_\_\_\_\_ Longest Program - in Clock Hours \_\_\_\_\_ Accredited by \_\_\_\_\_

Your Name and Job Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Email Address \_\_\_\_\_ Website \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell (if different) \_\_\_\_\_ Fax \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date 00/0000 \_\_\_\_\_ Card Security Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Print name as it appears on the card \_\_\_\_\_

## AMOUNT ENCLOSED

\$ \_\_\_\_\_  
 Membership Dues

\$ \_\_\_\_\_  
 Conference Registration

\$ \_\_\_\_\_  
**TOTAL**

**SCHOOL MEMBERS:** *Include the following with this form:*

- ▶ Copy of state licence or approval to operate, or copy of exemption statute
- ▶ Copy of school catalog, or breakdown of curriculum

**You have three ways to sign up:**

- ▶ Mail this completed form with payment to **Alliance for Massage Therapy Education | 1760 Old Meadow Road, Suite 500, McLean VA 22102**
- ▶ Go online to [www.afmte.org/membership](http://www.afmte.org/membership)
- ▶ Call the Alliance Office at **703-506-2888 | Monday-Friday, 9:00am-4:30pm (EASTERN TIME)**

A LOOK BACK AT OUR FIRST ANNUAL CONFERENCE ☀️ PARK CITY, UTAH ☀️ JUNE 2010



Educators from all aspects of the field discuss key issues at the visioning meeting



Debra Curties makes a point about the challenges facing massage schools



The Canyons Resort in Park City, Utah as seen from the gondola ride up the mountain



Keynote presenter Tom Myers speaks about *Shaping the Future of Massage Therapy Education*



Marketing expert Lex Filipowski gives suggestions for state-of-the-art methods of increasing enrollment



Sandy Friedland and Iris Burman present on *Finding Common Ground*



Pua Gillespie shares about her Lomi-Lomi teacher, Auntie Margaret Machado



Tom Gibson (center), CEO of Coulter Nonprofit Management, offers his perspectives during the visioning meeting



Diana Thompson explores education issues with colleagues



Stan Dawson bids farewell at the end of a successful conference



The Alliance Leadership Team is acknowledged for their efforts in launching the organization



Attendees contribute during the heartfelt closing ceremonies

Gina Simpson presents a workshop on financial aid options for schools



*See you in Charleston!*



Alliance *for* Massage Therapy Education  
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