



You're invited to become a member of the national organization for massage schools, teachers and continuing education providers



Alliance *for* Massage Therapy Education

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



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

Join the Alliance *for* Massage Therapy Education

Our Mission and Purpose

The Alliance for Massage Therapy Education is an independent 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 collaborating 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.

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



Created *by* educators – *for* educators

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

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.



New Benefits and Services that will *Increase Your Success*

The Alliance Gold Level Membership Program

Get significant savings on the services you need to help 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:

Gold Level Membership offers you tremendous value for your dues

CONTINUING EDUCATION RESOURCE DIRECTORY

As an exclusive benefit for Gold Level School, Gold Level CE Provider, and Allied Members, you can post unlimited workshops to the searchable directory hosted on the Alliance website. This resource gives therapists a “go-to” place to find face-to-face workshops, webinars and online courses, and provides you with an important promotional channel.

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

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.

Visit our website at www.afmte.org

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.

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.

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.



Alliance for
Massage Therapy
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

20% OFF*
all Website and
E-Newsletter
Banner Ads

* For new advertisers

OUR 2011 ANNUAL CONFERENCE ☀ CHARLESTON, SOUTH CAROLINA



Alliance President
Pete Whitridge
welcoming attendees



ABMP President Les Sweney sharing his perspectives in a discussion group



Nurse educator Tracy Ortelli,
presenting her keynote
on *Creating a Culture of
Teaching Excellence*



Ben Benjamin, presenting his keynote on
the *System for Analyzing Verbal Interaction*



Nancy Dail leading a workshop on *Ethics Issues in Massage Education*

Thank you to the Alliance for a well planned and informative conference. The presenters were excellent and I left feeling inspired and hopeful about the future of massage therapy education. The networking time was very valuable, and I look forward to future meetings.

– Bernedette Della Bitta Nicholson, school director

Conference photos by James Moe, Ariana Vincent and Rick Rosen



Researcher Martha Brown Menard with author and educator Patricia Benjamin



School director Patricia Wachter giving the assembly feedback from one of the three discussion groups on the *Core Competencies for Massage Therapy Teachers*

I am encouraged that the Alliance – in both its leadership and membership – has the integrity, heart and fortitude to lead the way. I am honored and grateful to be in such outstanding company.

– Kathleen Gramzay, continuing education provider



Charleston's tree-lined streets and historic buildings provided a lovely setting for our meeting



CE Provider Ariana Vincent takes the helm of the Schooner "Pride" on a sunset cruise around Charleston Harbor

Excellent from start to finish!

– Laura Allen, educator, author and blogger



Kate Zulaski, COMTA Executive Director



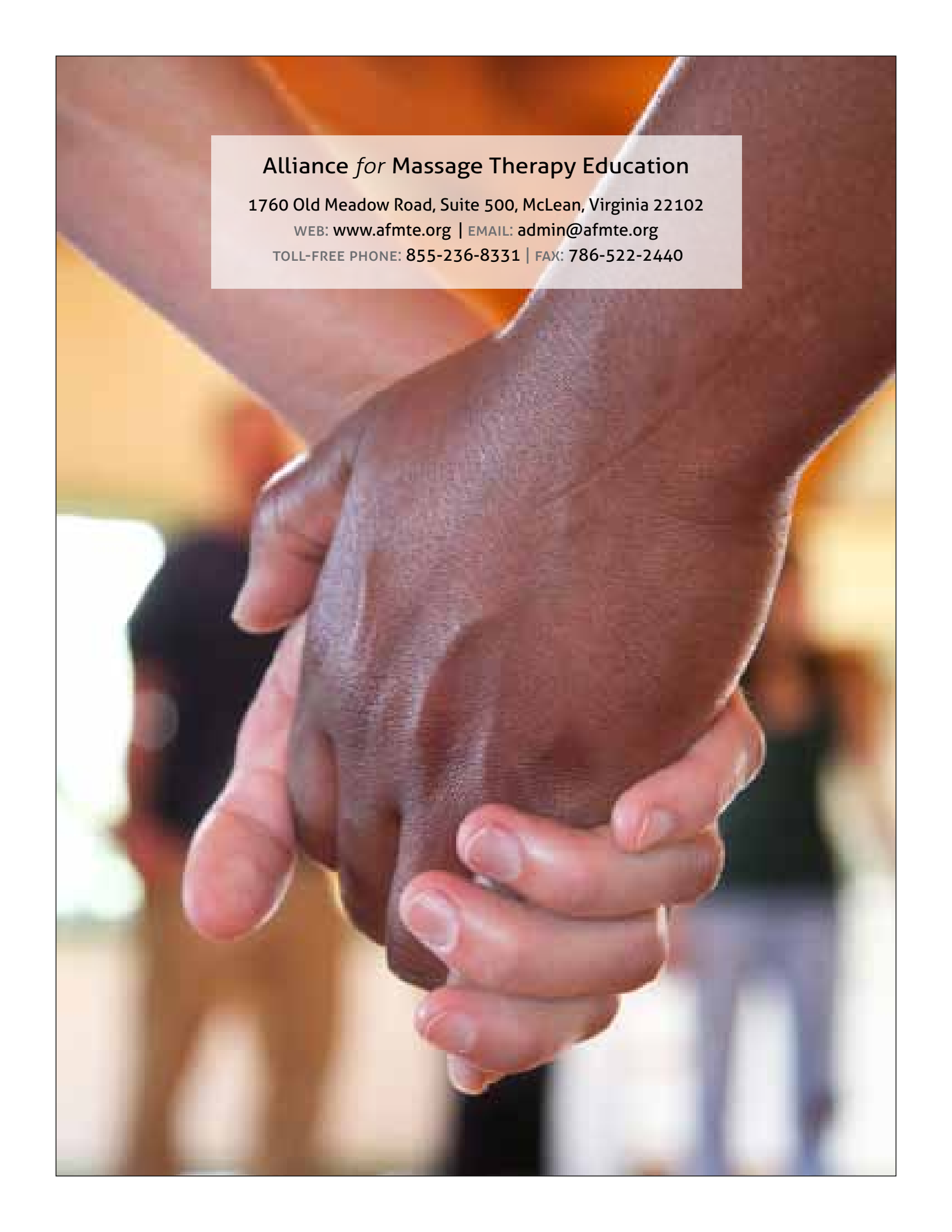
Alliance Board Member Ralph Stephens with Foundation President Ruth Werner



Lex Filipowski The Art of Admissions



Federation GR Director Sally Hacking, with Maureen Gilbert, FSMTA Past President

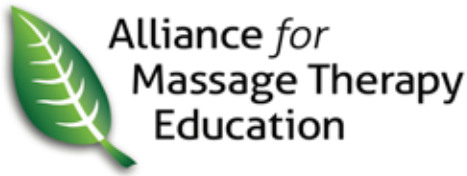


Alliance *for* Massage Therapy Education

1760 Old Meadow Road, Suite 500, McLean, Virginia 22102

WEB: www.afmte.org | EMAIL: admin@afmte.org

TOLL-FREE PHONE: 855-236-8331 | FAX: 786-522-2440



MEMBERSHIP ENROLLMENT FORM

JOIN the ALLIANCE *Check your category and dues amount*

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

ASSOCIATE LEVEL	
<input type="checkbox"/> SCHOOL MEMBER	\$ 100
<input type="checkbox"/> CE PROVIDER MEMBER	\$ 50
<input type="checkbox"/> TEACHER MEMBER	\$ 50

SUPPORTING MEMBER \$50

ALLIED MEMBER \$1000

PAYMENT METHOD

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

AMOUNT ENCLOSED

\$ _____
Membership Dues

\$ _____
TOTAL

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

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 four 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** and click the button to enter the MEMBER AREA
- ▶ Call the Alliance Office toll-free at **855-236-8331**
- ▶ Fax this completed form to the Alliance at **786-522-2440**