

**AMTA IOWA CHAPTER**  
**Board Meeting**  
**Conference Call**  
**March 21, 2020**

**1. Call to Order:**

President Robert Campbell called the meeting to order at 10:00am. A conference call was scheduled in place of the Spring board meeting this year due to the Coronavirus COVID19- Pandemic. The AMTA IA Spring Convention was cancelled March 16, 2020.

Robert welcomed everyone and thanked them all for being on the call. Robert asked if there were any additions or corrections to the agenda. With no additions or corrections to the agenda it was approved. Then we went on with the meeting.

**2. Present:**

President- Robert Campbell, Board Member 1/Convention Coordinator Chair- Holly Rasmusson, Financial Administrator- Pam Burnikel, Board Member 2/Education Chair- Karen Sindelar, Secretary- Jeanna Tellin, Membership Chair- Soraya Wagner, Awards Chair- Cynthia Haack, Digital Media Chair/Delegate- Alex Collins, Advisory/Orientation Chair- Ken Swenson.

**3. Absent:**

Government Relations Chair- Rachel Brown, Convention Events Chair- Robin Markus and CSMT Chair- Bill McArtor.

**4. Approval of Minutes:**

Secretary Jeanna Tellin submitted the minutes from the January 25, 2020 Iowa Chapter Board Meeting for approval. President Robert Campbell asked the chapter board if there were any additions or corrections to the minutes. Karen Sindelar **MADE-A-MOTION** to approve the minutes. Pam Burnikel **SECONDED- MOTION- CARRIED**.

**5. Reports of Officers:**

**5A. President - Robert Campbell:**

Robert gave everyone an incredible “THANK YOU!” for all their hard work under these trying times we are all facing right now. He said he is glad to have each of us on the board and for all we have done since we started. Robert knows our members are looking to us and the AMTA as one of the sources that will provide some direction and with all of us doing what we can, we will get through this.

**5B. Board Member 2 - Karen Sindelar:**

Karen suggested the board create a Crisis Communication Plan for AMTA Iowa Chapter and drafted a simple first step of having our President be the contact person for the press

and public during times of crisis such as the global COVID-19 pandemic, informing board members and chairs to follow this procedure. She continues to update the AMTA Iowa Chapter Timeline. After collecting promotional materials and evidence from AMTA National, Karen created a tabletop display and handouts for legislators, and a talking points handout for LMT participants for Lobby Day in February, and also spoke to many at the Capitol during that event. Karen continues to communicate with our Secretary, Government Relations Chair and CSMT Chair to continue to develop PERT (Program Evaluation and Review Technique) charts to document our procedures and responsibilities for AMTA Iowa Chapter events.

**5C. Financial Administrator - Pam Burnikel:**

Pam reported the balance as of January 31, 2020 is **\$52,318.00.**

**6. Reports of Committee Chairs:**

**6A. Government Relations Chair - Rachel Brown:**

Rachel reported she has been sending out a weekly Government Relations News email to all AMTA IA members. She has been including the legislative update, bill tracking, and legislative forums from our lobbyist as well as other important information such as the link to the Iowa Board of Massage Therapy quarterly board meeting agendas and minutes, the link to apply to sit on the Iowa Board of Massage Therapy, the info about the GR table and the GR forum that we will hold at Spring Convention, and a re-cap of our Lobby Day at the Capitol.

Rachel reached out to AMTA National and had them load our approved AMTA IA logos onto the HUB. We will work to make sure that we are only using those approved logos.

Rachel held our 3<sup>rd</sup> annual Lobby Day at the Iowa State Capitol on 2/4/20. We had 17 LMTs volunteers. We gave chair massages to 34 people. 10 of those people were legislators. We had several other people including legislators and their staff stop by our table. We handed out a lot of educational flyers. It was a very successful event. Rachel held a post-event lunch at Scenic Route Bakery. 2 of the volunteer LMTs joined her for lunch. Rachel is gathering feedback from the event from the volunteer LMTs. Rachel is discussing a few changes for next year's lobby day with our lobbyist.

Our lobbyist created a great economical impact flyer. It was a wonderful handout for lobby day. Rachel has a digital copy of the document and we can use it for other events this year.

Robert and Rachel discussed with the lobbyist about getting a proclamation for a massage therapy day or week or month in Iowa. Rachel will begin working on this.

Rachel asked the board and chair members if it would be okay for her to have a Government Relations Table and to hold a Government Relations Forum at the spring convention. Board and chair members were in favor of both of these things. Rachel began planning for both of these things.

Rachel asked Zachary Flick to attend a lunch and program put on by the Human Trafficking Coalition of Iowa at the Capitol. He attended and was able to connect with several individuals from the Coalition. We are trying to form a relationship with and work together with the Coalition.

Zachary Flick attended the Iowa Board of Massage Therapy quarterly board meeting. He will be providing notes from the meeting to Rachel.

**6B. Convention Coordinator Chair - Holly Rasmusson:**

Holly reported future Convention dates:

Fall Convention September 26-27, 2020- Holiday Inn Cedar Falls, Waterloo Event Center. The Presenter - James Mally.

Spring Convention March 20-21, 2021- Prairie Meadows Altoona, Iowa. The Presenter - TBA

**6C. Membership Chair - Soraya Wagner:**

Soraya reported she;

Reminded our members to apply for the Judy Robuck Scholarship.

Sent out the quarterly welcome letters with all of the new member names.

Our updated numbers as of 3-9-2020

Prof active 784

Prof inactive 6

Student 122

Graduate 88

Retired 2

**Total 1002**

**6D. Digital Media Chair - Alex Collins:**

Alex reported;

WEBSITE ADDRESS IS [AMTA Iowa chapter - #amtaiowa #iloveamtaiowa](#)

The current numbers as of January 24th, 2020 at 8:00am

Facebook 772 like / 794 following us

Twitter 51 following us

Instagram followers 197 and 133 following us

**6E. Awards Chair - Cynthia Haack:**

Cindy reported she has been busy working on awards for Spring Convention and researching different items for member giveaways for our 70<sup>th</sup> Anniversary for AMTA – Iowa Chapter at the fall convention.

Awards being given:

Veteran's Day Appreciation – Sandra Black, Pam Burnikel, Cindy Haack, Kathy Lutz, Bill McArtor and Sheila Rosengarten.

Beacon of Light – Wes Pranschke

Outstanding Government Relations Activist Award – Rachel Brown

Cindy is working with Chuck on giveaway items for our 70<sup>th</sup> Anniversary: nail files, key chains, pig pins, phone pop-up holders, cups that would have a 70<sup>th</sup> Anniversary date for AMTA – Iowa Chapter and logo, and so forth. She is also going to check in with a couple other companies to see what they may have to offer. To be discussed at our next board meeting.

**6F. Education Chair - Karen Sindelar:**

As the Education Chair, Karen seeks out an educational book, public relations material or opportunity for our convention participants. This spring she collected a donation from Melinda Hastings BCTMB, NCBTMB Approved Provider #1180, Inspired Therapists Seminars, for the spring convention that included a FREE online class entitled “High Level Customer Service” for all convention attendees. Karen is currently working with her to see if we can still gift something to those who registered for spring convention.

**7. Discussion Items:**

**7A. LLEAD Grant- Robert Campbell:**

Robert and the board discussed the need and importance for our lobbyist. Robert made a motion to continue using Advocacy Strategies at this time.

Jeanna Tellin MADE- A- MOTION to approve maintaining our current lobbyist. Pam Burnikal SECONDED-MOTION-CARRIED.

**7B. COVID- 19 Updates - Robert Campbell:**

Robert and the board discussed the COVID-19 virus. This being a fluid issue amongst humans. It is changing around the world rapidly. Everyone is encouraged to follow the CDC guidelines and the Iowa department of public health.

**7C. Crisis Communication Plan - Karen Sindelar:**

Karen discussed with everyone our AMTA Iowa Chapter president will be the spokesperson to the press and the public during a crisis. All chair and board members will refer questions about the crisis from the press and the public to our AMTA Iowa Chapter president.

Following situational crisis communication theory, AMTA Iowa Chapter responses will follow Deal Posture Crisis Communication Strategy (Horn and Neff, Public Relations from Theory to Practice, Pearson Education) which means showing high concern for victim and responsibility acceptance.

1. Ingratiation
2. Concern
3. Compensation
4. Regret
5. Apology

**7D. 25 yr Memberships/Awards - Soraya Wager:**

Soraya discussed Cindy was so nice to have our 25 year member awards printed, She will get them from her when she is able to see her next.

Soraya reports what we touched base on concerning our 25 year members. In the past they have received \$1,000 to go towards national conventions. In Jan, 2020 we briefly discussed that with our extreme limited funds for the chapter we don't think that is any longer an option. We stated that we would discuss it at the meeting in March. She had brought up the idea that we can gift them a spring or fall convention registration of their choice at no cost to them. Where that is no longer a \$1,000 towards the national, we are still able to offer them the money waived for our state education at little cost to us.

**8. Adjournment:**

Pam Burnikel **MADE-A-MOTION** to adjourn the meeting. Karen Sindelar **SECONDED-MOTION-CARRIED**. The meeting was adjourned at 11:10am.

Respectfully submitted,  
***Jeanna R. Tellin***

Jeanna R. Tellin,  
Secretary