

GEORGIA CHAPTER AMTA

UNIT FORMATION

1. Provides for a local group of therapists to have an organized body of people, in the same occupation, who share similar needs, goals and experiences. Establishes a focal point for pro-active massage therapists who care about the profession and are willing to get involved in advancing “**their occupation**” in the public’s awareness.
2. Provides for a community of massage therapists to network with about all facets of the profession such as beginning in business, what advertising is effective and what is not, what effect local regulations has on therapists and activities that can advance the massage profession.
3. Allows for an environment to interact with fellow massage therapists to establish friendships, working relationships, understanding each others business environments, and building confidence in yourself among your professional peers.
4. Provides for an organized professional group that represents the overall cross section of massage therapists when it comes to interacting with local government agencies. Provides the ability to express what is good for the overall profession without appearing bias towards an individual interest.
5. Has the ability to carry the professional reputation of the AMTA by belonging to a National Association of more than 51,000 members, a Georgia state Chapter comprised of 1000 + members, and a _____ area AMTA population of ____ members. AMTA

members are a large enough population of massage therapist to exhibit professional influence in their community.

6. Provides for local choices of activities that will benefit therapists in their own community. Local meetings can be organized to share ideas, share massage experiences, host local guest speakers, assist local students or new therapists, and allow for participation in your association and your Chapter with more frequency than traveling around the state.
7. Provides for a venue to stay informed of all Chapter activities and have some avenue for input into your Chapter. Unit Presidents will be involved with the Chapter Board.
8. Establishes a network of professional and ethical practitioners in your local community that believe in doing the right thing for protection of the public. Units form a positive body that can and should have influence on unethical practitioners, by fully understanding local regulations, protection of the public, and what constitutes ethical business practices. AMTA members experience support by having a local organization to back them when encountering people who degrade the massage profession for personal benefit.
9. Have Unit activities financially supported from the Chapter funds, which are comprised of a portion of members AMTA dues that comes back to a Chapter to support member services.
10. Establish a mutual rapport with massage school(s) concerning the available continuing education opportunities requested into the local area and coordinate support from the massage community.