



NEWS RELEASE

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FOR IMMEDIATE RELEASE

NCBTMB NAMES NEW INDUSTRY RELATIONS SPECIALISTS

Christopher Alvarado and Angela Palmier to Support National Initiative

OAKBROOK TERRACE, Illinois (September 1, 2009) – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) announced today that Angela Palmier and Christopher Alvarado will co-direct its new Industry Relations outreach initiative.

Representing the national standard of excellence in the field of massage and bodywork for over 17 years, NCBTMB is working hard to fulfill its responsibility to advance the profession not only through its exam programs, but also by helping unify and unite the key stakeholders of the industry.

In pursuit of that goal, NCBTMB is placing a greater focus on reaching out to improve relations with all members of the profession. To accomplish this, the organization has called on the expertise of two of the industry's most respected and accomplished thought leaders. Their responsibilities will include communicating with peer groups, regulatory agencies, educators and others in the field.

"One of our first priorities is to help strengthen relationships within the industry," said Alvarado. "It is a crucial time in the development of our profession, and all the organizations within this industry need to come together as we work toward universal acceptance of massage as a complementary healthcare modality. In my new role at NCBTMB, I hope to be a unifying force in the field."

Alvarado brings a wealth of governance and association expertise, with service as a member-at-large for the AMTA National Board of Directors and president of the AMTA-Illinois Chapter. An educator, mentor and advocate for the profession, he has held the positions of education director and instructor at the Chicago School of Massage Therapy. He is a graduate of the school and has a BA from Lawrence University.

Palmier, who has worked closely with Alvarado as co-owner of an education, training and consulting firm, explained that her decision to join NCBTMB was based on three factors.

"First, NCB has the foundation, expertise and capability to significantly impact the profession and those who practice within it," said Palmier. "Second, the change in culture is amazing. The office is filled with energetic, experienced people specifically trained in their area of expertise and working hard to improve all aspects of the

operations. And third, the NCB of the past is missing in action and the NCB of the present and future is alive and well. It's electric!"

Palmier served as the AMTA-Illinois Chapter president and with the Massage Therapy Foundation on the education committee and in development. Experienced as a trainer and consultant in not-for-profits, she was also CEO of a Medicare/Medicaid approved home health agency and co-owner and managing director of an independent, accredited massage therapy school.

"Angela and Chris are a powerful combination, and I believe NCBTMB and the entire profession will benefit from their efforts, insights and contributions," said Chief Executive Officer Paul Lindamood. "Through their work and innate ability to bring people together, they can help NCB play a significant role in not only unifying the profession, but helping massage gain greater acceptance and credibility in the medical community and the consumer marketplace. There is a momentous opportunity for this profession and all those who devote themselves to it."

ABOUT NCBTMB

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) was established in 1992 as an independent, private, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through a recognized credentialing program. NCBTMB examinations are currently accepted or recognized in statute or rule by 33 states plus the District of Columbia. There are currently more than 90,000 professionals with NCBTMB certification. NCBTMB's certification programs have been accredited by the National Commission for Certifying Agencies (NCCA).

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