



NEWS RELEASE

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FOR IMMEDIATE RELEASE

NCBTMB RETREAT FOCUSES ON TEAMWORK AND LEADERSHIP

Volunteers, Board Members and Staff Convene

OAKBROOK TERRACE, Illinois (September 13, 2007) – The National Certification Board for Therapeutic Massage & Bodywork completed a comprehensive, two-day strategic governance retreat in San Diego, California, August 24th and 25th.

The NCBTMB's current chair and board have consistently advocated for leadership training and sound strategic governance as cornerstones of an efficient and effective operation, and critical to the success of the volunteer-driven organization. As a result, numerous NCB volunteer committees, board and senior staff members took part in the intensive governance training conference. In the sessions, participants reviewed key discussion threads of governance and strategy, a culture of trust, the leadership partnership between board, volunteers and staff, program assessment and increasing volunteer participation. A highlight of the symposium was an open forum between board members and volunteers. The dialogue, lead by Chair Feeley, was designed to give volunteers the opportunity to bring up any topic, without limitation, for discussion and response by the board.

“Volunteers are critical to the success of NCBTMB and its mission, with responsibilities ranging from reviewing continuing education applications to enforcing NCBTMB's Code of Ethics and Standards of Practice,” stated Donna Feeley, NCBTMB chair. “The governance and leadership training attended by all of our committee members is just another example of our new culture of transparency and numerous forward-facing initiatives.” Then she added, “The impact of the retreat was immediate. The participants gained a greater appreciation for the direction and vision of our governance – and their collective role in the future of NCBTMB as the primary certification body for our profession.”

NCBTMB CEO Chris Laxton agreed, stating, “This symposium has deepened our volunteers' understanding of NCBTMB's strategic priorities and the partnership between the board, volunteers and staff. I am convinced that the experience has given all participants new energy to maximize the time they dedicate to the organization.”

A Saturday reception and recognition dinner provided an opportunity for NCBTMB's board to recognize and celebrate the significant contributions of time and energy by volunteers. Special invited guests included regional AMTA representatives and massage school officials and local certificant. All those in attendance enjoyed a first-

class event, with volunteers receiving plaques and commendation for their service to NCBTMB and the profession of massage and bodywork.

Everyone attending expressed very positive views of the occasion. “The reception and dinner honored volunteers and supporters of massage therapy,” stated Dr. Marquette K. Hungerford, one of the invited guests. “The exchange of ideas was rampant and the exchange of energy was magnificent! The organization has continually exceeded my expectations, especially with its willingness to provide assistance and to graciously accept unsolicited ideas.”

The San Diego event, along with the special board reception, comes on the heels of a similar affair held recently in Washington D.C. Both have proven to be very popular with certificant who have been invited to come learn about NCBTMB activities and share their ideas. Chair Feeley plans on repeating the receptions when the board meets as a means to reach out, connect and listen to stakeholders. The next event is scheduled for early December in New Orleans.

ABOUT NCBTMB

The National Certification Board for Therapeutic Massage and 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 utilized or recognized in statute or rule by 32 states plus the District of Columbia. There are currently some 86,000 professionals with NCBTMB certification. NCBTMB has been accredited by the National Commission for Certifying Agencies (NCCA) since 1993.