

# 2023

## IMPACT REPORT



**USOLMT**

YOUR MODERN MASSAGE ASSOCIATION



# 2023 IMPACT REPORT

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Welcome! The USOLMT 2023 Impact report is a comprehensive report on our activities throughout the year. The impact report is intended to provide interested parties information about our activities and financial performance.

The values that lie at the core of our association include professionalism, integrity, whole-person and client-centered care, the personal and professional care of massage therapists, education and continuous learning, ethical profession, safety and support, diversity and inclusion, community engagement, advocacy, collaboration, empowerment, thought leadership, sustainability, compassion & empathy, and innovation. By embracing these core values, we foresee a bright future for the massage therapy profession and the industry that provides our services to the public.

USOLMT is a registered Arizona Nonprofit Corporation in the process of applying for a 501c6 Trade Association designation. We are excited to share our accomplishments for 2023 with you.

## BOARD OF DIRECTORS

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- Stephanie Rodriguez, Founder & CEO
- Mo Taith, Director of Advocacy
- Annie Elliott, Director of Membership
- Rebecca Brumfield, Director of Resources
- Sharon Sterling, Director of Campaigns
- Arricka Cox, Director, Executive Assistant to the Board
- Jordan Owens, Honorary Board Member

Open Positions:

- Secretary / Treasurer
- Director of Marketing
- Director of Fundraising
- Director of Education
- Honorary Board Member

All Board of Directors positions are volunteer positions.

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# MEMBERSHIP

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USOLMT continued to engage in organic marketing this year, with no paid advertising. We continued to raise awareness of our organization this year, grew our membership, and entered into our business development phase.

We achieved our 2023 goal of growing membership from 43 active members at the end of 2022 to 99 members, as of April 2024. Membership numbers rose as high as 117 members mid-year 2023, then dropped slightly towards year-end. Currently our membership base spans 24 states across the nation.

Our membership program underwent a complete review and audit in 2023. Membership dues remained the same in 2023, keeping USOLMT the most affordable professional association in the industry to date. We opened the USOLMT Members group on Facebook this year, inviting all members to network and find exclusive member updates and content in this group.

Two of our members were inducted into the Massage Therapy Hall of Fame in 2023. Our new Director of Membership, Annie Elliott, will be taking over the Membership Program in May 2024, once her training is complete.

## RECRUITMENT (2024)

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The New Member Recruitment program is in development. Annie and Stephanie, both with backgrounds in recruitment services will be working together to develop the new member recruitment program and train the Board of Directors once complete.

The program will require the engagement of each member of the Board, and will also include training for the current membership base. The association plans to step up member engagement and marketing efforts in 2024 in an effort to grow USOLMT membership significantly.

2023

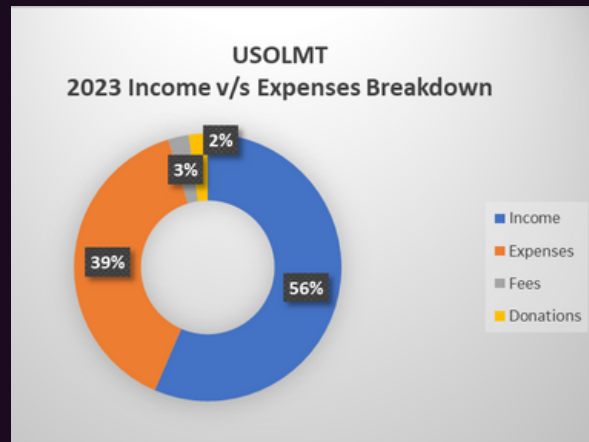
# 2023

## FINANCE

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The association maintains its commitment to financial transparency with the membership base. Members continue to receive periodic financial reports.

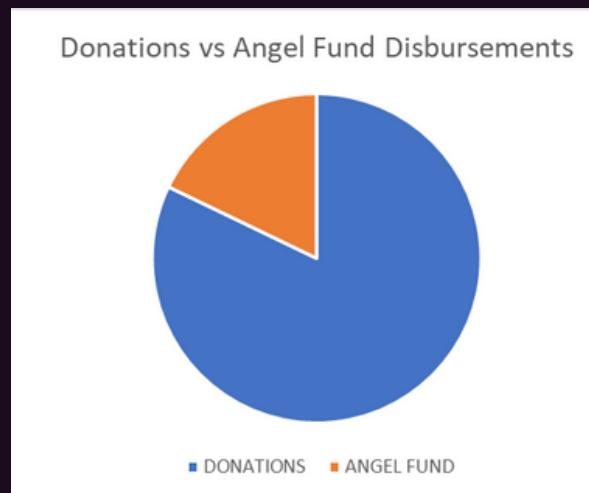
Per the 2022 Annual Impact Report, we prioritized correcting the small budget deficit we experienced. We achieved that goal in 2023, increasing our revenue by \$1,083.93 and decreasing our expenses by \$2,040.06. Our fees, which include annual filing fees and payment processing fees increased by \$68.02 in 2023. The donations we received increased by \$68.58.



## ANGEL FUND

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While there were no Angel Fund Disbursements in 2022, the association was able to assist (1) Massage Therapist in need in 2023 with a small disbursement. Our goal is to grow our Angel Fund to \$3,000.00 per year, which will be set aside to help our massage community members with financial hardship.





# MARKETING

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Organic marketing efforts were scaled back in 2023 to make more time to expand on the association's operational policies and procedures and business development efforts, however, we did open two new social media platforms. Currently, USOLMT may be found at the following addresses:

Website: [www.usolmt.com](http://www.usolmt.com)

Facebook: [USOLMT Business Page](#)

[Massage Therapists Redefining the Future](#)

[USOLMT Members](#)

[USOLMT Board of Directors](#)

Instagram: [@usolmtmassageorg](#)

Threads: [@usolmtmassageorg](#) (New)

TikTok: [@usolmtmassageorg](#) (New)

YouTube: [USOLMT Channel](#)

LinkedIn: [USOLMT Company Page](#)

We continue to provide industry news and information through our social media platforms and groups, as well as our e-mail newsletters. Our weekly newsletters include What's Poppin, our monthly newsletter, Advocacy News, our monthly advocacy and legislative news update, one monthly promotional email that includes giveaways and discounts, and It's a Wrap, covering our activities each month.

We also continue to provide news through our Blog, What's the Rub, currently ranked #27 out of 90 on Feedspot's list of Top Massage Therapy Blogs.

There were no new USOLMT Massage Podcast episodes published in 2023. Stay tuned in late spring 2024 for our brand new podcast, Reimagining Massage Therapy, hosted by our CEO, Stephanie Rodriguez. Stephanie is excited to bring you this all-new show discussing new and innovative takes on the future of the profession.

*Reimagining  
Massage Therapy*

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# EDUCATION

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We currently offer three educational outlets for members of USOLMT. These include the USOLMT CE Academy, On Demand Learning, and Leadership Training.

The USOLMT CE Academy provides our members with access to 4.5 Free CE, donated by our partners Gael Wood of Elevate with Gael, Massage & Spa Success, and legendary massage educator, Laura Allen-Clayton. With over 250 hours of CE Course discounts, we include in-person and online options for USOLMT Members. All Continuing Education partners are NCBTMB approved providers.

We expanded our on-demand learning offers available freely to USOLMT members in 2023, and we continue to provide all members with access to curated leadership training and Board of Directors training materials.

The association plans to expand educational offerings and roll out a new learning management system for our members in 2024. We are on the search for a Director of Education to spearhead this project.

# LIABILITY INSURANCE

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USOLMT continues to partner with Insurance Canopy to bring our members A+ rated professional liability insurance at the lowest cost in the industry with a monthly or annual payment option and free additional insureds for our members. Insurance Canopy is also a leader in Small Business and Worker's Compensation insurance. We are proud to have them as our insurance partner.

Members also have access to discounted liability insurance policies through Hands on Trade Association. We offer an online Insurance Learning Lab, available publicly on the USOLMT Website's Insurance page. Visit to learn more.

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# DISCOUNT PROGRAM

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USOLMT Members continue to have access to a variety of helpful discounts including:

- 20% off MBLEx Test Prep with David Merlino
- 15% off Cupping Supplies from Cupping Canada

Available member discounts were recently scaled back. Discount Central will go under review and expansion in mid-2024.

## EVENTS

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The association hosted (2) in-person community meetings between December 2023 & February 2024. One additional meeting is scheduled in late April 2024. These meetings were held in the Greater Phoenix Area, Tucson, and the last one will be held in Prescott, Arizona. The purpose of our community meetings are to (1) Engage the local massage community (2) Gather information and feedback on the issues our community is experiencing and (3) Provide support and solutions to our local community members. Meetings such as this will continue to take place in-person and virtually in various states throughout 2024 as part of our ongoing advocacy efforts.

The association plans to host a virtual conference in the fall of 2024, and is considering plans to host an in-person industry summit for all Arizona industry professionals this summer, along with other smaller in-person and virtual events throughout the year.

We participated in and attended many events in 2023, including:

- AMTA National Convention Vendor Hall
- Canadian Massage Conference (Virtually)
- The Future of Work (Culture Circle)
- Massage Therapist Protection Article Review (Healwell)
- State of American Business (US Chamber of Commerce)
- Human Trafficking Webinar (The Network)

### Speaking Engagements included:

- Framework for Functional Anatomy Fluency (Gina Schatz, The Schatz Method)
- Massage & Spa Success Business Summit (Gael Wood)

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## PODCASTS

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While we didn't produce any new podcast episodes of our own, we did make the rounds on other people's podcasts in 2023. We made guest appearances on the following podcasts:

- The Massage Project
- HealWell Interdisciplinary
- 2 Massage Therapists & A Microphone
- The Massage Chronicles

## HELPFUL SITES

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One of USOLMT's member benefits is a curated list of helpful sites to explore the Massage Industry. We finished 2022 with just over 150 curated links for our members. In 2023, we doubled that to almost 300 helpful, curated resources.

## EMPLOYEE SUPPORT

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In 2022, we opened a survey to collect data on massage therapy wages. This survey remains open, as we continue to collect wage and benefits data across the nation. Participants may fill out the survey more than once, for each position they have held in the industry.

We added helpful sites and resources specifically for our W-2 employee and Independent Contractor members to arm them with workplace knowledge.

Some of these resources include:

- Workplace Violation Tracker
- Departments of Labor, State by State
- State Surveillance Laws
- Resource Sites to Learn Employee Rights and find Employment Attorneys
- Where and How to Report Misclassification

Also included on our employee support page are downloads on subjects such as the Fair Labor Standards Act, Worker's Rights under OSHA, Family & Medical Leave, and more. We plan to continue expanding these resources in 2024.



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## EMPLOYER SUPPORT

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When an employer joins USOLMT on an annual membership, they receive free memberships for their entire staff, entitling them to all the benefits of USOLMT professional membership. All employer members have access to our business report, *Reimagining a Sustainable Massage Industry Where All Stakeholders Thrive*. This report includes helpful tips and insightful ideas for navigating today's challenging hiring and training process, compensation plans, employee retention, benefits, and more.

In 2023, we created a resource and support page for massage therapy employers. Some of the resources available to our employer members include:

- A Primer on Proper Classification
- Innovative Hiring Solutions
- Getting Your Business off Adult Sites
- Resources for Employee Benefits

We've also included many downloads on topics such as tipping, hiring a diverse workforce, a practical evaluation chart, behavioral-based interview questions and more.

We have plans to continue the expansion of our employer-support program in 2024, working with small businesses owned and operated by massage therapists and working collaboratively with Badass Bodyworkers to engage small massage business owners in peer-to-peer mentorship programs.

## ADVOCACY

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There were some updates to our advocacy program made in 2023, including new advocacy policies and implementing a separate Government Relations policy. We added information on the public section of our website to help industry professionals understand their state's legislative process.

# ADVOCACY

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Alabama - We provided support in getting HB192 passed, reducing fees and increasing accountability at the State Board Level. Attended 5 Board Meetings.

Arizona - We were part of a major group effort to stop HB2169, the merger of the massage board with the cosmetology board. The bill was defeated in March 2024. Attended 10 Board Meetings.

California - We made contact with CAMTC regarding their efforts to stop Human Trafficking. Attended 2 Board Meetings.

Georgia - Attended 1 Board meeting virtually.

Michigan - Sent Advocacy letter to House of Representatives in support of creating apprenticeship programs.

Oregon - Attended 1 Board meeting virtually.

Pennsylvania - Sent Advocacy Letter to state representatives regarding HB1241, opposing over-regulation to stop human trafficking. Attended 1 Virtual Board Meeting.

Tennessee - Attended 1 Virtual Board Meeting.

Washington - Attended 1 Virtual Board Meeting.

We virtually attend as many state board meetings as we can throughout each year. This is one way we stay on top of what's happening with massage regulation and keep our eyes on the big picture nationwide.

Through our advocacy efforts, we serve our members who may bring an issue to our attention, and we do everything we can to assist non-members as well who may be experiencing challenges at the state, local, or even individual level.

Our key ongoing advocacy efforts are focused on:

- Supporting Massage Therapy Employees with work-related issues
- Keeping Massage Employers up to date on labor market changes and providing support and research
- Legislative Advocacy when requested
- Safety & Support Frameworks for Massage Therapists
- Ethical business standards in the Industry
- Community Engagement

USOLMT is here for you, providing the support you need, when you need it.

2023



# RESEARCH

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In 2023, we published *Massage in the Media*. This report covered 250+ news stories that were published across the nation. We provided links to the stories, provided data on the story topics, and a complete listing of the journalists who wrote the stories in this report. The purpose of this report was to show how massage therapy is being portrayed in the media, and analyze how these narratives are influencing public opinion, consumer mannerisms, choice of verbiage, the perception of what massage therapy is, and how the public believes massage therapists perform their job.

We concluded that, in order to change public perception of massage therapy, a movement towards journalist education needs to occur, and have been considering how a media summit on massage therapy could bring this movement to life.

The impact of this report was clear - we noticed many massage therapists writing to journalists who used improper terminology in their stories. In those letters they provided education on the proper use of massage therapy terms v/s the terms of the illegal sex trade.

This is a good start, and we hope to see many more industry professionals provide that education to their local media, as well as publish their own positive business and client success stories.

The success of the legitimate massage therapy profession needs to be published equal to or greater than the stories of illegal activities under the guise of massage therapy.

We continue to do labor market research, keep our eye on unionizing efforts in massage therapy, track changes in employment law, hiring and employee retention developments, and new technologies massage employers are implementing in order to keep up with consumer demand.

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# 2024-2025 PRIORITIES

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In 2023, we learned many valuable lessons from our ventures into state-level advocacy and engaging our massage community members. We lost a few board members and a few of the members that came along with them, but, we gained much more through that process.

In 2024, we onboarded several new Board Members who have the education, skill level, and experience to take us further than before, and who are excited to be a driving force for positive change in massage therapy. The first quarter of the year was mostly spent onboarding and training our new Board of Directors and completing policies, procedures, and training surrounding Board Service.

We are continuing our work developing the business this year, and, we hope to have our 501c6 designation by the end of 2024. Due to numerous board changes, discussions on changing the name of the association, and shifting priorities, this process has been delayed several times, however, we are closer now than we ever were in the past to accomplishing this goal.

Other Goals we are Pursuing in 2024 include:

- Higher Visibility across the Nation
- Implementing our Learning Management System
- Growing the Association's Membership Base
- Our First Annual Conference (Virtual Event)
- Growing our Angel Fund for MTs in Need
- Completing Program & Business Development Reviews, Policies, Procedures, and Activity

Our four keywords of affirmation for this fiscal year are:

- GROW
- FUND
- PROMOTE
- SERVE

# 2024



2024

# THANK YOU

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We want to thank each and every person who touched the organization in some way in 2023.

To our former board members, thank you for your service to USOLMT and your dedication to assisting our profession. A warm welcome goes out to our new board members. Thank you for volunteering your time and energy.

To our members, thank you for sticking with us as we learn and grow to serve you in the best way possible. We appreciate you. Your membership dues fund our association's programs, operating costs, and angel funds to assist our community, and we thank you for all that you have provided.

To our partners who provide discounts and education to our members, we thank you for your continuing relationship and offers that support the professional growth of our members.

To the podcasters who hosted us and helped us get in front of multiple audiences this year, we thank you, support you, and are willing to return the favor.

To our personal and professional mentors, thank you for your input and continued support.

To our regulatory agencies and other association professionals that we connected with throughout the year, thank you for the conversation, feedback, and the support you provided. We are grateful, and we hope to have more positive interactions this fiscal year.

USOLMT is truly a community-based association focused on bringing people together to achieve common goals. We could not have done any of this without the support you provided us in so many different ways. Thank you, and Cheers to another year of growth, learning, prosperity, and the evolution of the field of Massage Therapy.