

*The quote “Be the change you wish to see in the world.” is an often-used term to mean embodying your vision before it is manifested. The USOLMT Brand calls on all massage professionals to personally harness their passions and be the change they wish to see in the massage profession.*

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*Dear Readers,*

*In creating USOLMT, I have had the pleasure of meeting and making connections with massage therapists all over the country, learning about their backgrounds, hearing their personal and inspirational stories, their concerns, challenges, and triumphs. I am happy to extend my reach in massage therapy and use my background, skills, and knowledge as a force for positive change in the profession. I see the massage industry as ripe for change and the perfect opportunity to channel my passion for massage therapy and my skill set into establishing a thriving, career-oriented association that puts massage therapists first and improves their personal and professional lives. I want USOLMT members to know that they are valued, respected, heard, and understood. Our leadership model is transformational, accessible, and authentic. Our organizational model is democratic and transparent, and we offer something for everyone operating in the industry.*

*I look forward to many years of growth and change in massage therapy. Our profession is facing many challenges. It will take all of us to continue pushing forward on the path to evolution. I want to see massage therapy become a more sustainable, rewarding, and respected career path. I would like to see our industry professionals channel their frustrations with the industry into positive action that creates the changes they want to see. I want to see everyone in the industry thrive, to see the profession grow and innovate in ways that better serve the public and meet the time we are living in. I believe we can succeed in that through embracing growth, leading change, better educating our professionals on the issues and how to take action, and encouraging dialogue, the acceptance of the diverse nature of our field, and professional collaboration focused on meeting our own professional needs.*

*The compassionate, caring, and heart-centered individuals in the Massage Therapy profession truly do deserve better in all aspects. While entry into the profession is fairly easy, there are ongoing challenges, real dangers, and changes in lifestyle that are needed to sustain a massage therapist's career. I believe that by holding secure space for therapists to come together in understanding of each other in an all-inclusive association that seeks to press forward and align therapists with a clear vision for the future, that we can truly shift our profession into an incredible career path with open options, room to grow, and continue to explore what compassionate touch really means to the human experience.*

*Our work with clients makes a difference in the world. Applying the same concept to our work with each other will make a difference in our world too. It is then that we will finally have a chance at changing our conditions, breaking out of old paradigms, and becoming what we want to be. The future really is in your hands and as a participating member of the massage therapy profession, it is up to you to shape it into what you desire.*

*Sincerely,*

*Stephanie Rodriguez*  
Chief Executive Officer