



MASSAGE THERAPY ASSOCIATION OF MANITOBA

Annual Report

2023 | 2024

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A Reflection on Unity and Progress



Dear Members,

As we reflect on a year marked by significant milestones and resilience, my heart is full of appreciation for the unity and dedication you've all demonstrated. This year has not only tested our strength, but also highlighted the collective commitment which defines us.

Celebrating Half a Century of Leadership and Growth

In 2023, we reached a monumental milestone – the 50th Anniversary of the Massage Therapy Association of Manitoba. This golden anniversary is not simply a measure of time, but rather a testament to our Association's sustained leadership and growth in the healthcare sector. Together, we've built a legacy of excellence, which continues to shape the future of massage therapy in Manitoba.

Key Milestones of the Year:

Membership and Insurance Stability: Amid much economic turmoil and fluctuation, we've successfully maintained stable membership fees and insurance rates, providing consistency and support for our members during challenging times.

Enhancing Member Services: Despite rising operational costs, we ensured that the quality and breadth for our members remained untouched – a testament to our commitment to your professional development and wellbeing.

Community Involvement: Our members played a pivotal role in community events, underscoring the essential role massage therapy plays in health and recovery.

Celebratory Events: Our annual Awards Dinner was a memorable celebration of our massage therapy community's achievements, fostering a sense of belonging and recognition among members.

Technological Advancements: The launch of our new website and database marked a significant step forward in improving our engagement with members and the general public, streamlining our operations for future efficiencies.

Member Spotlights: During Massage Therapy Awareness Week, we proudly showcased our members' dedication and skills, receiving an overwhelming positive response from the public.

Advocacy for Excellence: Our continuous dialogue with policymakers, and our efforts in advocacy, have further solidified our profession's credibility, ensuring that massage therapy remains an integral part of healthcare in Manitoba.

Embracing the Future Together

The accomplishments of the past year lay the groundwork for the exciting challenges and opportunities which lie ahead. Your active participation and engagement are crucial, as we strive to advance our mission and enhance our profession. Here are a few of the ways you can contribute:

- Stay connected with us through social media and help amplify our collective voice.
- Encourage fellow RMTs to join MTAM, strengthening our community and unity.
- Get involved! Whether in upcoming events and initiatives, or by participating on one of our committees or the Board, you can help shape the future of massage therapy in Manitoba.

A Sincere Appreciation

Your dedication and support have been the driving force behind every achievement this year. As we now embark on the next chapter, let's continue to build on the strong foundation we've established, aspiring to even greater heights together.

Together, not only have we persisted, we've thrived. Let us move forward with the same spirit of collaboration and determination which has always been our hallmark.

With my heartfelt thanks and anticipation for what we will achieve together,



Offer Kuban

MTAM President

A Year of Resilience and Milestones



Dear Members,

As we turn the page on a year filled with its unique mix of both challenges and triumphs, I am filled with gratitude for the resilience, dedication, and unity you've all shown. The journey we've shared this past year has only deepened my appreciation for our community and what we stand for.

Celebrating 50 Years of Excellence and Commitment

2023 was a landmark year for us as we celebrated MTAM's 50th anniversary – a testament to our enduring commitment as the largest professional association for RMTs in Manitoba. Reflecting on our journey, from a handful of individuals with a shared goal, to becoming the largest professional association for RMTs in Manitoba, it's clear that our strength lies in our collective spirit and dedication.

Noteworthy Achievements:

Stable Membership Fees and Insurance: Despite economic pressures, we're proud to have maintained membership fees and liability insurance rates constant for over 15 years, a relief to our more than 1200 members during these uncertain times.

Unwavering Member Services: We adapted to significantly higher business costs without compromising on the quality or range of services offered to our members and even added many new templates, recorded events, and other items to our array of resources.

Community Engagement and Volunteerism: Almost 60 practicing members and student members and their practicum supervisors volunteered at key events like the World Police & Fire Games and CancerCare Manitoba Challenge for Life, showcasing the integral role of massage therapy in wellness and recovery. We were happy to provide these unique educational experiences to student therapists to help complete their practicum requirements.

A Night to Remember: The 70's themed Annual Awards Dinner at the St. Boniface Golf Club was a hit, with almost 200 members, award recipients, and guests enjoying an evening of recognition, dance, and camaraderie.

Digital Transformation: October saw the launch of our new website and database, enhancing both member and public engagement and setting a foundation for efficient, long-term cost management.

Spotlight on Our Members: During Massage Therapy Awareness Week, we featured 14 of our members on social media, celebrating their contributions and practices in posts that received unprecedented engagement. We look forward to sharing additional member features this year.

Advocacy and Professional Development: Our advocacy efforts led to new dialogues with MLAs and helped navigate insurance audits and reimbursements, strengthening our profession's standing and ensuring continued access to quality care.

Looking Ahead: Building on Our Foundation

The successes of this past year are just the beginning. We're setting our sights on new challenges and opportunities to further our mission. Your involvement is key to our collective success. Here are a few ways you can make an impact:

- Engage with us on social media to amplify our voice.
- Refer RMT colleagues to join, fostering a more unified profession.
- Participate in our upcoming initiatives and events, contributing to our journey towards regulation and excellence in massage therapy.

A Heartfelt Thank You

Your engagement and support fuel our progress and make all our achievements possible. As we move forward, let's carry the momentum of our 50th year into a future filled with even greater accomplishments.

Together, we are stronger, and together, we will continue to elevate the massage therapy profession for the benefit of all Manitobans.

Warmest regards,



Tricia Weidenbacher
Executive Director

MTAM Team

MTAM Staff



Tricia Weidenbacher
Executive Director



Andrea Darling
Office & Administrative Manager



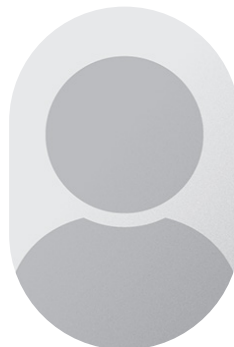
Shelly Bauer, RMT
Education & Practice Coordinator



Jason Darling
Administrative Support & Member Services



Christina Lavallee
Administrative Assistant



Eleanor Dupont
Accounting & Administration

Office Support

Andrea Spiers
Graphic Designer

Melanie Brohm, B.Sc., RMT
Practice Advisor

Susan Kos-Whicher, RMT
Ethics & Professional Responsibility Advisor, Complaints Investigation

Murray Allen
Complaints Investigation

Paul Berke
Complaints Investigation

Board of Directors



**Offer
Kuban, RMT**
President



**Stephanie
Oteyza, RMT**
Vice President



**Andrea
Czarnecki, RMT**
Treasurer



**Cerizza
Cruz, RMT**
Director



**Tammy
Blanchette, RMT**
Director



**Holly
Behringer, RMT**
Director



**Jeffery
Dalhouse, RMT**
Director



**Jim
Montgomery, RMT**
Director



**Tammy
Wasylowski, RMT**
Director

Committee Members

Marketing & Communications

Holly Behringer (Chair)
Andi Czarnecki
Offer Kuban
Ashley Matthewman
Melysa Nelson
Tammy Wasylowski

Inclusive Practice

Stephanie Oteyza (Chair)
Andrea Allingham
Susan Dupuis
Kaela Kostiuk
Aaron Strong
Joey Wood

Regional Initiatives

Stephanie Oteyza (Chair)
Sarah Driediger
Tanya Guenther
CoraLee Taylor
Glennnda Tully

Professional Development & Events

Tammy Blanchette (Chair)
Andi Czarnecki
Susan Dupuis
Duela Froese
Brittney Kreitz
Cindy Madden
Jim Montgomery
Carol-Lynne Neitzke
Jenessa Westervelt

Insurance & Practice Management

Tammy Wasylowski (Chair)
Kaela Kostiuk
Offer Kuban
Grant Panasuk

Research

Jeffery Dalhouse (Chair)
Tammy Blanchette
Anna Hovland
Russell Salada

2023: MTAM IN THE COMMUNITY

A Year of Impactful Community Engagement

World Police and Fire Games Collaboration

MTAM proudly collaborated with the World Police and Fire Games (WPFPG) medical team to offer massage therapy services, demonstrating exceptional sportsmanship and support. Our committed volunteers delivered essential care to athletes from over 60 countries during the games in July 28 to August 6, highlighting our dedication to health, wellness, and global camaraderie.



Cancer Care Challenge for Life Support

In 2023, MTAM once again supported the Cancer Care Challenge for Life, with 30 members providing massage therapy to participants. This involvement highlights our commitment to cancer research and awareness, reflecting our community's compassion and solidarity.

2023 MEMBER EVENTS

Celebrating Connection and Community

Spring Conference & AGM

The “Creating Connections” Spring Conference at the Victoria Inn on April 28 & 29, followed by a webinar day, offered a rich mix of learning and networking. With 12 hands-on courses, panel discussions, the AGM, and a trade show, attendees had a full schedule. The event wrapped up with five webinars, extending access to valuable professional development for all members.



50th Anniversary Celebration Dinner: A Night to Remember

This year’s Celebration Dinner was a tribute to MTAM’s 50 years of excellence, themed around the 70s. The evening celebrated our award recipients in style, complete with a disco, a group Hustle dance lesson, and unforgettable door prizes, making it a memorable event for everyone.

Goldeyes Game: Member Appreciation Day

Our summer culminated in an exciting Member Appreciation Event at a Winnipeg Goldeyes game. Held at the field-level patio with superb views down the right-field line, MTAM members gathered to support the Goldeyes in their victory over the Kansas City Monarchs, celebrating community spirit and the close of summer.



2023 COMMITTEE HIGHLIGHTS

Elevating MTAM Together

This year, our 30 devoted committee members have tirelessly worked behind the scenes to amplify MTAM's impact and enrich our community. Their dedication has brought about pivotal advancements and memorable moments:

Digital Innovation Achievement: MTAM led a significant upgrade of our digital footprint, launching a new website and database. This effort has greatly improved user experience and affirms our dedication to innovation and progress.

Spotlight on Excellence: Our Annual Massage Therapy Awareness Week now features a new format to showcase our members' achievements, further highlighting the exceptional work within our community.

Member-Centric Development: We've listened and responded to our members, launching new resources and events to meet their needs. This commitment ensures our offerings evolve alongside our community.

Strategic Communication: Through a detailed review and enhancement of our communication strategies, we've strengthened our engagement with the public, our members, and stakeholders, fostering a more connected MTAM community.

Celebrating Milestones: We took center stage in celebrating MTAM's 50th anniversary, a testament to our long-standing tradition of excellence and service.

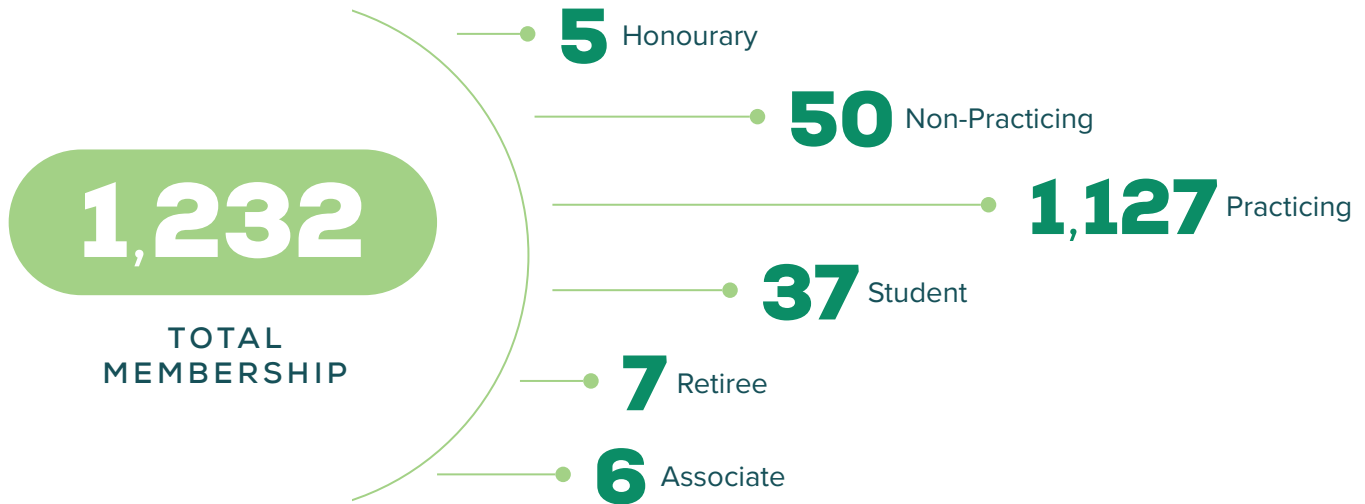


Community Engagement: Our “RMTs supporting their community” initiative has made significant impacts, supporting causes like Harvest Manitoba and Winnipeg Pet Rescue, and amplifying our commitment to charitable work.

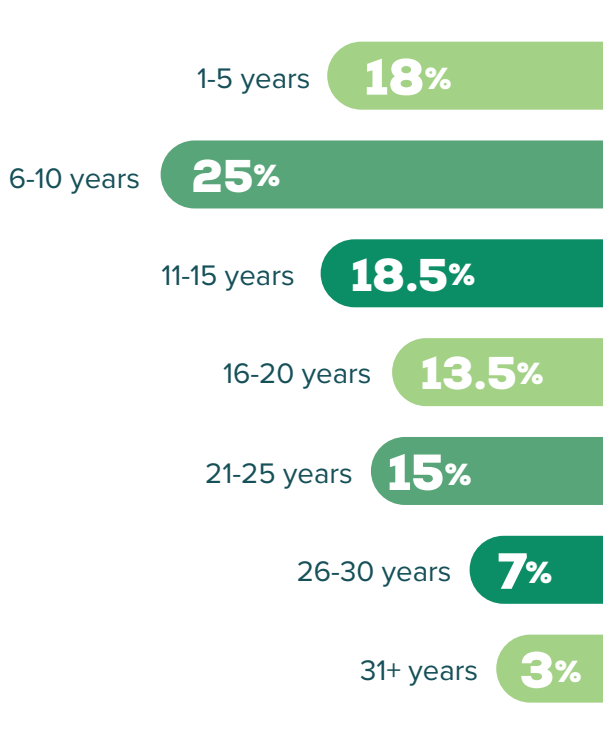
Educational Endeavors: With over 60 courses and events, including our Spring Conference and the inaugural Massage Therapy Summit, we've provided rich opportunities for professional development and growth.

2023 MTAM MEMBERSHIP

By the Numbers

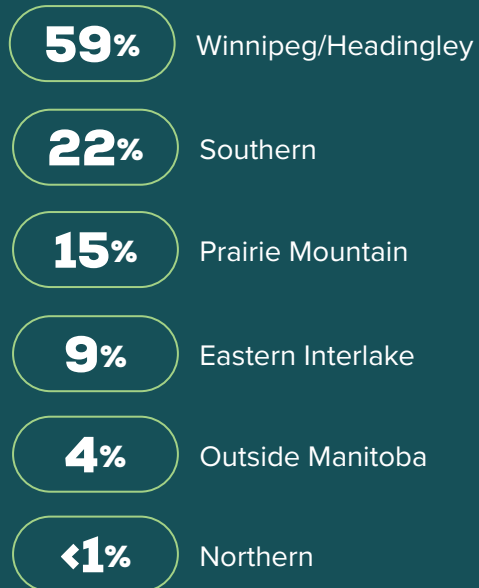


Years of Practice



Region

Numbers do not total 100% as some members practice in more than one region.



Amplifying Our Voice

Under the guidance of MTAM's strategic plan, the Marketing & Communications Committee, along with all MTAM committees, the Board, and Staff, have propelled our outreach efforts forward in 2023, marking a year of significant achievements:

Celebrating Milestones: We began with a press release commemorating MTAM's 50th anniversary, highlighting our rich history and the anticipation of forthcoming celebrations.

Digital Evolution: Digital Evolution: Unveiled an enhanced MTAM website and database, significantly boosting accessibility, member satisfaction, and community interaction. This pivotal upgrade not only caters to the immediate needs of our community but also establishes a framework for streamlined, cost-effective operations, ultimately elevating the user experience for all.

Effective Communication: Our In-Touch E-Newsletter and communications consistently informed members with an exceptional open rate of over 72%, significantly above the industry average.

Strategic Engagement: Utilized surveys and focus groups for valuable insights, shaping the

updates to MTAM's core principles and forming a strategic plan for the next five years.

Educational Outreach: Conducted six presentations to massage therapy schools, nurturing future RMTs and responding to their educational needs.

Welcoming New Members: Hosted four orientations to fully support newcomers to the profession, ensuring a smooth transition.

Social Media Excellence: Collaborated with Starling Social to enhance our online presence, producing content that educates, engages, and connects with our community and the public.

Media Relations: Actively engaged with the media to highlight the profession's benefits and address pertinent issues, showcasing our proactive stance.

These efforts collectively have not only boosted MTAM's profile but also solidified our dedication to advancing excellence and community involvement within the massage therapy sector.

2023-2024 Top Performing Posts



**Massage Therapy
Association of Manitoba Inc.**
May 9, 2023 · 🌐

We're honouring our 2022 Mentor of the Year, Kerri Holden, RMT!

Nominator and colleague Susan Dupuis says "Kerri exemplifies the perfect RMT consistently each day. She mentors informally by example. She is conscientious and focused while carrying out her duties."

Learn more about Kerri: <https://buff.ly/3M1x0VR>

Celebrate Kerri and all winners at the 2023 MTAM Awards Dinner on June 4 at St. Boniface Golf Club. Register now on the events page on our website.

#MTAManitoba #RegisteredMassageTherapist



FACEBOOK

Date: May 9

Post: Mentor of the Year Recognition

Impressions: 2,107



LINKEDIN

Date: May 25

Post: Evolve College with Tricia and Shelly

Impressions: 64



**Massage Therapy Association of
Manitoba Inc.**
269 followers
10mo

Thanks Evolve College of Massage for the opportunity to share the benefits of MTAM membership! Best wishes on your final exams and welcome to this awesome profession.

#MassageTherapy #MTAManitoba



👍 2



MTAM
@MTAManitoba

Follow

April is #PhysicalWellnessMonth. In addition to focusing on sleep, healthy eating, staying hydrated and exercising, #massagetherapy is a tool to support your physical wellness.

Learn more and find a Registered Massage Therapy on our website: buff.ly/3KDImhU



TWITTER

Date: April

Post: Physical Wellness Month

Impressions: 772



INSTAGRAM

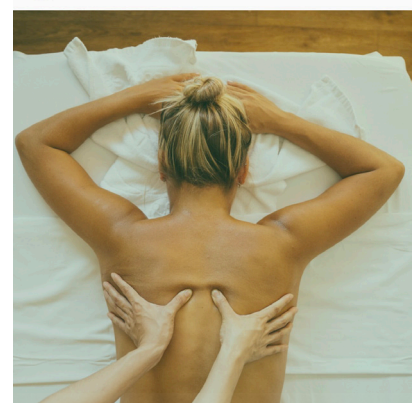
Date: April 19

Post: Physical Wellness Month

Reach: 841 accounts



mtamanitoba · Follow



29 likes

mtamanitoba April is Physical Wellness Month. In addition to focusing on sleep, healthy eating, staying hydrated, and exercising, massage therapy is a tool to support physical wellness.

Learn more about massage therapy and find a Registered Massage Therapy on our website (link in bio).

#PhysicalWellnessMonth #RegisteredMassageTherapy #MassageTherapy

April 19, 2023

2023 RESEARCH INITIATIVES

Enhancing Knowledge and Practice

In 2023, the MTAM Research Committee spearheaded significant initiatives to foster knowledge and improve practice among our members:

Educational Webinars: Introduced two pivotal webinars, accessible in the Member Portal:

- **Fascia Research Congress Highlights:**
Presented by Jeffrey Dalhouse, this session brought insights from the international Fascia Research Congress to our members, enhancing understanding of current findings in fascia research.
- **Evidence-Informed Communication:** Anna Hovland led a session on using language that reflects the evidence in massage therapy. This included alternatives to commonly used terms, ensuring our communications are more aligned with current research.

Massage Therapy Summit: 2023 marked the relaunch of the Research Symposium as the Massage Therapy Summit. This event promises to bring new presenters and exciting discussions to the forefront of massage therapy research.

2023 ADVOCACY INITIATIVES

Championing for Our Profession

MTAM remains steadfast in advocating for the massage therapy profession, engaging in several key activities:

Insurance and Reimbursement: At the Canadian Life and Health Insurance Association conference in Winnipeg, we engaged with insurance representatives to strengthen and forge new relationships, advocating for better massage therapy coverage and reimbursement.

Regulation Efforts: Continuously working towards the regulation of massage therapy in Manitoba, we keep the Health Minister updated on challenges faced due to the lack of regulation and engage in surveys with political parties to understand their stance on regulation.

Collaboration with Healthcare Associations: Regular meetings with the Manitoba Healthcare Professional Association Coalition (MHPAC) help address common issues and advocate for the interests of healthcare professionals in Manitoba.

National Presence and Collaboration: Our involvement with the Canadian Massage Therapist Association (CMTA) ensures a national voice for our members. Efforts include working towards the removal of GST/HST from massage therapy treatment fees and collaborating on insurance and research initiatives.

Our dedication to research and advocacy not only supports our members but also advances the massage therapy profession both provincially and nationally.