



CALIFORNIA
MASSAGE THERAPY
COUNCIL

Board of Directors Meeting

AGENDA

May 31, 2018

Hyatt Regency Los Angeles International Airport

Los Angeles, CA



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MISSION STATEMENT

California Massage Therapy Council's mission is to protect the public by certifying massage professionals in California that meet the requirements in the law and approving massage programs that meet the minimum standards for training and curriculum.

California Massage Therapy Council

Board Members

Mark Dixon, Chairman, Appointed by American Massage Therapy Association, California Chapter

Jeff Forman, Vice Chair, Appointed by the Office of the Chancellor of the California Community Colleges

Michael Marylander, Treasurer, Appointed by Board

Allison Budlong, Secretary, Appointed by California Association of Private Postsecondary Schools

Ronald Bates, Appointed by League of California Cities

Michael Callagy, Appointed by Board

Shana Faber, Appointed by Board

Heather Forshey, Appointed by San Mateo County Department of Health

Minouche Kandel, Appointed by Department of Consumer Affairs

Stephany Powell, Appointed by Journey Out, Anti-Human Trafficking Organization

Sean Thuilliez, Appointed by California Police Chiefs Association

Dixie Wall, Appointed by American Massage Council



RULES OF DEBATE AND DISCUSSION

1. Only one item, the item on the floor, is discussed at a time.
2. Only one person speaks at a time:
 - The person introducing the item;
 - The person speaking for or against the item;
 - Or the person asking or answering a question or raising a point of order.
3. Side conversations will be ruled out of order.
4. Directors debating a motion will have two minutes to speak, once on each motion, with three each from supporting and opposing sides, at which time the motion will go to a vote. The board may vote to extend time for debate.
5. When you want to speak, raise your hand and wait to be called on by the Chair.
6. A question is not an occasion to make an argument.

See accompanying Parliamentary Procedures At-A-Glance

Parliamentary Procedures At-A-Glance

To Do This (1)	You Say This	May You Interrupt Speaker?	Must You Be Seconded?	Is the Motion Debatable?	Is the Motion Amendable?	What Vote is Required?
Adjourn the meeting (before all business is complete)	“I move that we adjourn.”	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Majority vote
Recess the meeting	“I move that we recess until...”	May not interrupt speaker	Must be seconded	Not debatable	Amendable	Majority vote
Complain about noise, room temperature, etc.	“Point of privilege”	May interrupt speaker	No second needed	Not debatable (2)	Not amendable	None (3)
End debate	“I move the previous question”	May not interrupt speaker	Must be seconded	Not debatable	Not amendable	Majority vote
Amend a motion	“I move that this motion be amended by..”	May not interrupt speaker	Must be seconded	Debatable	Amendable	Majority vote
Object to a procedure or to a personal affront	“Point of Order”	May interrupt the speaker	No second needed	Not debatable	Not amendable	None (3)
Request information	“Point of information”	If urgent, may interrupt speaker	No second needed	Not debatable	Not amendable	None

Notes:

- These motions or points are listed in established order of precedence. When any one of them is pending, you may not introduce another that’s listed below it. But you may introduce another that’s listed above it.
- In this case, any resulting motion is debatable.
- Moderator decides.



CALIFORNIA MASSAGE THERAPY COUNCIL

One Capitol Mall, Suite 800 | Sacramento, CA 95814
tel 916.669.5336 fax 916.669.5337 www.camtc.org

Sent and Posted: May 20, 2018

NOTICE OF PUBLIC MEETING

Thursday, May 31, 2018 – 9:30 a.m.
Hyatt Regency Los Angeles International Airport
6225 West Century Blvd.
Los Angeles, CA 90045
Meeting Room: Core 2-3

AGENDA

1. Call to order, roll call, and establish quorum
2. Chair's Comments
 - Welcome/Introductions
 - Rules of Debate
3. Approval of minutes from February 22, 2018
4. Audit Committee update regarding new auditing firm
5. Chief Executive Officer's report
 - 2018 strategic priorities - update
 - Operations
 - Finance
 - Outreach
6. Treasurer's report
 - Applications Received
 - Financial Statements
 - Conclusions
 - Comments/Discussion on Financial Reports
7. Discussion and amendments to 2018 budget and possible vote on increase to certification fees and other fees
8. Schools Advisory Committee report
9. Director of ESD's report
 - School Statuses
 - Re-Approval Update
 - Future projects

10. Proposed Policy for Purging School Applications for Approval and Instituting Grace Period for Students
11. Closed session with CAMTC legal counsel pursuant to California Government Code Section 11126(e) – schools; lawsuits
12. Director of Governmental Affairs and Special Projects' report
 - Local implementation and compliance
 - Human Trafficking
 - Legislation
 - New Certification and Application Management System (CAMS)
13. Director of PSD's report
 - Interaction with law enforcement agencies
 - Training
14. Outreach Director's report
 - Events
 - ESD Outreach
 - PSD Outreach
 - GA Outreach
15. Amendments to staff expense reimbursement policy
16. Public comments regarding issues not in this agenda/suggested agenda items for future meetings
17. Closed Session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)
18. Return to open session and announce action taken in closed session, if any, under item 17
19. Items/suggestions from Board members for future meeting agendas
20. Board meeting schedule for 2018
21. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Time will be allowed for members of the public to make comments on each agenda item (up to 2 minutes). To make a request for more information, to submit comments to the Board, or to make a request regarding a disability-related modification or accommodations for the meeting, please contact Jon Walters at (916) 669-5336 or One Capitol Mall, Suite 800 Sacramento CA 95814 or via email at info@camtc.org. Requests for disability-related modification or accommodation for the meeting should be made at least 48 hours prior to the meeting time. This notice and agenda is available on the Internet at <http://www.camtc.org>



CEO Report

May 31, 2018

Public Safety

CAMTC is working with the California Police Chiefs Association ("CPCA") to devise a system that will deliver important information about CAMTC's protocols (such as the use declarations) to officers.

As I previously reported, as part of the Board's public safety goal for 2018, CAMTC has entered into a strategic partnership with the California Police Chiefs Associations (CPCA). See attached press release and article. As the premier sponsor of CPCA's Annual Training Symposium (March 18-22, 2018) in Long Beach, CAMTC was recognized continuously throughout the conference. The opportunities to deliver our message and educate law enforcement leaders included:

- Attending CPCA's Board of Directors dinner.
- Addressing all the attendees at the opening program just before California Attorney General Xavier Becerra delivered his address.
- Conducting an hour-long training.
- Having a large and prominent booth at the trade show that drew hundreds of visitors.
- Addressing the entire attendance at the closing gala prior to Governor Brown's address.
- Extensively networking in numerous functions and establishing hundreds of contacts.

As a result of formalizing our relationship with CPCA, the ongoing collaboration between the two organizations and day-to-day operational coordination with law enforcement is at the highest level we have ever seen. We continue to roll out additional outreach initiatives to CPCA's members and are planning to sustain these initiatives for at least 12 months.

As part of our effort to educate local government officials on the use of declarations and revocable registration as tools to eradicate illicit establishments in their jurisdiction, CAMTC's Special Counsel, Alison Siegel will present to city attorneys at the League of California Cities' annual conference in Long Beach on September 13, 2018. She will be joined by San Mateo's County's Assistant County Counsel David Silberman.

Customer Service

The Board established four customer service goals to be achieved by the end of 2018.

The attached three charts depict Key Performance Indicators (KPI's) through April 30, 2018 for three of the Board's goals. The response time for email inquiries measurement protocols are in development and results will be available by the end of 2018.

To increase the quality and efficiency of customer interactions and follow-up, as well as give greater insight into how we can improve service to applicants and certificate holders, Operations leadership is engaged in the process of vetting and acquiring a case management system for logging and reporting emails, calls and knowledge in a centralized location. By next year we expect this system to be able to provide intelligence about the topic and frequency of various support requests while increasing our ability to research and resolve issues even more effectively.

Non-English Speakers

Pursuant to a motion passed by the Board on February 22, 2018, CAMTC sent a letter to the Federation of State Massage Therapy Boards (FSMTB) requesting that FSMTB assess its contact with non-English speakers and consider language options that may be viable for the MBLEx. I also had two conversations (in person and by phone) with FSMTB's Executive Director, Dr. Debra Persinger, regarding this issue.

Schools

CAMTC continues the Schools Advisory Committee. The Committee Chairman, Dr. Jeff Forman, takes the task of populating the Committee very seriously. A call for candidates was sent to all CAMTC approved schools. In order to create a diverse and inclusive group, three out of the other six committee members cycled off the committee so that others could have a turn. By periodically replacing committee members, we hope to bring fresh perspectives to the committee, and by extension, to the Board. And of course committee meetings are open to the public so everyone, including past committee members, are welcome to attend and provide input. The Committee is scheduled to meet on May 30, 2018 and September 26, 2018.

CAMTC continues to foster close relationships with schools by enhancing communication and the accessibility of relevant information. We are actively seeking feedback from schools, and to that end a schools' survey was developed. We expect to analyze the results of the survey in July 2018.

Local Government

CAMTC continues to encourage cities and counties to enact ordinances which are congruent with the Massage Therapy Act. As part of our robust local government outreach initiative, cities often ask to meet with us. A perfect example is a recent visit to the city of Antioch (population 102,373). In a response to a letter sent by Chairman Dixon to all elected local government officials in California, one of Antioch's city council members reached out to Mr. Dixon. After several exchanges the council member requested that we meet with her and invited the city manager, city attorney and police chief. The meeting was held April 17, 2018 and Mr. Dixon was accompanied by Beverly May, Rick McElroy and me. We typically start these meetings by asking a lot of questions and listen to city officials' concerns and challenges before offering any recommendations. While there are some common themes at these meetings, many issues are unique to local communities.

Regardless of the circumstances, CAMTC does not recommend or encourage cities to mandate certification. In addition to examining various long-term options regarding ordinances, many of these meetings result in a closer working relationship with the cities. In this particular

case, CAMTC and the Antioch Police Department are currently working together on the revocation of a certificate holder who engaged in unprofessional conduct. The council member also informed us last week that it looks like the massage ordinance is moving along and may be before the City Council in July. She has received a request from her Chamber of Commerce to speak before their Government Affairs Committee and would like to have us speak before this group regarding what we do and how CAMTC will be working with that city. They are looking at dates sometime in late June or July. This is just one example of the CAMTC's efforts to foster collaborative dynamics with local government.

Disciplinary Performance Measures

Attached are CAMTC's Disciplinary Performance Metrics for the last three quarters of 2017 and first quarter of 2018. In order to ensure that all stakeholders can review CAMTC's progress in meeting its public protection mission, CAMTC regularly tracks these measures and makes them easily available by prominently posting them on the website. While we exceeded our goals in all four categories, the most significant measure is the average number of days to complete formal discipline against a certificate holder (PM4).

Finance

As of March 31, 2018:

Actual cash position was \$2,981,816 (budgeted was \$2,686,950).

Actual net deficit was \$93,384 (budgeted was \$409,350).

The Audit Committee selected Campbell Taylor & Co. as CAMTC's new auditing firm. The field audit is currently scheduled to start on July 10, 2018.

Outreach

In the past 90 days CAMTC participated in numerous events including the following:

- **March 9, 2018**, Marina del Rey - Coalition to Abolish Slavery and Trafficking (CAST). An event at a private home honoring Los Angeles County Sheriff Jim McDonald.
- **March 10, 2018**, Van Nuys - A2Z Health Expo.
- **March 17-18, 2018**, Costa Mesa - 2018 American Massage Therapy Association-California Chapter (AMTA-CA) Annual Education Conference.
- **March 18-22, 2018**, Long Beach - California Police Chiefs Association (CPCA) Annual Training Symposium.
- **April 5, 2018**, San Francisco - Press conference, release of 3rd Annual Human Trafficking in San Francisco Report.
- **April 12-13, 2018**, Kansas City – Federation of State Massage Therapy Boards (FSMTB). Member Board Executive Summit.
- **April 30, 2018**, Sacramento - Senate Standing Committee on Business, Professions and Economic Development- Informational hearing, Update on the Regulation of Massage Therapy in California.
- **May 10, 2018**, Los Angeles - Coalition to Abolish Slavery and Trafficking (CAST). 20th Annual From Slavery to Freedom Gala.



California Police Chiefs and Massage Therapy Council Announce New Partnership to Protect California Consumers

March 12, 2018

For immediate release

Contacts: Cal Chiefs: (916) 804-3527 or lmcgill@californiapolicechiefs.org
CAMTC: (951) 823-7659 or regina@rbwcommunications.com

The California Police Chiefs Association (Cal Chiefs) and the California Massage Therapy Council (CAMTC) today announced a groundbreaking partnership that will provide stronger protection for California consumers and increased support for local law enforcement agencies.

The partnership will protect consumers from unethical and harmful practices, provide communities with greater involvement in curtailing illicit conduct, encourage certified massage providers to adhere to high professional conduct standards, and increase compliance with state and local laws and regulations.

"Cal Chiefs highly values this new partnership with CAMTC," noted Gardena Police Chief Edward Medrano, who serves as Cal Chiefs President. "The work they do in vetting and disciplining certified massage therapists greatly helps our members regulate massage establishments, and the training they provide has proven very effective for law enforcement."

The partnership will increase consumer safety by fostering cooperation, information exchange, and expertise between CAMTC and law enforcement agencies. CAMTC has also recently developed a Sexually Suggestive Advertising Task Force that establishes protocols to discipline massage therapy certificate holders who engage in sexually suggestive advertising.

"CAMTC has worked closely with California law enforcement agencies in the decade since we were formed, and this partnership allows us to greatly increase the safety and professionalism of the massage therapy industry," said CAMTC CEO Ahmos Netanel. "We've made steady progress, and this strengthens our ability to help law enforcement serve their stakeholders effectively."

The partnership will be formally introduced at the Cal Chiefs Annual Training Symposium in Long Beach beginning on March 18, 2018.

#

About the California Police Chiefs Association: Cal Chiefs represents municipal police chiefs and their agencies in California. The association's objectives are to promote and advance the science and art of police administration and crime prevention; to develop and disseminate professional administrative practices and to promote their use in the police profession; to foster police cooperation and the exchange of information and experience throughout the state; to bring about recruitment and training of qualified persons in the police profession; and to encourage the adherence of all police officers to high professional standards of conduct in strict compliance with the Law Enforcement Officer's Code of Ethics.

About the California Massage Therapy Council: The CAMTC protects the public by certifying massage professionals in California who meet the requirements in the law, and approving massage programs that meet the minimum standards for training and curriculum. CAMTC is a private nonprofit public benefit corporation, and its volunteer Board of Directors is appointed by California cities, counties, law enforcement, massage schools, the Department of Consumer Affairs, professional massage associations, and other stakeholders as authorized by the California Business and Professions Code.

CALIFORNIA MESSAGE COUNCIL PARTNERS WITH POLICE CHIEFS TO FIGHT HUMAN TRAFFICKING

April 11, 2018

Karen Menehan

Message News



In California, the most populous state, thousands of massage therapists provide professional, therapeutic massage services to clients every day.

But the state's massage therapists are dogged by a big problem: criminals using massage as a front for sex crimes.

This situation isn't unique to California.

However, a new partnership between state law enforcement and the entity that administers voluntary massage certification is a novel weapon in the fight against human trafficking.



The partnership between the [California Police Chiefs Association](#) and the [California Massage Therapy Council](#) (CAMTC) gives the council the opportunity to educate the association's 650 members about what constitutes legitimate massage therapy services and the Massage Therapy Act.

Those members—police chiefs and their sworn seconds-in-command throughout the state—may then in turn educate their staffs and communities.

CAMTC has also created a Sexually Suggestive Advertising Task Force as a tool to weed out criminals posing as massage therapists.

MASSAGE Magazine spoke with California Massage Therapy Council's CEO Ahmos Netanel, California Police Chiefs Association Executive Director Leslie McGill, CAE, and City of Vacaville Police Chief John Carli to learn more about the problems related to illegitimate massage practices, assess the scope of the partnership and the purpose of the task force, and report on how the work being done in California may benefit the state's professional massage therapists.

The Problem with Illicit Massage Establishments

According to the [National Human Trafficking Hotline](#), illicit massage and spa businesses are the number-one cover for sex-related human trafficking in California, ahead of hotel/motel-based venues, escort services and online advertising.

Human trafficking and efforts to combat it are growing throughout the U.S., according to various governmental agencies.

In 2010, for example, human trafficking investigations by Immigration and Customs Enforcement numbered 651; in 2015, they numbered 1,034, according to the “Attorney General’s Annual Report to Congress and Assessment of U.S. Government Activities to Combat Trafficking in Persons” for fiscal year 2015, the most recent report available.

According to McGill, police agencies throughout the state are especially concerned with sex traffickers using the massage industry as a cover.

“As the massage industry has grown and grown and increased in legitimacy, there’s always a bad element out there,” she said. “There’s been an explosion from what it used to be, say, 10 to 15 years ago versus now.”

People are trafficked throughout California in a variety of ways, not just through massage establishments, she added, often by organized crime syndicates.

In Vacaville, a city of 98,000 people about 50 miles northeast of San Francisco, traditional prostitution stings used to result in a handful of arrests of sex workers and johns, but didn’t stem the tide of human trafficking-related sex crimes, according to Vacaville Police Chief John Carli.

He said that after a sting, the traffickers would simply change their business name and location, while arrested prostitutes were charged as the suspects in those crimes.

Now, with Vacaville having adopted a local ordinance that requires massage therapists obtain CAMTC certification, as well as having received CAMTC training for his force, Carli says his

department has new tools for combatting [human trafficking](#), and that members of the force understand that prostitutes are usually victims of sex crimes themselves.

“The success that we’ve seen with the clarification by CAMTC within our local ordinance has been very successful, and appreciated by the well-meaning, law-abiding establishments that don’t want the negative reputation that some of these illegitimate establishments bring to the industry,” said Carli.



The Partnership

CAMTC entered into a strategic partnership relationship with the California Police Chiefs Association for one year, McGill said. The partnership was finalized in late February.

In exchange, CAMTC was the premier sponsor of the California Police Chiefs’ annual training symposium held March 18–22 in Long Beach, attended by 300 association members, and may also publish information in the association’s publication, *California Police Chief*.

The California Massage Therapy Council will also have a page on the association's website, and a message and link that will run in the association president's message.

CAMTC had a booth at the conference's exhibit hall, and Netanel and CAMTC's Director of Professional Standards Division Rick McElroy co-presented a workshop titled "Massage Establishments: Powerful Tools to Eradicate Illicit Conduct" to attendees.

The partnership helps foster better communication between CAMTC and the chiefs, said both Netanel and McGill.

"For the most part, most of our members weren't aware of the resources CAMTC offers [prior to the workshop]" McGill said. "As a strategic partner we can push information out to our membership about the services they offer—like information that can say, 'Here is someone to contact to set up training.'"

Since 2016, state law has stipulated that one member of CAMTC's board of directors be a representative of the California Police Chiefs Association, unless the association chooses not to exercise this right to appoint. Police Chief Sean Thuilliez of Beaumont (Riverside County) was appointed to the board in early April.

CAMTC's communication and cooperation with law enforcement have yielded "tremendous benefits" over the past few years, Netanel said.

"Now the partnership is more formal and we have a much more robust communication with police chiefs," he added.

There have been many situations where applicants or certificate holders engaged in unprofessional conduct or illegal conduct that CAMTC was able to discover through cooperation with local law enforcement agencies, Netanel said.

"Officers provided sworn declarations of what they witnessed and we were able to take action against that person with the input of officers," he explained.

“We are not a state agency [and] we have abilities that state agencies and governmental agencies cannot use but we can, so it’s important that law enforcement officers are aware of those protocols,” Netanel said.

For example, he said, a person may have been arrested and charged for prostitution and then have a criminal trial and be found not guilty. CAMTC may still be able to revoke this person based on an officer’s declaration, depending on the conduct engaged in, because CAMTC’s standards of evidence are not the same as the higher criminal standards.

“We are a private entity and not required by law to meet the same requirements that law enforcement agencies are required to meet for criminal convictions,” Netanel said. “If a person is found not guilty, we may still be able to revoke the person.”

He said CAMTC can, in less than four months, act much more swiftly to revoke than can a state board, which might take up to three years to revoke.

“It’s not that we are better or more talented, it’s simply that state boards are bound to a completely different set of rules,” said Netanel.

As of the beginning of 2018, the California Massage Therapy Council had revoked or denied more than 9,000 massage professionals who either violated the state’s [Massage Therapy Act](#) or who did not meet its prescribed standards, said Netanel.

“These are people who allegedly went to massage school and met the requirements and graduated from massage school and applied for certification, and they were either denied or they engaged in conduct that does not meet our standards and we revoked, suspended or disciplined them,” he said.

In California, certification is voluntary, meaning it is not required by the state; however, according to CAMTC’s FAQs page, “ ... many cities and counties have replaced their requirement for a city massage permit, usually issued by the police or sheriff’s “department, with a requirement for CAMTC certification.”

CAMTC develops and offers training to local government officials, with a special focus on city attorneys, on CAMTC's certification, school approval program, and the use of revocable registration. CAMTC also performs outreach to city and county managers and elected officials. CAMTC also approves massage schools.

The exact number of massage therapists practicing in the state isn't known as there isn't a state agency tracking that number.

However, there are currently a little more than 51,000 CAMTC-certified massage therapists or practitioners in the state, said Netanel. (The latter credential wasn't offered after 2014, but those who earned that certification may still be re-certified as CMPs.)

More than 210 cities and counties now require that a massage therapist obtain certification, Netanel said, which requires 500 hours of education and passing a CAMTC-approved exam, in order to practice legally. There are 58 counties and 482 cities in the state.

The Task Force

The CAMTC has for nine years had protocols in place for certificate holders or applicants who engage in sexually suggestive advertising, which has been specifically prohibited by law in California since 2015.

The new Sexually Suggestive Advertising Task Force was created to establish protocols and budgets, as well as cooperation with local law enforcement agencies to move the process from a complaint-based system to a proactive protocol where CAMTC will actively seek to determine if any applicants or certificate holders engage in this activity, said Netanel.

"The protocol is if an applicant or certificate holder engages in massage-related advertising that is sexually suggestive they can be disciplined," he said. "In most cases it means a denial for an applicant and a revocation for a certificate holder."

Netanel said sexually suggestive advertising is “anything that suggests sex in advertising,” and the [State of California’s Business Code for applicants and certificate holders for CAMTC](#) certification states that “engaging in sexually suggestive advertising related to massage services” is one type of unprofessional conduct in violation of the state’s business and professions code for the healing arts.

The cooperation of law enforcement is imperative to the task force’s effectiveness because those agencies are “on the ground,” said Netanel.

“We have to make sure that a specific ad is specifically connected to a specific individual,” he explained.

“[CAMTC is] not the people who go into massage businesses and identify the massage provider with a specific ad—so to be effective it is very imperative that the work is done both on the local level on the ground and a state level, which is what we are doing,” Netanel added.

Benefits to Massage Therapists

The California Massage Therapy Council’s closer relationship with law enforcement will benefit the state’s massage therapists, said Netanel, because it will better educate the leaders of law enforcement about the legitimate massage professionals and “the more educated law enforcement is about the massage profession, the better it is for the public and the profession.”

He added, “It’s unfortunate that there are many situations in which this profession has been, for all intents and purposes, hijacked by unscrupulous individuals who use massage [with] subterfuge for illicit acts like prostitution and human trafficking—[and] creating a partnership and working closely with law enforcement in minimizing or eradicating this phenomenon is better for the therapeutic massage profession.”

The association’s executive director agrees that the partnership is positive and could help in the battle against illicit massage establishments.

“It’s been a great relationship,” McGill said. “It’s been a great educational opportunity to learn about the industry and regulations and everything CAMTC is trying to do and for them to understand what our chiefs are doing.”

CAMTC protects the public by elevating the massage profession, Netanel added.

“Everything we do revolves around elevating the profession,” he said, “so that legitimate practicing massage professionals are not penalized by illegitimate people who use their profession as a cover for illegal activity.”



**PARTNERS TO PROTECT
THE PUBLIC**



March 2, 2018

Chief Anne Kirkpatrick
Oakland Police Department
455 7th Street, 8th Floor
Oakland, CA 94607

Re: Meeting at Cal Chiefs Symposium

Dear Chief Anne Kirkpatrick:

I am writing to you in my capacity as Chief Executive Officer of the California Massage Therapy Council (CAMTC), which recently became a strategic partner of the California Police Chiefs Association (CPCA). As such, CAMTC is pleased to be the premier sponsor of the 41st Annual CPCA Training Symposium.

CAMTC's close collaboration with local police departments has proven to be highly effective in executing our shared public protection mission. CPCA is an active participant in CAMTC's activities through its representative on CAMTC's Board, Chief Alejandro Diaz of Banning. CAMTC's recently formed Sexually Suggestive Advertising Task Force includes two members of CPCA. More than 1,450 officers throughout California have already benefited from CAMTC's law enforcement training.

CAMTC's top priorities are to protect the public and elevate the massage therapy profession in California. We have already revoked and denied close to 9,000 massage professionals who either did not meet the prescribed standards or who violated the Massage Therapy Act.

CAMTC doesn't regulate massage establishments. That authority is the exclusive jurisdiction of local governments. We have however provided critical support to police departments in their effort to curtail illicit massage establishments in their communities.

I invite you to attend CAMTC's presentation at the Symposium, titled: "Massage Establishments: Powerful Tools to Eradicate Illicit Conduct" on March 20, 2018 at 9:30 am. I will also be happy to discuss with you any massage-related challenges and concerns you may be grappling with in your city. If you would like to schedule a time for us to meet during the Symposium, please email me at anetanel@camtc.org or text me at (310) 415- 0400.

Looking forward to seeing you in Long Beach.

Respectfully,

A handwritten signature in black ink, reading "Ahmos Netanel". The signature is fluid and cursive, with the first name "Ahmos" and last name "Netanel" clearly distinguishable.

Ahmos Netanel
Chief Executive Officer

California Police Chiefs Association
Annual Training Symposium

Ahmos Netanel
CEO, CAMTC







**PARTNERS TO
PROTECT
THE PUBLIC**



MESSAGE ESTABLISHMENTS: POWERFUL TOOLS TO ERADICATE ILLICIT CONDUCT

PRESENTED BY

AHMOS NETANEL, CAMTC CEO

RICK McELROY, CAMTC DIRECTOR OF PSD

CAMTC WRITES THE
DECLARATION BASED ON
THE POLICE REPORT OR
OTHER OBSERVATIONS.



Agencies To Participate In The Pilot





**PARTNERS
TO PROTECT THE
PUBLIC**





ELEVATE THE PROFESSION



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GRAPPLING WITH ILLICIT MASSAGE ESTABLISHMENTS IN YOUR CITY?



CALIFORNIA
MASSAGE THERAPY
COUNCIL

**PARTNERS TO PROTECT
THE PUBLIC**



CAMTC CAN HELP



Policing massage businesses that operate as a subterfuge for prostitution can be a real challenge.

We, at the California Massage Therapy Council (CAMTC) get it. Your goal to eliminate this problem is our goal. We are dedicated to protecting the public by elevating the profession...and we employ every resource we have to ensure that happens.



As of the beginning of 2018, CAMTC has already revoked and denied close to 9,000 massage professionals who either did not meet the prescribed standards or who violated the Massage Therapy Act.

CAMTC does not regulate massage establishments. That authority is the exclusive jurisdiction of local government.

We have, however, provided critical support to police departments in their efforts to curtail illicit massage establishments in their communities.

More than 1,450 officers throughout California have already benefited from CAMTC's Law and Code Enforcement Training.

By coordinating your department's enforcement protocols with CAMTC's denial and disciplinary programs, you can help make a real impact on the safety and quality of life for residents in your community.

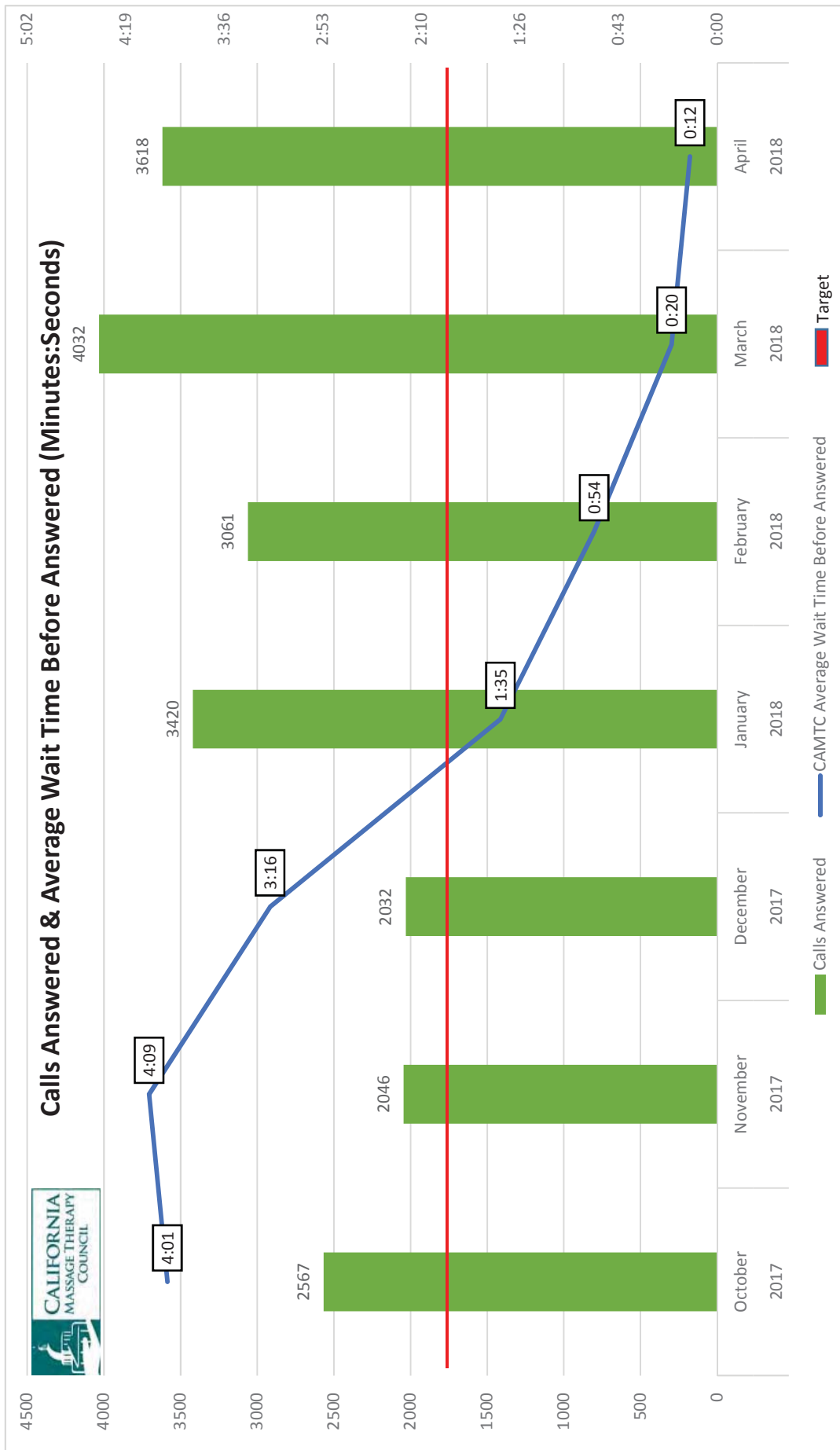


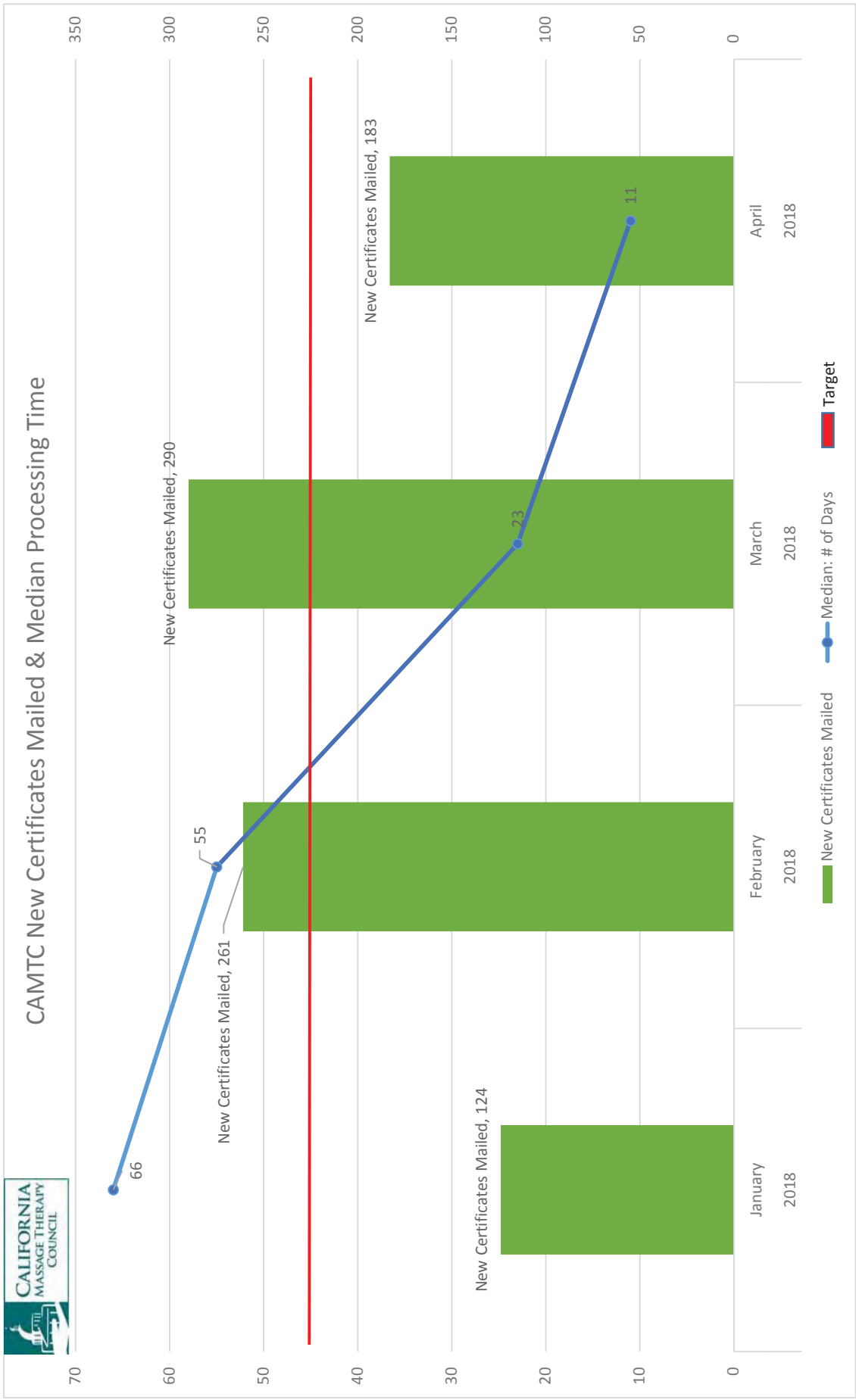
To find out more, or to schedule a training in your local area, please contact Rick McElroy, Retired LAPD, CAMTC's Director of Professional Standards Division (PSD), anytime at: **rmcelroy@camtc.org**

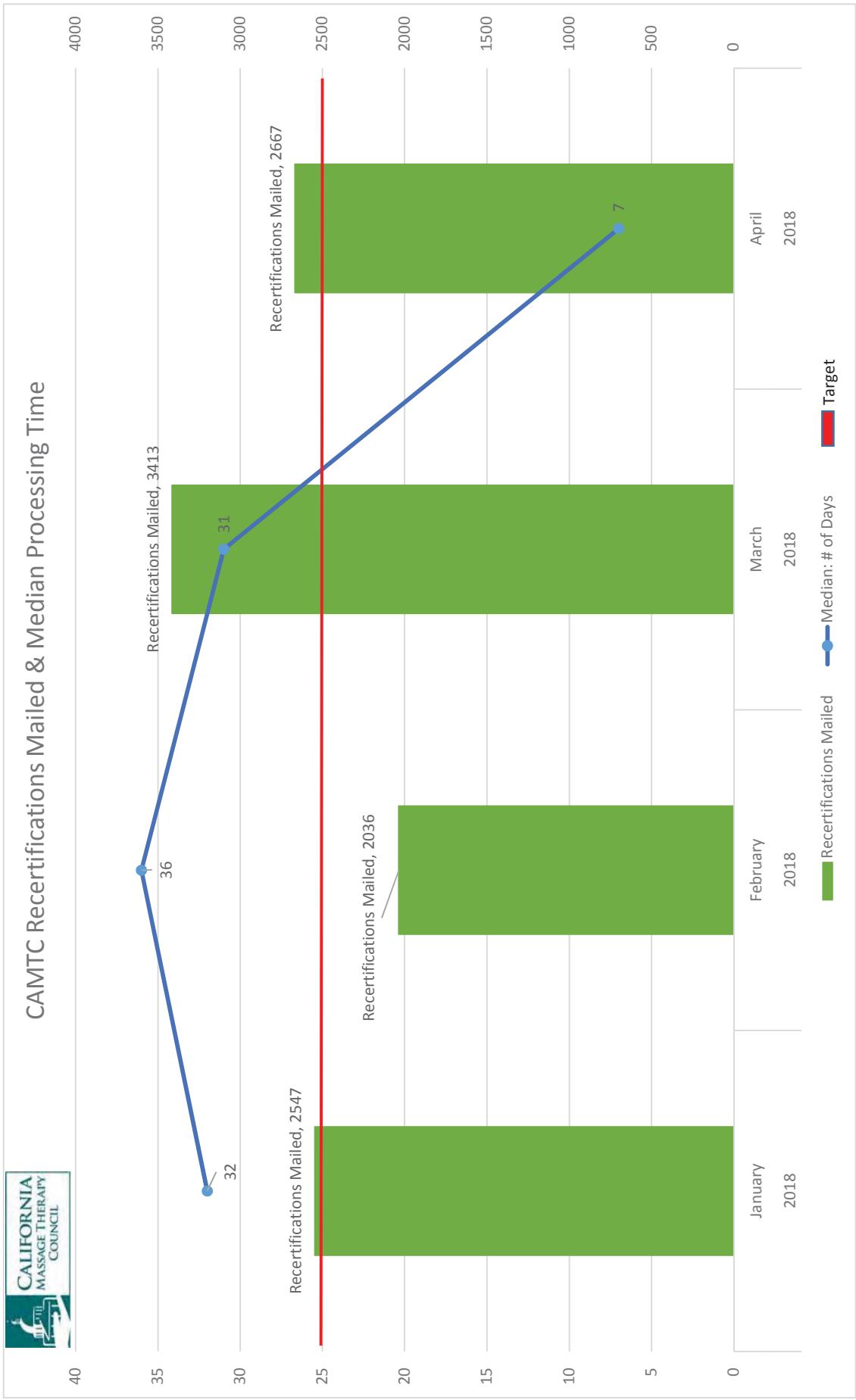












PERFORMANCE METRICS – 1st Quarter, 2018

PM1 – VOLUME

TOTAL NUMBER OF COMPLAINTS RECEIVED – ALL (actionable and non-actionable)

FIRST QUARTER 2018: 45 complaints received on average per month.

PM1.1 – VOLUME – CERTIFICATE HOLDERS

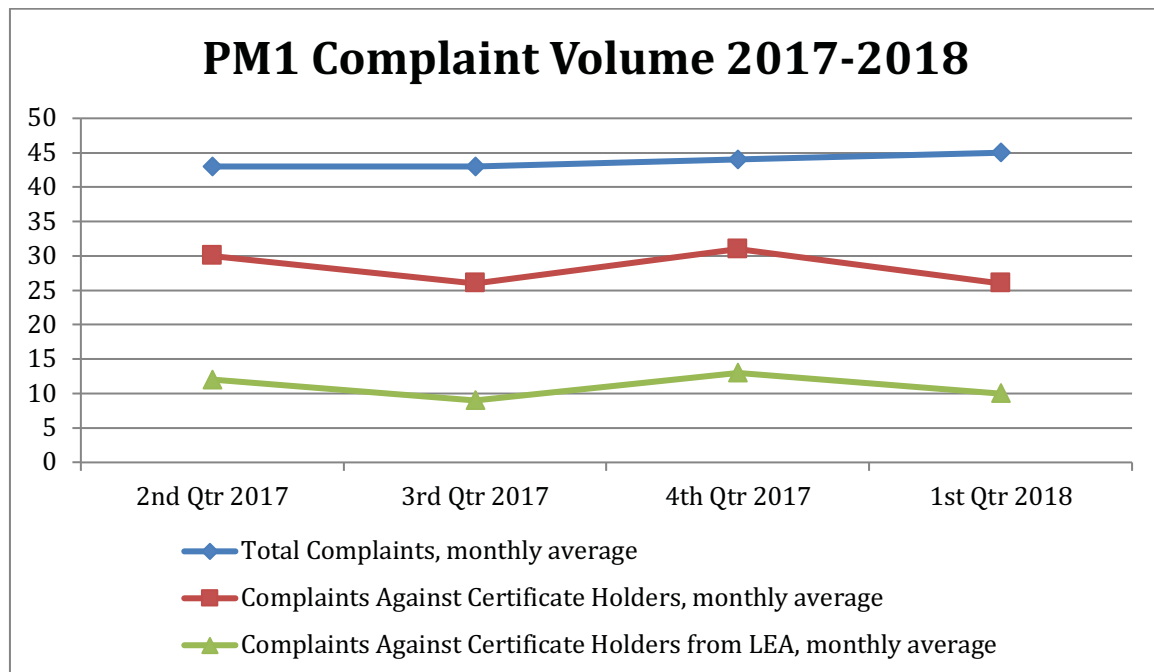
TOTAL NUMBER OF COMPLAINTS RECEIVED AGAINST CERTIFICATE HOLDERS

FIRST QUARTER 2018: 26 complaints against certificate holders received on average per month.

PM 1.2 – VOLUME – CERTIFICATE HOLDERS – COMPLAINTS FROM LAW ENFORCEMENT

Total number of complaints received against certificate holders from law enforcement agencies or government agencies with the responsibility to regulate massage. Does not include complaints against those who are not certified.

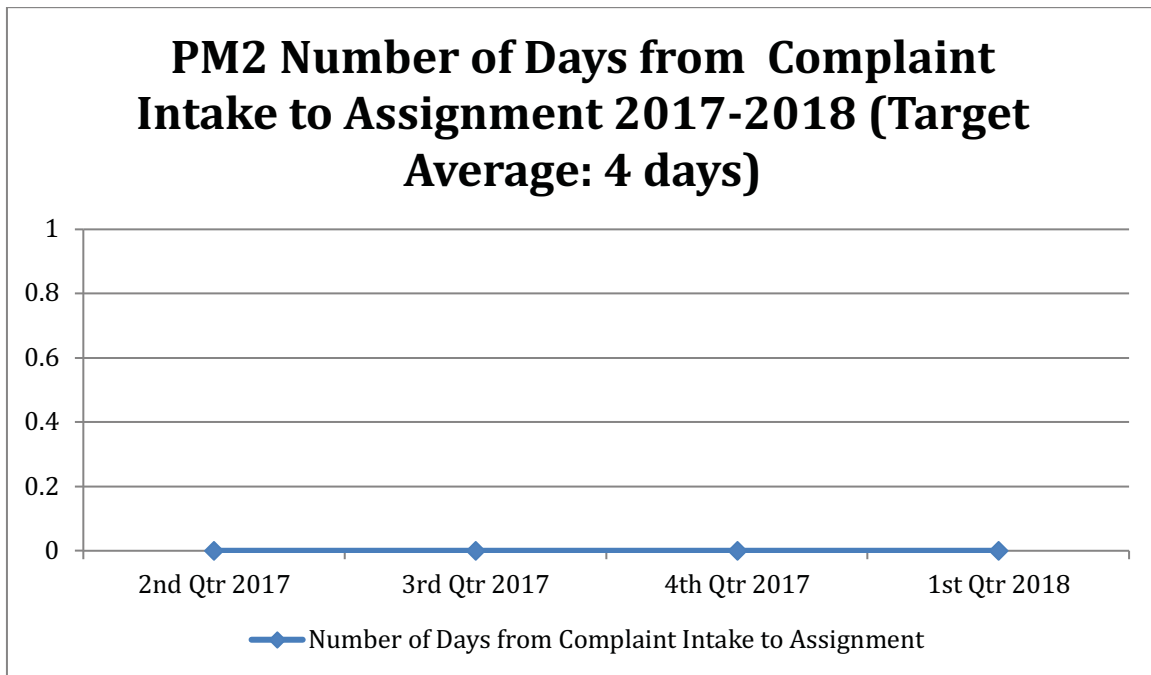
FIRST QUARTER 2018: 10 complaints from LEA received against certificate holders on average per month.



PM2 – INTAKE – ALL COMPLAINTS

Number of days from when a complaint is received to when it is sent to an investigator. All complaints received are immediately forwarded to an investigator.

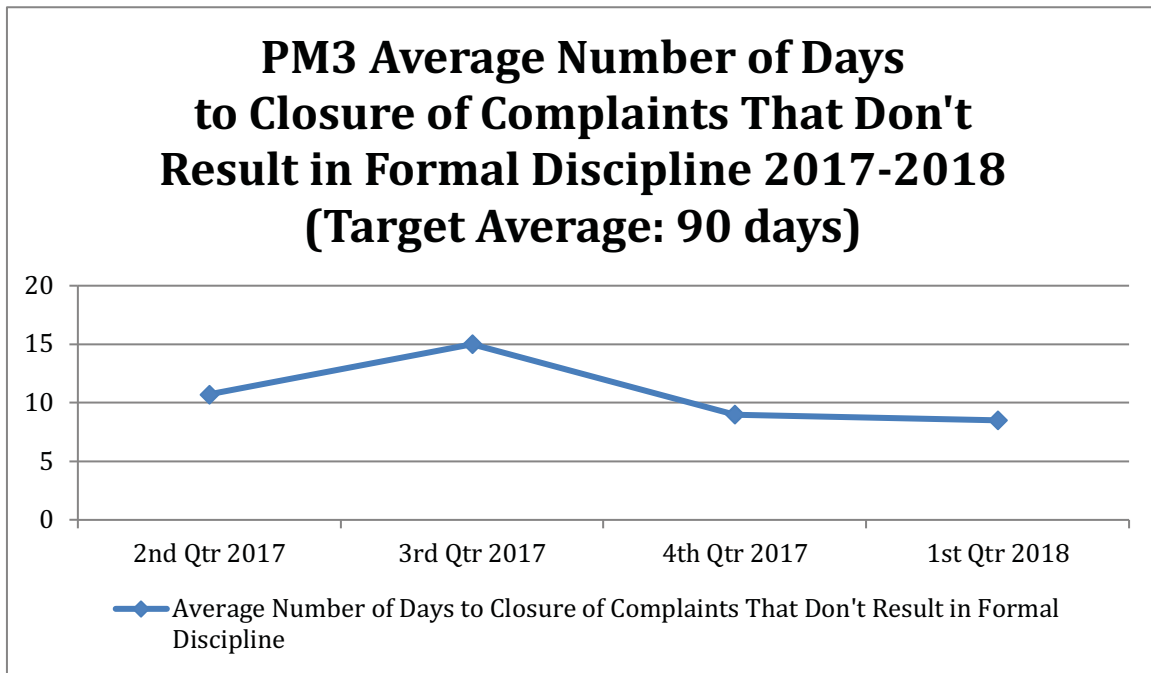
FIRST QUARTER 2018: 0 days to assignment



PM3 – INTAKE AND INVESTIGATION

Average time in days from date complaint was received to date complaint was resolved/closure of the investigation process. This number includes ALL complaints, not just those against Certificate Holders, which are resolved prior to being referred to Legal for formal discipline. It does NOT include cases against certificate holders sent to Legal for formal discipline (proposed revocation, suspension, or imposition of probationary conditions).

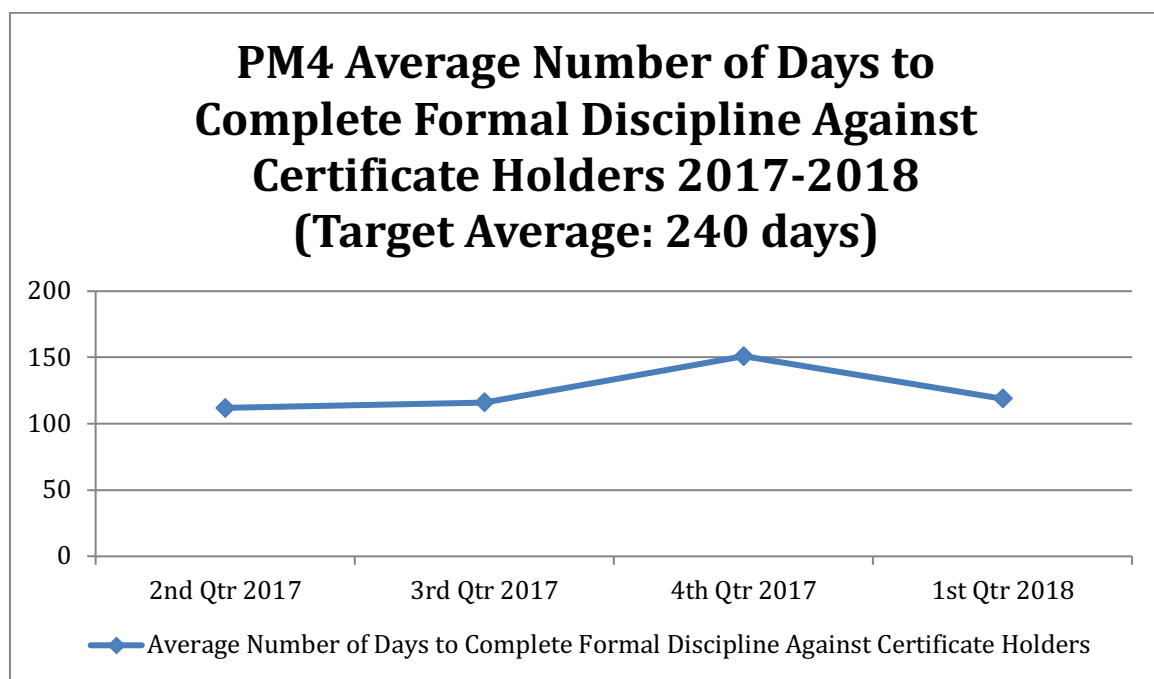
FIRST QUARTER 2018: 8.5 days is the average number of days to closure.



PM4 – FORMAL DISCIPLINE AGAINST CERTIFICATE HOLDERS

Average number of days to complete the entire disciplinary process against certificate holders for cases resulting in formal discipline by CAMTC. Formal discipline includes permanent revocation, revocation, suspension, and imposition of probationary conditions. Average number of days is calculated from date of intake to final date of disciplinary action.

FIRST QUARTER 2018: 119 days is the average number of days from intake to final date of formal discipline.



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A SPECIAL CELEBRATION

Honoring
LOS ANGELES COUNTY SHERIFF
JIM McDONNELL

for his tireless dedication to end human trafficking
in our beloved communities

MARCH 9 2018
5 - 7PM

BUTCH SCHUMAN'S HOME

15 Grand Street | Marina del Rey, CA 90292

APPETIZERS | DINNER | DRINKS



Parking information provided upon RSVP
Uber/Lyft Recommended

Please RSVP to Nancy Jordan:
nancy@castla.org

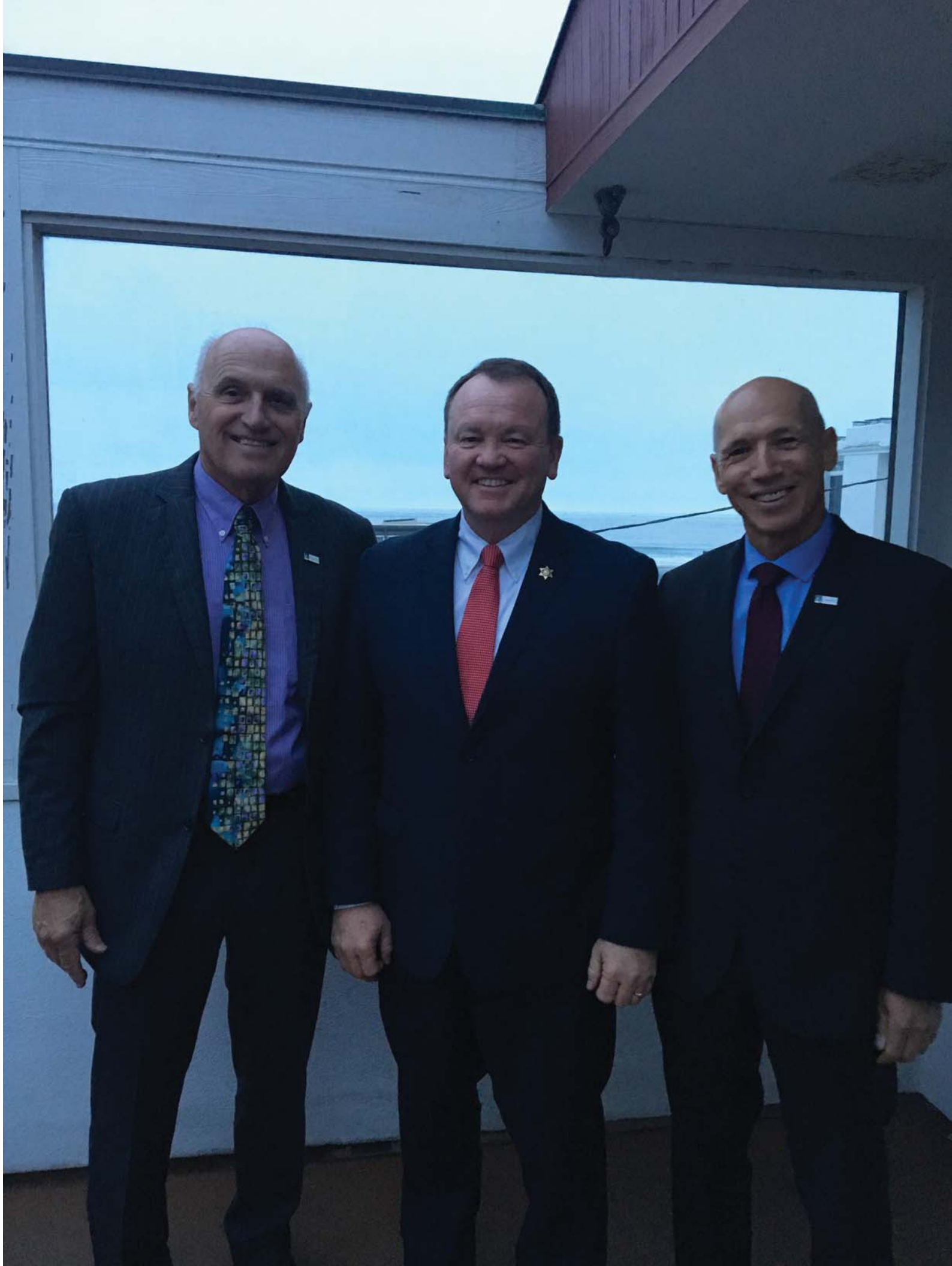


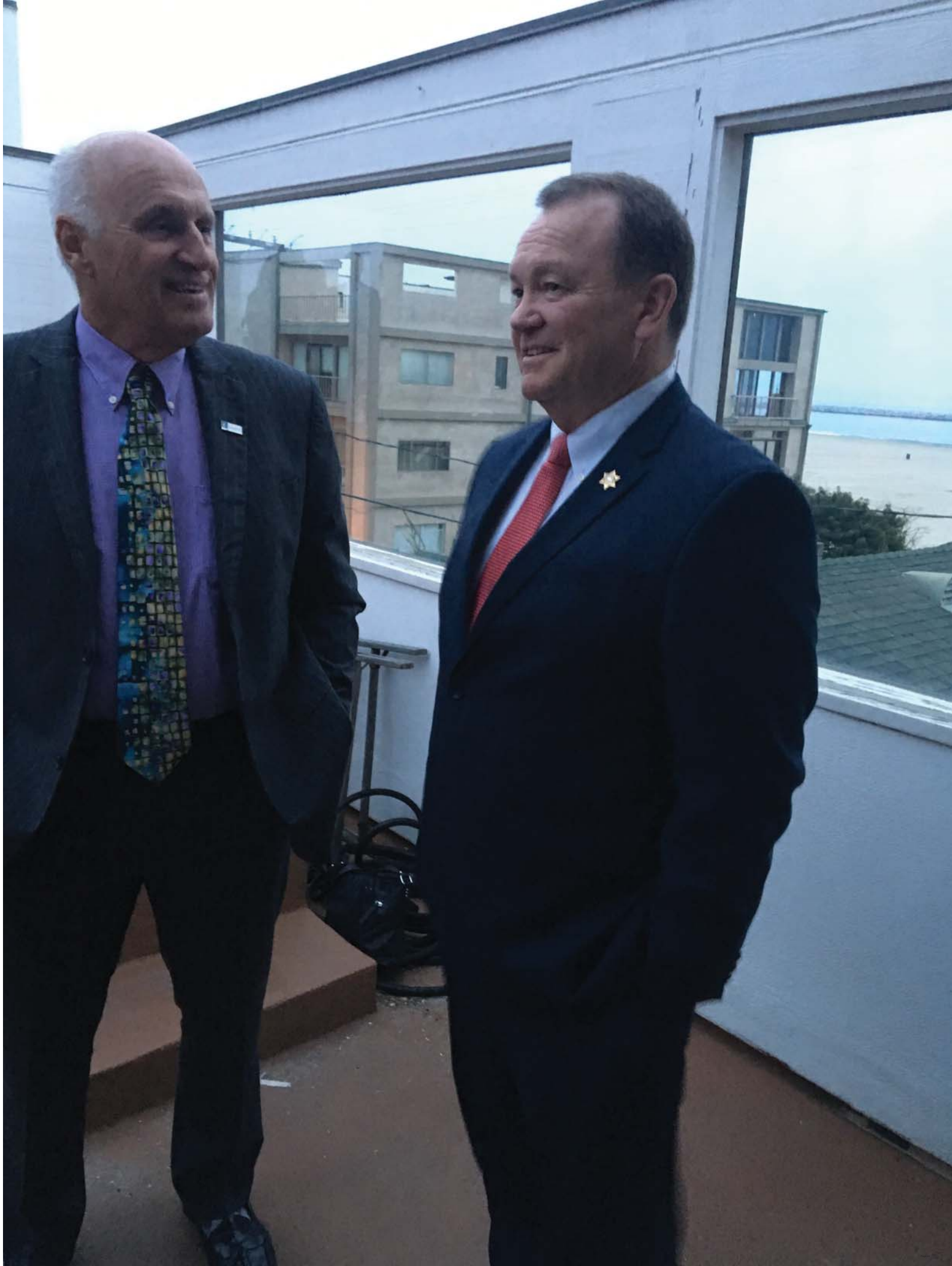
Cast

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www.camtc.org



Saturday, March 10, 2018 - 9am-5pm
Airtel Plaza Hotel
7277 Valjean Ave. Van Nuys, CA 91406

MASSAGE SCHOOLS AND STUDENTS

HOW THEY BENEFIT FROM CAMTC SCHOOL APPROVAL

PRESENTED BY JOE BOB SMITH - CAMTC DIRECTOR, EDUCATIONAL STANDARDS DIVISION



- Using CAMTC Approval to Your School's Advantage
- Why Students Should Choose a CAMTC Approved Massage Program
- Massage Schools are the First Line of Defense in Protecting the Public

THE WAY FOR CAMTC MASSAGE PROFESSIONALS AND SCHOOL OWNERS/ADMINISTRATORS TO GET **FREE** TICKETS:

Go to <https://www.eventbrite.com/e/a2z-health-expo-2018-health-and-longevity-in-the-21st-century-tickets-41103236888>

FROM THERE YOU MUST:

- CLICK ON 'TICKETS'
- CLICK ON 'ENTER PROMOTIONAL CODE'
- ENTER THE CODE 'CAMTC100'

WITH THAT CODE, ALL DAY ACCESS IS FREE.

	Joe Bob Smith Director, Educational Standards Division	A former small massage school owner, large massage school administrator, and massage therapist, Joe Bob Smith now oversees the approval process for over 160 massage schools in California. He enjoys helping schools and students achieve success while maintaining his duty to protect the public.
--	--	---



www.camtc.org

A2Z HEALTH EXPO
Share Your Passion!

Saturday, March 10, 2018 - 9am-5pm
Airtel Plaza Hotel
7277 Valjean Ave. Van Nuys, CA 91406

STAY OUT OF TROUBLE

TOP 10 WAYS TO LOSE YOUR CAMTC CERTIFICATE



You worked hard to become a CMP or CMT, you don't want to get your CAMTC Certificate revoked or suspended.

In following its legislative mandate to protect the public, CAMTC has already revoked, suspended, denied, or disciplined close to 9,000 massage professionals in California and continues to act against massage professionals who disregard California State Law and CAMTC's policies.



Do not get caught by surprise and find out too late that you engaged in conduct that could put your CAMTC Certificate in jeopardy.

This easy to understand presentation will provide a summary that will help give you the knowledge as to what constitutes a violation of CAMTC's statute.



FOR CAMTC'S CERTIFICATE HOLDERS EXCLUSIVE FREE TICKET:

Go to <https://www.eventbrite.com/e/a2z-health-expo-2018-health-and-longevity-in-the-21st-century-tickets-41103236888>

FROM THERE YOU MUST:

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- ENTER THE CODE 'CAMTC100'

WITH THAT CODE, ALL DAY ACCESS IS FREE.



Presented By
Rick McElroy,
CAMTC Director
of Professional
Standards
Division (PSD)

Rick is a 32-year veteran with LAPD and spent 28 of those years working illegal massage parlors with the Organized Crime and Vice Division (OCVD). Rick is in charge of PSD day-to-day operations at CAMTC, as well as the presenter for CAMTC trainings to law enforcement officers throughout the State. This is a rare opportunity to ask Rick questions about completing background questions on CAMTC Applications or about on-the-job work experiences, etc. Don't miss this talk with plenty of Q&A time!

CAMTC
We're here to help
Massage
Professionals





**ATTENDING MARCH 2018
SOUTHERN CALIFORNIA
EVENT!**



**2018 AMTA-California Chapter Annual Meeting + Conference
Massage For The Ages • March 17-18**

**Location: Wyndham Irvine - Orange County Airport
17941 Von Karman Avenue • Irvine, CA 92614**

FREE ACCESS to CAMTC's BOOTH

For Registration please go to:

<https://www.eventbrite.com/e/2018-amta-california-education-conference-tickets-3846241107>

CAMTC leadership and staff will be in attendance at the conference and will be available to address any CAMTC related concerns you may have.

CAMTC will have a booth both days of the conference. Stop by for help with local government challenges, school issues, start the application process, check your certification status, or to simply say "hi" anytime.



**Massage
Professionals**



**Massage Business
Owners**



Consumers



Schools



**Governmental
Affairs**

www.camtc.org

From: "Kandel, Minouche (WOM)" <minouche.kandel@sfgov.org>
Subject: Speaker line-up for 4/5/18 release of human trafficking report event
Date: April 3, 2018 1:15:58 PM PDT
To: "Kandel, Minouche (WOM)" <minouche.kandel@sfgov.org>

Dear Colleagues:

Thank you so much for agreeing to be part of our press event for the release of our *3rd Annual Trafficking in San Francisco Report*. The event will go from 10:45 am – noon in City Hall, room 416. Below is my tentative line up for speakers. Please let me know if you have to leave early or come late. As you can see, we have 8 speakers, so each person will be limited to 5 minutes. Let me know if you have any questions. My cell, in case you need to reach me the day of the event, is (415) 572-6482. If you could get me your cell as well, that would be great.

10:45 -11:00 am	Gather in City Hall room 416
11:00-11:10 pm	Dr. Emily Murase, emcee, opens program
11:10 – 11:20 pm	Mollie Brown, Director of Programs & Community Development, Huckleberry Youth Programs, HART program's 24-hour response to CSEC
11:20 – 11:25 am	Rosalia Lopez, School Health Programs, San Francisco Unified School District, Human Trafficking Training for staff at SFUSD and curriculum for middle and high school students
11:25 – 11:30 am	Ifasina Clear, Leadership Director, Young Women's Freedom Center, Youth Advisory Board
11:30 – 11:35 am	Saerom Choi, Project Manager, Asian Pacific Islander Legal Outreach, Labor Trafficking in San Francisco and services for survivors
11:35 – 11:40 am	TBD, District Attorney's Office, Prosecution of human trafficking cases
11:40 – 11:45 am	Victoria Chan, Workers' Rights Community Advocate, Asian Law Caucus Healthy Nail Salon program
11:45 – 11:50 pm	Ahmos Netanel, California Massage Therapy Council, How Massage Industry is addressing human trafficking
11:50 am – 11:55 pm	Dr. Emily Murase closes program

I am attaching the highlights from our report. Please let me know if you have any questions.

Minouche

Minouche Kandel
Women's Policy Director
San Francisco Department on the Status of Women



CHIEF CONSULTANT
BILL GAGE

CONSULTANTS
SARAH HUCHEL
SARAH MASON
ELISSA SILVA

COMMITTEE ASSISTANT
KRIMILDA MCKENZIE

California Legislature

SENATE COMMITTEE ON BUSINESS, PROFESSIONS & ECONOMIC DEVELOPMENT

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DR. RICHARD PAN
SCOTT WILK



Informational Hearing of the Business, Professions and Economic Development Committee

Update on the Regulation of Massage Therapy in California: Business Oversight and Best Practices

Monday, April 30, 2018
12 p.m., State Capitol, Room 3191

AGENDA

1. Opening Remarks
 - a. *Senator Hill*, Chair, Senate Business, Professions, and Economic Development Committee
2. Public Comment
3. Current Local Governance of Certified and Non-Certified Massage Practitioners
 - a. *Mr. Mark W. Dixon*, Chair, California Massage Therapy Council
 - b. *Chief John Carli*, Chief of Police, City of Vacaville, California Policy Chiefs Association
 - c. *Ms. Jeannie Martin*, President, American Massage Therapy Association-California Chapter
4. Illegitimate Massage Businesses and Human Trafficking
 - a. *Ms. Rochelle Keyhan*, Director, Disruption Strategies, Polaris
5. Reports of Sexual Assault in Massage Therapy Establishments and Enforcement Opportunities
 - a. *Ms. Alison Siegel*, Special Counsel, California Massage Therapy Council
 - b. *Ms. Beverly May*, Director of Governmental Affairs, California Massage Therapy Council
6. Recent Improvements to the Certification and School Approval Process of the California Massage Therapy Council
 - a. *Mr. Ahmos Netanel*, CEO, California Massage Therapy Council
 - b. *Mr. Joe Bob Smith*, Director of Educational Standards Division, California Massage Therapy Council
 - c. *Ms. Alison Siegel*, Special Counsel, California Massage Therapy Council
7. Recommended Best Practices: Registration of Massage Establishments and Local Governance
 - a. *Mr. Tony Siacotos*, Government Relations Chair, American Massage Therapy Association-California Chapter
 - b. *Mr. Michael Callagy*, Board Member, California Massage Therapy Council
 - c. *Dr. Ronald Bates*, League of California Cities
8. Additional Public Comment

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California State Senate
SENATOR JERRY HILL
THIRTEENTH SENATE DISTRICT



May 11, 2018

Mr. Ahmos Netanel
Chief Executive Officer
California Massage Therapy Council
One Capitol Mall, Suite 800
Sacramento, CA 95814

Dear Mr. Netanel:

Thank you for participating in the Senate Business, Professions and Economic Development Committee's informational hearing entitled *Update on the Regulation of Massage Therapy in California: Business Oversight and Best Practices* on Monday, April 30, 2018.

The information you provided on the California Massage Therapy Council's school approval process and certification changes was informative and insightful. I hope we can continue to work together on topics and other issues of importance in the future as the Committee continues to focus on the oversight and regulation of the massage therapy profession. If my office can be of further assistance, please do not hesitate to contact me. Thank you again for your time and participation.

Sincerely,

A handwritten signature in black ink that reads "Jerry Hill".

Jerry Hill, Chair

Senate Committee on Business, Professions and Economic Development

Treasurer's Report March 31, 2018

Board Meeting: May 31, 2018

Applications Received and Re-Certifications Billed

The Number of Certificate Holders

Two important overall measures of CMAT's performance are the total number of Active Certificate Holders and whether growth in that number is keeping pace with industry development.

Active Certificate Holder on March 31, 2018, at 51,038, is virtually unchanged from the 51,038 at the end of 2017 (comparable March 31 year-ago data are not available). While the number of Active Certificate Holders in recent years has varied moderately, there is no evidence of any long term trend; it appears that the number of Active Holders at any point in time is about 50,000-51,000.

DATE	NUMBER OF CERTIFICATE HOLDERS
March 31, 2018	51,323
December 31, 2017	51,038
December 31, 2016	46,801
August 31, 2016	50,249
December 31, 2015	51,499
September 30, 2015	51,732
December 31, 2014	49,997
March 28, 2014	45,228
December 2013	44,750
April 27, 2013	38,825
December 31, 2012	35,214
June 9, 2012	31,595

New Applications and Re-Certifications

Six hundred eighty seven (687) New Paid Applications were received during the first quarter of 2018, 10% above the comparable number, 626, in 2017 but below the 1,219 by March 31 in 2016. It appears that, at least so far, 2018 will not achieve the strong levels of New Paid Applications obtained in the years prior to 2017.

Although New Applications was up only moderately, Recertifications Billed increased, 30%, to 7,619 from 5,844 in 2017. The number of Recertifications Billed through March 31, 2018 approached the high level of 7,700 achieved in 2016. As previously noted, the higher levels of Recertifications Billed in even-number years may be explained by the two-year recertification schedule.

Through March 31, 2017, Recertifications accounted for 92% of the total activity.

Year	New Applications Received Per Week	Re-Certifications Billed Per Week	Total	Re-Certifications as a % of Total
2018*	53	586	639	92%
2017*	48	450	498	90%
2016*	94	592	686	86%
2017	45	444	489	91%
2016	95	512	615	83%
2015	80	409	489	84%
2014	244	451	696	65%
2013	219	248	467	53%
2012	207	296	503	59%
2011	264	54	318	17%
2010	259	0	259	0%
*Through March 31				

In the period ended March 31, 2018 the percent of Paid Recertifications that were billed was 84%, above the first quarter of 2017 and similar to that period in 2016. The findings continue to indicate an ongoing retention level of just over 4-out-of-5 of those previously certified.

	Re- Certifications Billed	Re- Certifications Paid	% Billed That Are Paid
2018*	7619	6428	84%
2017*	5844	4556	78%
2016*	7700	6429	83%
2017	23079	18702	81%
2016	26632	21844	82%
2015	21309	16136	76%
2014	23484	18618	79%
2013	12913	9871	76%
2012	15368	11687	76%
Through March 31			

Processing Time

Processing time was substantially improved during the first quarter of 2018; the average number of days required to process and approve documents (assuming no background or education issues) was 27 days. While comparable processing time is not available for the first quarters of 2017 and 2016, the average times required during those entire years were 90 days and 55 days, respectively.

What It All Might Mean

As previously noted, in recent years the number Total Active Certificate Holders has been little changed, with no evidence of long term growth. Whether that pattern is acceptable depends on the extent to which the industry has grown. There is no universally agreed upon reference for such a measure.

Financial Statements

Statement of Functional Activities (Income Statement)

Overview – A Major Change in Reporting of Revenue

A major change in the recognition of revenue was made late in 2017. The new procedure is that 88% of all revenue for New Applications and Re-Certifications will be recognized at the time of receipt. The balance, 12%, will be accounted for over the subsequent 24 months at 0.5% per month. This change applies not only to revenues received during 2017, but to revenues collected in previous years.

This differs with the past procedures in which:

- Revenue for New Applications has been recognized as follows: 37% of the \$150 initial application when the application is received, 39% when the certificate is issued and the balance, 24%, over 24 months
- Recertification revenue has been reported as follows: 46% when received, 42% when approved and the balance over 24 months.

As discussed in the previous report, the result of this change in accounting procedure is to substantially increase the revenue going forward over what it would have been under the previous revenue allocation. This practice will tend to make revenues look much stronger during periods of substantial certification and recertification activity and weaker during slower periods than would have been the case before.

Because of the accounting change, comparisons with previous periods cannot yet be meaningfully made.

Revenue for the quarter ending March 31, 2018 was below expenses resulting in a loss of \$93,384. However, this loss was much smaller than the budgeted performance which projected a loss of \$409,350. This lower than budgeted loss resulted from revenues exceeding budget and expenses falling below the budgeted amount.

SUMMARY OF FUNCTIONAL ACTIVITIES

31-Mar-18

	Actual (\$)	Budget (\$)	Actual Compared to Budget
Total Revenue	1,303,183	1,125,984	116%
Total Expenses	1,396,567	1,535,334	91%
Net Income	(93,384)	(409,350)	23%

The following sections discuss the Revenue and Expenses including the relative importance of the various categories that make up Revenues and Expenses and how these figures compare with the budget.

Revenue Detail

Re-Certifications – CY (Current Year) accounted for 74% of Total Revenue, with *New Certification Fees* – PY adding an additional 4%. The CY (Current Year) amounts, which total close to 80% of Revenue, would have been substantially smaller under the old accounting procedures. New Certification Fees make up only about 8% Revenue.

REVENUE THROUGH MARCH 31, 2018

	Actual	% of Total	Budget	Actual as a % of Budget
CERTIFICATION FEES				
New Certification Fees - CY	\$97,655	7.5%	\$ 83,700	116.7%
New Certification Fees - PY	\$9,510	0.7%	\$ 9,510	100.0%
Re-Certifications - CY	\$961,675	73.8%	\$ 837,854	114.8%
Re-Certifications - PY	\$57,667	4.4%	\$ 57,665	100.0%
Recertification Late Fees	\$30,180	2.3%	\$ 23,503	128.4%
Limited Recert Late Fees	\$300	0.0%	\$ -	#DIV/0!
· Limited Recertification Fees	\$375	0.0%	\$ -	#DIV/0!
Total · CERTIFICATION FEES	\$1,157,362	88.8%	\$ 1,012,232	114.3%
Hearing Fees - Individuals	\$10,610	0.8%	\$ 6,000	176.8%
School Application Fees	86280	6.6%	\$ 62,433	138.2%
School Background Check Fees	\$8,200	0.6%	\$ 4,149	197.6%
School Hearing Fees	\$900	0.1%	\$ 2,700	33.3%
Interest and Other Income	\$5,664	0.4%	\$ 5,502	102.9%
Miscellaneous Fees	\$34,167	2.6%	\$ 32,968	103.6%

TOTAL REVENUE	\$1,303,183	100.0%	\$ 1,125,984	115.7%
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Expenses Detail

The method of reporting expenses has changed. Previously expenses had been reported by function/department; now they are categorized by type of expense.

Expenses were 9% below budget. Of the 34 budget line items, three account for 72% of all Expenses (Salaries, 35%; Application Processing, 28%; and Legal, 9%).

Listed below are the expenses, listed in the order shown on the Budget, compared to the budgeted amount.

EXPENSES THROUGH MARCH 31, 2018				
Actual and Budget				
Item	Actual (\$)	% of Total	Budget (\$)	Actual as a % of Budget
Salaries	488,152	35.0%	502,624	97.1%
Payroll Taxes	51,018	3.7%	50,366	101.3%
Benefits	46,805	3.4%	50,915	91.9%
Workers' Comp	2,192	0.2%	3,465	63.3%
Payroll Services	2,417	0.2%	2,145	112.7%
Travel	30,792	2.2%	31,000	99.3%
Facility Banquest	847	0.1%	4,646	18.2%
Phones/Fax	8,361	0.6%	9,212	90.8%
Public Relations	6,984	0.5%	10,109	69.1%
Communications & Outreach	92,742	6.6%	93,000	99.7%
Office Supplies	11,130	0.8%	6,477	171.8%
Office furniture/Equip	0	0.0%	13,831	0.0%
Rent	6,394	0.5%	6,695	95.5%
Printing/Copying	4,364	0.3%	5,971	73.1%

Postage/Mailing	8,554	0.6%	7,400	115.6%
Dues/Subscriptions	7,849	0.6%	7,439	105.5%
Insurance	10,482	0.8%	13,741	76.3%
Banking/Credit Card Fees	20,222	1.4%	18,239	110.9%
Storage	1,157	0.1%	1,043	110.9%
Certification/Print/Mail	30,616	2.2%	27,583	111.0%
Database Development	12,020	0.9%	50,748	23.7%
Database Maintenance	14,328	1.0%	8,369	171.2%
Conference Calls	2,559	0.2%	2,324	110.1%
Legal	129,358	9.3%	132,345	97.7%
Court Record Fees	95	0.0%	193	49.2%
Staff Training	0	0.0%	2,250	0.0%
Committee Travel & Meetings	0	0.0%	1,247	0.0%
School Background Checks	8,842	0.6%	1,411	626.6%
Application Processing	392,038	28.1%	445,753	87.9%
Accounting/Tax/Audit	6,000	0.4%	9,165	65.5%
IT Consultant	0	0.0%	15,000	0.0%
Depreciation	0	0.0%	0	0.0%
Miscellaneous	250	0.0%	628	39.8%
Miscellaneous Contingencies	0	0.0%	0	0.0%
TOTAL EXPENSE	1,396,568	100.0%	1,535,334	91.0%

Statement of Financial Position (Balance Sheet)

Overview

As of March 31, 2018, CAMTC continues in a healthy financial position. Equity is strong and liabilities (the majority of which are composed of deferred fees which will soon become revenue) are relatively low. As with other financial measures, because of the

accounting change, the current Balance Sheet is not directly comparable with those in previous periods. However, in terms of the individual balance sheet elements:

- The asset position is strong. Assets, at \$3,315,736 are composed primarily (90%) of cash or cash equivalents

Liabilities are \$571,009, just 20% of the total of assets + liabilities. Further, the majority of the liabilities are composed of Application Fees, which are deferred income.

Equity is \$2,744,727.

Conclusions

- Major challenges for CAMTC are to ensure that (1) the number of certified therapists is high relative to the number of active therapists in the marketplace and (2) that the growth in certified therapists keeps up with growth in the category.
- That Expenses exceeded Revenues raises some major operational issues:
 - o On the one hand, the loss was substantially smaller than the budgeted amount.
 - o On the other, why should there be any loss at all? The new accounting system recognizes income more quickly, so that change doesn't account for the loss.
- One point that warrants consideration, given the year to date loss and the fact that a loss of \$2,104,492 is budgeted for the year, is the amount therapists pay to be Certified and Re-certified. The current fee is \$150 for two years. About 26,000 therapists are either Certified or Re-Certified each year. If the current fee is raised to about \$80, to \$230, a break-even level would be achieved. If it were raised somewhat higher, funds would be available for other programs.
- CAMTC has made a meaningful improvement in the time required to process documents.

- CAMTC is in a strong financial position. At the same time, it must be recognized that if the number of New Applications and/or Recertifications don't increase, there may be a drain on funds over time.

Respectfully submitted by
Michael Marylander,
Treasurer
May 20, 2018



May 31, 2018

TO: BOARD OF DIRECTORS CALIFORNIA MASSAGE THERAPY COUNCIL

FROM: AHMOS NETANEL, CEO

RE: AMENDMENTS TO 2018 BUDGET AND DATA RELATED TO FEES

During the discussion of the 2018 budget in the February 22, 2018 meeting, the Board instructed staff to gather information related to fees charged by other related entities as well as provide a budget with 5%, 10% and 15% reduction in expenses.

CAMTC's structure, functions and responsibilities are truly unique. It is practically impossible to find a "comparable" organization for the purpose of fees. However, it may be helpful for the Board to have some information regarding fees charged by:

1. State massage Boards in other states
2. Local government in California
3. DCA boards - healing arts

Note: For the purpose of uniform comparison, the fees below are calculated to reflect the first for two years of licensure.

Massage Boards in other states

In looking at fees from massage boards in other states we found a wide variety of examples - the low and the high ranges are provided:

Low range:

Oklahoma	\$50
Rhode Island	\$65
Pennsylvania	\$75

High range:

Maryland	\$450
Nevada	\$480
Alaska	\$550

Local government in California

In researching fees from local government we focused on highly populated cities and counties that offer massage permits.

Los Angeles County	\$512
Sacramento County	\$338
San Diego City	\$528/ \$1,530(off premise)
San Francisco	\$274
Sacramento City	\$574
Santa Ana	\$648
Burbank	\$471
Carson	\$500

DCA Boards - healing arts engaging in manual therapy

Acupuncture	\$400
Chiropractors	\$600
Naturopaths	\$800
Occupational Therapists	\$220
Physical Therapy	\$450
Physical Therapy Assistant	\$300
Vocational Nurses	\$350

2018 Budget Discussion

Per the Board's instructions, staff prepared a budget with 5%, 10%, and 15% reduction in expenses. The reduction in expenses was applied uniformly to all categories across the board. Since cuts in expenses may have a direct impact on

the organization's mission and strategic priorities, staff will need to know specifically which programs and services the Board would be interested in downsizing and/or eliminating all together.

Also provided for the Board's consideration is a proposed adjusted budget for 2018. This proposed budget reflects a less conservative revenue projection and several adjustments to expenses.

CA Massage Therapy Council

Profit & Loss Budget Overview

January through December 2018

	2018 Proposed Adjusted Budget	Approved Budget with 5% Expense Reduction	Approved Budget with 10% Expense Reduction	Approved Budget with 15% Expense Reduction
Income				
4000 · REVENUE				
4100 · Certification Fees - Individual				
4110 · New Certification Fees - CY	365,743	326,700	326,700	326,700
4115 · New Certification Fees - PY	51,740	51,740	51,740	51,740
4120 · Recertification Fees - CY	3,091,998	2,814,130	2,814,130	2,814,130
4125 · Recertification Fees - PY	276,530	276,530	276,530	276,530
4130 · Recertification Late Fees	111,870	94,000	94,000	94,000
Total 4100 · Certification Fees - Individual	3,897,881	3,563,100	3,563,100	3,563,100
4200 · Hearing Fees - Individuals	15,830	24,000	24,000	24,000
4300 · APPLICATION FEES - SCHOOLS				
4310 · Application Fees - CY	46,648	4,210	4,210	4,210
4315 · New Application Fees - PY	1,330	1,330	1,330	1,330
4320 · Reapplication Fees - CY	286,785	248,580	248,580	248,580
4325 · Reapplication Fees - PY	-	-	-	-
Total 4300 · APPLICATION FEES - SCHOOLS	334,763	254,120	254,120	254,120
4400 · Background Check Fees - School	16,610	16,610	16,610	16,610
4500 · Hearing Fees - Schools	10,800	10,800	10,800	10,800
4910 · Interest & Other Income	22,000	22,000	22,000	22,000
4999 · Miscellaneous Fees	130,000	130,000	130,000	130,000
Total 4000 · REVENUE	4,427,884	4,020,630	4,020,630	4,020,630
Expense				
5000 · Salaries				
5010 · Salaries - Outreach Director	76,140	72,333	68,526	64,719
7210 · Salaries - Sr. Management	365,890	347,596	329,301	311,007
7303 · Salaries - Paralegals	481,430	457,359	433,287	409,216
7304 · Salaries - Field Investigations	446,900	424,555	402,210	379,865
7305 · Salaries - Legal In-House	422,640	401,508	380,376	359,244
7501 · Salaries - Management (EDS & PSD)	207,410	197,040	186,669	176,299
7504 · Salaries - School Inspection	68,060	64,657	61,254	57,851
7505 · Salaries - Hearing Officers	87,670	83,287	78,903	74,520
7506 · Salaries - Data Analysis	48,300	45,885	43,470	41,055
5000 · Salaries	2,204,440	2,094,218	1,983,996	1,873,774
5100 · Payroll Taxes	144,460	137,237	130,014	122,791
5200 · Benefits	203,690	193,506	183,321	173,137
5300 · Workers' Compensation Insurance	7,740	7,353	6,966	6,579
5400 · Payroll Services	8,580	8,151	7,722	7,293
6110 · Travel	99,690	80,456	76,221	71,987
6120 · Facility/Banquet	46,460	44,137	41,814	39,491
6140 · Cell Phones/Land Lines/Fax	33,174	35,017	33,174	31,331

CA Massage Therapy Council
Profit & Loss Budget Overview
January through December 2018

	2018 Proposed Adjusted Budget	Approved Budget with 5% Expense Reduction	Approved Budget with 10% Expense Reduction	Approved Budget with 15% Expense Reduction
6150 • Public Relations	28,301	38,409	36,387	34,366
6160 • Communications & Outreach	166,588	126,607	119,943	113,280
6170 • Office Supplies	27,404	15,314	14,508	13,702
6180 • Office Furniture/Equipment	33,198	52,564	49,797	47,031
6200 • Printing/Copying	17,918	22,696	21,501	20,307
6230 • Postage/Mailing	34,075	28,149	26,667	25,186
6240 • Dues/Subscriptions/Licenses	29,750	28,263	26,775	25,288
6250 • Insurance-D&O/E&O/GL	54,970	52,222	49,473	46,725
6260 • Banking/Credit Card Fees	80,245	69,303	65,655	62,008
6270 • On/Off-Site Storage & Rent	30,940	29,393	27,846	26,299
6290 • Certification/Mat's/Print/Mail	121,352	104,804	99,288	93,772
6300 • Database Development	229,660	192,850	182,700	172,550
6310 • Database Maintenance	20,624	44,859	42,498	40,137
6320 • Conference Calls	10,219	8,826	8,361	7,897
6340 • Legal	467,820	444,429	421,038	397,647
6350 • Court Record Fees	760	722	684	646
6370 • Staff Training	1,020	969	918	867
6380 • Committee Travel & Meetings	38,450	36,528	34,605	32,683
6410 • School Background Checks	5,650	5,368	5,085	4,803
6430 • Application Processing	1,818,926	1,693,850	1,604,700	1,515,550
6450 • Accounting/Tax/Audit	40,326	34,827	32,994	31,161
6460 • IT Consultant	-	57,000	54,000	51,000
7900 • Depreciation Expense	2,760	2,622	2,484	2,346
7999 • Miscellaneous	3,040	2,888	2,736	2,584
8190 • Miscellaneous Contingencies	100,000	95,000	90,000	85,000
Total Expense	6,112,229	5,788,531	5,483,871	5,179,212
Net Income	(1,684,345)	(1,767,901)	(1,463,241)	(1,158,582)
Starting Cash	3,169,547	3,169,547	3,169,547	3,169,547
Cash Received	3,766,260	3,691,030	3,691,030	3,691,030
Cash Expended	6,112,229	5,788,531	5,483,871	5,179,212
Ending Cash	823,578	1,072,047	1,376,706	1,681,366

CA Massage Therapy Council

Profit & Loss Budget Overview

January through December 2018

	2018 Approved Budget	2018 Proposed Adjusted Budget	% Difference
Income			
4000 · REVENUE			
4100 · Certification Fees - Individual			
4110 · New Certification Fees - CY	326,700	365,743	112%
4115 · New Certification Fees - PY	51,740	51,740	100%
4120 · Recertification Fees - CY	2,814,130	3,091,998	110%
4125 · Recertification Fees - PY	276,530	276,530	100%
4130 · Recertification Late Fees	94,000	111,870	119%
Total 4100 · Certification Fees - Individual	3,563,100	3,897,881	109%
4200 · Hearing Fees - Individuals	24,000	15,830	66%
4300 · APPLICATION FEES - SCHOOLS			
4310 · Application Fees - CY	8,302	46,648	562%
4315 · New Application Fees - PY	1,283	1,330	104%
4320 · Reapplication Fees - CY	200,993	286,785	143%
4325 · Reapplication Fees - PY	38,205	-	0%
Total 4300 · APPLICATION FEES - SCHOOLS	248,783	334,763	135%
4400 · Background Check Fees - School	16,605	16,610	100%
4500 · Hearing Fees - Schools	10,800	10,800	100%
4910 · Interest & Other Income	22,000	22,000	100%
4999 · Miscellaneous Fees	131,860	130,000	99%
Total 4000 · REVENUE	4,017,148	4,427,884	110%
Expense			
5000 · Salaries			
5010 · Salaries - Outreach Director	76,140	76,140	100%
7210 · Salaries - Sr. Management	365,890	365,890	100%
7303 · Salaries - Paralegals	481,430	481,430	100%
7304 · Salaries - Field Investigations	446,900	446,900	100%
7305 · Salaries - Legal In-House	422,640	422,640	100%
7501 · Salaries - Management (EDS & PSD)	207,410	207,410	100%
7504 · Salaries - School Inspection	68,060	68,060	100%
7505 · Salaries - Hearing Officers	87,670	87,670	100%
7506 · Salaries - Data Analysis	48,300	48,300	100%
5000 · Salaries	2,204,440	2,204,440	100%
5100 · Payroll Taxes	144,460	144,460	100%
5200 · Benefits	203,690	203,690	100%
5300 · Workers' Compensation Insurance	13,860	7,740	56%
5400 · Payroll Services	8,580	8,580	100%
6110 · Travel	84,690	99,690	118%
6120 · Facility/Banquet	46,460	46,460	100%
6140 · Cell Phones/Land Lines/Fax	36,860	33,174	90%

CA Massage Therapy Council

Profit & Loss Budget Overview

January through December 2018

	2018 Approved Budget	2018 Proposed Adjusted Budget	% Difference
6150 · Public Relations	40,430	28,301	70%
6160 · Communications & Outreach	133,270	166,588	125%
6170 · Office Supplies	16,120	27,404	170%
6180 · Office Furniture/Equipment	55,330	33,198	60%
6200 · Printing/Copying	23,890	17,918	75%
6230 · Postage/Mailing	29,630	34,075	115%
6240 · Dues/Subscriptions/Licenses	29,750	29,750	100%
6250 · Insurance-D&O/E&O/GL	54,970	54,970	100%
6260 · Banking/Credit Card Fees	72,950	80,245	110%
6270 · On/Off-Site Storage & Rent	30,940	30,940	100%
6290 · Certification/Mat's/Print/Mail	110,320	121,352	110%
6300 · Database Development	203,000	229,660	113%
6310 · Database Maintenance	33,470	20,624	62%
6320 · Conference Calls	9,290	10,219	110%
6340 · Legal	529,370	467,820	88%
6350 · Court Record Fees	760	760	100%
6370 · Staff Training	9,000	1,020	11%
6380 · Committee Travel & Meetings	5,000	38,450	769%
6410 · School Background Checks	5,650	5,650	100%
6430 · Application Processing	1,783,000	1,818,926	102%
6450 · Accounting/Tax/Audit	36,660	40,326	110%
6460 · IT Consultant	60,000	-	0%
7900 · Depreciation Expense	2,760	2,760	100%
7999 · Miscellaneous	3,040	3,040	100%
8190 · Miscellaneous Contingencies	100,000	100,000	100%
Total Expense	6,121,640	6,112,229	100%
Net Income	(2,104,492)	(1,684,345)	10%
Starting Cash	3,173,327	3,169,547	
Cash Received	3,649,390	3,766,260	
Cash Expended	6,121,640	6,112,229	
Ending Cash	701,077	823,578	



CALIFORNIA MASSAGE THERAPY COUNCIL

One Capitol Mall, Suite 800 | Sacramento, CA 95814
tel 916.669.5336 fax 916.669.5337 www.camtc.org

To: CAMTC Board of Directors

From: Joe Bob Smith, Director of Educational Standards Division

For: Board Meeting – May 31, 2018

School Statuses

We have approved 1 school since the previous meeting for a total of 91 schools with CAMTC approved programs (94 total campuses including satellites; 84 campuses currently operational). 4 schools have been denied. 2 new school applications received since the previous Board meeting.

Re-Approval Update

Our initial school re-approval process is underway for the first group of approved schools expiring June 30, 2018. As of May 21, 2018, CAMTC has received 45 applications for re-approval. ESD expects to have decisions for all applications received through the end of April, so long as the school has no issues. ESD is working diligently to process any applications received after that to prevent lapses in school approval when it can be avoided. Re-approval will be for a period of four years.

Forty-one schools that have submitted applications for re-approval self-reported their graduate numbers for the last 3 years. 2015 was the year prior to CAMTC School Approval; 2016 saw School Approval begin on July 1st; and 2017 was the first full year of CAMTC School Approval.

On average, the number of graduates for this group of 41 CAMTC Approved Schools increased each year, with an almost 19% increase in total graduates from 2015 to 2017. Average number of graduates per approved school went from 33 in 2015 to 39 in 2017.

	2017	2016	2015
Total Graduates	1618	1467	1364
Average # of Graduates	39	36	33
% Increase	2015 to 2016	7.55%	
% Increase	2016 to 2017	10.29%	
% Increase	2015 to 2017	18.62%	

ESD Outreach

On March 10, 2018, ESD presented to and answered questions for over 100 school owners, administrators, and students at an event in Van Nuys, CA, hosted by the California Massage School Association (CAMSA).

A week later, ESD worked the CAMTC booth at the American Massage Therapy Association California Chapter (AMTA-CA) Conference in Irvine, CA, where we met with and answered questions for several school owners, administrators, and students.

ESD also attended the 41st Annual California Police Chiefs Association Training Symposium in Long Beach, CA, as part of CAMTC's leadership delegation. CAMTC was the premier sponsor of this event, providing ESD many opportunities to discuss the problem of fraudulent massage schools with top law enforcement from around the state.

Future Projects

On April 30, 2018, ESD provided an update on CAMTC's school approval process at an Informational Hearing of the Senate Business, Professions and Economic Development Committee, including information about pending schools eligible to be purged. CAMTC may purge applications for school approval if not completed after 1 year. However, CAMTC has been reluctant to purge these schools without having a Board approved process in place for addressing their students. A policy to address this issue is on today's Agenda. With clear direction from the Board on this subject, ESD will proceed with purging applications that have long been incomplete, thus greatly reducing the number of pending schools.

The following day, ESD, our CEO, and our Director of Government Relations met with the new Bureau Chief for the Bureau for Private Postsecondary Education (BPPE). The purpose of the meeting was to introduce and educate the new Bureau Chief about CAMTC, our school approval process, and to discuss areas of overlap. ESD looks forward to an even better working relationship with BPPE.

In addition to continuing the re-approval process and purging incomplete applications, ESD will help schools with incomplete applications finish the process; complete open investigations; monitor approved schools; and process applications for changes and new schools as received.



WHO CAN SIGN AN OFFICIAL TRANSCRIPT?



CAMTC only accepts transcripts signed by an authorized signer previously listed with CAMTC. A school

that submits a transcript signed by someone other than an authorized signer previously listed with CAMTC must either: 1) re-submit the transcript with a proper signature; or 2) update the school's list of authorized signers.

Authorized signers must verify the accuracy of the information on every transcript before signing the transcript and submitting it to CAMTC. Schools may be denied approval or may have their school approval revoked, suspended, or otherwise acted against for engaging in any of the following conduct: selling or offering to sell transcripts; providing or offering to provide transcripts without requiring full attendance at the school; failing to require students to attend all of the classes listed on the transcript; failing to create, record, or maintain accurate records (including but not limited to student attendance records and student transcripts); and other violations of the Procedures. Therefore, a school should select only a limited number of reliable individuals as authorized transcript signers, as CAMTC will hold the school accountable for the conduct of these individuals.

BOARD MEETING SCHOOL POLICY AND PROCEDURES SUMMARY

The CAMTC Board of Directors held its most recent quarterly meeting on February 22, 2018, in Los Angeles. The Board took several actions affecting schools.

Summary of Amendments to the Policies and Procedures for Approval of Schools

(please refer to <https://www.camtc.org/media/1431/schoolspolicies-and-procedures-for-approval-of-schools-final-22218.pdf> for the relevant sections of the Procedures for exact language):

Added Section 2.C. – “From the date an application for school approval is received by CAMTC, through and until the date that a decision on the application becomes final and effective, the school shall distribute Notice (in a form determined by CAMTC) to all prospective students before they enroll in the program and to all students currently enrolled in the program regarding the implications of attending a school that is not yet approved by CAMTC.”

Amended Section 5.B.a. – For private post-secondary school transcripts (public school transcripts exempted), added that 1) the CAMTC approved program must be listed on the transcript, 2) clarified that signatures must be personally written (no stamps, electronic signatures, or pre-printed signatures), and 3) rewrote language for consistency with other sections and the laws.

Below is the complete list of requirements for transcripts submitted to CAMTC. Any transcripts failing to meet all of the below requirements will not be accepted by CAMTC. In cases where transcripts cannot be formatted to include all of these requirements, an addendum attached to the transcript is acceptable.

1. School name, address, telephone number, website, and CAMTC School Approval Code (once approved), which shall exactly match information on file at CAMTC.
2. Heading entitled “Official Transcript.”
3. Student’s full legal name and date of birth.
4. Name of CAMTC approved program attended by student.
5. Date student started CAMTC approved program and date student completed CAMTC approved program or, for programs longer than 500 hours, completed CAMTC requirements, if applicable.
6. Breakdown of courses completed with total number of supervised clock hours attended and passing grades for each course. Courses shall match those listed in the provided syllabi and program hour requirement worksheet (included with application).
7. Total number of supervised clock hours completed for CAMTC approved program.
8. At least one authorized, personally handwritten signature in ink with printed name, title, and date.
9. Official school seal affixed, embossed, or otherwise attached to transcript.
10. Sufficient security measures that uniquely identify the school’s transcripts.

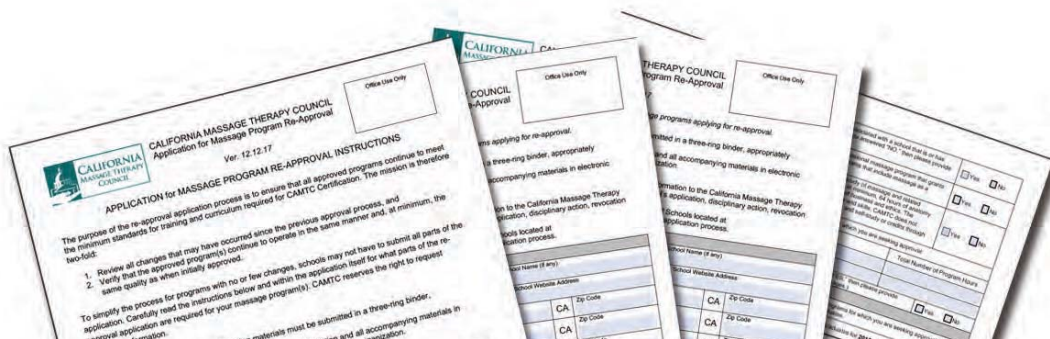


CAMTC NO LONGER ACCEPTS OUT-OF-COUNTRY EDUCATION

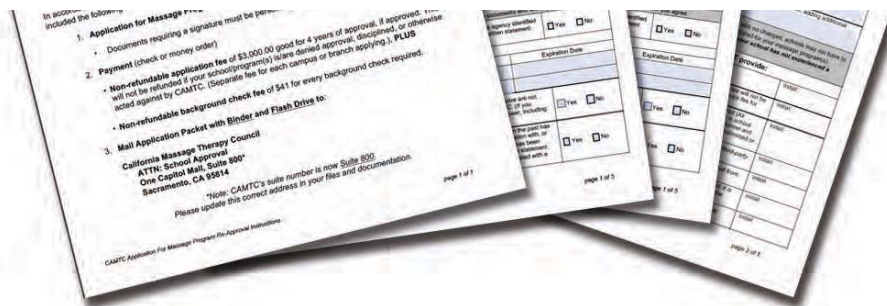
In addition to the Amendments to the Policies and Procedures for Approval of Schools, the Board passed a motion stating that CAMTC will no longer accept education from schools outside the United States. This new policy brings CAMTC in compliance with California Business and Professions Code §4601(a)(5), which states, among other things, that an approved school must be "...recognized by the

corresponding agency in another state or accredited by an agency recognized by the United States Department of Education."

Schools that have students who may be planning to use out-of-country education to meet some of the requirements for CAMTC Certification should inform those students of this policy change.



APPLICATION FOR RE-APPROVAL AVAILABLE



To prevent a possible lapse of CAMTC School Approval, CAMTC needs to receive an application for re-approval at least 6 months (and no more than 8 months) prior to a school's approval expiration date. While 6 months in advance is not an absolute deadline, it is strongly recommended. Re-approval applications are processed on a first-come, first-served basis.

Schools can find their expiration date on their original approval letter or certificate. Schools may also check the approval expiration date on CAMTC's website at <https://www.camtc.org/schools/> under the 'Find a School' icon, then click on 'Approved.'

The Application for Massage School Re-Approval Ver. 12.12.17 can be found on CAMTC's website at <https://www.camtc.org/schools/>
Page 73



SCHOOLS ADVISORY COMMITTEE CALL FOR MEMBERS

CAMTC's Schools Advisory Committee (SAC) was created in 2017 to gather important feedback from massage schools regarding the issues that they face with the implementation of CAMTC's Policies and Procedures for Approval of Schools. SAC met four times last year and shared constructive recommendations with the Board that were considered, and many were adopted to improve the process.

With SAC's initial charge completed, the Board appreciated the valuable feedback provided by the schools and voted at its November meeting to continue with the committee in 2018. SAC meetings are scheduled for May 30, 2018 and November 14, 2018. In the interest of receiving feedback from different schools, we have decided to open up the Committee to new membership. If you are interested in applying, please send your resumé to:

jforman@camtc.org by April 23, 2018

All CAMTC meetings are open to the public. Dates and locations are listed on CAMTC's website at <https://www.camtc.org/information-about-camtc/> and then click on the 'Meetings' icon. The next meetings are as follows:

- CAMTC Schools Advisory Committee May 30, 2018 – Location TBD
- CAMTC Board Meeting May 31, 2018 – Location TBD

Any schools that have suggestions of topics for the Committee may direct their inquiries to the SAC Chairman, Dr. Jeffrey Forman at: jforman@camtc.org. Be sure to email your request at least 2 weeks prior to the meeting, in order for it to be considered as a possibility for the meeting's agenda.

JOE BOB SMITH IN ACTION 3/10/18 AT A2Z HEALTH EXPO



**CALIFORNIA
MASSAGE THERAPY
COUNCIL**

WE'RE HERE TO HELP

**For School Questions or Comments:
Joe Bob Smith, CAMTC Director of
Educational Standards Division,
can be reached at:**

jbsmith@camtc.org

Missed a CAMTC School Newsletter?

The CAMTC School Newsletter is distributed approximately 4 times per year after a Board meeting has occurred. CAMTC started this newsletter in September 2017 to better inform schools of recent policy changes and to communicate important happenings. Previous editions of the CAMTC School Newsletter can be found here: <https://www.camtc.org/information-about-camtc/> and then click on 'Publications.'

California Massage Therapy Council's mission is to protect the public by certifying massage professionals in California that meet the requirements in the law and approving massage programs that meet the minimum standards for training and curriculum.



CALIFORNIA MASSAGE THERAPY COUNCIL

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May 25, 2018

TO: BOARD OF DIRECTORS, CALIFORNIA MASSAGE THERAPY COUNCIL

FROM: JOE BOB SMITH, DIRECTOR, EDUCATIONAL STANDARDS DIVISION

RE: PROPOSED POLICY FOR PURGING SCHOOL APPLICATIONS FOR APPROVAL AND INSTITUTING GRACE PERIOD FOR STUDENTS

CAMTC began accepting applications for school program approval on April 1, 2015. While the policy since this date has been to purge incomplete applications after one year, ESD has not imposed this policy as it does not address what happens to students who have attended a pending school. If a school is approved, students can use the education for certification purposes. If a school is denied, students can also use the education for certification purposes as long as their applications are received before or during the grace period (they must also pass an education hearing). For students who have attended a pending school, under current policy if their school is purged they are suddenly in a situation where they can't use the education because the school is not approved, and they can't come to an education hearing because their school has not been denied. This proposed policy seeks to rectify this situation on a one-time basis for only those students currently in this situation.

CAMTC is also mindful of the fact that unscrupulous schools could intentionally use a long-term pending status as a way to entice students to their school with the promise of eventual approval when they have no incentive to actually complete their application for school approval. In an effort to combat such a misuse of the school approval process, staff is recommending that this policy be a one-time only policy that is applied only to those schools whose applications are currently eligible for purging and who fail to make them complete within 30 days of a letter notifying them of this policy.

CAMTC ESD staff therefore proposes that the Board adopt the following policy:

1. CAMTC ESD staff shall create a list of all pending schools with incomplete applications that have been pending for one year or longer;
2. For all schools on this list, staff shall send a letter notifying them that their applications will be purged if the school does not complete its application within

30 days; and

3. Staff will purge incomplete school approval applications 30 days after the notice has been sent.
4. For students who have attended one of the purged schools on the list, a 90-day grace period from the effective date of purging will be provided for acceptance of individual certification applications. During this 90-day grace period, the school's students who apply for certification, and all of those whose applications were previously held, will be required to provide additional proof of adequate education (beyond merely a transcript from the subject school) by passing an education hearing in order to prove their education. Students whose applications are received after the 90-day grace period has expired will be notified that, unless they have also supplied evidence of completion of required hours of massage education from one or more CAMTC approved schools, their applications are incomplete and that they have one year to complete their education and provide an acceptable transcript to CAMTC before their applications are purged.

This grace period for acceptance of education from a purged school and the opportunity for applicants to come to an education hearing is a one-time only policy that CAMTC is instituting to assist both schools and students through this final phase of the initial CAMTC School Approval process.

For schools that are not on the list created pursuant to this policy, CAMTC will purge school applications that are not completed within one year of receipt, and students will NOT be able to use education from these purged schools for certification purposes and will not be given the opportunity to come to an education hearing.



CALIFORNIA MASSAGE THERAPY COUNCIL

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May 25, 2018

TO: BOARD OF DIRECTORS, CALIFORNIA MASSAGE THERAPY COUNCIL

FROM: JOE BOB SMITH, DIRECTOR, EDUCATIONAL STANDARDS DIVISION

RE: REASONS FOR PROPOSED POLICY FOR PURGING SCHOOL APPLICATIONS FOR APPROVAL AND INSTITUTING GRACE PERIOD FOR STUDENTS

Per the Board motion on changes to policies, the following information is provided.

The language of the current policy and when the policy was adopted:

The current purge policy specifies that if an application for school approval is not completed within one year of submission of the application, it will be purged. Schools are notified of this policy and agree to it when they submit their applications for school approval. However, this policy does not address what happens to students when a school's application is purged. This policy has been in place since the beginning of the school approval process.

A short description of why the policy should be changed.

Currently, if CAMTC purges these school applications, students who may have been on hold with CAMTC for a significant period of time cannot use education from these schools for certification purposes.

In the rush to make sure they applied on time for this new CAMTC School Approval, many schools applied while their massage programs were on hiatus, in the formative stages, or being taught out. Ultimately, for whatever reason, these schools never completed their applications. Meanwhile, students with potentially legitimate education have been in certification limbo. These schools have had enough of a grace period. It is time to purge these long-dormant applications and allow these students to prove their education.

The language of related statutes that may have an impact on the decision:

Not applicable.

The fiscal impact the proposed changes may have on CAMTC and certificate holders and applicants:

While revenue may be generated from additional applications submitted by students of purged schools, these amounts will be more than offset by the additional expenses incurred for education hearings. Therefore overall, this policy will result in an increase in operating expenses. It is unknown how many additional education hearings will be required, but it is estimated that the number will not be too significant.

Potential pros and cons if the new policy is adopted:

Pros – Allows students from these schools to move forward with their applications for certification. Reduces CAMTC's "pending schools" list which lessens staff workload and diminishes perception that a backlog of applications exists.

Cons – Increase in operating expenses.

The impact on current certificate holders and applicants.

Current applicants being held due to their school's pending status will get to move forward in the application process.

A suggested date for the change to be implemented.

Effective immediately.



CALIFORNIA MASSAGE THERAPY COUNCIL

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tel 916.669.5336 fax 916.669.5337 www.camtc.org

To: CAMTC Board of Directors

From: Beverly May, Director of Governmental Affairs and Special Projects

Report for Board Meeting May 31, 2018

Local Government Issues:

Following are just a few examples of the numerous recent changes to municipal codes regulating massage. I continue to meet and correspond with several other cities that are in the process of changing ordinances.

Last January staff in La Puente contacted me regarding an intent to require a Conditional Use Permit (CUP) of massage establishments. I sent the city information including the San Rafael staff report, which concluded that CUP's are ineffective for the purposes for which they are enacted and harm the legitimate sole or small group practices that many cities truly hope to support. La Puente has had no requests for new establishments in the past last six months and the three that have opened so far appear to be in compliance.

The 2015 zoning code (passed prior to AB 1147) classified massage as General Personal Service, permitted by right in C-1 and C-2 (neighborhood and general commercial). The new ordinance repeals the 1999 massage code regulating massage establishments and technicians and places all regulation under the zoning code, regulating massage via CUP and requiring certification. Massage is redefined as a "Personal Restricted Service" only allowed in C-2 with a CUP and a mandatory 800 foot distance between establishments. It further requires one parking spot for each 200 ft sq floor space".

Fresno (city) also has eliminated all permitted districts in which massage businesses can be located and will require a conditional use permit (CUP) in commercial and downtown districts.

The city of San Diego passed a new ordinance in late 2014 or early 2015 just after the passage of AB1147. It does not require an establishment permit if everyone providing massage is certified. This has created difficulty in closing problem establishments without the resources for nuisance abatement. Additionally, since so few establishments have obtained the establishment permit (whether they indeed qualify or not), the fee for the permit is \$2,000 based on a cost analysis. It is the city's intent in revising the ordinance to regulate establishments, carve out some type of exemption or minimal permit for sole providers and small practices and increase compliance so as to reduce the fees in general. I should be receiving a confidential rough draft of the proposed changes shortly.

Paso Robles officials were contacted by a large employer concerned with the time it takes for someone who needs more education to qualify for certification. The city recently amended their municipal code to allow for a temporary provisional city license in certain circumstances: a) a individual who has applied to CAMTC and passes a city background check can be issued an interim city permit and b) a student who maintains proof that they are in classes at a CAMTC approved school who has completed 250 hours, has at least 1 year work experience, and passes a city background check may qualify for a temporary city permit up to 3 years which can be extended for a year.

Human Trafficking:

I attended several Human Trafficking Taskforce meetings in SF as well as the San Francisco Collaborative Against Human Trafficking (SFCAHT). I am an active participant in the San Mateo County Human Trafficking Taskforce as well as Alameda County Heatwatch. Alameda County has switched much of their focus to Labor Trafficking, with trafficking of minors obviously a huge priority in all counties- although this has not been associated with massage. SF has been effectively closing illicit establishments recently using civil lawsuits as well as DPH resources. As of a month ago, San Francisco's Department of Public Health Newcomers Program has met with 40 immigrant women working in 47 massage establishments, including eight one on one education resource workshops and ongoing social media discussions. Thus far, all have denied being victims of sex trafficking, although wage violations have been reported. This is a common concern of law enforcement and all anti-trafficking groups – that actual victims either do not identify as such, are hesitant to report, or that they are not victims under trafficking laws but have chosen what they perceive to be their best option.

At the April 30th hearing of the Senate Business and Professions Committee, I spoke about Human Trafficking, as did Rochelle Keyhan of Polaris Project. While we have some differing perspectives, we continue to share information towards the goal of addressing illicit massage and supporting local government in closing businesses (that they refer to as "IMB's) in a victim centered approach. To date, CAMTC has not been aware that any certificate holders or applicants have been identified as trafficking victims.

I attended several meetings with Stop the Traffik, an international organization working on raising awareness regarding various types of human trafficking. I met privately with one of their staff last week. Facebook is funding an awareness campaign using social media. We discussed a campaign that includes a call to action. They have asked me to help as they draft messages for the SF Bay area to raise awareness for male clients of massage businesses where trafficking may occur, and for mostly female clients of establishments where labor trafficking may be an issue.

Massage Legislation:

AB 3061 (Gloria), sponsored by the American Massage Therapy Association, CA Chapter - pertains to the creation of a statewide registration of owners. It will not be moved at the sponsors' request.

AB2007 (Chu) - This pertains to the translation of documents that was addressed by SB 315 (Nguyen) chaptered last year. It appears that it is being allowed to die.

Sexual Assault Issues:

H.R. 1023 (2017-2018), a federal bill to require mandatory reporting of complaints of sexual assault by massage therapists has not moved since March 2017 and remains in the Subcommittee on Crime, Terrorism, Homeland Security and Investigations.

At the March hearing before the Senate Business and Professions Committee Alison Siegel discussed proper protocol for reporting complaints of sexual assaults by massage therapists to CAMTC.

Other professions:

By invitation I attended and plan to continue to participate in Legislative Roundtable Forums hosted by the Department of Consumer Affairs (DCA). The May 12th forum was well attended with Executive Directors and/or Governmental Affairs Directors from most if not all state Boards and Bureaus. It was interesting to hear their concerns and making contacts with the leadership of various boards is invaluable.

The biggest issue for all of them is AB 2138, (Chiu). According to the DCA analyst for this bill, "Existing law requires a board to develop criteria to aid it when considering the denial, suspension, or revocation of a license to determine whether a crime is substantially related to the qualifications, functions, or duties of the business or profession the board regulates and requires a board to develop criteria to evaluate the rehabilitation of a person when considering the denial, suspension, or revocation of a license. This bill would... instead authorize a board to, among other things, deny, revoke, or suspend a license on the grounds that the applicant or licensee has been convicted of a crime *only if the applicant or licensee is presently incarcerated or if the conviction, as defined, occurred within the preceding 5 years, except for violent felonies, The bill would prohibit a board from denying a person a license based on the conviction of a crime, or on the basis of acts underlying a conviction for a crime, if the conviction has been dismissed or expunged,or if an arrest resulted in a disposition other than a conviction. The bill would provide that these provisionswould supersede contradictory provisions in specified existing law*".

It was brought up at the meeting that in a very rare show of solidarity, all Boards and Bureaus oppose this bill, and they encouraged DCA, which typically does not take positions on bills, to oppose as well. The arguments included concern that this bill protects criminal applicants, not the public, and that Boards already have great discretion to approve, whether with conditions or not, applicants with criminal backgrounds related to the duties of the profession.

Other meetings of note:

Joe Bob Smith, Ahmos Netanel and I met with staff, including the new Director of the Bureau for Private Postsecondary Education (BPPE). We look forward to getting the long awaited Memorandum of Understanding (MOU) as well as to seeing changes under the new leadership.

Ahmos Netanel and I attended the second Executive Staff Summit of the Federation of State Massage Therapy Boards (FSMTB). It was very useful, with helpful updates on the implementation of their new database and the MBLEx. Other presentations included detecting fraud in applications. Most valuable was meeting with other executive staff and hearing their concerns with the state license laws that they administer.

As reported at the February Board meeting, CAMTC staff attended and presented at the annual conference of the American Massage Therapy Association, California Chapter, as well as the California Police Chiefs Conference. These were very successful in terms of contacts and appreciation we received. Many Police Chiefs made a point of thanking us for helping their cities.

Certification and Application Management System (CAMS) Database:

The vendor working on this system has been making significant progress and is as eager to provide us with a finished product that works properly and meets our needs as are we. I recently had a lengthy conversation with their new sales manager with no holds barred. To his credit, he listened well and described changes in company structure that will assist in our project. He has significant background in software for regulatory entities. Meanwhile the vendor has been fixing bugs and moving ahead with completing requirements and enhancements that we have asked for. The IT Director, Project Manager and I have at least once weekly conference call to review where we are and what will be next. The Project Manager and I speak and email all day long as we handle all the testing (until we are ready to test Legal, PSD and ESD), as well as help to solve issues that may turn up as a result of implementation.

To date, in order to save costs, all User Acceptance Testing (UAT) has been done on an unsecure server with scrambled data. This has caused extensive frustration in testing so we now have a secure UAT server with fresh data for testing.

By the time of the Board meeting we expect to have a new platform for the program set up for all the testing. The vendor has recently deployed a system in another state on this new platform and offered to convert our system onto it. Both the Project Manager and I were very impressed observing it in their Backoffice. The vendor states that it will be significantly faster, allow for much more system configuration managed by CAMTC, eliminate some of the remaining bugs and include (at no cost) one of the enhancements that we had previously agreed to pay for.

Having learned from our initial implementation, we will be testing this for quite a while, including doing some work in parallel in the current and new (UAT) site, deploying features into

“production” (the working system) as we are satisfied that they work as planned without breaking anything else.

The Project Manager and I believe that the vendor’s performance has improved significantly in the past few months, as they seem more responsive, are completing more and more items in our list of work to be completed, have been giving us timely reports when requested and have been following our defined list of priorities that we have established, with input from our Director of Operations.



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To: CAMTC Board of Directors
From: Rick McElroy, Director of Professional Standards Division
Re: Board Meeting – May 31, 2018

PSD Training for Law Enforcement

PSD continues to expand its outreach to law enforcement and thus far this year has provided training to 23 agencies and 85 officers. The cumulative total since we first started in 2014 has totaled 498 agencies and 1,485 officers and other attendees. During April, PSD Assistant Chief of Investigations Kellie Rodriguez and I had several meetings with LAPD command staff, opening the door for vice officer training starting May 25 with Operation Central Bureau (OCB) for approximately 40 officers and sergeants. Then on June 14, we will expand the training to Operations Valley Bureau (OVV) where we will be conducting training for approximately 50 vice officers and sergeants. The pilot program we initiated with Commission Investigation Division officers has paved the way for the actual vice units receiving the training. Kellie Rodriguez is the liaison for LAPD and was instrumental in assisting in the set-up of the meetings as well as participating. Kellie will participate in both of these scheduled trainings.

March 1, Training was provided to Rancho Cordova/Citrus Heights officers. This was an updated training as Rancho Cordova was one of the original police departments that received training in 2014. The officers were surprised at all the new changes in the law.

On May 17, Kellie and I provided training to the “Alameda Second in Command” working group at San Leandro police department. Captain Luis Torres (from Cal Chiefs conference) asked me if we could provide training to 30 command staff officers in the morning from departments in the bay area and then additionally provide training in the afternoon to officers from several local departments. Kellie had been working directly with these departments and in the prior week and had invited the officers to the afternoon session. Knowing it would be tough to talk to all 30 captains after the training, I invited Kellie to assist me in the after-meeting discussion using Ahmos’ policy of “matching energy with energy.” This worked out great as we both had ongoing discussions with the attendees from both sessions. In between the sessions, we had lunch with Captain Torres and Lieutenant Benabou. During our lunch, Chief Jeff Tudor joined us thanking us for the training. It was a busy day but a good day for CAMTC.

A Night Out With CAST

On March 9, Ahmos and I attended a CAST (Coalition to Abolish Slavery and Human Trafficking) dinner honoring Los Angeles county Sheriff Jimmy McDonnell for his work to eliminating human trafficking in Los Angeles. Ahmos and I discussed with the Sheriff the many ways CAMTC would support McDonnell's efforts that contribute to eliminating human trafficking.

A2Z Expo at the Airtel Plaza Hotel in Van Nuys

Dr. Ben Drillings invited me to provide training as the key-note speaker to massage therapists at his annual massage expo. The training was entitled, "Top 10 Ways to Lose your CAMTC Certification" and occurred on March 10. I estimate there were over 200 people in the audience. This training was my first that involved non-police personnel. Drillings (who was one of the original CAMTC board members) encouraged me to be direct with the audience and the training was well received. Drillings asked me to come back next year to repeat the session.

Outreach to the City of Bakersfield

Beverly and I attended the Bakersfield city council meeting on February 26 and participated in a question and answer session regarding the creation of their new city ordinance. Our hope is that revocable registration will be a key component in the final draft.

CPCA Annual Training Symposium (Cal Chiefs) March 19-22, Long Beach Convention Center

As this was my first appearance at a Cal Chiefs conference, I didn't know what to expect. Ahmos made it very clear to me what my role was - talk to as many chiefs as possible during the 5-day event about CAMTC/PSD. So I made it my mission to talk to every chief there. I believe there were about 300 hundred chiefs and their second in command. I came pretty close to my goal as some of the chiefs told me I had already spoken to them! Ahmos and I also split duties presenting our program in one of the breakout workshops. Kudos to Ahmos, Roberta, and Gary for the professional job they did on this power point presentation. We have already received many requests for ordinance help (Beverly) and training from PSD from this conference. Tim Chambers and Kellie Rodriguez also attended the last night dinner and later the hospitality suite where many bridges were built and friendships fostered. I am looking forward to next year when we will attend again.



Outreach Director Report

To: CAMTC Board of Directors

From: Roberta Rolnick, Outreach Director

Date: Board Meeting – May 31, 2018

➤ Events

- o March 10, 2018 A2Z Health Expo
 - Two CAMTC Speakers:
 - Joe Bob Smith – eBlasts to 90+ CAMTC Approved Schools sent Feb. 22nd and March 4th
 - Rick McElroy - eBlasts to 50,000+ CAMTC Certificate Holders sent Feb. 9th and March 4th
- o March 17-18, 2018 AMTA-CA Annual Education Conference
 - Booth only – eBlasts to 50,000+ CAMTC Certificate Holders sent March 2nd and March 12th
- o Collective questions at both events above - accrued by AMG staff
 - Application and Recertification process questions
 - Inquiries to find out if their education was CAMTC approved, CEU's, etc.
 - Schools approvals, when their school would be approved, and the appeal process
 - City requirements to work at home, why their city required a live scan when they are approved with CAMTC
 - PSD and why it's taking so long to review their background, why their certificate was denied and wanted to file a lawsuit
 - Businesses wanted to know if all of their massage therapist needed a CAMTC Certificate and if the certificate holder needs a business license
 - General questions about CAMTC's law and how to apply for a certificate
 - Insurance questions, if they need insurance in order to have a CAMTC Certificate or what companies offered insurance for massage therapists
 - After Rick spoke people were very pleased with the information and they stated: "Now they have a better understanding of what and why CAMTC is around".
- o March 18-22, 2018 CPCA Annual Training Symposium
 - 300+ attendees were mostly Police Chiefs and Captains
 - Pre-event personal letters mailed from Ahmos Netanel and Rick McElroy to invite Cal Chiefs meetings at the Symposium
 - Pre-event personal emails from Ahmos Netanel and Rick McElroy as an intro and invite to our booth

- Pre-event Cal Chiefs tote bag insert
 - Invite to our booth to receive gift of a flux portable phone/tablet charger
 - Promo for Rick's PSD Trainings
- Official announcement of Strategic Partnership with CPCA
- CAMTC PowerPoint presentation by Ahmos Netanel and Rick McElroy
 - Massage Establishments: Powerful Tools to Eradicate Illicit Conduct
- Hosted Installation Dinner Banquet
 - Ahmos Netanel and Mark Dixon each gave opening remarks
 - Governor Jerry Brown gave a speech
 - CPCA President, presented an award to Mark Dixon
- CAMTC leadership attended nightly hospitality suites for more networking
- 20' x 20' Premier Sponsor Booth
 - 10' x 8' curved back wall display
 - o Wipe Out Illicit Conduct In Massage
 - o CAMTC Can Help!
 - Two 5' x 8' flat back wall displays
 - o Protect the Public
 - o Elevate the Profession
 - Two 55" flat screen TV monitors w/ custom CAMTC video/messaging
 - 2 local CAMTC CMT's gave free chair massages
 - 5 CAMTC leadership staff for one-on-one meet & greet attendees
 - New PSD brochure as booth handout
 - CPCA mobile app for attendees to download several CAMTC digital handouts
- 4 days of building key relationships, networking, etc.
- 4 days of Premium logo placements
- o March 9-13, 2019 CPCA 42nd Annual Training Symposium in Santa Clara, CA
 - Pre-selected CAMTC's 20' x 20' booth in a prime location
 - Early start to build on collaborations with Cal Chiefs
- ESD Outreach
 - o April 2018 CAMTC School Newsletter
 - o Brochure: Are You Considering Enrolling In A Massage Program
 - Letter with packet of brochures sent to CAMTC Approved Schools
 - Received limited number of requests for more
- PSD Outreach
 - o Updated 2018 training flyer
 - o Created PSD brochure for 2018 Cal Chiefs Symposium
 - o Created Cal Chiefs tote bag insert promo
 - o Cal Chiefs PowerPoint Presentation by Ahmos Netanel and Rick McElroy
 - o Full-page color advertisement in *California Police Chiefs Magazine* – Spring 2018
- GA Outreach
 - o Updated the LE / GA landing page on CAMTC's website
 - o Revised CAMTC's human trafficking brochure

15. Amendments to staff expense reimbursement policy

This item will not be discussed by the Board at the May 31, 2018 meeting and may be tabled until the September 27, 2018 meeting.

FUTURE BOARD MEETINGS*

September 26-27, 2018 - Southern California
November 15, 2018 - Southern California

* Dates and locations are subject to change. Official meeting agendas are posted 10-days in advance of the meeting. Minutes are posted after approval at the following regular meeting.



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