



CALIFORNIA
MASSAGE THERAPY
COUNCIL

Board of Directors Meeting

AGENDA

April 4, 2019

Hilton Oakland Airport

Oakland, 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

Shana Faber, Appointed by Board

Heather Forshey, Appointed by San Mateo County Department of Health

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: March 22, 2019

NOTICE OF PUBLIC MEETING

Thursday, April 4, 2019 – 8:30 a.m.
Hilton Oakland Airport
1 Hegenberger Road, Oakland, CA 94621

AGENDA

1. Call to order, roll call, and establish quorum
2. Chair's Comments
 - Welcome/Introductions
 - Rules of Debate
3. Approval of minutes from November 15, 2018 meeting
4. Appointment of a new Board member
5. CAMTC Acceptance of Foreign Education
6. Closed Session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a)
7. Return to open session and announce action taken in closed session, if any, under item 6
8. Chief Executive Officer's report
 - 2018 in review
 - 2019 strategic priorities – update
 - Organizational restructuring
 - Operations
 - Finance
 - Outreach
9. 2019 budget
10. Closed Session regarding the appointment, employment, evaluation of performance, or dismissal of an employee pursuant to California Government Code Section 11126(a) - CEO performance review and non-monetary employment issues

11. Return to open session and announce action taken in closed session, if any, under item 10
12. CEO Compensation study; CEO monetary employment terms; CEO contract
13. Amendments to the Procedures for Denial of Certification or Discipline/Revocation
14. Request from Un-Approved School to be Removed from Un-Approved Schools List
15. Closed session with CAMTC legal counsel pursuant to California Government Code Section 11126(e) – schools; lawsuits
16. Treasurer's report
 - Applications received
 - Financial statements
 - Conclusions
 - Comments/discussion on financial reports
17. Audit Committee update
18. Director of Governmental Affairs, Anti Human Trafficking and IT's report
 - Local government update
 - Human Trafficking
 - Legislative updates
 - Certification and Application Management System (CAMS)
19. Director of Operations' report
 - Application Processing
 - Customer Service
20. Director of ESD's report
 - School Status Updates
 - ESD Communications
 - Looking Forward
21. Director of PSD's report
 - Interaction with law enforcement agencies
 - Training
22. Outreach Director's report
 - Upcoming Events
 - ESD Outreach
 - PSD Outreach
 - GA Outreach
23. Board meeting schedule for 2019 - update

24. Public comments regarding issues not in this agenda/suggested agenda items for future meetings
25. Items/suggestions from Board members for future meeting agendas
26. 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 Amenda Yang 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>



DATE: APRIL 4, 2019

TO: BOARD OF DIRECTORS

FROM: BOARD MEMBER SEARCH TEAM

SUBJECT: APPOINTING DIRECTOR TO BOARD
REPORT/RECOMMENDATION OF BOARD MEMBER SEARCH TEAM

The CAMTC Board now has a vacancy in one of its statutorily mandated seats. The Board must select an individual to fill the vacant seat who either 1) has knowledge of the massage industry, or 2) can bring needed expertise to the operation of CAMTC for purposes of complying with its mandate to protect the public.

At the Board meeting on 11/15/18, the Board passed the following motion: "MOTION 11152018:8 Budlong/Bates - Motion to publicly announce this vacancy and invite applicants. Have our Chair and Vice Chair review submissions and come to the February meeting with their recommendation." [The February meeting mentioned in the motion was moved to April 4.]

In order to facilitate the Board's motion, the Chair and Vice Chair reviewed responses from candidates who reflect the criteria noted above. A Call for Candidates was issued to every CAMTC certificate holder via email on February 25, 2019, and a notice regarding the Call for Candidates was also placed on the CAMTC website. All interested parties were welcome to apply.

Until and including March 18, 2019, resumes were received and reviewed. Over 150 applications for the seat were received and considered!

When the review was complete, four individuals stood out from the rest as most qualified to fill the vacant seat. Selecting one individual to recommend from among the four top candidates was a challenging task. However, after carefully considering all factors, and pursuant to the Board's motion on 11/15/18, we now recommend that the Board appoint Elna Leonardo to the vacant seat. Ms. Leonardo's resume is attached.

The Chair and Vice Chair wish to thank all the Candidates for their willingness to serve on the CAMTC Board of Directors.

OBJECTIVE: To serve on the CAMTC Board of Directors

BRANDED SPA CONSULTANT

L'Art de Vivre Spa

Los Angeles, CA (2018-Present)

- Engaged to actualize & launch the Branded Spa Concept (designed by Conception LLC, an innovative Spa & Design Consulting Agency) for L'Art de Vivre Spa at Sofitel Los Angeles at Beverly Hills

L'ART DE
VIVRE
SPA

CONSULTANT

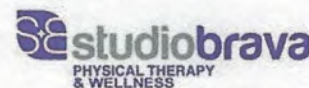
ZenTech Support

Los Angeles, CA (2013-Present)

- Offers a spectrum of customized technical & operational services & solutions for a host of niche businesses
- Designed & developed customized Content Management Systems



CLIENTS



BODYWORK / MASSAGE THERAPIST

Trinity Bodywork

Los Angeles, CA (2002-2014)

- Provided Mobile Bodywork / Massage Therapy services for high net-worth Private & Corporate Clients
- Range of experience included Luxury Spa, Wellness Institute & Fitness Center environments

PROJECT MANAGER

PricewaterhouseCoopers

Los Angeles, CA (2000-2002)

PricewaterhouseCoopers Office of Government Services (OGS)

Washington, D.C. (1993-2000)

- Served as a Project Manager / Security Consultant to major Private & Public sector Clients

INFORMATION SYSTEMS AUDITOR

Chevy Chase Bank

Bethesda, MD (1991-1993)

INTERNAL AUDITOR

Johns Hopkins Health System

Baltimore, MD (1989-1991)

- Designed & performed tests of Security & Application Software to ensure adequacy of controls
- Supported External Audit efforts

EDUCATION

University of Santa Monica
Santa Monica, CA
MA, Spiritual Psychology (2005)

Milne Institute
Santa Monica, CA
Gainesville, FL
Tuscany, Italy
Visionary Craniosacral Work (2004)

Shiatsu Massage School of California
Santa Monica, CA
Programs A, B & C (2002)

Loyola College
Baltimore, MD
BBA, Accounting (1989)

VOLUNTEER SERVICE

California Massage Therapy Council (CAMTC)
Los Angeles, CA
Audit Committee Member (2017-present)
Board Member, Audit Committee Chair (2011-2015)

Villa Marina Council (VMC) Villa Angels
Marina del Rey, CA
Community Driver (2016-present)

The Archer School for Girls
Transparency for Haiti
United Cerebral Palsy (UCP) Wheels for Humanity
Heal the Bay
Los Angeles, CA
Service Donation (2009-2011)

University of Santa Monica
Santa Monica, CA
Counseling Psychology Program Assistant (2007-2009)

Palotta Teamworks California AIDSRide
West Hollywood, CA
Volunteer (2000-2002)

CERTIFICATIONS

Certified Massage Therapist (CMT)
CAMTC Certificate #11 (2009-present)

HubSpot Certified Part One
HubSpot (May 2015)

Inbound Certified
HubSpot (March 2015)

Certified Public Accountant (CPA)
Maryland (1990-1992)

REFERENCES AVAILABLE UPON REQUEST

'I have loved working with Elna as you very seldom encounter people who do a job as well as she does. For me, it has been an absolute thrill working with her as I admire her attention to detail and penchant for absolute perfection.'

ROBERT COHN / HOSPITALITY
CONSULTANT



CEO Report

April 4, 2019

2018 in Review

2018 was another extremely busy year for CAMTC. The following update focuses on the five major areas the Board identified as strategic priorities:

1. Public Safety

We have been working closely with law enforcement officials, including but not limited to leadership and staff at the California Police Chiefs Association (CPCA) to deliver important information about CAMTC's protocols (such as the use of declarations) to officers. CAMTC's training sessions are well received. While many local law enforcement agencies have common challenges, there are vast differences in the way different cities and counties approach public safety. That requires individual discussions and adaptation to the local way of doing things.

CAMTC's senior staff has spent many long hours meeting and devising individual programs to meet the specific needs of different jurisdictions and agencies.

In early 2018, CAMTC entered into a strategic partnership with CPCA. As part of this partnership, CAMTC had a major presence in CPCA's annual symposium: training before the state attorney general, conducting an educational program,

running a large booth at the conference trade show and delivering a speech at the installation dinner just before the Governor's speech. We established that collaboration between CPCA and CAMTC is ongoing on multiple strategic fronts.

Recognizing the important role code enforcement officers play in elevating the massage profession in California and keeping communities safe, CAMTC embarked on a major effort to train as many code enforcement officers as possible throughout the state. CAMTC was a major sponsor and educational presenter at the California Association of Code Enforcement Officers' (CACEO) annual conference. CAMTC's Chairman and senior staff met with CACEO's Board of Directors to establish an ongoing strategic collaboration. The cornerstone of the cooperation between the two organizations is a statewide rollout of CAMTC specialized training for code enforcement officers in 2019.

Educating local government officials on the use of revocable registration as an effective tool to eradicate illicit massage establishments in local communities is an important ongoing endeavor. Having a conceptual understanding of revocable registration does not automatically translate to results on the ground. To help cities with the actual mechanics of revocable registration, CAMTC sponsored a presentation to city attorneys at the League of California Cities' annual meeting in Long Beach. "Eradicating Illicit Conduct Using Revocable Registration" was presented by David Silberman, Assistant County Counsel, San Mateo County. The presentation was well received by the city attorneys in attendance and has resulted in amendments to many local ordinances.

2. Customer Service

The quality and efficiency of CAMTC's customer service has shown a remarkable improvement in 2018. The attached chart clearly shows how staff performance far exceeded the Board's objectives. Going beyond the numbers, certificate holders and applicants consistently praise team members for the professional and caring manner in which they handle callers' issues and concerns.

3. Non-English Speakers

CAMTC reported to the Legislature on the findings of CAMTC's assessment of contact with non-English speakers (attached). Based on the findings of the assessment, staff recommends that in 2019 CAMTC start the process of offering all publicly available written and electronic materials provided to certificate holders and applicants in Chinese in addition to English. These materials will not include examinations, denial and disciplinary legal documents or email communications.

4. Schools

The Schools Advisory Committee continued its important work in 2018 and made significant contributions to improving CAMTC's school-related policies and protocols. We continued our close relationship with schools by enhancing communication and the accessibility of relevant information. As a result of feedback we received from a survey we sent to schools, CAMTC instituted a public monthly conference call with schools. CAMTC's Educational Standards Division Director hosts the conference call.

5. Local Government

CAMTC sent a letter (attached) to all city and county managers throughout the state offering to assist with ordinance amendments that will improve public safety. We received numerous responses from local government executives requesting CAMTC's assistance.

We formed a working group of Board members and staff that are familiar with local government challenges in order to provide the expertise needed to protect local communities more effectively. As a result of input from the group, we are planning to send a letter from CAMTC's Director of Governmental Affairs to all city attorneys and county counsels and another letter from CAMTC's Chairman to local government elected officials.

2019 updates

January 22, 2019, marked CAMTC's 10-year milestone. When CAMTC was first formed, many really smart people publicly asserted that CAMTC would not last long and would fold in a couple years or less. Ten years later we are happy to celebrate our success.

At the beginning of the year, Senator Jerry Hill (San Mateo) was succeeded by Senator Steven Glazer (Contra Costa) as Chairman of the Senate Committee on Business, Professions and Economic Development. We immediately initiated a meeting between CAMTC's Chairman and Senator Glazer. The Committee's Chief Consultant, CAMTC's Director of Governmental Affairs and I were also in attendance. It was a productive initial meeting that reinforced the continuation of the long professional working relationship CAMTC has had with the Committee's leadership.

Since New England Patriots owner Robert Kraft was charged in February as part of a months long human trafficking investigation relating to a Jupiter, Florida massage establishment, the news cycle has been dominated by relentless coverage of how massage is used as a subterfuge for human trafficking. A year ago, when we started preparing for our participation in the 2019 CPCA annual training symposium, we decided to focus on this issue. When California Attorney General Xavier Becerra gave his keynote speech at the opening ceremony of the CPCA conference following my opening remarks, he made specific references to the issue I highlighted. He also expressed a genuine commitment to working with CAMTC on tackling this issue. Our message, "Human Trafficking in Massage Stops Here," clearly resonated with attendees throughout the conference and was reinforced by our educational program, focus group, and by Chairman Dixon's powerful speech at the installation dinner.

At the time of this update, CAMTC has yet to receive the questionnaire from the Legislature for the sunset review report. All organizational functions are aligned for the continuation of CAMTC as a nonprofit organization, implementing a statewide voluntary certification program, post sunset review. The goal of completing and presenting a draft of the sunset review report to the Board within 120 days of the receipt of the sunset questionnaire may be impacted by the actual timing of when we receive the sunset questionnaire.

Organizational Restructuring

Just because we have always done things a certain way shouldn't rob from us the opportunity to improve. CAMTC's Professional Standards Division (PSD) has played a central role in CAMTC's effectiveness and success. In assessing workflow issues and input from staff, I decided to discontinue PSD and reassign PSD staff to a new organizational structure which will become effective April 5, 2019. I believe that the new structure will increase efficiency and deliver even better service to CAMTC's stakeholders. The new organizational chart is attached.

Disciplinary Performance Measures

Attached are CAMTC's Disciplinary Performance Metrics (DPM) for 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).

In order to provide some context to CAMTC's DPMs, a chart comparing CAMTC with average measures of DCA's Boards and Bureaus was prepared last year

(copy attached). Since none of DCA's Boards and Bureaus have made their performance measures available to the public since 2017, such a comparison for 2018 is not possible at this time.

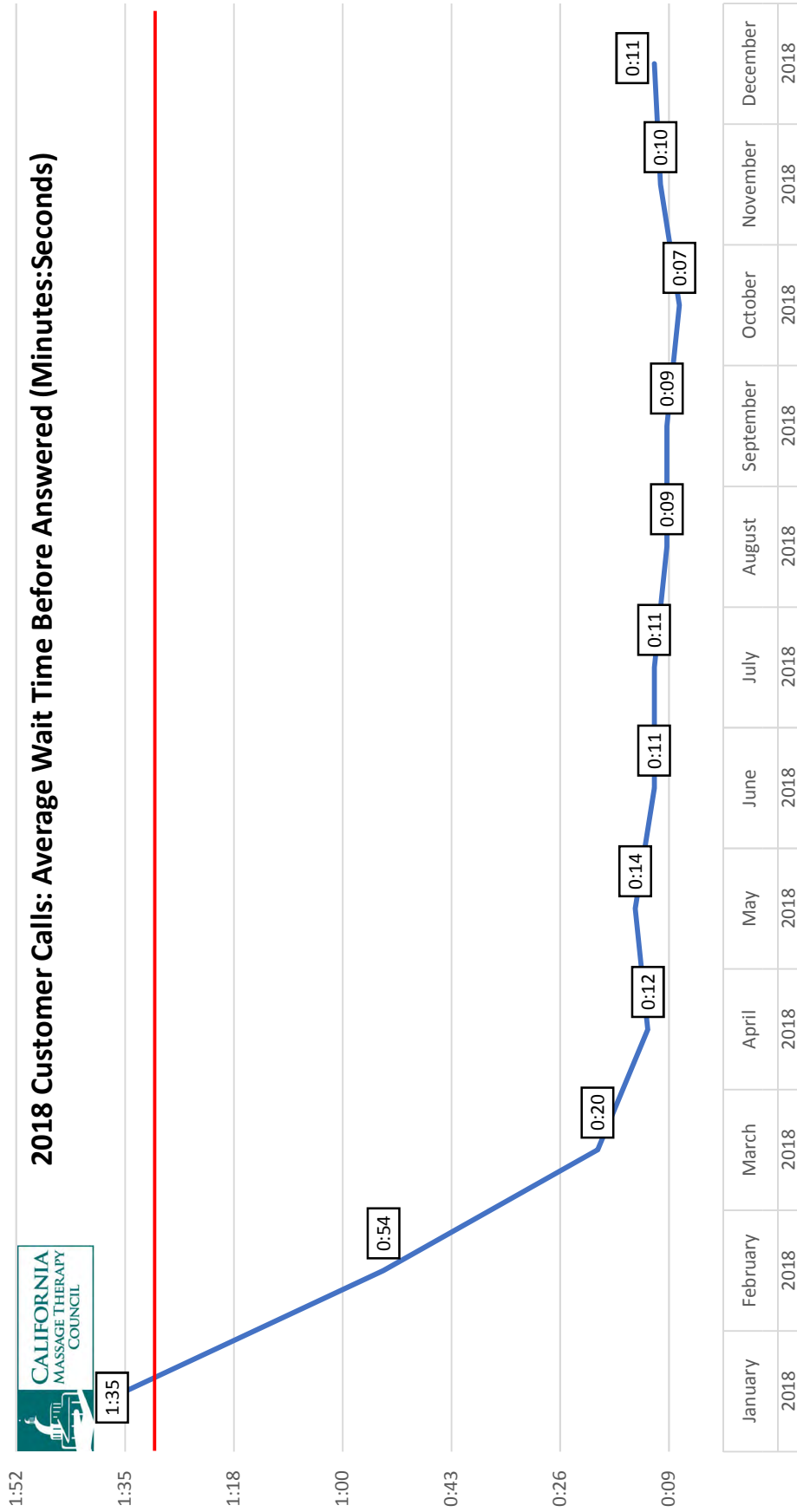
Finance

As of January 31, 2019, actual cash position was \$2,266,705 (budgeted was \$1,852,070).

Actual net income was \$113,076 (budgeted was a deficit of -\$64,842).

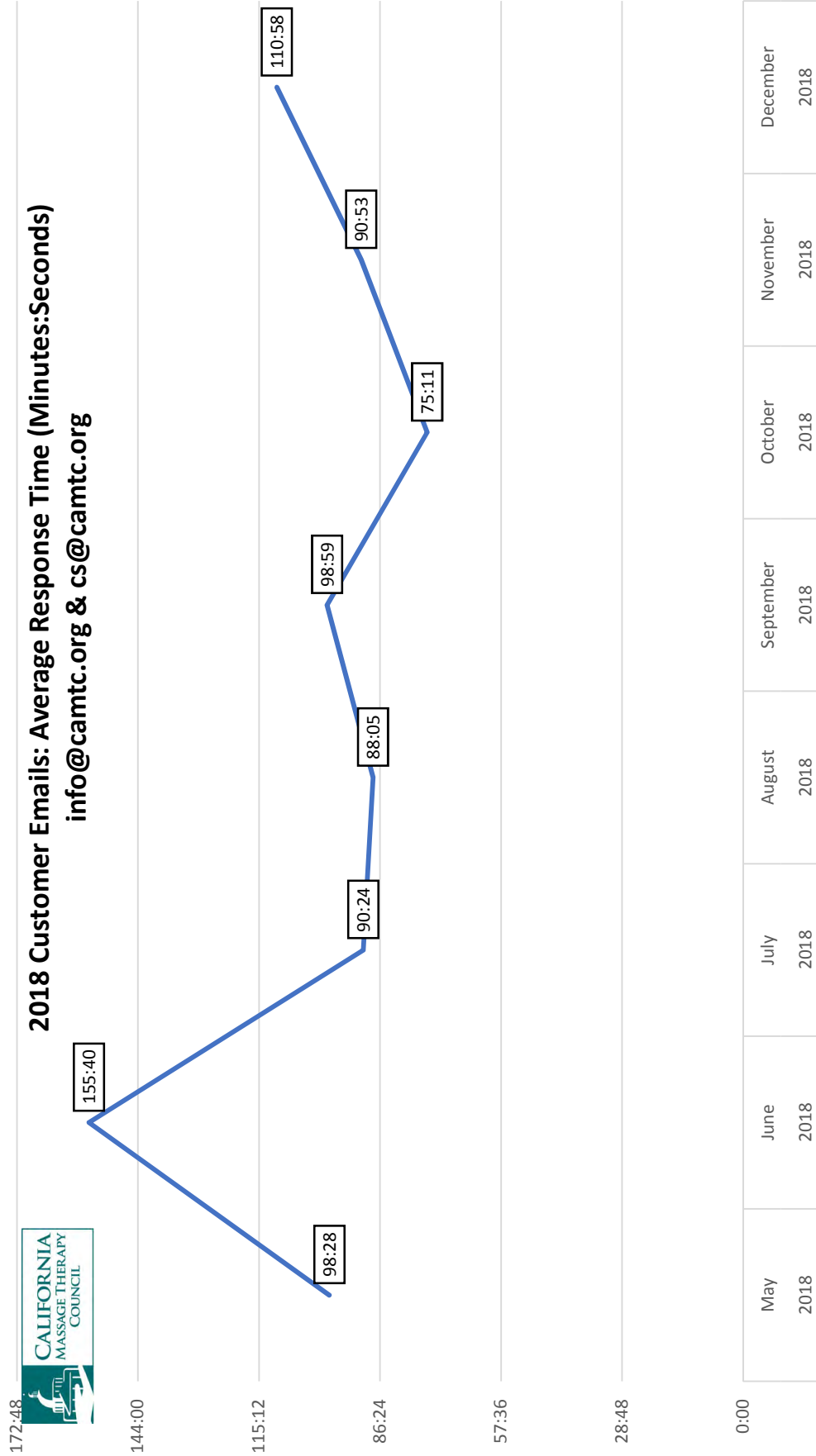
A bank accounts summary as of February 28, 2019 is attached.

2018 Customer Calls: Average Wait Time Before Answered (Minutes:Seconds)





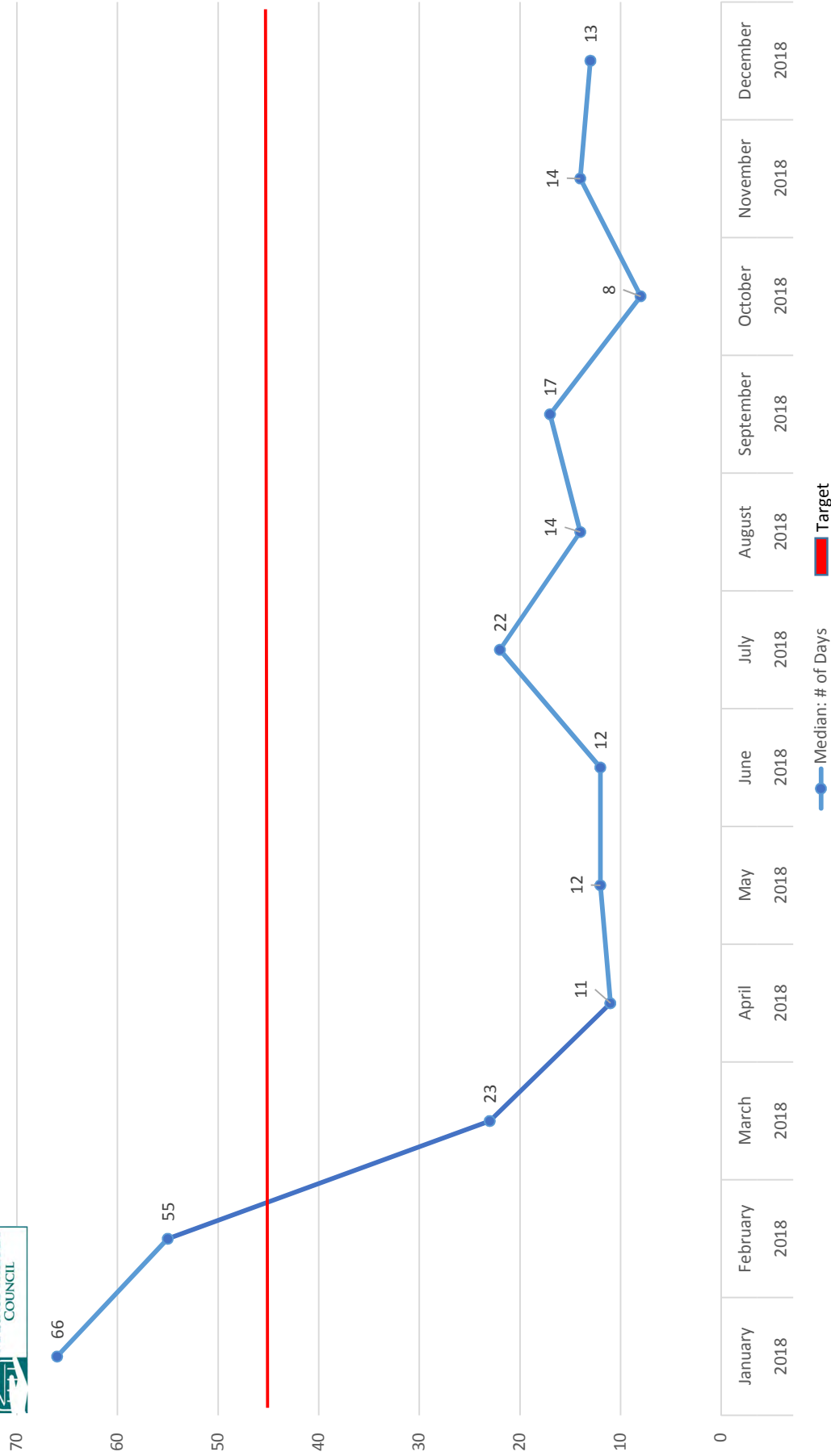
2018 Customer Emails: Average Response Time (Minutes:Seconds)
info@camtc.org & cs@camtc.org



— CAMTC Average Response Time

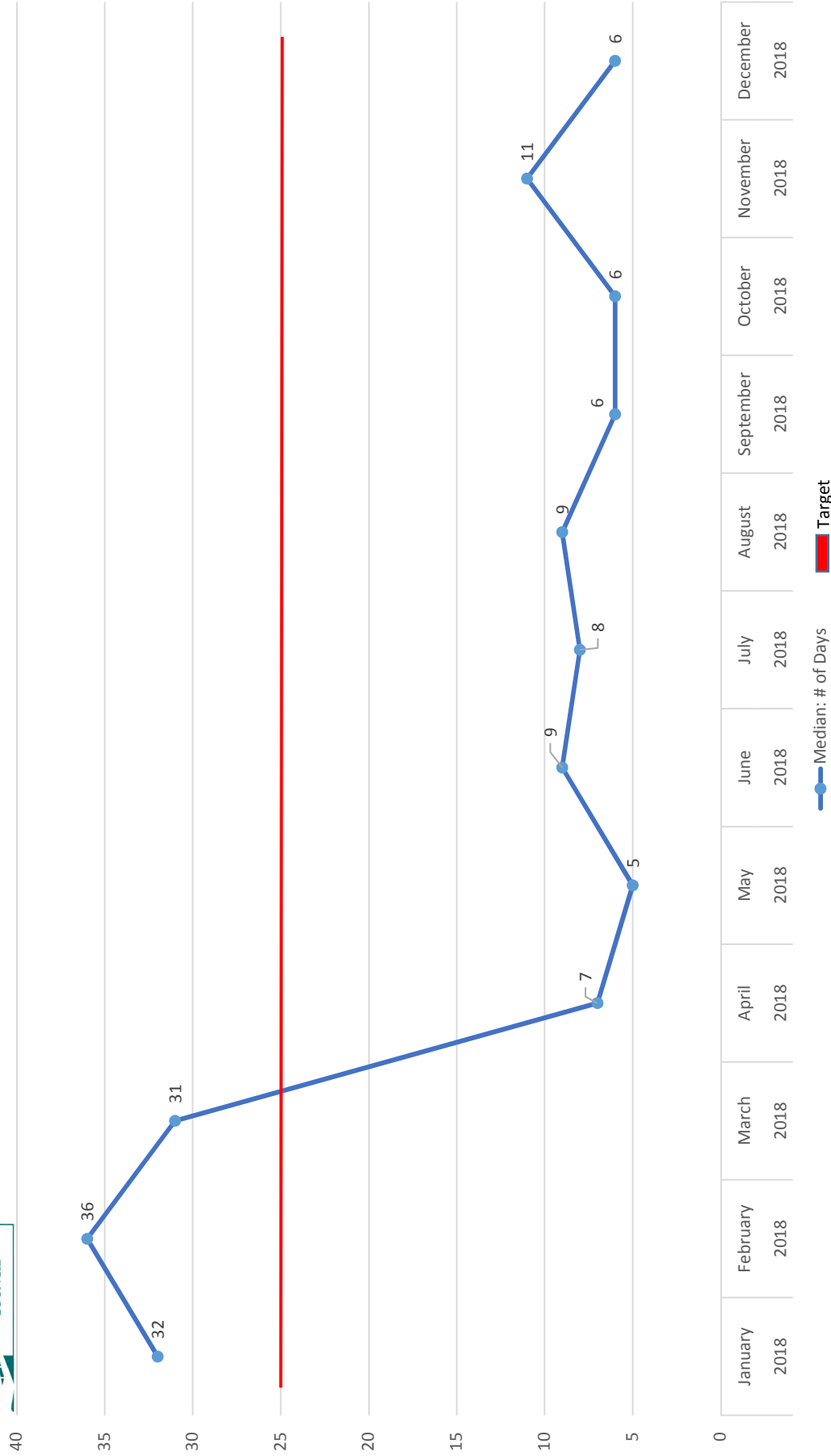


2018 CAMTC Median Processing Time - New Applications with No Background or Education Issues





2018 CAMTC Median Processing Time - Recertification Applications with No Background Issues





CALIFORNIA MASSAGE THERAPY COUNCIL

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

December 26, 2018

Bill Gage, Chief Consultant
Senate Business, Professions, and Economic Development Committee
State Capitol, Room 2053
Sacramento, CA 95814

VIA ELECTRONIC MAIL

Dear Mr. Gage:

Pursuant to Business and Professions Code section 4602(l), the California Massage Therapy Council ("CAMTC") has been assessing its contact with non-English speakers. Attached please find the results of a recent telephonic survey conducted by CAMTC.

Based on this assessment, in 2019 CAMTC's Board will determine which language(s) other than English are spoken by a substantial number of individuals who make contact with CAMTC. After this determination is made, CAMTC will begin the process of implementing its statutory obligation to offer and make available all publicly available written and electronic materials provided to certificate holders and applicants in languages other than English. These materials will not include examinations, denial and disciplinary legal documents, or email communications.

Respectfully,

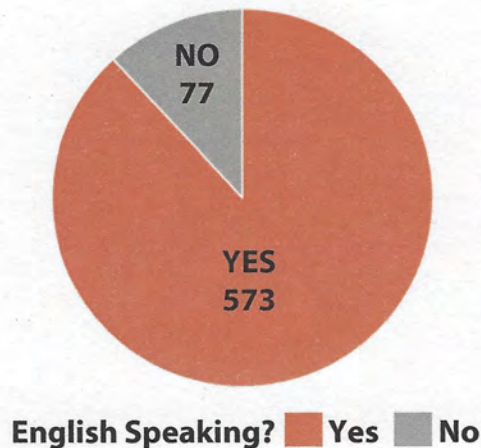
Ahmos Netanel, CEO

cc: Elissa Silva



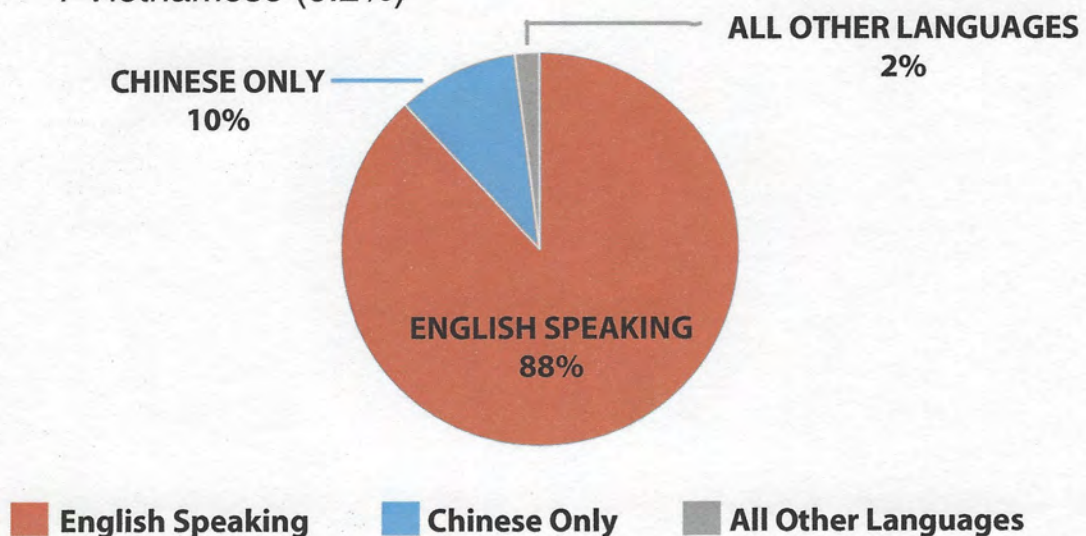
In October 2018 the California Massage Therapy Council (CAMTC) surveyed 650 individuals who contacted the Customer Service department by phone.

77 of the 650 individuals indicated that they do not speak English (11.8%).



When asked for their primary language, these 77 individuals responded as follows:

- 64 indicated that their primary language is Chinese (9.8% of 650)
- 3 Korean (0.4%)
- 1 Lao (0.2%)
- 1 Russian (0.2%)
- 2 Spanish (0.3%)
- 5 Thai (0.7%)
- 1 Vietnamese (0.2%)





CALIFORNIA MASSAGE THERAPY COUNCIL

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



January 2, 2019

N. Enrique Martinez
City Manager
P.O. Box 3005
Redlands, CA 92373-1505

Dear City Manager N. Enrique Martinez:

CAMTC encourages all cities and counties to enact ordinances which are consistent with the Massage Therapy Act (California Business & Professions Code Section 4600 et seq.). We are available to help with any updates you may need. Updating your ordinances can be a good first step to combating human trafficking and helping you to partner with us in implementing it using a victim centered approach.

Revocable registration is used by a growing number of cities and counties as another way to deal quickly and effectively with the issue of prostitution and human trafficking. The revocable registration concept was presented to city attorneys at the League of California Cities' annual conference and we are working closely with the California Police Chiefs Association and code enforcement officers who are increasingly involved in enforcing your ordinances.

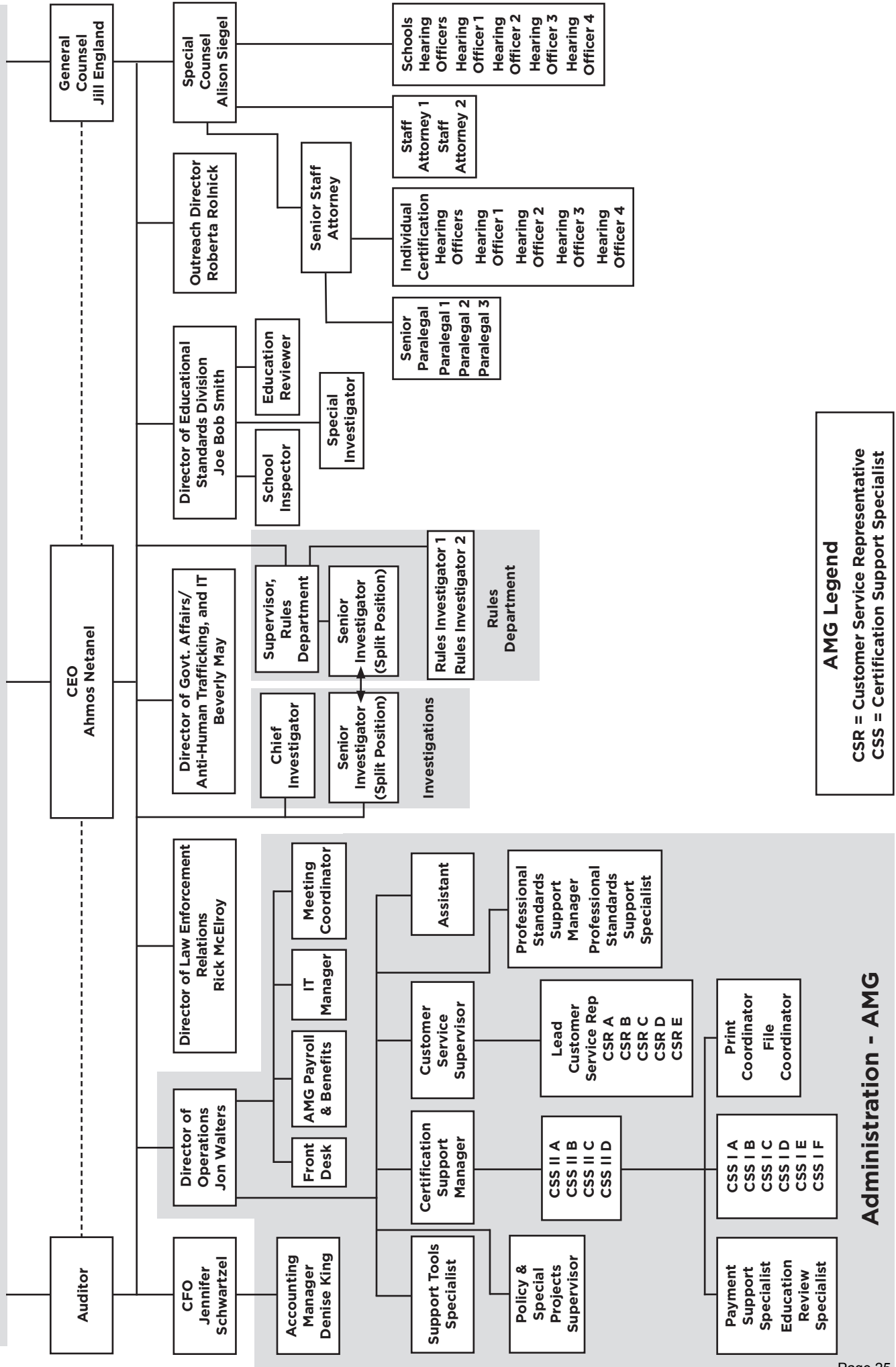
Please feel free to contact me directly at anetanel@camtc.org or at 310-415-0400 for any assistance on this matter.

Respectfully,

Ahmos Netanel
CEO, California Massage Therapy Council

CAMTC Organizational Chart as of April 5, 2019

13 Member Board of Directors



PERFORMANCE METRICS – 1st, 2nd, 3rd, and 4th Quarters, 2018

PM1 – VOLUME

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

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

SECOND QUARTER 2018: 64 complaints received on average per month.

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

FOURTH QUARTER 2018: 41 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.

SECOND QUARTER 2018: 42 complaints against certificate holders received on average per month.

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

FOURTH QUARTER 2018: 25 complaints against certificate holders received on average per month.

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

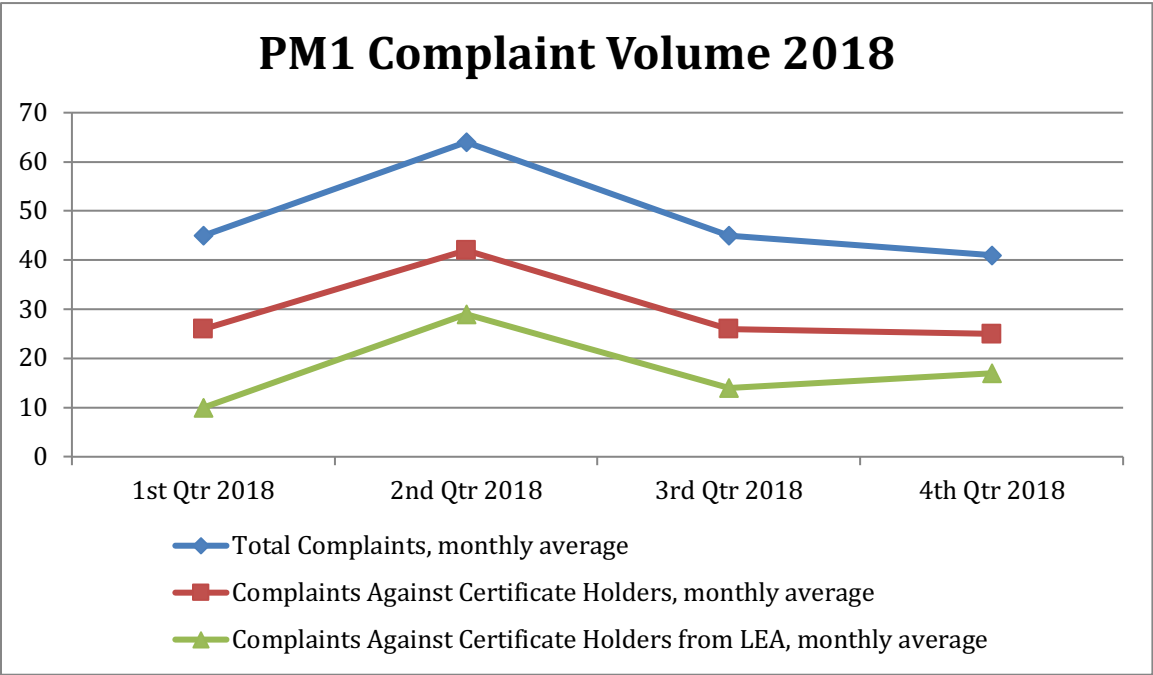
Total number of complaints received against certificate holders from law enforcement agencies or government agencies with the responsibility to regulate massage. Does not include complaints against those who are not certified.

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

SECOND QUARTER 2018: 29 complaints from LEA received against certificate holders on average per month.

THIRD QUARTER 2018: 14 complaints from LEA received against certificate holders on average per month.

FOURTH QUARTER 2018: 17 complaints from LEA received against certificate holders on average per month.



PM2 – INTAKE – ALL COMPLAINTS

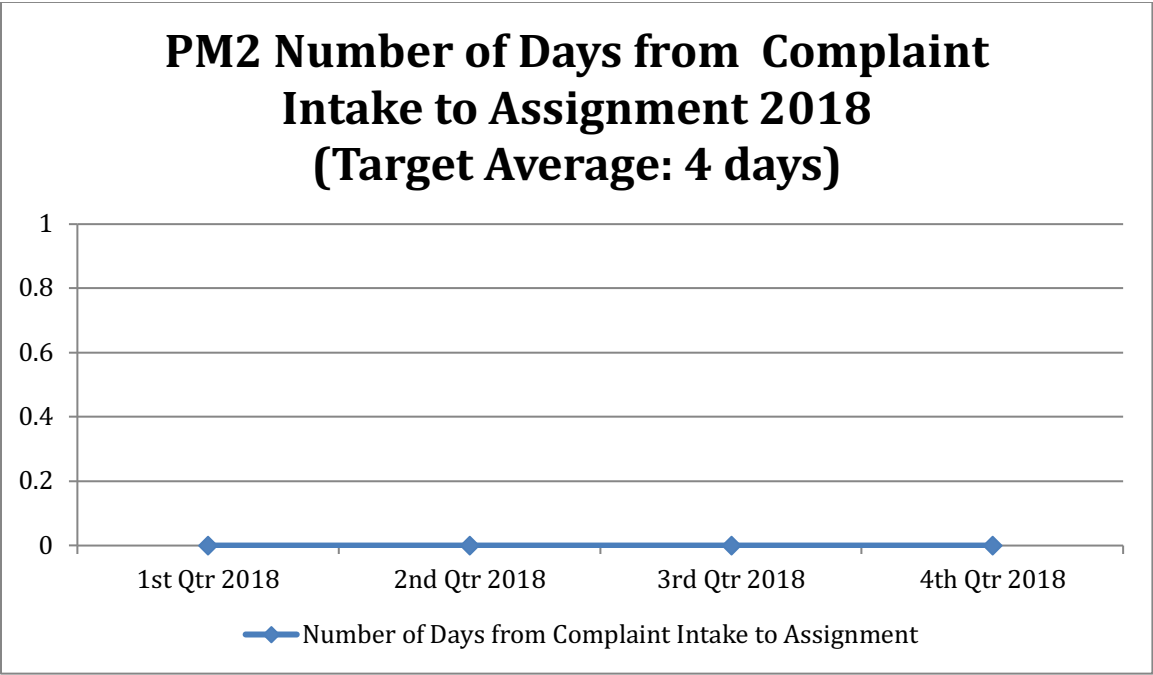
Number of days from when a complaint is received to when it is sent to an investigator. All complaints received are immediately forwarded to an investigator.

FIRST QUARTER 2018: 0 days to assignment.

SECOND QUARTER 2018: 0 days to assignment.

THIRD QUARTER 2018: 0 days to assignment.

FOURTH QUARTER 2018: 0 days to assignment.



PM3 – INTAKE AND INVESTIGATION

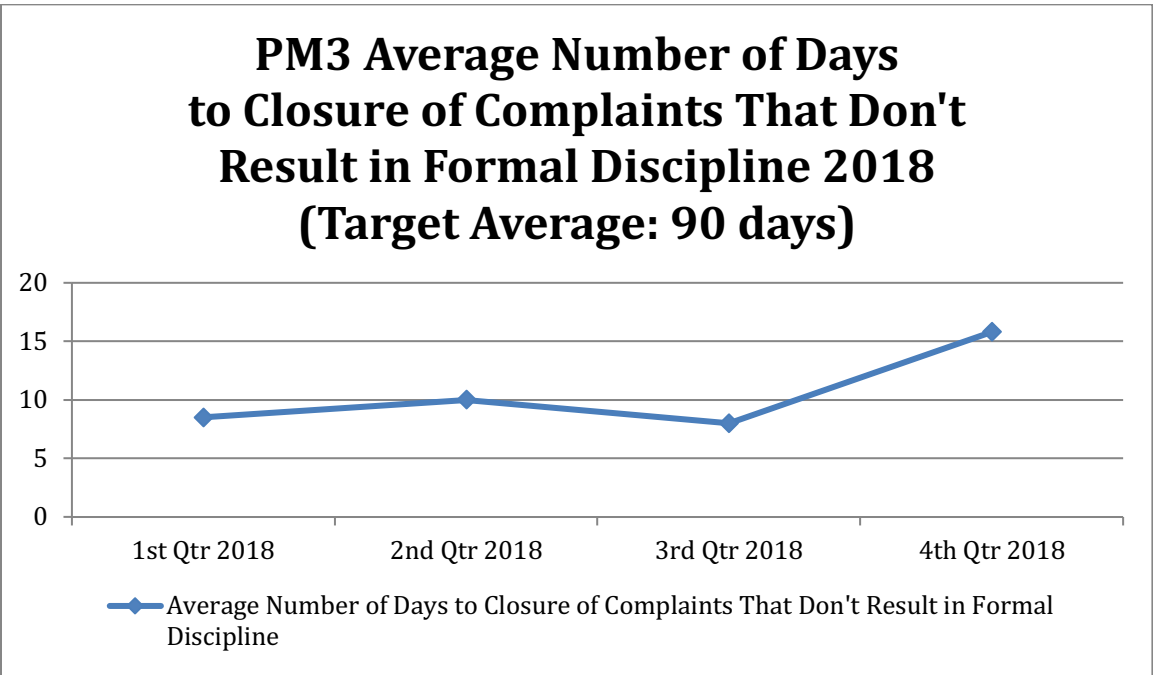
Average time in days from date complaint was received to date complaint was resolved/closure of the investigation process. This number includes ALL complaints, not just those against Certificate Holders, which are resolved prior to being referred to Legal for formal discipline. It does NOT include cases 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.

SECOND QUARTER 2018: 10 days is the average number of days to closure.

THIRD QUARTER 2018: 8 days is the average number of days to closure.

FOURTH QUARTER 2018: 15.8 days is the average number of days to closure.



PM4 – FORMAL DISCIPLINE AGAINST CERTIFICATE HOLDERS

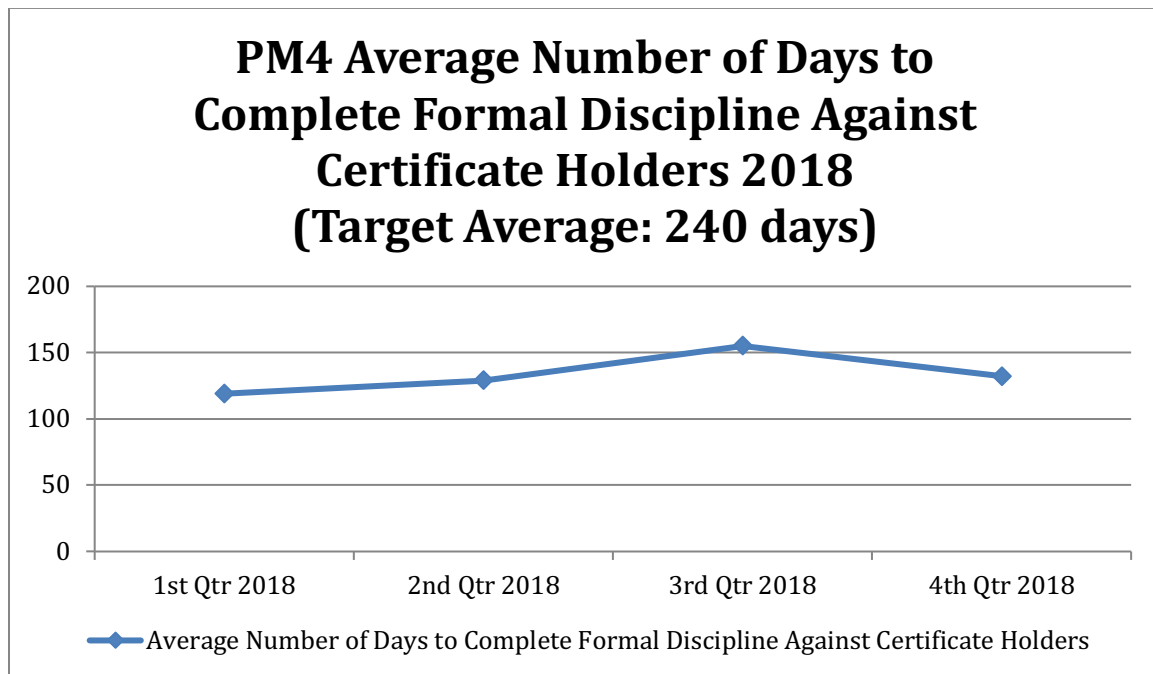
Average number of days to complete the entire disciplinary process against certificate holders for cases resulting in formal discipline by CAMTC. Formal discipline includes permanent revocation, revocation, suspension, and imposition of probationary conditions. Average number of days is calculated from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

SECOND QUARTER 2018: 129 days is the average number of days from intake to final date of formal discipline.

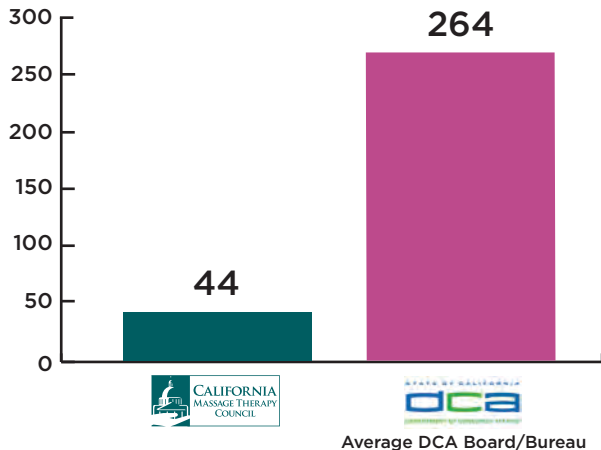
THIRD QUARTER 2018: 155 days is the average number of days from intake to final date of formal discipline.

FOURTH QUARTER 2018: 132 days is the average number of days from intake to final date of formal discipline.



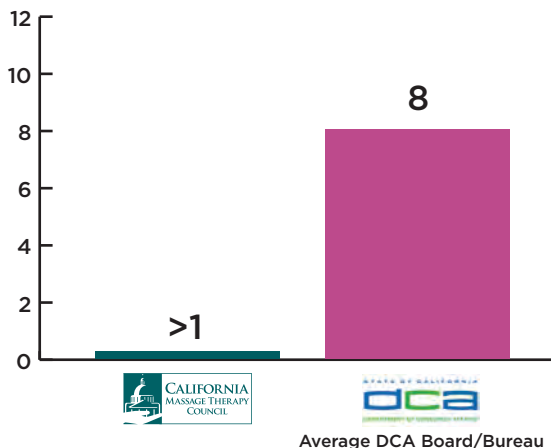
Average Monthly Complaint Volume

LAST 4 QUARTERS REPORTED



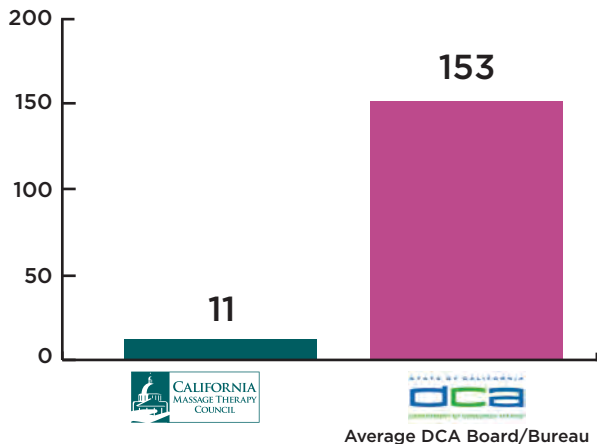
Average Number of Days From Complaint Intake To Assignment

LAST 4 QUARTERS REPORTED



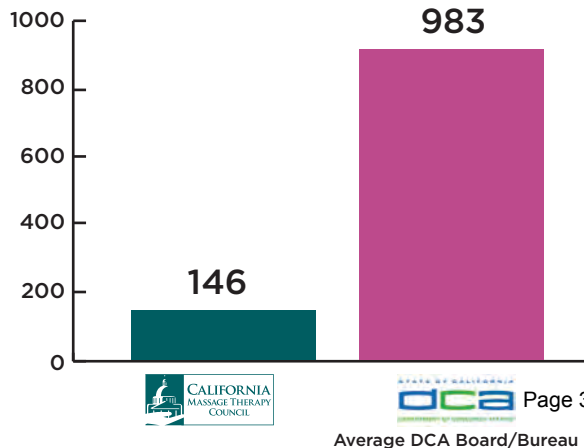
Average Number of Days To Closure of Complaints That Don't Result in Formal Discipline

LAST 4 QUARTERS REPORTED



Average Number of Days To Complete Formal Discipline Against Certificate Holders

LAST 4 QUARTERS REPORTED



CAMTC Bank Account Summary
As of 2/28/2019

	Bank	Type	Term	Maturity Date	Rate	Value	% of Portfolio	Valuation Date
1	Umpqua Bank	Checking	NA	NA	0.000%	676,134.56	30.4%	2/28/2019
2	Preferred Bank	MM	NA	NA	0.500%	11.34	0.0%	2/28/2019
3	Synchrony	CD	12 Mos	11/10/2019	1.487%	264,636.96	11.9%	2/28/2019
4	State Farm Bank	CD	36 Mos	11/26/2020	1.440%	266,195.25	12.0%	2/28/2019
5	Centennial Bank/Giant Bank	CD	36 Mos	11/26/2020	1.550%	250,000.00	11.2%	12/31/2018
6	EH National Bank	CD	24 Mos	12/5/2020	1.120%	261,103.73	11.7%	12/31/2018
7	First Internet Bank of Indiana	CD	24 Mos	12/8/2020	1.900%	250,556.16	11.3%	2/28/2019
8	Golden State Bank	CD	36 Mos	6/21/2019	1.000%	256,662.49	11.5%	2/28/2019
						<u>2,225,300.49</u>		



PROPOSED UPDATED 2019 BUDGET

Presented by Ahmos Netanel, CEO

April 4, 2019

On November 18, 2018 the Board approved a preliminary budget for 2019. While there have only been a few changes on the expense side, the attached revised budget is significantly different than the preliminary budget. **Unlike the preliminary budget that projected a deficit of almost \$1 million, this revised budget is a balanced budget.** In order to make cash flow projections as realistic as possible, the starting cash reflects CAMTC's actual cash position as of March 1, 2019. **In comparison to the preliminary budget approved by the Board, cash reserve projections for the end of 2019 have gone up from two and a half months of operating expenses to five months. In my opinion, this is more than sufficient for CAMTC at this time.**

A comparison of the actual 2018 financial statement and the revised 2019 budget shows a 25% increase in revenue, a 7% increase in expenses, and an improved cash position of 12% by December 31, 2019. The main contributor for the 25% increase in revenue is the 159% increase in new application fees. That increase is a result of two factors:

1. The legislative change that suspended the exam requirement (projected new applications for 2019 increased from 3,600 to more than 5,000).
2. The increase in the application fee amount.

Even though the late fee was increased by 100%, the projected increase in revenue from this category has gone up by only 59% in comparison to actual late fees collected in 2018. Early indicators are pointing to a major drop in the number of certificate holders who recertify late. It is our hope that this trend will continue, and more certificate holders will recertify prior to the expiration date, saving them from having to pay a late fee.

The 4% increase for senior management compensation reflects the current terms of the CEO's employment contract as well as a possible future increase for CAMTC's Director of Governmental Affairs, Anti-Human Trafficking and IT. Such an increase is not guaranteed and may be granted only with the prior approval of the CEO. A 4% increase in compensation, if granted, may not be sufficient to cover cost of living increases in many regions of the State. (See attached article: "**Cost of living hikes eat away at 4% raises in Southern California.**")

BUSINESS

Cost of living hikes eat away at 4% raises in Southern California



FILE PHOTO

By **JONATHAN LANSNER** | jlansner@scng.com | Orange County Register

PUBLISHED: July 17, 2018 at 2:43 pm | UPDATED: July 24, 2018 at 7:25 am

Some of the best news in years on the pay-raise front is being negated by a recent bout of inflation.

Government employment data shows one index of regional wages rising at 4-percent-plus annual pace — no better than the upswing in the local cost-of-living benchmark.

In Los Angeles and Orange counties, private-sector bosses increased weekly earnings by 4.04 percent in the year ended in May to average \$1,008. Last time

pay was growing faster was November 2014, and don't forget wages only grew at a 1.7 annual pace in the post-recession days of 2011-15.

In the Inland Empire, earnings rose 4.14 percent in the year ended in May to average \$809 — the fifth consecutive month above 4 percent. Last time pay in Riverside and San Bernardino counties was rising this quickly was March 2009 — and pay advanced at a mere 0.3 percent annual rate in 2011-15.

But you can blame a continued uptick in regional housing costs and a sharp reversal in gasoline prices for limiting the buying power of these recent pay hikes.

Pay is up in large part because Southern California can't easily find workers to hire. May's unemployment rate for the four-county region was 3.7 percent vs. 4.3 a year ago and a 7.3 percent 5-year average. The number of jobless has been roughly halved: 321,800 in May vs. an average 616,237 in the previous five years.

But fatter paychecks are up against rising costs as inflation in Los Angeles and Orange counties rose at a 4 percent annual rate in June vs. up 2.9 percent nationally.

The change in the two-county region's Consumer Price Index compares with a 2.8 percent gain for all of 2007, and a most-recent high was 4.5 percent in September 2008. A month earlier, L.A.-O.C.'s inflation rate was 4.1 percent; nationally, it was 2.8 percent. (Note: A new Inland Empire CPI does not offer year-over-year comparisons.)

Here are six local inflation trends from June you should be watching ...

1. Overall housing costs in L.A.-O.C. rose 4.9 percent in the past year, according to CPI math. The CPI's rent index was up 4.7 percent in a year.
2. Gasoline costs 23.9 percent more in the last 12 months. Household energy cost 2.2 percent more.
3. Food costs rose 1.3 percent in a year. Eating out expenses rose 3.8 percent.
4. Medical bills were 2.2 percent higher.
5. Apparel prices were 0.8 lower.

The overdue pay hikes, for those who get them, will certainly be appreciated by the region's workforce for now. Inflation's bite, however, could chill any possible jump in consumer enthusiasm that higher salaries could bring.

CA Massage Therapy Council Revised 2019 Budget

	Preliminary Budget Board Approved 11/15/2018	2018 Actual	Revised Budget as of 4/4/2019	% Change
Income				
4000 · REVENUE				
4100 · Certification Fees - Individual				
4110 · New Certification Fees - CY	653,400	470,295	1,217,506	159%
4115 · New Certification Fees - PY	43,446	289,396	56,767	-80%
4120 · Recertification Fees - CY	3,462,818	2,997,242	3,606,313	20%
4125 · Recertification Fees - PY	298,776	336,884	290,169	-14%
4130 · Recertification Late Fees	248,000	110,050	175,000	59%
4135 · Limited Recertification Fees	0	1,050	150	-86%
4140 · Limited Recertification Late Fees	0	1,000	0	-100%
Total 4100 · Certification Fees - Individual	4,706,440	4,205,917	5,345,905	27%
4200 · Hearing Fees - Individuals	69,000	34,264	65,000	90%
4300 · APPLICATION FEES - SCHOOLS				
4310 · New Application Fees - CY	16,380	20,783	16,365	-21%
4315 · New Application Fees - PY	1,579	990	1,725	74%
4320 · Reapplication Fees - CY	18,743	161,730	18,878	-88%
4325 · Reapplication Fees - PY	6,660	0	5,400	100%
Total 4300 · APPLICATION FEES - SCHOOLS	43,362	183,503	42,368	-77%
4400 · Background Check Fees - School	4,100	17,425	4,100	-76%
4500 · Hearing Fees - Schools	14,400	900	14,400	1500%
4800 · Interest & Other Income	24,000	26,077	24,000	-8%
4900 · Miscellaneous Fees	265,000	129,262	265,000	105%
Total 4000 · REVENUE	5,126,302	4,597,348	5,760,773	25%
Expense				
5000 · Salaries				
5010 · Sr. Management	380,380	365,956	380,380	4%
5020 · Management	216,430	216,464	213,880	-1%
5030 · Outreach Director	79,580	76,335	79,580	4%
5040 · Field Investigations	197,510	259,791	199,790	-23%
5050 · School Inspectors	134,050	72,789	134,050	84%
5060 · Hearing Officers	28,940	7,324	31,440	329%
5070 · Legal In-House	499,470	373,947	408,770	9%
5080 · Paralegals	574,630	500,824	512,890	2%
5090 · Data Analytics	0	8,575	0	-100%
Total 5000 · Salaries	2,110,990	1,882,005	1,960,780	4%
5100 · Payroll Taxes	168,880	157,912	156,860	-1%
5200 · Benefits	203,200	189,464	192,900	2%
5300 · Workers' Compensation Insurance	15,000	5,114	15,000	193%
5400 · Payroll Services	10,000	8,100	10,000	23%
6110 · Travel	118,600	126,810	118,600	-6%
6120 · Facility/Banquet	31,000	19,859	31,000	56%
6140 · Cell Phones/Land Lines/Fax	34,080	31,488	34,080	8%

CA Massage Therapy Council Revised 2019 Budget

	Preliminary Budget Board Approved 11/15/2018	2018 Actual	Revised Budget as of 4/4/2019	% Change
6150 • Public Relations	37,000	23,898	37,000	55%
6160 • Communications & Outreach	194,000	133,231	142,000	7%
6170 • Office Supplies	22,360	20,227	22,360	11%
6180 • Office Furniture/Equipment	570	309	1,000	224%
6190 • Rent	27,832	26,319	27,832	6%
6200 • Printing/Copying	21,960	22,202	40,000	80%
6230 • Postage/Mailing	25,300	22,052	25,300	15%
6240 • Dues/Subscriptions/Licenses	34,380	38,707	37,000	-4%
6250 • Insurance-D&O/E&O/GL	51,300	52,075	53,000	2%
6260 • Banking/Credit Card Fees	85,000	75,870	78,000	3%
6270 • On/Off-Site Storage	4,770	4,627	4,770	3%
6290 • Certification/Mat's/Print/Mail	128,000	118,084	130,000	10%
6300 • Database Development	120,118	114,934	120,118	5%
6310 • Database Maintenance	62,622	20,997	62,622	198%
6320 • Conference Calls	10,820	9,832	10,820	10%
6340 • Legal	499,300	486,838	520,000	7%
6350 • Court Record Fees	1,600	1,021	1,600	57%
6350 • Staff Training	9,000	0	15,000	100%
6380 • Committee Travel & Meetings	2,500	644	2,500	288%
6410 • School Background Checks	7,700	19,942	7,700	-61%
6430 • Application Processing	1,814,800	1,624,057	1,753,800	8%
6450 • Accounting/Tax/Audit	31,000	42,105	31,000	-26%
7900 • Depreciation Expense	2,760	0	2,760	100%
7999 • Miscellaneous	4,440	4,044	4,440	10%
8000 • Miscellaneous Contingencies	150,000	90,000	110,000	22%
Total Expense	6,040,882	5,372,767	5,759,842	7%
Net Income	-914,580	-775,419	931	100%
 Starting Cash	 1,907,581	 3,619,627	 2,195,838	
Cash Received	5,204,080	3,858,978	5,900,342	
Cash Expended	5,888,122	5,282,767	5,647,082	
Ending Cash	1,223,539	2,195,838	2,449,098	



CBIZ TALENT & COMPENSATION SOLUTIONS
COMPLETED FEBRUARY 2019
DATA EFFECTIVE JULY 1, 2019



CALIFORNIA
MASSAGE THERAPY
COUNCIL

CEO Compensation Study Results



Objectives

- Intermediate Sanctions Overview
- Review Compensation Study Methodology
- Discuss Findings and Recommendations



Intermediate Sanctions Overview



Intermediate Sanctions Overview



- What is it?
- Who does it impact?
- How to protect the organization and the Board?
- What is fair market value?

Intermediate Sanctions – What is it?



- Non-profit organizations must pay “Fair Market Value” to disqualified person(s).
- IRS is staffing offices and adding personnel to question excessive compensation.
- State Attorney General beginning to review as well.

Intermediate Sanctions – Penalties



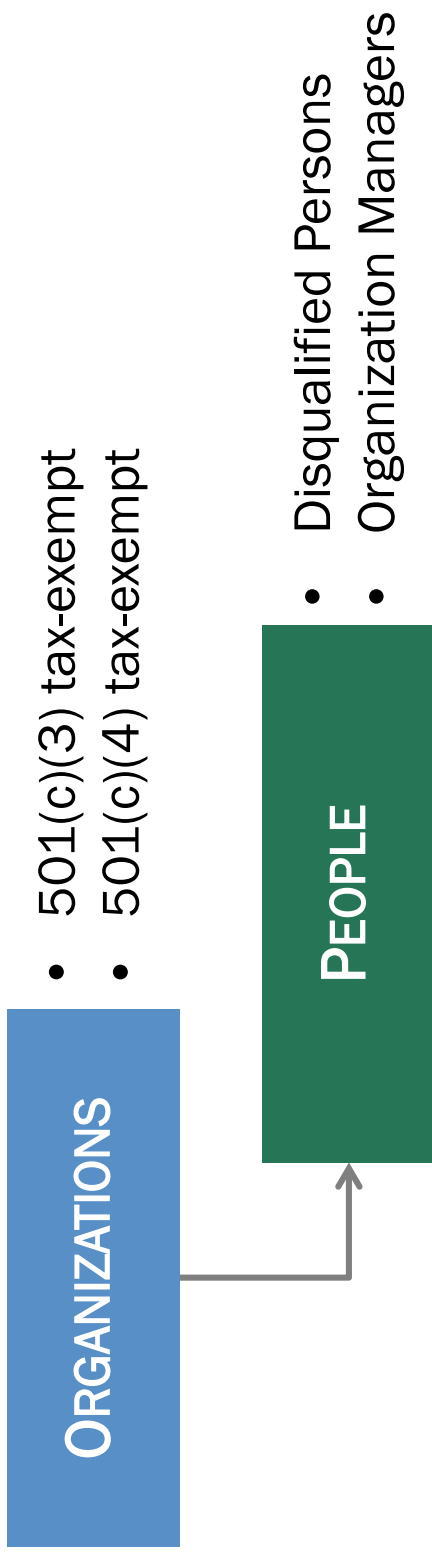
- 25% penalty imposed on “disqualified person,” which may be increased to 200%.
- 10% penalty imposed on “organizational managers,” capped at \$20,000 per transaction.
- Penalty applied to the amount of “excess benefit.”
- Joint and several liability for all penalties.
- Risk of losing tax exempt status.

Excess Benefit – Defined



- Any transaction in which an economic benefit is provided by an applicable tax exempt organization directly or indirectly to or for the use of any disqualified person if the value of the economic benefit provided exceeds the value of the consideration (including the performance of services) received for providing such benefit.

Who Does it Impact?



Disqualified Person



- Any person who was, at any time during the 5 year period ending on the date of such transaction, in a position to exercise substantial influence over the affairs of the organization.
- A member of the family of a person above.
- A 35% controlled entity by person(s) above.

Disqualified Persons – Described



- Voting members of organization
- Named officers – President, CEO, COO, Treasurer, CFO or top financial person



Organization Managers



- Officers, directors, trustees or an individual having similar powers.

Not Deemed Disqualified Persons



- Receives compensation less than \$120,000; and
- Is not specifically a named officer or voting member (e.g. CAMTC Board Members).

Rebuttable Presumption



- Burden of proof shifts to the IRS
- Requirements
 - Compensation arrangement is approved in advance by an independent authorized body without conflicts of interest.
 - Authorized body obtained and relied upon appropriate data prior to making determination (i.e. compensation consultant's data).
 - Authorized body concurrently and adequately documented the basis for making determination of compensation.

Rebuttable Presumption – What is fair market value?



- Fair market value is the price agreed to by a willing buyer and a willing seller, assuming neither is under any compulsion to act.
 - Compensation is presumed to be at fair market value and reasonable if the rebuttable presumption requirements are satisfied.

Compensation Study Methodology



Market Pricing Methodology



- What is Market Pricing?
 - Valuation of all components of pay for executives in the external labor market.
- Key considerations when determining labor markets:
 - Location
 - Local
 - Regional
 - National
 - Industry
 - Professional Associations
 - Broad Spectrum of Employers
 - Size
 - Revenue/Operating Budget
 - Staff Count

Market Pricing Methodology



- Non-profit peer data
- Published for and non-profit data
- The Council's organizational scope was considered:
 - National Scope (geographically adjusted)
 - Industry: Professional Associations
 - Organization Size
 - Staff Count: 62 total staff*

*CBIZ focused on total staff when possible. Surveys that defined organizational size by budget were adjusted accordingly.

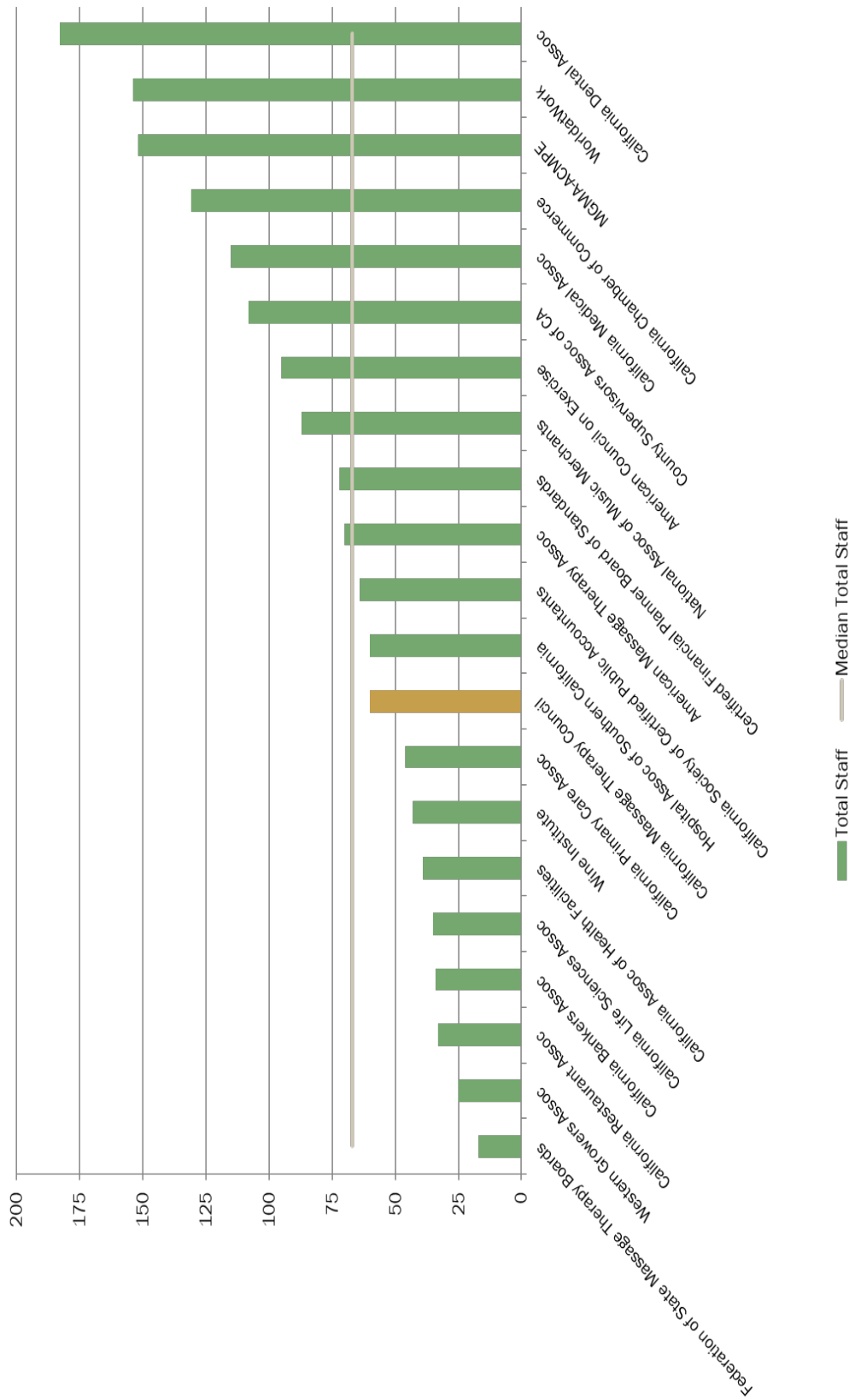
Peer Organizations*



- American Council on Exercise
- American Massage Therapy Association
- California Association of Health Facilities
- California Bankers Association
- California Chamber of Commerce
- California Dental Association
- California Life Sciences Association
- California Medical Association
- California Primary Care Association
- California Restaurant Association
- California Society of Certified Public Accountants
- Certified Financial Planner Board of Standards
- County Supervisors Association of CA
- Federation of State Massage Therapy Boards
- Hospital Association of Southern California
- MGMA-ACMPE
- National Association of Music Merchants
- Western Growers Association
- Wine Institute
- WorldatWork

*Peers were identified by CBIZ and CAMTC's Board Chair. Ultimately, CBIZ selected the final peer list.

Peer Organizations – Total Staff



Published Surveys Sources Utilized



- American Society of Association Executives – Association Executive Compensation & Benefits Study
- Bluewater Non-Profit Times – Survey of Non-Profit Organizations
- Chief Executive – CEO & Senior Executive Compensation Report
- CompAnalyst Market Data – Compensation Report
- Compdata – National Executive Compensation Survey
- Economic Research Institute – Executive Compensation and Nonprofit Assessor
- PRM Consulting Group – Management Compensation Report for Not-For-Profit Organizations
- Total Compensation Solutions – Not For Profit Compensation Survey
- Towers Watson Data Services – Survey Report on Top Management and Top Management Compensation Calculator
- WorldatWork – Total Salary Increase Budget

Market Pricing Definitions



BASE SALARY	• The annual fixed rate that an individual is paid for performing a job.
TOTAL CASH COMPENSATION	• Cash compensation, typically earned as base salary, bonus or deferred compensation received during the year.
BENEFITS INCLUDING RETIREMENT CONTRIBUTIONS	• Includes non-taxable benefits and deferred compensation. • Employer contributions to short-term and long-term disability, medical and dental premiums, vision care, life insurance, qualified retirement or deferred compensation plans, defined benefit pension plans, severance pay, child care, education expenditures and administration costs related to benefits. • Includes the taxable value of executive perquisites and non-business related expenses. • Employer payment of automobiles and related expenses, financial and legal counseling services, club memberships, supplemental medical and life insurance, supplemental long-term disability, directors and officers liability insurance, computers for personal/home use and personal use of cellular phones.
PERQUISITES / EXPENSE ACCOUNT	• Compensation (cash, stock, etc.) typically earned as a bonus for performance which is measured over a multi-year period (typically 3-5 years).
LONG TERM INCENTIVES	• Sum of base salary, bonus, benefits, perquisites, and long term incentives.
TOTAL COMPENSATION	

Market Pricing Results – Statistics



- 25th percentile – The point at which 75% of organizations pay more and only 25% pay less.
- 50th percentile – Also known as the median, this is the middle point of the market. By definition, half of organizations pay more and half pay less.
- 75th percentile – The point at which only 25% of organizations pay more and 75% pay less.

Compensation Findings



Compensation Findings Overview



- The compensation results present the aggregate market compensation data for the CEO at the 25th, 50th, and 75th percentiles.
- All market data is adjusted to a common effective date of July 1, 2020 using an annual compensation adjustment factor (1.8%) projected for executives at comparable organizations, according to WorldatWork.

Compensation Findings

Data Effective July 1, 2020



	2019 Actual CAMTC Compensation	Summary Market Compensation Data (50/50 Weighting of Non-Profit and For Profit Data)			Compa-Ratios		
		25th Percentile	50th Percentile	75th Percentile	25th Percentile	50th Percentile	75th Percentile
President & CEO							
Base Salary	\$369,048	\$250,736	\$305,711	\$400,713	147%	121%	92%
Total Cash Compensation	\$369,048	\$297,219	\$401,527	\$527,493	124%	92%	70%
Benefits	\$0	\$29,545	\$37,797	\$51,953	0%	0%	0%
Perquisites/Expense	\$0	\$2,057	\$17,857	\$39,118	0%	0%	0%
Long-term Incentives	\$0	\$27,075	\$41,596	\$75,261	0%	0%	0%
Total Compensation	\$369,048	\$360,915	\$499,002	\$705,655	102%	74%	52%

Fair Market Range



Title	Fair Market Value Range	
	Low	High
President & CEO	\$360,915	\$705,655

- The Internal Revenue Service allows for the comparison of both non-profit and for profit entities in the determination of reasonable compensation for a non-profit organization.
- CBIZ typically defines the fair market range of pay as up to the 75th percentile of total compensation based on a 50/50 weighting of non-profit and for profit data.
- Compensation above this level would typically be “at risk” or aligned with a broader compensation philosophy, in recognition of exceptional talent and clearly linked to performance.

Board Member Input



CEO Evaluation – Board Member Feedback



- Board members were asked to rate the following on a scale of 1-10:
 - Familiarity of the duties, responsibilities and performance of the CEO
 - CEO performance

	Average	Minimum Score	Maximum Score
Familiarity of the duties and responsibilities of the CEO	8.6	6	10
Familiarity of the performance of the CEO	8.7	6	10
CEO performance	9.4	9	10

CEO Evaluation – Board Member Feedback



- The following slides contain the raw Board member responses, CBIZ made minor edits to ensure confidentiality and accuracy of information.

CEO Evaluation – Board Member Feedback



■ Primary duties and responsibilities of the CEO role:

- In addition to his operational duties, the CEO must develop and maintain close relationships, based upon mutual confidence, with municipal and state lawmakers and their staffs, owners and directors of massage educational programs, the massage insurance industry, the professional liability/malpractice insurance industry, professional massage advocacy non-profits, print, electronic and social media, members of the non-affiliated but interested public and law enforcement. And most important, he must know the intricacies of the relationships between each of these entities.
- Oversee executive(higher up) staff members, Leadership and spokesperson of legislation, sunset and media, reporting regularly to the Board, creating and following budget, working closely with CAMTC Attorneys, working closely with AMG, to foresee challenges we face and plan accordingly, prioritize their energy in accordance with CAMTC Board designated strategic priorities and much more.
- To implement the policies set by the Board of Directors and be responsible for the day to day operations of CAMTC.
- Developing relationships and successful communication with stakeholders: therapists, schools, professional associations, media, lobbying groups(THAI massage therapists), counties, cities, league of cities, law enforcement, legislature, employers and others. Budget; Putting out fires; Sunset review; Managing staff - Educational and professional standards divisions and management group; Improving performance metrics by staff for all who contact CAMTC and apply for certification and or school approval.
- The CEO oversees the budget and overall operations of the organization. The CEO sets the tone and vision for the organization.

CEO Evaluation – Board Member Feedback



■ Primary duties and responsibilities of the CEO role (cont'd):

- The CEO's role is to shape and guide the path of CAMTC while being ever-mindful of staying in compliance with the law, maintaining Fiscal Solvency, taking into account to interests of all stakeholders and interpreting and applying the advisement and direction offered by the Board of Directors. His role includes balancing attention between the micro and macro details of the organization, constantly working toward accomplishing the mission of CAMTC.
- Act as Director of CAMTC, ensuring fiscal, operational, legal, and managerial needs are met. Liaise with state policy makers, answering questions, promoting CAMTC concept. Respond to concerns and issues identified by legislators and other representative entities, course correct, as appropriate. Anticipate issues before they arise, take proactive measures to ensure CAMTC's mission is clearly met, anticipate and be responsive to concerns from cities, counties, law enforcement and state policy makers.
- 1) Communicate with and educate the various stakeholders about the accomplishments, goals, and needs of CAMTC. 2) To ensure that CAMTC is meeting its strategic priorities. 3) Ensure that CAMTC is running effectively and on a financially sound basis.
- Oversee the day to day operations of the CAMTC. Makes sure the policy of the Board is adhered to. One of the biggest and most important responsibilities is to represent the Board in Sacramento. The CEO must have strong relationships in Sacramento and understand where all the pressure points are. This a highly sought after skill, that is not easy to find.

CEO Evaluation – Board Member Feedback



■ Unique traits, industry contacts or experience that are critical to successfully running CAMTC:

- The importance of deep familiarity with the scope, purpose and function of each of the stakeholders -- and how each relates to the others -- cannot be overstated. Beyond those unique skills, the CEO must be able to effectively handle multiple challenges in these areas, each of which is critical, on a daily basis without missing a beat.
- Definitely Leadership skills, working with legislators, legislation and media as well as executive staff. Being able to work with a major management company. Regular reporting, crisis management, working well under pressure. Being familiar with running non profits with large budgets (or one similar to our size). A familiarity with the message industry also helpful.
- He or she must be knowledgeable about the laws, rules and regulations guiding the practice of massage therapy, balancing the budget, and acting as a legislative advocate.
- He or she has to be able to think three moves ahead of what is happening. Has to respond to whatever situation arrives in ways that are politically correct, yet good for CAMTC. Has to develop relationships with all of those groups mentioned above

CEO Evaluation – Board Member Feedback



- Unique traits, industry contacts or experience that are critical to successfully running CAMTC (cont'd):
 - Yes, the CEO has demonstrated all of the above.
 - Having and being able to develop and maintain healthy/positive relationships with diverse interest groups is key! Any positive pre-existing relationships/experience with city, county and/or state officials would be helpful. Equally so, relationships with individuals and organizations within the Massage Therapy Industry. Organization, Integrity, and Responsiveness are top qualities. Genuine interest in, understanding of and appreciation for the Massage Therapy Industry. Either coming in with an understanding...or display a sincere interest in learning. Thick skin. Any leadership position is susceptible to scrutiny and inflammatory accusations. The CEO needs to embrace all feedback and have the judgment to assess which information should require more conversation and/or a response and which is merely noise.
 - Political astuteness, big-picture thinking, pragmatism, budgets, ability to negotiate.
 - 1) Sound business sense. 2) Ability to communicate at all levels and to all stakeholders. 3) Willingness to make decisions which may be unpopular. 4) Understand the political environment.

CEO Evaluation – Board Member Feedback



■ Any changes to the CEO's role between now and 2020:

- A periodic change, one that occurs with each Sunset period, has to do with preparation for the Sunset Review Report, with is due at the end of 2020. It's like having a second full-time job.
- The CEO role will be the same but the priorities and times spent will have to adjust to focus on sunset.
- No.
- Sunset review is a huge project
- No.
- Not so much as a change but a continuance of what the role has been. , With sunset , increase the amount of time and energy put into seeking understanding and common ground with Massage Therapy Industry stakeholders (MT's, Professional Organizations & Schools).
- No.
- No
- The CEO must be poised to fend off attacks from the industry, for profit organizations who have their business impacted by regulations, law makers who believe this should be a regulatory body, and those who profit from the human trafficking. This will be a daunting task.

CEO Evaluation – Board Member Feedback



■ Why did you select the performance rating score:

- 10 - I selected this score because his skills go beyond the management of a complicated operating system; it requires the ability to tie it all together and lead others to aspire to his level of focus and execution. No aspect of the current CEO's performance is common; few people are able to keep it all together, with laser focus on the objective, as he.
- 9 - The proof is in the pudding. CAMTC has been extremely successful in its mission and the strategic priorities have been and continue to be addressed.
- 9 - Mr. Netanel has consistently performed to the highest standards.
- 10 - I think he is doing a fantastic job. He works tirelessly and is on top of all of his responsibilities.
- I believe that the CEO has demonstrated his dedication to the organization and continues to perform in an excellent manner.
- 9 - I would not choose "10" as there are always ways to do better. However, given all things, Ahmos does an exceptional job in his position. Little gets by Ahmos and he does a pretty impressive job of juggling the attention, demands and needs of CAMTC's many stakeholders while staying mission focused.
- 9 - The CEO is performing extremely well; the organization benefits not only from his depth of knowledge, but also from his extraordinary level of commitment and level of effort. In these times of close scrutiny from policy makers, it would be beneficial to look for opportunities to neutralize criticism through data and an enhanced perception of sensitivity to impacted businesses/therapists.
- 10 - He meets all the criteria I have outlined as necessary for the CAMTC CEO.
- 9 - I think he has done an outstanding job navigating the shark infested waters of those who would, love to see this organization fail. He understands strategy and has built relationships. He is responsive to the Board and strives for perfection.



Recommendations and Next Steps

Recommendations



- Set base salary and total compensation at levels that are:
 - Justifiable to the IRS.
 - Sufficient to retain (commensurate with the incumbent's experience, abilities and performance).
 - Adequate to hire a replacement.
- Meet all requirements to establish "Rebuttable Presumption."
- Consider offering employee benefits (medical and retirement at a minimum) to better align with typical market practices.
- CAMTC may also explore a deferred compensation plan to retain executives and/or an incentive plan to reward performance.

Next Steps

- Board to follow steps necessary to establish “Rebuttable Presumption”:
 - ✓ Approve compensation arrangement in advance.
 - ✓ Rely on appropriate data such as the data provided in this report.
 - ✓ Concurrently and adequately document the basis for making compensation decisions.



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CBIZ Talent & Compensation Solutions is a business and financial advisory firm providing a vast array of services, including compensation consulting. Our professionals perform compensation valuations on a regular basis and are qualified to provide such.

Appendix A



Breakout of Non-Profit Published and Peer Market Data

Data Effective July 1, 2020



	2019 Actual CAMTC Compensation	Published Non-Profit Data			Peer Group Non-Profit Compensation Data		
		25th Percentile	50th Percentile	75th Percentile	25th Percentile	50th Percentile	75th Percentile
President & CEO							
Base Salary	\$369,048	\$194,103	\$248,196	\$336,340	\$402,719	\$454,697	\$602,443
Total Cash Compensation	\$369,048	\$219,358	\$295,235	\$422,888	\$479,621	\$637,852	\$746,276
Benefits	\$0	\$31,281	\$38,421	\$50,056	\$31,678	\$45,081	\$74,289
Perquisites/Expense	\$0	\$5,999	\$17,318	\$62,130	\$2,230	\$12,185	\$21,324
Long-term Incentives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Compensation	\$369,048	\$256,638	\$350,973	\$535,073	\$533,604	\$696,018	\$889,208

Breakout of For Profit and Non-Profit Market Data

Data Effective July 1, 2020



	2019 Actual CAMTC Compensation	Published For Profit Compensation Data			Non-Profit Summary Compensation Data (50/50 Weighting of Published and Peer Data)		
		25th Percentile	50th Percentile	75th Percentile	25th Percentile	50th Percentile	75th Percentile
President & CEO							
Base Salary	\$369,048	\$203,062	\$259,975	\$332,033	\$298,411	\$351,446	\$469,392
Total Cash Compensation	\$369,048	\$244,948	\$336,511	\$470,404	\$349,490	\$466,544	\$584,582
Benefits	\$0	\$27,611	\$33,843	\$41,733	\$31,479	\$41,751	\$62,173
Perquisites/Expense	\$0	\$0	\$20,963	\$36,510	\$4,114	\$14,751	\$41,727
Long-term Incentives	\$0	\$54,150	\$83,192	\$150,522	\$0	\$0	\$0
Total Compensation	\$369,048	\$326,709	\$474,509	\$699,169	\$395,121	\$523,495	\$712,141

Appendix B



CEO Job Description



CAMTC's CEO Job Description

OVERVIEW

The California Massage Therapy Council (CAMTC or the Council) is a private non-profit public benefit corporation with tax exempt status under IRS Code section 501(c)(3). CAMTC was incorporated in February 2009 after the enactment of California's Massage Therapy Act. The Council's startup costs were privately funded and later repaid in full by CAMTC. Since its inception, the Council has never received any funding from the State of California, taxpayers, nor has it ever accepted any public donations.

The 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.

Over the past nine years CAMTC has vetted more than 210,000 applications, which includes rigorous educational reviews and detailed criminal background investigations of individual massage professionals. As of December 2018, CAMTC has granted more than 197,000 certifications, including recertifications.

Over the past two years, CAMTC has vetted and investigated 236 massage school applications and issued 155 school approvals.

CAMTC is a highly decentralized organization. A staff of approximately sixty people operate the Council. Approximately half of them work in its main office in Sacramento as employees of an outside vendor that manages application processing, and the rest as CAMTC employees spread throughout the state. CAMTC has an annual operating budget of \$6 million, supported almost entirely by fees from individual applicants and schools.

CAMTC is a trailblazer. It has the legislative mandate to implement a revolutionary platform of statewide voluntary certification for massage professionals, which has been proven to be significantly superior in effectiveness and efficiency to that of traditional governmental licensing boards. Its structure as a private non-profit corporation subject to compliance with statutory provisions specific to the organization, creates unique challenges

CEO Job Description

not experienced by private certifying organizations or government agencies that regulate professions. The introduction and implementation of this new model, and navigation in uncharted waters, requires constant organizational adaptation and relentless outreach to a universe of highly diverse stakeholders with conflicting interests, which include (but are not limited to):

- Consumers
- The Legislature
- The Governor
- Local governments
- Law enforcement
- State departments and bureaus
- The media
- Lobbyists
- Massage professionals
- Massage associations and trade organizations
- Educational institutions
- Anti-human trafficking organizations and taskforces
- Massage businesses and spas
- Ethnic/non-English speaking communities

CAMTC's governing body is a Board of Directors consisting of the following thirteen members:

- A representative of the League of California Cities
- A representative of the California Police Chiefs Association
- A representative of the California State Association of Counties
- A representative of an "anti-human trafficking" organization
- An appointee of the Chancellor of the California Community Colleges
- A member of the public appointed by the Director of the Department of Consumer Affairs
- An appointee of the California Association of Private Postsecondary Schools
- A CAMTC Certified Massage Therapist or a Certified Massage Practitioner appointed by the American Massage Therapy Association – California Chapter
- A CAMTC Certified Massage Therapist or a Certified Massage Practitioner selected by another professional society
- A public health official representing a city, county, city and county, or state health department
- An attorney that represents a city in the State of California
- A representative of a massage business entity
- An individual who has knowledge of the massage industry or can bring needed expertise of the Council for purposes of complying with its public protection mandate



The Council's governing law, California's Massage Therapy Act, is set to sunset on December 31, 2020. The Board's top priority is re-enactment of the law for at least four years, until January 1, 2025.

SCOPE AND RESPONSIBILITIES

Under Article VI of CAMTC's Bylaws, the CEO is responsible for general supervision and management of the affairs of the Council under the oversight of the Board. The CEO keeps the Board apprised of significant matters relating to the operation of the organization, its activities, employees, contractors, and financial condition. The CEO is responsible for the development and implementation of the annual budget and has full authority to hire, discipline, discharge and re-align staff members in order to maximize productivity and efficiency within the Council. In addition to managing the day-to-day affairs of CAMTC, the CEO advises the Board on long-term strategy and policy. The CEO's management of day-to-day activities is complicated by the fact that application processing is accomplished through an outside vendor that is only authorized to take actions that are authorized by CAMTC. This requires the CEO to be directly involved in decision-making and authorizations for the outside application processing vendor.

The ideal candidate will have a proven track record of successfully managing an organization similar to the size and complexity of CAMTC, while managing relationships with diverse stakeholders. This individual must have the demonstrated ability to consistently deliver critical legislative outcomes, possess strong entrepreneurial skills and financial acumen, as well as communication, strategic planning, public relations, community relations, governmental relations, management, and interpersonal skills. A background and understanding of complicated legal challenges, local government and the state and local legislative processes and political trends, especially as it applies to the massage industry, will be a major asset.

The ideal candidate will have to demonstrate background and outstanding abilities in the following areas:

STRATEGY AND INTANGIBLE SOFT SKILLS

As a young organization, implementing an unusual certification model in a highly politically complex environment of an emerging and fragmented profession, CAMTC faced existential threats from its inception. To assure the continuation of the Council, the CEO must have the ability to think strategically many steps ahead, align highly diverse internal factors with numerous external challenges to chart a clear path forward in an ever-changing environment. To successfully effectuate change, the CEO must be able to operate under intense pressure and be comfortable navigating in highly ambiguous environments.

BOARD INTERACTION

CAMTC's Board is highly diverse by design. The presence of conflicting interests and priorities of Board members and their appointing entities require a CEO that is able to be

CEO Job Description

impactful and delicate at the same time. To be effective, the CEO must constantly strive to establish dynamics that foster bridge building and consensus among Board members. The CEO is expected to maintain a close working relationship with all Board members, providing advice and counsel on policy and management issues.

LOW SUPPORT NEEDS

CAMTC is not a bureaucratic organization. The CEO is expected to be self-sufficient and function without the traditional administrative and executive support that CEOs are accustomed to. Organizational functions ordinarily performed by a team of other executives are the responsibility of the CEO. Such positions include: COO, CFO (CAMTC has a part time contractor that performs some partial CFO tasks), CMO, HR, and PR. At this point in time, CAMTC has no COO, CMO or HR Director and the CEO is expected to fulfill the functions of such executives.

EXTERNAL RELATIONSHIPS

- Represent the Council before the California Legislature and work closely with Senate and Assembly Business and Professions Committees staff and members.
- Maintain effective working relationships with various cities and counties, in particular local law enforcement agencies and key policies.
- Maintain effective liaisons with entities important to the achievement of CAMTC's goals, including (but not limited to):

- o The League of California Cities
- o The California Police Chiefs Association
- o The California State Association of Counties
- o American Massage Therapy Association
- o American Massage Council
- o California Association of Private Postsecondary Schools
- o California Association of Code Enforcement
- o California Department of Consumer Affairs
- o California Department of Justice
- o Associated Bodywork & Massage Professionals
- o Hands On Trade Association
- o Massage Magazine
- o The California Bureau for Private Postsecondary Education
- o California Municipal Revenue and Tax Association
- o California Employment Development Department
- o Polaris Project
- o Journey Out
- o San Francisco Collaborative Against Human Trafficking
- o Coalition To Abolish Slavery & Trafficking
- o Bay Area Coalition Against Human Trafficking
- o Stanislaus County Project 290 Anti-Trafficking Coalition
- o Public Health Officials
- o Mayors and city council members



- o City and county managers
- o City attorneys
- o Massage professionals
- o Massage schools
- o Independent Massage Schools Association of California
- o Federation of State Massage Therapy Boards
- o Sheriffs
- o District attorneys
- o Chiefs of staff, district and legislative directors of legislators
- o California Massage Schools Association
- o National Certification Board of Therapeutic Massage and Bodywork
- o Royal Thai Consul-General
- o Nuad Thai and Spa Association of America
- o Chinese Chamber of Commerce of Los Angeles
- o Massage businesses and franchises
- o The International Spa Association
- Represent the Council before the news media in press conferences, interviews, radio and television appearances and manage all aspects of media relations.
- Represent CAMTC as speaker and a resource person in meetings and conferences of various interested groups.

INTERNAL RELATIONSHIPS

- Provide strategic vision and staff development plans across all function of CAMTC. This includes leadership that encourages staff members to take initiative and develop within the organization.
- Ensure that CAMTC's organizational structure, personnel practices and management systems are efficient and effective.
- Examine the current organizational structure and how its alignment serves its mission; then determine the most appropriate structure for efficiency in order to increase internal communication, empower staff to make decisions and promote new thought inside the organization.
- Maintain an open-door policy whereby staff members feel comfortable being able to approach the CEO, create opportunities for staff members to communicate with the CEO, express new ideas and discuss their own personal thoughts/concerns.
- Dedicate time and resources to develop and motivate staff and encourage the team to work together, build relationships, alliances and groups that will allow for new technology, approaches, and ideas with strategic alliances to take place inside the Council.
- Empower senior management to lead their departments and to function effectively and efficiently; and to provide an environment where managers from each department are encouraged to work together and present directly to executive leadership.

CEO Job Description

GENERAL MANAGEMENT

- Oversee and participate in the planning and execution of all CAMTC meetings, trade shows, seminars, workshops and other activities as appropriate.
- Manage the resources of CAMTC consistent with the Board's policies in order to achieve efficient and effective programs and services for CAMTC's mission.
- Oversee and manage activities of the vendor engaged in application processing.
- Oversee the planning and execution of CAMTC's legislative efforts, including the establishment of various strategic alliances.
- Oversee the Council's outreach efforts.
- Oversee litigation matters.
- Understand the current economic and political climate and how this climate will continuously shape the future of the massage profession.
- Direct and challenge CAMTC to move beyond the status quo.
- Have strong financial management and leadership skills, and successfully manage budgets; identify areas for cost reduction and increased efficiencies, and communicate those recommendations and creative solutions effectively to the Board and management, resulting in an organization that is run efficiently and cost effectively.
- Have proven leadership skills, which include being:
 - A unifier and team builder
 - A problem solver and visionary
 - A mentor and motivator
 - A manager of multiple agendas and interests simultaneously
 - Understanding with an appreciation and sensitivity of the diversity of certificate holders and applicants in a way that CAMTC staff will embrace that same sensitivity
- Oversee and/or develop an effective and creative communication strategy that promotes, educates and stimulates discussion amongst stakeholders.

PERSONAL ATTRIBUTES/QUALITIES

- An executive who is politically savvy, open minded, fair yet firm, has a great memory, is credible and non-partisan.
- A facilitator, negotiator, strategic thinker and consensus builder.
- An executive who is adaptable to change quickly and often.
- An executive with a high level of intelligence, persuasiveness, creativity and vision.
- High energy level, with maturity, gravitas, integrity and ethics above reproach.
- Innovative, compassionate, and transparent executive who is inclusive in his/her decision-making process and willing to delegate responsibility when appropriate.
- Excellent interpersonal communication, presentation and writing skills.
- Professional and executive presence to stand on behalf of the organization as the executive and champion of the Council.
- Results-oriented individual with a dedication to accuracy, efficiency and on-time delivery with quality and an appropriate sense of urgency at the forefront of all decisions.



- An executive who is sensitive to diversity in all of its forms.
- An executive who will relate to all stakeholders and treat them all with respect.
- Strategic leader, open-minded communicator and critical thinker who is unwilling to let challenges prevent success, but rather looks at challenges as opportunities for success.
- Professional judgement including practical approach, appropriate risk-taking, and political savvy to lead the Council through Sunset Review and its next phase of growth.
- Demonstrates effectiveness at creating strong proactive partnerships between government and businesses by working with, listening to, and communicating, educating and gaining support from elected officials at both the local and state level, and with other stakeholders to identify, negotiate and solve complex and challenging issues.
- Understanding of all the facets of the massage industry, including appropriate massage practices, issues specific to massage businesses and schools, and historical regulation of the massage industry by local governments.
- Demonstrates ability to unify teams, communities and people during complicated times.

BUSINESS ACUMEN

- Experience managing a diverse and visible organization.
- Success managing and providing executive level guidance to a highly educated, experienced and technical workforce, thereby empowering management to implement and execute their departmental plans effectively.
- Extensive experience planning and implementing new projects and initiatives to build a more effective, sustainable and sound organization.
- Experience developing and implementing metrics used to evaluate individual and company performance, budgets, cost effectiveness and returns on investments in order to increase the bottom line and operational performance.
- Experience overseeing complicated litigation matters.
- A leader who has a strong financial orientation and who identified inefficiencies and areas of potential cost reduction.
- Demonstrated track record of success during varying economic and business cycles.

EXPERIENCE REQUIRED

- The successful candidate will have a minimum of 10 years senior and executive management experience in a public or private business, organization, or association. Massage-related business and regulatory experience is required.

TRAVEL AND WORKLOAD

Interested candidates should note that extensive travel is required as part of the CEO's responsibilities, and long work hours including weekends and holidays are typical.



CALIFORNIA MASSAGE THERAPY COUNCIL

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March 28, 2019

TO: BOARD OF DIRECTORS CALIFORNIA MASSAGE THERAPY COUNCIL

FROM: STAFF

RE: REASONS FOR PROPOSED AMENDMENTS TO CAMTC'S
PROCEDURES FOR DENIAL OF CERTIFICATION OR
DISCIPLINE/REVOCATION

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.

See attached Procedures for Denial of Certification or Discipline/Revocation (approved February 22, 2018) with proposed amendments in red.

A short description of why the policy should be changed.

The proposed changes are needed to address changes to internal CAMTC restructuring and for clarification.

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

None.

The fiscal impact the proposed change may have on CAMTC and certificate holders and applicants.

None.

Potential pro's and con's if the new policy is adopted.

Pros: The new language provides better clarity and reflects changes to operational

March 28, 2019
Page 2

restructuring.

Cons: None.

The impact on current certificate holders and applicants.

No substantive change, just provides better clarity and addresses restructuring.

A suggested date for the change to be implemented.

April 4, 2019.



PROCEDURES FOR DENIAL OF CERTIFICATION OR DISCIPLINE/REVOCATION

Pursuant to California Business and Professions Code sections 4600 et. seq., the California Massage Therapy Council (the "Council" or "CAMTC") hereby adopts the following procedures relative to the denial of certification or the discipline/revocation of a certificate issued pursuant to California Business and Professions Code sections 4600 et. seq. (hereinafter the "Law"):

1. Reasons for denial or discipline/revocation. Certification may be denied or revoked, or an existing certificate holder may be disciplined, for reasons reasonably related to protecting the public safety, including the following:
 - a. Failure to meet and/or maintain the criteria for certification listed in sections 4604, 4604.1, or 4604.2.
 - b. Failure to obtain a positive fitness determination after fingerprinting pursuant to section 4606.
 - c. Unprofessional conduct, including, but not limited to, any of the following:
 1. Engaging in sexually suggestive advertising related to massage services;
 2. Engaging in any form of sexual activity on the premises of a massage establishment where massage is provided for compensation, excluding a residence;
 3. Engaging in sexual activity while providing massage services for compensation;
 4. Practicing massage on a suspended CAMTC certificate or practicing outside of the conditions of a restricted CAMTC certificate;
 5. Providing massage of the genitals or anal region; or
 6. Providing massage of female breasts without the written consent of the person receiving the massage and a referral from a licensed California health care provider.
 - d. Procuring or attempting to procure a certificate by fraud, misrepresentation, or mistake.
 - e. Violating or attempting to violate, directly or indirectly, or assisting in or abetting the violation of, or conspiring to violate, any provision of the Massage Therapy Act or any rule or bylaw adopted by the Council.

- f. Conviction of any felony, misdemeanor, infraction, or municipal code violation, or being held liable in an administrative or civil action for an act that is substantially related to the qualifications, functions, or duties of a certificate holder. A plea or verdict of guilty or a conviction after a plea of nolo contendere is deemed to be a conviction within the meaning of the Massage Therapy Act. A record of the conviction or other judgment or liability shall be conclusive evidence of the crime or liability.
- g. Impersonating an applicant or acting as a proxy for an applicant in any examination referred to in the Massage Therapy Act for the issuance of a certificate.
- h. Impersonating a certificate holder or permitting or allowing a non-certified person to use a certificate.
- i. Committing any fraudulent, dishonest, or corrupt act that is substantially related to the qualifications or duties of a certificate holder.
- j. Committing any act punishable as a sexually related crime or being required to register pursuant to the Sex Offender Registration Act (Chapter 5.5 (commencing with Section 290) of Title 9 of Part 1 of the Penal Code), or being required to register as a sex offender in another state.
- k. Failure to fully disclose all information requested on the application.
- l. Denial of licensure, revocation, suspension, restriction, citation, or any other disciplinary action against an applicant or certificate holder by another state or territory of the United States, by any other government agency, or by another California health care professional licensing board. A certified copy of the decision, order, judgment, or citation shall be conclusive evidence of these actions.
- m. Dressing, while engaged in the practice of massage for compensation, or while visible to clients in a massage establishment, in any of the following:
 - 1. Attire that is transparent, see-through, or substantially exposes the certificate holder's undergarments.
 - 2. Swim attire, if not providing a water-based massage modality approved by the Council.
 - 3. A manner that exposes the certificate holder's breasts, buttocks, or genitals.
 - 4. A manner that constitutes a violation of section 314 (indecent exposure) of the Penal Code.
 - 5. A manner that is otherwise deemed by the Council to constitute unprofessional attire based on the custom and practice of the profession in California.
- n. Failure to comply with Business and Professions Code section 4607, which provides that the Council may "discipline an owner or operator of a massage business or establishment who is certified pursuant to this chapter or is an applicant for certification pursuant to this chapter for the conduct of

all individuals providing massage for compensation on the business premises.”

o. Failure to meet the requirements in Business and Professions Code section 4608:

1. Failing to display an original CAMTC certificate wherever he or she provides massage for compensation.
2. Failing to have his or her CAMTC identification card in his or her possession while providing massage services for compensation.
3. Failing to provide his or her full name and certificate number upon the request of a member of the public, the Council, or a member of law enforcement or a local government agency that is responsible for regulating massage or massage establishments, at the location where he or she is providing massage services for compensation.
4. Failing to include the name under which he or she is certified and certificate number in any and all advertising of massage for compensation.
5. Failing to notify CAMTC within 30 days of any change in home address, address of massage establishment or other location where he or she provides massage for compensation (excluding those locations where massage is provided only on an out-call basis).
6. Failing to notify CAMTC of primary email address, if any, or failure to notify CAMTC within 30 days of a change in primary email address.

p. Engaging in an unfair business practice as defined in Business and Professions Code section 4611:

1. Holding oneself out or using the title of “certified massage therapist” or “certified massage practitioner” or any other term, such as “licensed,” “certified,” “CMT,” or “CMP” in any manner whatsoever that implies or suggests that the person is CAMTC certified when he or she does not currently hold an active and valid CAMTC certificate.
2. Falsely stating, or advertising, or putting out any sign or card or other device, or to falsely represent to the public through any print or electronic media, that he or she or any other individual is licensed, certified, or registered by a governmental agency as a massage therapist or practitioner.

2. Investigations. Section 4615 of the Business and Professions Code provides:

“(a) The council shall have the responsibility to determine whether the school from which an applicant has obtained the education required by this chapter meets the requirements of this chapter.

- (1) If the council has any reason to question whether or not the applicant received the education that is required by this chapter from the school or schools that the applicant is claiming, the council shall investigate the facts to determine that the applicant received the required education prior to issuing a certificate.

(2) For purposes of this section and any other provision of this chapter that authorizes the council to receive factual information as a condition of taking any action, the council may conduct oral interviews of the applicant and others or conduct any investigation deemed necessary to establish that the information received is accurate and satisfies the criteria established by this chapter.”

If an applicant or certificate holder has been convicted of a felony, misdemeanor, infraction, or municipal code violation, whether expunged or not, CAMTC will conduct an investigation and review all convictions substantially related to the qualifications, functions or duties of a certified massage professional. Each application or certificate holder will be evaluated on a case-by-case basis. CAMTC will consider the factors identified in the Council's Criteria for Proof of Rehabilitation when making a certification or disciplinary determination. CAMTC will make the determination for approval or denial of certification or discipline of a certificate holder by evaluating the entire application, all supporting documentation, and all other evidence and information in its possession.

3. Actions relative to applicants for certification. The Council may:
 - a. Deny an application for certification based on the reasons listed in paragraph 1 above or on any other grounds which are deemed reasonably necessary to protect the public safety.
 - b. Issue an initial certificate on probation, with specific terms and conditions, including a period of suspension, based on the reasons listed in paragraph 1 above or on any other grounds that are deemed reasonably necessary to protect the public safety.
4. Actions relative to existing certificate holders. The Council may discipline a certificate holder by any, or a combination, of the following methods:
 - a. Placing the certificate holder on probation, which may include limitations or conditions on practice.
 - b. Suspending the certificate and the rights conferred by the Massage Therapy Act on a certificate holder for a period not to exceed one year.
 - c. Revoking the certificate.
 - d. Suspending or staying the disciplinary order, or portions of it, with or without conditions.
 - e. Taking other action as the Council, or a person appointed by the Council, deems proper, as authorized by the Massage Therapy Act or policies, procedures, rules, or bylaws adopted by the Board.
 - f. Notwithstanding any other law, if the Council receives notice that a certificate holder has been arrested and charges have been filed by the appropriate prosecuting agency against the certificate holder alleging a violation of subdivision (b) of section 647 of the Penal Code or any offense described in section 1.j. above, the Council shall take all of the following actions:

1. Immediately suspend, on an interim basis, the certificate of that certificate holder.
2. Notify the certificate holder within 10 business days, at the address last filed with the Council, that the certificate has been suspended and the reasons for the suspension.
3. Notify by email or first-class mail any establishment or employer that the Council has in its records as employing the certificate holder, that the certificate has been suspended, within 10 business days.
4. Notify by email the clerk or other designated contact of the city, county, or city and county in which the certificate holder lives or works, pursuant to the Council's records, that the certificate has been suspended, within 10 business days.

Upon notice to the Council that the charges described above in this subparagraph f. have resulted in a conviction, the Council shall permanently revoke the suspended certificate. The Council shall provide notice to the certificate holder, at the address last filed with the Council, by a method providing delivering confirmation, within 10 business days that it has evidence of a valid record of conviction and that the certificate will be revoked unless the certificate holder provides evidence within 15 days from the date of the Council's mailing of the letter that the conviction is either invalid or that the information is otherwise erroneous. If a certificate is permanently revoked pursuant to this provision, the certificate holder shall not be allowed to re-apply for certification.

Upon notice that the charges described above in this subparagraph f. have resulted in an acquittal, have otherwise been dismissed prior to conviction, or the certificate holder has been convicted of an offense other than 647(b) or an offense described in section 1.j. above, the certificate shall be immediately reinstated and the certificate holder and any establishment or employer that received notice pursuant to these procedures shall be notified of the reinstatement within 10 business days.

- g. Notwithstanding any other law, if the Council determines that a certificate holder has committed an act punishable as a sexually related crime or a felony that is substantially related to the qualifications, functions, or duties of a certificate holder, the Council may immediately suspend the certificate of that certificate holder. A determination to immediately suspend a certificate pursuant to this subdivision shall be based on the preponderance of the evidence and the Council shall also consider any available credible mitigating evidence before making a decision. Written statements by any person shall not be considered by the Council when determining whether to immediately suspend a certificate unless made under penalty of perjury. If the Council suspends a certificate in accordance with this subdivision, the Council shall take all of the following additional actions:

1. Notify the certificate holder, at the address last filed with the Council, within 10 business days by a method providing delivery confirmation, that the certificate has been suspended, the reason for

the suspension, and that the certificate holder has the right to request a hearing pursuant to paragraph 3 below.

2. Notify by electronic mail or any other means consistent with the notice requirements of this chapter, within 10 business days, any business or employer that the Council has in its records as employing or contracting with the certificate holder for massage services, and the California city or county that has jurisdiction over that establishment or employer, that the certificate has been suspended.

3. A certificate holder whose certificate is suspended pursuant to this provision shall have the right to request, in writing, an oral hearing or consideration of a written statement to challenge the factual basis for the suspension. If the holder of the suspended certificate requests an oral hearing or consideration of a written statement on the suspension, the oral hearing or consideration of a written statement shall be held within 30 days after receipt of the request. A certificate holder whose certificate is suspended based on this provision shall be subject to revocation or other discipline in accordance with paragraph 1 of these Denial Procedures.

5. Procedure for denial, suspension, revocation, or discipline of a certificate. Any denial or disciplinary decision shall be decided upon and imposed in good faith and in a fair and reasonable manner. Denial and disciplinary decisions shall be based on a preponderance of the evidence. In determining the basis for denial or discipline and making a final decision that denial or discipline shall be imposed, the Council may consider all written documents or statements as evidence, but shall weigh the reliability of those documents or statements. A final decision to deny or impose discipline may be based solely on a written statement or declaration made under penalty of perjury and the individual providing the written statement or declaration made under penalty of perjury shall not be required to appear at an oral hearing or provide additional documents or information beyond the written statement or declaration made under penalty of perjury that was already provided.

All denials, suspensions, revocations, and other discipline required or allowed by the Massage Therapy Act and these Procedures shall be carried out by ~~an two or more~~ employees of the Council known as the ~~Division Director of the Professional Standards Division (hereinafter the "Division Director")~~ Rules Department ("RD"). The ~~Division Director~~ RD shall be assisted by Council staff and such other employees as shall be determined necessary ~~by the CEO by the Division Director. The Division Director, along with any staff/employees under his/her supervision, shall be collectively known as the Professional Standards Division (the "PSD").~~

If Council staff determines that grounds appear to exist for denial of an application for certification or discipline of an existing certificate holder, staff shall forward the matter to the ~~RD Division Director~~, or a ~~PSD-CAMTC~~ employee designated ~~by the CEO by the Division Director~~ to receive such information, and the procedures set forth below shall be followed (except in cases where the specific procedures in section 4.f. above apply):

- a. The ~~PSDRD~~ shall be responsible for reviewing and making determinations regarding individual proposed denials and discipline. ~~The PSDCAMTC~~

shall ensure that the PSDRD employees making proposed denial and discipline decisions and the Hearing Officers making final denial and discipline decisions do not have a conflict of interest relative to the affected applicant or certificate holder subject to denial or discipline.

- b. If after reviewing the matter, the PSDRD determines that action should be taken, the applicant or certificate holder shall be provided at least 15 days prior notice of the proposed denial or discipline and the reasons for the proposed denial or discipline. Notice shall be given by any method reasonably calculated to provide actual notice. Any notice given by mail must be given by first-class or certified mail sent to the last known address of the applicant or certificate holder shown on the Council's records.
- c. The applicant or certificate holder shall be given an opportunity to be heard, either orally or in writing, at least five (5) days before the effective date of the proposed denial or discipline. Applicants and certificate holders may request a continuance of their oral telephonic hearing or consideration of a written statement hearing date. Reasonable continuance requests for applicants may be provided at the sole discretion of CAMTC. Reasonable continuance requests for certificate holders may be provided at the sole discretion of CAMTC only if ALL of the following conditions are met: 1) the certificate holder's certificate is already, and will remain, suspended during the continuance; and 2) the new proposed effective date of revocation or discipline, if the continuance is granted, will occur during the time period that the certificate holder is certified. The hearing shall be held, or the written statement considered, by at least two the Division Director Hearing Officers (or his or her designee) and at least one other employee (Hearing Officers), who together are authorized to determine whether the proposed denial of certification or proposed discipline should occur, should not be imposed, or whether some other form of discipline should be imposed. The decision of the Division Director/ Hearing Officers shall be final.
- d. Notice of the PSDHearing Officer's' final decision shall be given by any method reasonably calculated to provide actual notice. Any notice given by mail must be given by first-class or certified mail sent to the last known address of the applicant or certificate holder shown on the Council's records.
- e. Any action in superior court challenging a denial of certification or discipline of an existing certificate holder, including a claim alleging defective notice, shall be commenced within 90 days after the effective date of the certificate denial or certificate holder discipline. Certification issued by the Council is not a fundamental vested right and judicial review of denial and disciplinary decisions made by the Council shall be conducted using the substantial evidence standard of review. If the action is successful, the court may order any relief, including reinstatement, that it finds equitable under the circumstances.
- f. An applicant or certificate holder who is denied certification or whose certificate is revoked pursuant to these procedures, except for permanent revocations as described in section 4.f. above, shall not be allowed to re-

apply for certification until two years after the effective date of the certificate denial or certificate revocation.

Treasurer's Report through December 31, 2018

Board Meeting: April 3, 2019

Applications Received and Re-Certifications Billed

The Number of Certificate Holders

The number of Active Certificate Holders is a meaningful measure of CAMTC's performance. An important goal is to maintain or increase its share of massage therapists practicing in California. While the total size of the market is unknown, some observers think that the strong economy, with many job opportunities in other areas, may have inhibited growth in the massage therapist category.

Active Certificate Holder on December 31, 2018, at 49,698, is down about 3% from the prior year. It is virtually identical to the average 49,799 for the year-end averages of the years 2015 through 2017. Because the number of Active Certificate Holders seems to be higher in odd numbered years (possibly because of the two-year renewal cycle) the pattern over the past few years suggests that the certificate holder level is remaining fairly constant rather than declining.

The following table shows the number of certificate holders at year-end beginning in 2012:

DATE	NUMBER OF CERTIFICATE HOLDERS
December 31, 2018	49,698
December 31, 2017	51,038
December 31, 2016	46,801
December 31, 2015	51,499
December 31, 2014	49,997
December 31, 2013	44,750
December 31, 2012	35,214

New Applications and Re-Certifications

Three thousand five hundred and thirty two (3,532) New Paid Applications were received in 2018, up 51% from the low level reported in 2017. Re-Certifications Billed were also up, by 14%, from the low level in 2017.

While the number of New Applications was up from last year, it is still not high. The boost in applications that might have resulted from the fact that a written test is no longer required might be more than offset by opportunities in other job categories provided by the strong economy.

For the year 2017, Re-Certifications accounted for 88% of the total activity, again reinforcing the need to motivate therapists to re-certify.

Upon initial examination, it appears inconsistent that Total Active Certificate Holders is down at year-end 2018 from 2017 while the numbers of both New Applications and Re-Certifications Billed are higher. However, this same pattern is observed when one compares 2017 to 2016, 2015 to 2014 and 2013 to 2012. The explanation may be because of the two year certification schedule, which results in even-number years having greater activity which is apparently not reflected in the Number of Active Certificate Holder data until the following (odd-numbered) year.

Year	New Applications Received Per Week	Re-Certifications Billed Per Week	Total	Re-Certifications as a % of Total
2018	68	505	573	88%
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%

In 2018 the percent of Paid Re-Certifications that were billed was 87%, the highest level to date, exceeding the previous patterns in which only about 4-out-of-5 renewed.

	Renewals Billed	Renewals Paid	% Billed That Are Paid
2018	26277	22836	87%
2017	23079	18702	81%
2016	26632	21844	82%
2015	21309	16136	76%
2014	23484	18618	79%
2013	12913	9871	76%
2012	15368	11687	76%

Processing Time

There was a significant improvement in processing time throughout 2018, In December, 2018 the average time from when documents were received until they were approved was 13 days for those with no background or education issues, contrasted with 90 days in December, 2017 and 55 days in December, 2016.

However, in contrast to the rapid turnaround time for documents with no background or education issues, the median time for documents that have issues with background or education is quite long, 54 days.

What It All Might Mean

Over the last few years, the number of Total Active Certificate Holders has been, for the most part, stable. Whether that pattern is acceptable depends on the extent to which the industry may have grown. There is no universally agreed upon resource for such an industry size measure; however, many sources suggest that the category size has not grown in the last couple of years.

Another issue in the findings is the length of time required to resolve issues for the backlog of applicants with background or education issues.

Financial Statements

Statement of Functional Activities (Income Statement)

Overview – A Major Change in Reporting of Revenue

As previously discussed, 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.

The result of this change in accounting procedure is that it substantially increased the revenue during 2017 over what it would have been under the previous allocation. Since more revenue was recognized in 2017, the backlog of revenue from prior years for New Applications and Re-Certification that was recognized in 2018 was less than it would have been under the previous accounting system.

Because of the accounting change, Revenue comparisons with 2017 are less meaningful. Starting in 2019 comparisons with the previous year will be more useful.

Overview Revenue, Expenses, and Net Income Relative to Budget

Although Revenue exceeded Budget and Expenses were below Budget, there was still a substantial loss, \$775,419, in 2018. While it is true that the loss was just 37% of the budgeted loss amount of \$2,104,492, it is still substantial.

To some extent the loss in 2018 was the result of the new accounting system which recognized deferred income in 2017 that would previously have been realized in 2018.

**SUMMARY OF FUNCTIONAL ACTIVITIES
2018**

	Actual	Budget
Total Revenue	\$4,597,348	\$4,017,148
Total Expenses	5,372,767	6,121,640
Net Income	(775,419)	(2,104,492)

The following sections discuss the Revenues and expenses both in absolute terms and relative to the budget.

Revenue Detail

Revenue exceeded Budget by 14%.

Re-Certifications – CY (Current Year) account for 65% of Total Revenue, with *New Certification Fees* – CY adding an additional 10%. These two percentages together equal three quarters of Revenue.

Past Year New Certification and Re-Certification Fees, which make up 14% of Revenue, account for the majority of the balance.

On all major revenue sources, except School Application Fees, Actual exceeded the Budget amounts.

	REVENUE 2018		
	Actual	% of Total	Actual as a % of Budget
CERTIFICATION FEES			
New Certification Fees - CY	\$470,295	10.2%	144%
New Certification Fees - PY	\$289,396	6.3%	559%
Re-Certifications - CY	\$2,997,242	65.2%	107%
Re-Certifications - PY	\$336,884	7.3%	122%
Recertification Late Fees	\$110,050	2.4%	117%
Limited Recent Late Fees	\$1,000	0.0%	
· Limited Recertification Fees	\$1,050	0.0%	
Total · CERTIFICATION FEES	\$4,205,918	91.5%	118%
Hearing Fees - Individuals	\$34,264	0.7%	143%
School Application Fees -	\$183,503	4.0%	74%
School Background Check Fees	\$17,425	0.4%	105%
School Hearing Fees	\$900	0.0%	8%
Interest and Other Income	\$26,077	0.6%	119%
Miscellaneous Fees	\$129,262	2.8%	98%
Total · REVENUE	\$4,597,348	100.0%	114%

Performance Relative to Budget by Major Expense Categories.

Expenses were 12%% below budget

CAMTC has modified the method of presenting Expenses. Rather than categorizing expenses in sub-accounts under nine major categories, 42 expense accounts are listed separately.

Thirteen (13) of those 42 accounts make up 87% of Actual expenses and 91% of Budgeted expenses. They are shown in the table below in the order they are listed in CAMT's financial statements.

Application Processing, at 30% of the total, is clearly the major expense category, followed by Legal, 9%, and Paralegals, 9%. If Legal In-house, at 7%, is added to the other two legal categories, legal-related activity accounts for 27% of all expenses.

Major Expense Categories, 2018

Account	Amount	% of Total	Actual as a % of Budget
Senior Management	\$365,956	7%	100%
Management	216,464	4%	104%
Field Investigators	259,791	5%	58%
Legal In-house	373,947	7%	88%
Paralegals	500,824	9%	104%
Payroll Taxes	157,912	3%	109%
Benefits	189,464	4%	93%
Travel	126,810	2%	150%
Communications & Outreach	133,231	2%	100%
Certification/Mats/Print/Mail	118,084	2%	107%
Database Development	114,934	2%	57%
Legal	486,838	9%	92%
Application Processing	1,624,057	30%	91%
Total of Above Expenses	4,668,312	87%	91%
Total All Expenses	5,372,767	100%	88%

Statement of Financial Position (Balance Sheet)

Overview

Despite the \$775,419 loss for the year, as of December 31, 2018 CAMTC is in a healthy financial position. Equity is strong is strong relative to liabilities. Further, 61% of liabilities are deferred revenue. As with other financial measures, because of the accounting change, the current Balance Sheet is not directly comparable with those in

previous periods; however, a couple of generalizations about this year compared to past years have been made below. In terms of the individual balance sheet elements:

- The asset position is healthy, although the negative income for the year has put CAMTC in a weaker position than in recent years.
- Assets, at \$2,664,024 are composed primarily (82%) of cash or cash equivalents. Most of the balance consists of investments in software.
- Liabilities are \$518,812, 30% of assets. This percentage is certainly at an acceptable level especially since 61% of the liabilities are composed of deferred income. Nevertheless the percent of assets that is composed of liabilities and the share of liabilities that is deferred income are lower than in the recent past.
- Equity is \$1,874,695.

Conclusions

- Major challenges for CAMTC are to ensure that the number of certified therapists is high relative to the number of active therapists and that the growth in certified therapists keeps up with growth in the category. If, as some have speculated, the category size has leveled, CAMTC is holding its share of market.
- CAMTC is in an acceptable financial position. At the same time, it must be recognized that:
 - o The balance sheet is not as strong as in the recent past because:
 - There was a loss of over three-quarters of a million dollars for the year.
 - Liabilities, while not high, are a larger share of assets than in recent past years.
 - The share of liabilities that consist of deferred income has declined.
 - o The new accounting procedure, which recognizes most of the income in the first year it is received, means that years of weaker performance will not meaningfully benefit from revenue carried over

from prior years. This puts more importance on getting both Re-Certification and New Applicants every year. Most of the expenses are fixed, rather than variable, so they will not decline if revenue declines.

- o CAMTC has made substantial progress in the time it takes to approve those New Applications with no background or education issues. However, approvals of documents with background or education issues are slow.

Respectfully submitted by
Michael Marylander,
Treasurer
March 26, 2019



CALIFORNIA MASSAGE THERAPY COUNCIL

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To: CAMTC Board of Directors

From: Beverly May, Director of Governmental Affairs, Anti-Human Trafficking and IT

Report for Board Meeting April 4, 2019

First, I will point out my changed title. Although the previous title that included “Special Projects” does seem to reflect the wide range of projects and chores that I am involved in, I believe that the new title is more relevant to my general activities.

Legislation

AB 193 is authored by Assembly Member Patterson. The intent is to require that all DCA regulated Boards prepare bi-annual reports on the necessity of regulatory requirements with the goal of eliminating or reducing any requirements not deemed sufficiently necessary for public protection. It will require DCA to apply for federal funds that are available to review, update and eliminate overly burdensome requirements. It is currently in Assembly Business and Professions Committee with no hearing scheduled as yet.

AB 476, authored by Assembly member Blanca Rubio, is titled the California Opportunity Act of 2019, would require the Department of Consumer Affairs to create a task force, as specified, to study and write a report of its findings and recommendations regarding the licensing of foreign-trained professionals with the goal of integrating foreign-trained professionals into the state’s workforce, as specified. The bill would require the task force to submit the report to the Legislature no later than January 1, 2021, as specified. This is an issue that CAMTC staff and legal counsel discussed recently with Legislative Counsel and consultants for the Senate Business and Professions Committee. It will be discussed as a separate agenda item.

AB 775, authored by Assembly Member Chau, would revise the time frames for CAMTC to notify schools of the approval or denial of applications for approval. It would also require all schools, including that that have not applied for CAMTC approval or that have been denied, to notify each student in writing that their education will not qualify them for certification. While CAMTC has no position on the bill, we are in contact with the author to provide information for possible amendments. The bill passed first hearing

before the Assembly Business and Professions Committee on March 26th and moves to the Assembly floor.

There are five human trafficking bills being sponsored by the Coalition against Slavery and Trafficking (CAST) and ten other human trafficking bills that have been introduced this year (nine still active). Two of the CAST sponsored bills pertain to massage.

SB 35 – Authored by Sen Ling Ling Chang and sponsored by CAST, this bill seeks to re-create a taskforce and study the extent of Human Trafficking in California. It passed the Senate Public Safety Committee March 26th and has been referred to the Appropriations Committee. In 2005, California convened its first Task Force to examine human trafficking in the state. This Task Force, and its 2011 successor, brought together representatives from government and the private sector to examine legislative, policy, and justice strategies, and social services responses. This bill would establish the California Alliance to Combat Trafficking and Slavery (California ACTS) Task Force to collect and organize data on the nature and prevalence of trafficking in persons in California and organize collaborative efforts between local and state governments and nongovernmental organizations for protecting victims of trafficking, among other, related duties. The task force would be required to meet at least once every 2 months, and report specified findings and recommendations to the Office of Emergency Services (OES) and the Legislature with final findings and recommendations to the Governor, the Attorney General, and the Legislature by July 1, 2021. So far, the AG's office has expressed concern about funding for the office to oversee the Taskforce.

SB 630, authored by Senator Stern and also sponsored by CAST, would require, as of Jan 2021, all businesses that are required to display the Human Trafficking poster (including massage) to provide 20 minutes of training on HT to all new and existing employees who might come in contact with a HT victim. This bill would also allow local governments to enact ordinances or regulations intended to prevent or address trafficking that exceed the requirements in this law. It is scheduled to be heard in the Judiciary Committee April 2nd. It is supported by DA's in Sacramento, Alameda and LA counties. Regarding enforcement of the Human Trafficking Posters, one of the major NGO's volunteering to check for compliance, the National Coalition of Jewish Women (NCJW) reportedly turned over their implementation project to Journey Out at the end of March.

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 is dead. In fact, the current Congressional session has a new bill assigned to that number.

Local Ordinances:

Perhaps the most impactful change is that Los Angeles County has proposed amendments to their massage ordinance, including requiring CAMTC certification and setting new fees. The second hearing occurred March 26th. I expect that it has passed but have not confirmed as of this time. I have been responding to requests for input and information from county staff for several years as they considered these changes.

CAMTC, as usual, took no position on requiring certification. The ordinance amendments were initiated by a Supervisor with the specific intention of preventing human trafficking. Five cities within the county adhere to the county ordinance as well and are encouraged to adopt this ordinance – contract cities of Westlake Village, Santa Clarita and Malibu would be subject to it. Fees for massage establishments are high, although lower than they were previously. Those with current county permits have until the second anniversary of the ordinance to become certified. In those districts that allow massage at all Conditional Use Permits are required. Massage as a home occupation is not permitted.

Approximately forty percent of cities and counties that I am aware of that require certification, including the LA county. A number of them include grace periods to become certified or have enacted exemptions for existing massage therapists who don't qualify for certification. Perhaps as many as 17 jurisdictions, mostly small rural towns or counties, require certification in policy, but I have not verified it. Another 14 jurisdictions have been "planning" to adopt new ordinances that require certification. Many of these have been "in process" for a year or longer, so unless it becomes a priority for a council member or Supervisor, it may linger in the planning stage. At least one is planned for first reading by their city council this spring. San Francisco has some amendments to the existing massage ordinance working their way through the committee process. These proposals are primarily intended to make the ordinance less burdensome to the profession. For example, a small day spa on the edge of Golden Gate Park has no receptionist and has been cited three times for locking the front door when no staff is available to protect the clientele and other staff who are in session. These fines have exceeded \$1,000 and the Public Health Department will close the establishment if another violation occurs. Yet the business has been robbed on one occasion. On another, a transient locked himself in the restroom for an extended period while shooting drugs. The local police advised the owner to keep the doors locked when they are in session, and the owner has offered to provide the city with the key and punch code to the door, which the Department of Public Health (DPH) has not accepted. The SF Small Business Commission is working with the profession in hopes of easing up on the zoning restrictions in the city after the massage ordinance is revised, as the land use regulations are even more onerous.

I continue to hear from other massage therapists who are dealing with local regulatory problems. One woman, in solo practice for 21 years in the same city, is planning only her second move in that time to a location only 3 blocks away. The county is requiring a conditional use permit and other fees that amount to more than \$4,000, plus all the time to go through the process and uncertainty of outcome while she pays rent on a site that she cannot use.

In response to the recent letter sent to city managers by Ahmos Netanel, as well as resulting from the trainings that Rick McElroy provides to law and code enforcement, I have been contacted by numerous local officials to review and provide feedback on their existing ordinances.

Additionally, I reviewed another 14 proposed ordinance amendments that were set for first or second readings that came to my attention through our tracking services.

I have begun to prepare the “cut and paste” ordinance provisions as requested by the Board. Shana Faber has offered to help, and I look forward to completing this together.

I continue to handle constituent inquiries referred by legislative staff or the Department of Consumer Affairs, as well as to interact with the FBI, HSI and other state massage therapy Boards.

Human Trafficking

As in the past, I spend quite a bit of time participating in Human Trafficking Coalitions, Taskforces and Collaboratives. There is a growing recognition that a great many women in illicit massage establishments (IMBs) are victims, despite the fact that so few identify as such. There is also a movement towards addressing demand. In fact, the Sheriff who broke the recent cases in S. Florida that made national headlines by arresting New England Patriots coach Robert Kraft, said that what he saw and heard from the women in these establishments has made him commit to addressing demand.

Politicians and the public hear so often about human trafficking in “massage parlors”, yet to this day, identification of victims is rare. Police sometimes get frustrated when asked by council members about the victims when they have no verification that anyone has been trafficked. Nevertheless, every department has heard that they should be “victim centered” – yet how can they do so if they don’t find anyone willing to identify as “victim”?

With this dilemma in mind, Rick McElroy and I co-presented to California Police Chiefs at their annual conference. Rick did a command level version of his training to law and code enforcement while I focused on how to be victim centered when no victims are revealed. It was very well received.

In preparation, Rick and I consulted with John Vanek, who retired as a Lt. from San Jose Police Department as their first anti HT officer and is now HT coordinator for San Mateo county. As an expert at the federal, state and local levels John is one of the few individuals who is qualified to review the effectiveness of programs established under anti HT federal grants. John explained that HT, in its' modern forms, is relatively new and that CAMTC is in the unique position of being the only experts specifically dealing with human trafficking and massage in California. Since the field is relatively new we are becoming experts, as well as anyone else, in their scope of work. John has been a wealth of knowledge and support for us.

Santa Clara is about to release an extensive report on Human Trafficking. The Assistant DA who is the author spent several hours with me on massage issues and asked us to edit her draft. San Francisco published their annual report on Human Trafficking, also with CAMTC input.



CALIFORNIA MASSAGE THERAPY COUNCIL

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To: CAMTC Board of Directors

From: Beverly May, Director of Governmental Affairs, Anti-Human Trafficking and IT

Report for Board Meeting April 4, 2019

Update on the Certification and Management System (CAMS)

Earlier this month we had a productive meeting with the President and IT Director of the Vendor that is building the CAMS system.

The general system was completed late last year, with a few requested enhancements still in development or testing. I mentioned previously that the vendor is moving the program to a new platform which allows for much better control and customization without needing them to make changes to things like updates to applications, or creating new queries and reports.

The remaining components are being built in the new platform. CAMTC will not fully switch over to the new platform until adequate testing has been done as we start using one feature after another and we are convinced that it will work as intended once the entire new platform goes live. This will be done by having two Production sites, the existing and the new. Once we approve pushing a feature into the new platform production site, we can use the feature there and any data entered or changed will be reflected in the existing site as well.

We have engaged the services of a Database Administrator (DBA) and have created an account with Amazon Web Services (AWS) to move our back-ups from being hosted by the CAMS vendor to being hosted on AWS with our own DBA managing the security of the backups.



To: The CAMTC Board of Directors
From: Jon Walters, Director of Operations

Operations Report

April 4, 2019

Overview & New Applications

So far in 2019, the Certification Support, Customer Service and Professional Standards Support groups of the California Massage Therapy Council (CAMTC) have been able to maintain and continue to exceed the ambitious targets set by the board and achieved last year. The simultaneous effects of California Senate Bill 1480's suspension of exam requirements, large numbers of application processing issues with the platform developer, and various CAMTC policy changes simultaneously becoming active based on calendar dates has presented a challenging environment that continues to persist. While we have sprinted to keep up with, for example, the up to 378% January spike in approval activity due to these elements, it would be unconscionable and technically unviable both operationally and financially to almost quadruple, train and equip human resources to face the workload that we have seen so far this year. All CAMTC specialists in the Operations group have mustered and endured working weekends and adding extra hours to their regular shifts in order to support applicants and certificate holders throughout California, and they continue to showcase their teamwork, tenacity and dedication. The close support, collaboration and guidance of the chief executive as well as CAMTC's Legal team and Educational Standards Division (ESD) have been key elements in overcoming obstacles and streamlining processes as CAMTC rapidly adapted to support the legislature's move that expanded the number of individuals who might qualify for certification without taking an exam, which was the primary factor that led to the substantial increase in application activity. Due to the nature of the change,

there was no way to reliably measure or predict the impact, largely because there was no data provided in conjunction with the bill, or available in general, to measure how many individuals who did not pass an exam might suddenly apply for certification. The team began readiness preparations in the last quarter of 2018 after the bill was signed, which contributed to their ability to issue over 700 new certificates in a single month to individuals that met requirements and were approved for CAMTC Certification. A new collaborative education review process between ESD and Operations was also a contributor and so far, has generally proved more effective and expeditious than the previous iteration of that process.

(378% was calculated based on activity in January 2019 vs. the average monthly activity in 2018. $744/197=378\%$)

Customer Service Phone Calls

Monthly Customer Service calls answered in 2018 averaged at 3,328. In January the team was able to answer 4,502 calls, amounting to a 35% increase in calls handled while scoring a 26 second average wait time before answered. This traffic has been in addition to the many thousands of related internal communications and outbound calls that are made to provide service to massage therapists and applicants. Inbound call volume in January and February combined with preliminary estimates of our final March numbers indicates traffic approximately 7% over predictions made late last year (Operations had estimated a high of 11,250 inbound calls in Q1 and expects to see around 12,000 once March log reports have been compiled; March is not quite over at the time of writing).

Correspondence

Inbound email initiated by applicants and certificate holders to CAMTC's customer service and support accounts saw a 49% increase in January (1124 vs. a 753 average) and the team delivered an average initial response time of less than three hours. Inbound email threads appear to be approximately 20% over predicted volume for 2019

Q1. This inbound traffic perspective does not include the large numbers of email threads initiated by the Operations team to communicate with individuals who have active applications, which typically spike to a level commensurate with application review and approval activity. In addition, Operations generates hard copy correspondence by the thousands monthly to communicate with customers, remind them to recertify and to help new applicants complete application packets for review by providing specific guidance.

Recertifications

Recertification approvals in January 2019, not directly affected by the inoperative exam requirement or school policy changes, stayed very close to (only slightly over) the 2018 monthly average (1,985 vs. 1,938; +2.4%).

Key Performance Indicators (KPIs)

While the overall performance of the team has been commendable and outstanding, there has been a measurable impact on KPIs very similar to any capacity related delays (e.g. think of rush hour and its inevitable impact on travel times). It should also be noted that KPIs are expected to be further impacted when March calculations are complete since the effects of application volume changes and activity often ripple into future timeframes rather than being fully and immediately evident. CAMTC continues to receive a volume of applications and documents that is significantly higher compared to any other period in the last two years, handling perhaps the largest spike since inception. Each additional application triggers the accompanying and necessary communications, along with the acquisition of data, identification, photographs, transcripts and other documents - as well as the background check and processing steps that are needed for every review. Please refer to the attached charts for more specific KPI data.

Maintenance, Improvement & Support

Some maintenance and improvement tasks, while important, have understandably been slowed or suspended as we commit our resources to CAMTC's urgent and primary operational objectives, and work with and around technical issues. Should the increased level of activity persist into and during 2019 Q2, Operations will advise CAMTC actual that significant personnel reinforcement and/or change will be required.

The team continues to provide support to adjacent and executive organizational units, providing supply and personnel support for Outreach events, handling records preparation for the Professional Standards and Legal divisions, and serving leadership and the executive team with reports and communications, as well as Certification & Application Management System (CAMS) platform and special project support.

Functional Review

Last November the board expressed satisfaction with the strategic goal progress made by Operations in terms of processing time and customer service, and the board inquired about the future regarding maintaining that progress. As was stated at the time and is now evident as the first quarter of 2019 closes, the ability to control capacity related objectives is heavily influenced by policy, readiness, resources and the associated level of policy complexity. Operations supports the concept of collaborative multi-divisional vetting of proposed new and modified policies as well as review of the organization's readiness to provision, implement and tactically time changes in ways that support successful execution with regard to each board policy proposal that affects activity "on the ground." While a prudent review can require patience and can never fully anticipate or eliminate the unexpected, it can be a wise and valuable choice to take the time to consider and develop some awareness of the primary, secondary and tertiary effects of any significant action before approving an effort that sounds good, or looks good on paper or in theory, and that CAMTC considers adopting – before doing so. Allowing executive leadership and senior staff to research, gather intelligence, influence the details and control the timing of some initiatives increases both the ability of the board to

make informed decisions and the ability of organizational units to follow through. Operations recognizes that time and circumstances can often – and perhaps not always - allow for this. The support of senior staff, the board whom we serve, and consideration of front-line elements is always helpful and appreciated.

Customer Support System

For the last several months Operations has engaged in meetings and exploratory exchanges with Salesforce in order to review the potential adoption of their service platform, planned to be initially oriented towards customer support ticket tracking and knowledge management. CAMTC's qualification to receive their pricing for non-profit organizations combined with other adjustments made in the course of those meetings is expected to deliver over \$100,000 worth of scalable tools that can provide better support, insightful business intelligence and new capabilities for a small fraction of that cost. Some details are still pending before final review, which is necessary before approval, design, development and implementation can begin, although Operations has already activated a bare bones prototype of the platform for design and training considerations. If finalized, and if bandwidth permits, we hope and expect to see a rapid deployment (months not years) and impressive results using this platform to provision our Customer Service group and to serve our customers even better, while also positioning for future options and flexibility by leveraging this technology into new areas. As with any transition to a new system, if this effort is brought to fruition there will of course be challenges. The CAMS platform vendors will need to do their part in supporting CAMTC with synchronizing customer contact information in any potential customer support system.

Department of Justice (DoJ)

Operations has begun preparations to transition CAMTC's criminal background check protocols to the DoJ's new Applicant Agency Justice Connection (AAJC) platform during April 2019. According to the DoJ during several interactions since last year and in

2019, this new secure system includes new tools and several capabilities that have not been possible before the AAJC was developed, including the ability to:

- Manage agency information
- Electronically handle certain requests, updates and notifications
- Access educational and informational material
- Generate, view, download, and print reports
- Monitor the status of criminal history background checks

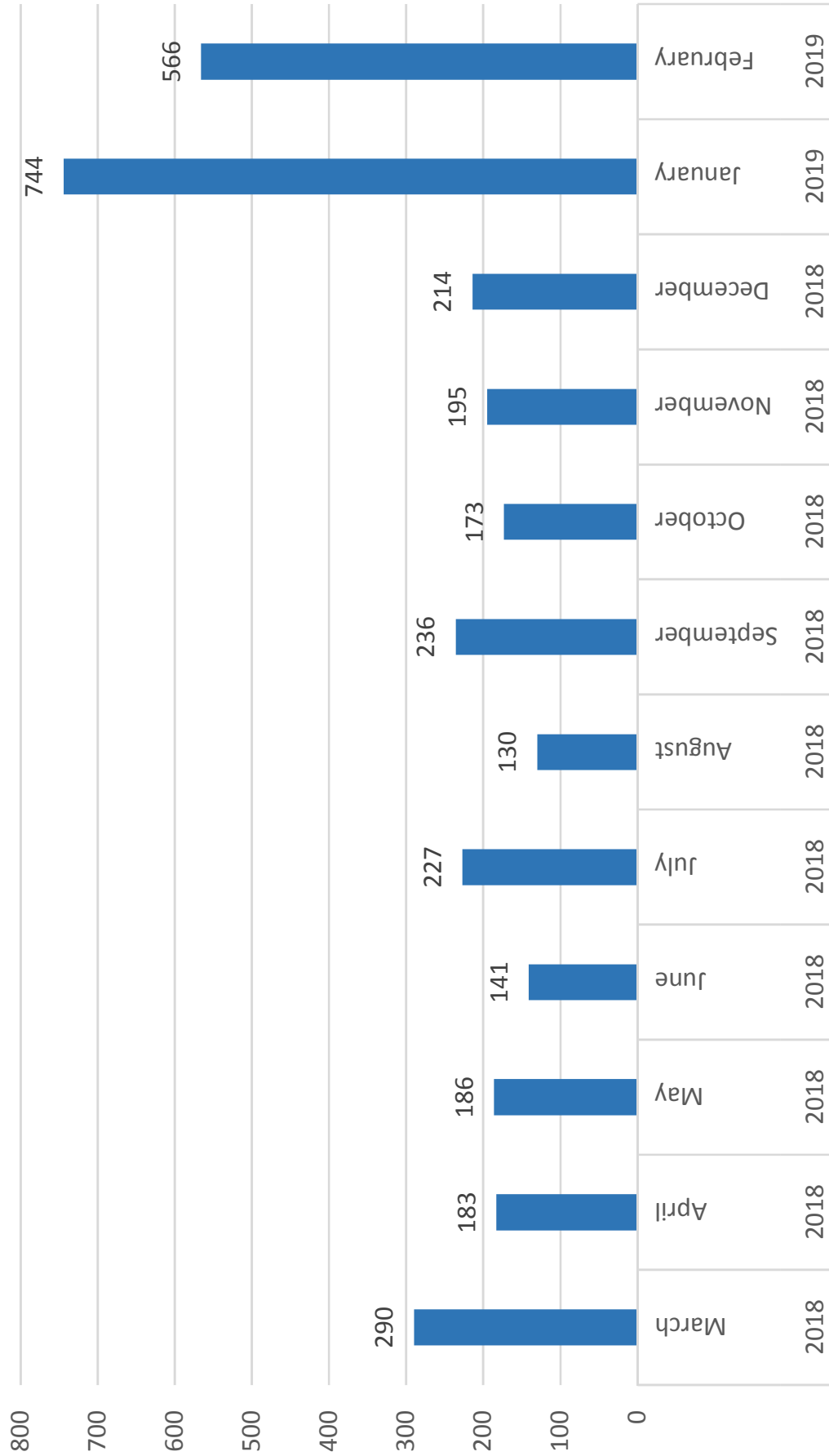
The platform also is touted as offering enhanced security features and enhanced access to criminal history information.

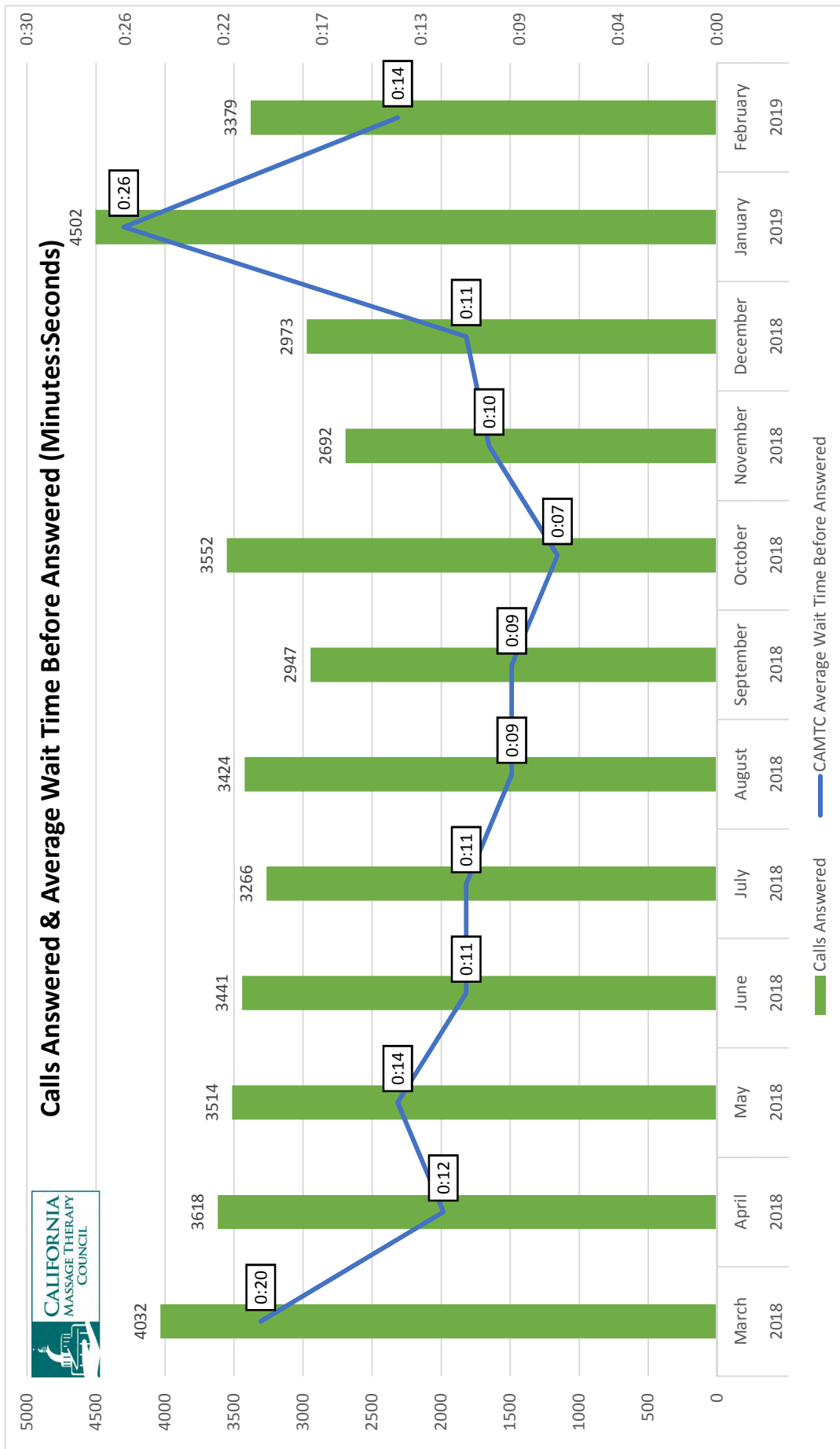
Documents, Storage & Supplies

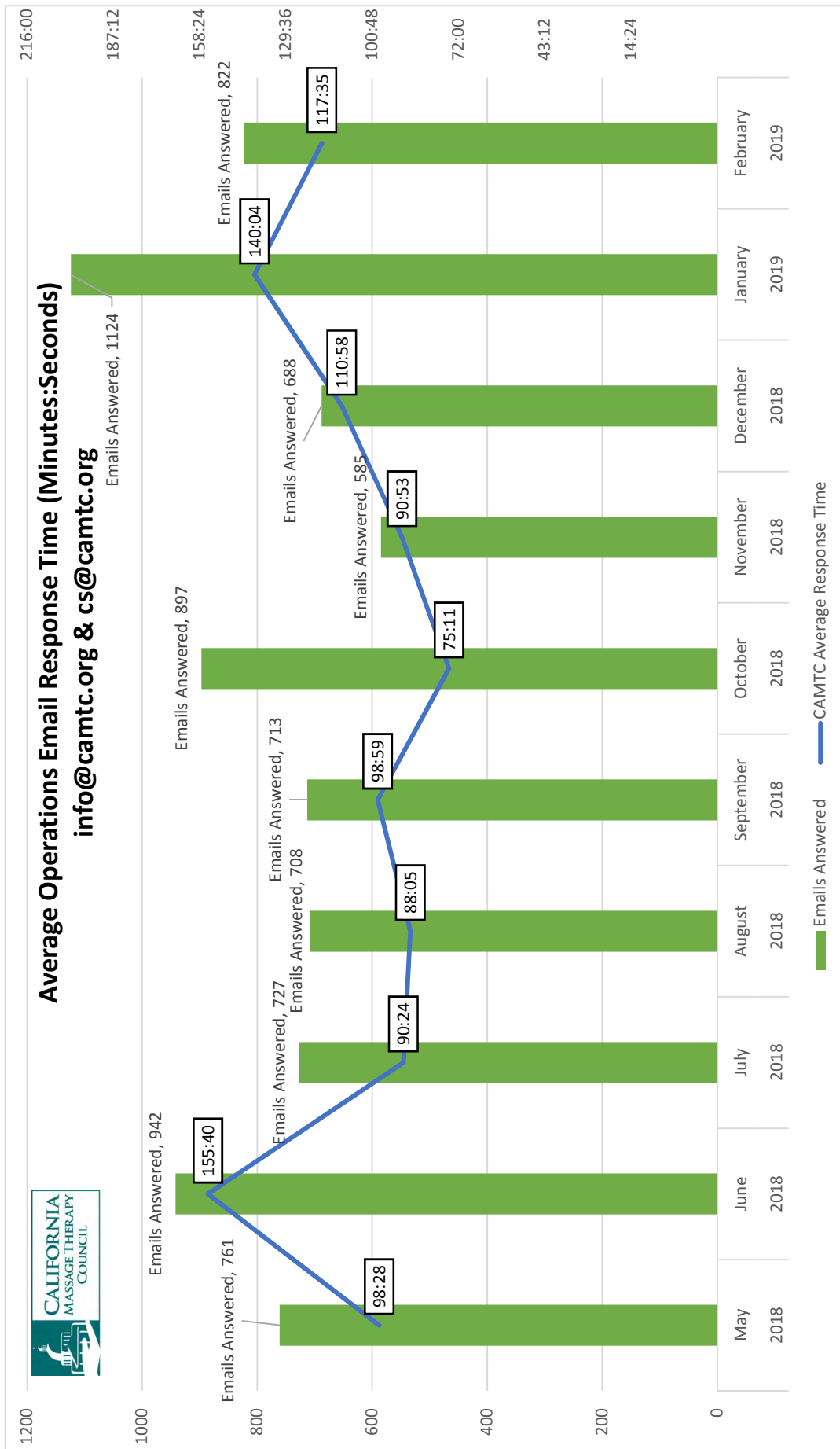
The board recently decided to modernize document storage, protect information and support reuse by modifying CAMTC's records retention policy. Since the change, Operations has supervised the destruction of many thousands of legacy documents according to National Association for Information Destruction (NAID) standards. The director and two other team-members personally observed the destruction, and all the paper was recycled. One positive effect of this action is the freeing up of a significant amount of storage space previously used to house those documents, which in turn has enabled the purchase and storage of supplies in greater bulk, leading to many thousands of dollars in savings (examples: a recent bulk purchase of ID card stock saved CAMTC about \$4,500; another bulk purchase of envelopes saved about \$4,650, etc.). This kind of savings could, for example, fund a large portion of the licensing and support costs for the Customer Support system being reviewed (above).

For the time being, Operations has elected to retain physical documents received in the past twelve months, which is congruent with CAMTC's open application policy, for contingency action if warranted.

CAMTC New Certificates Mailed

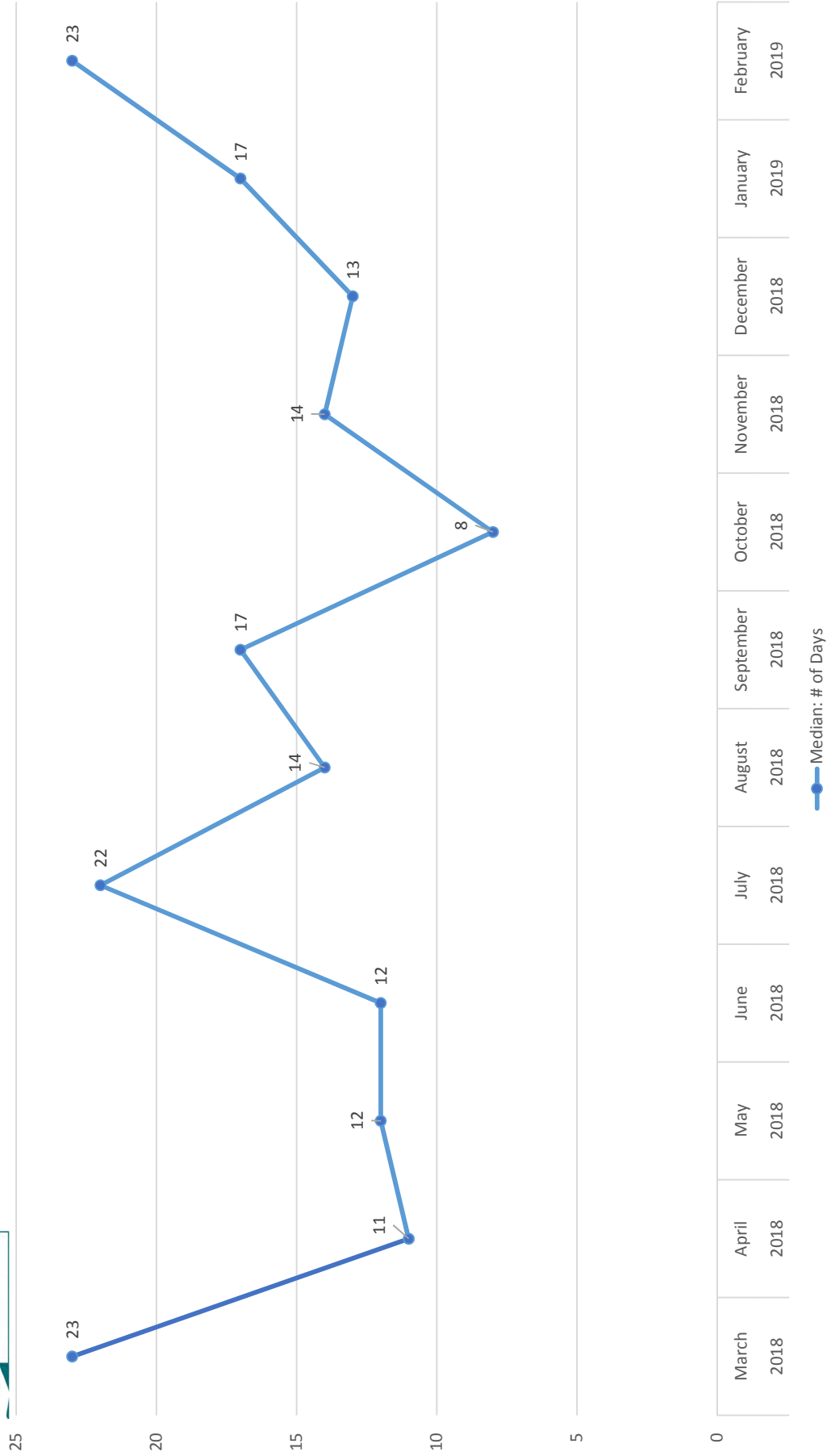






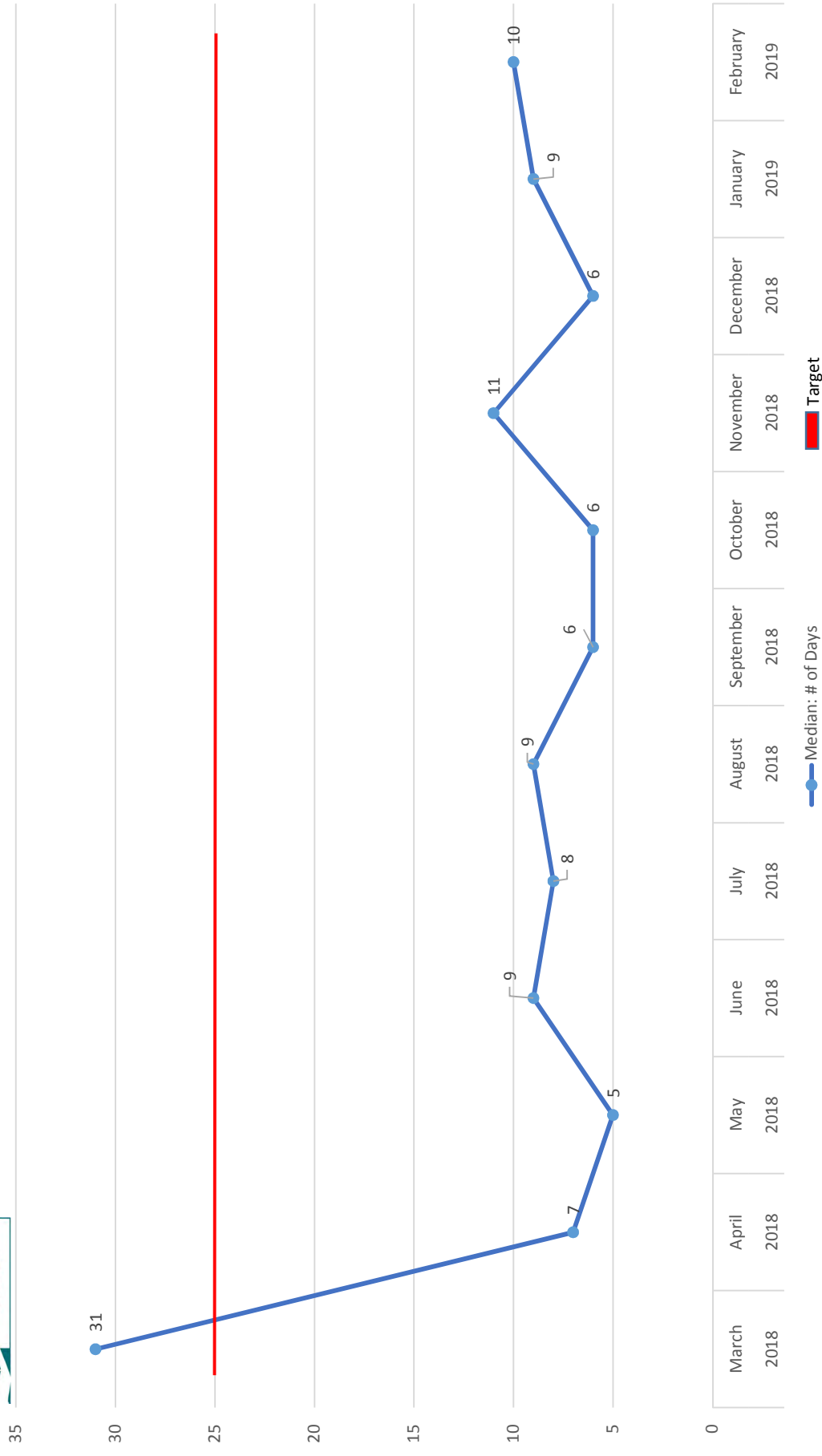


CAMTC Median Processing Time - New Applications with No Background or Education Issues





CAMTC Median Processing Time - Recertification Applications with No Background Issues





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 – April 4, 2019

School Statutes Update

In 2018, ESD processed:

- 64 Re-Approval applications
- 7 New School applications
- Purged 36 school applications over 1 year old
- Processed numerous change applications
- Conducted multiple school investigations

The total number of current campuses with CAMTC Approved Programs is 72, plus 3 provisionally approved schools.

In total, CAMTC has un-approved or denied over 80 fraudulent schools. These unapproved and denied schools:

- Provide gateways for human trafficking and prostitution rings
- Falsely depress tuition rates for approved schools
- Steal legitimate students away from approved schools
- Bilk financial aid money, operate pay-to-stay schemes, or simply sell transcripts
- Provide little to no actual hours of education

Additionally, since July 1, 2018, ESD has completed over 750 education reviews for individual applicants for certification. Education reviews are required for education completed out-of-state, at multiple schools, at closed schools, etc. Channeling these education reviews through ESD has helped improve application processing times and ensures that education is reviewed by a qualified education expert.

ESD Communications

The quarterly CAMTC School Newsletter (Vol 2, Issue 4) was published and distributed to schools a few weeks after the November Board meeting.

ESD has hosted monthly Schools Conference Calls since November. These calls have proven to be a useful communication tool for ESD. Through these frequent conversations with schools,

we have been able to share information more clearly (e.g., test requirement suspension, fee changes, etc.), solicit feedback (e.g., submitting transcripts electronically), answer any questions schools may have, and receive feedback (ESD is currently working to streamline the change application process thanks to school input on the calls). The calls will continue the first Wednesday of every month at 2pm.

ESD was also present at the recent American Massage Therapy Association California Chapter (AMTA-CA) Annual Educational Conference and the California Police Chiefs Association Training Symposium. Here ESD was able to field questions, provide information, and listen to individual concerns.

Looking Forward

- Work with pending schools to complete applications, corrective actions, etc., to issue final decisions or purge applications
- Process new approval and re-approval applications
- Monitor currently approved schools
- Continue processing education reviews as efficiently as possible
- Assist in creating a process for schools to submit transcripts electronically
- Streamline change application process for staff and curriculum changes
- Work with Schools Advisory Committee on sunset recommendations
- Continue school newsletter and monthly schools call



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To: CAMTC Board of Directors
From: Rick McElroy, Director of Professional Standards Division
Re: Board Meeting – April 4, 2019

PSD Training for Law Enforcement

PSD moves into the new year and continues to expand its base of those it provides training to as well as return to some police departments previously trained. So far for 2019, 161 attendees, representing 58 agencies, have attended the training. A trend that is frequently occurring is representatives from building and safety, fire department and finance folks are all attending the training. The cumulative total since 2014 is 1,900 attendees representing 639 agencies.

December 11, 2018 PSD Training Day

Alison Siegel put on another great training day bringing PSD staff/Legal staff up to speed on new laws and new policies within PSD and the Legal department. Much was learned and exchanges of ideas occurred as well as the comradery of the group seeing each other once a year. Alison is always prepared and delivers her presentations in a very professional manner. Its been an honor to work with her over the last nine years.

CACEO (California Association of Code Enforcement Officers)

CACEO (a strategic partner with CAMTC) has arranged for me to train every code enforcement officer in California for 2019. Starting in January, 2019, I conducted the first training. Here is a list of all of the currently scheduled dates for training:

Jan. 29, City of Orange
Jan 31, Salinas
Feb 7, Vista
Mar 12, Alhambra
Mar 14, Ventura
Mar 19, Palm Desert
Mar 20, Riverside
Mar 26, Temecula
Mar 27, El Centro
Apr 2, San Mateo
Apr 3, Santa Clara
Apr 5, Hayward

Apr 10, Fresno
Apr 11, Rancho Cordova
Apr 17, Palm Desert

This does not include police department trainings scattered between these dates. On some of the dates, I'm doing training in the morning as well as the afternoon.

Cal Chiefs Conference in San Jose

March 6-10, I attended the annual Cal Chiefs conference with CAMTC executive staff. Beverly and I presented a 90-minute training module to the Chiefs regarding Human Trafficking and what Chiefs may want to look into for their individual departments. We also showed them how CAMTC is "Victim Centered" regarding any woman that is trafficked and comes before CAMTC's hearing process. I had the opportunity to meet over 50 chiefs and discuss our program and set up 3 trainings while I was there. Kellie Rodriguez, Assistant Chief of PSD, attended the day and evening awards dinner availing herself to meeting several Chiefs and giving one Chief an update on a case she is working. Attending this conference will yield many more training requests in the coming days. Our booth was the largest, most professional booth and was strategically centered in the middle of the convention center for maximum coverage.

Palm Desert CACEO Training **Temecula PD Training** **El Centro CACEO Training**

We had great training sessions in all three of these locations. I had a myriad of folks attending. Both Temecula and El Centro PD Chiefs attended the entire training session and stayed around asking questions afterward. I had previously met these Chiefs at the Cal Chiefs conference this year and they expressed interest in the training. Beverly provided key suggestions for the re-writing of the Temecula ordinance that I shared with the city officials. They incorporated all of the suggestions into their ordinance in the meeting we had afterward. I believe having the officials attend the training opens their eyes as to the significance of the ordinance updates. They are sending Beverly the updated ordinance for her review.

The El Centro training had a real mix of folks. Three FBI agents travelled from the San Diego office (125 miles) to attend the El Centro training. They were assigned to human trafficking and I think they were impressed with the information received as they asked many questions. Other attendees included the County Executive Officer, their Community Development Director, city attorney and the planning department to name a few.

Many folks were not able to attend the Palm Desert training due to prior commitments, so the host and I scheduled another training there for April 17th.



Outreach Report

April 4, 2019

This has been a very busy year already, with 2 successful events, presentations, trainings, and ongoing 2-way communications with schools. These events also involve numerous vendors for graphics, booth displays, logo imprint specialists, etc. PSD training materials have been updated for 2019 to support Rick McElroy's growing request for trainings across California. Last but not least, you may have noticed major updates to CAMTC's website.

California Police Chiefs Association 2019 Annual Training Symposium

The joint presentation by Beverly May and Rick McElroy is titled "Human Trafficking in Massage Stops Here!" It was their first joint effort by both Directors, which hit a 'home run' to educate Cal Chiefs about the California Massage Therapy Act and CAMTC's impact on human trafficking with declarations and revocable registrations. Although there was a small turn out due to competing workshops, the CPCA Executive Director said that next year she'd send a push notification through the event's mobile app about CAMTC's presentation.

Every aspect of the CPCA outreach campaign reinforced the same core messages as the presentation, from our booth displays, to public safety in action (2 onsite professional chair massage stations... very popular), to displays stating "Human Trafficking in Massage Stops Here!" and "Stop Human Trafficking" and "Partners to Protect the Public". The booth also ran a continuous looped video of CAMTC being thanked by San Diego County District Attorney Summer Stephan for CAMTC's continued training assistance to law enforcement, especially to address this aspect of human trafficking. A statewide sting led to 416 people under arrest. In the video, Ahmos Netanel was asked: "... how to spot a legitimate massage establishment from something illicit?" Ahmos replied: "Find out if the massage provider is indeed certified by the California Massage Therapy Council."

2019 was CAMTC's 2nd year as Premier Sponsors with CPCA and as Strategic Partners, which set an even more receptive tone in small hubs of networking and a new pilot program. To be sure that they remember us, we gave them a choice of 2 logo items: a CAMTC executive portfolio or a tracking device to prevent lost or stolen items. We expect to build on our partnerships next year and broaden the scope of collaborations. The attendees included: 154 Chiefs of Police, 155 Seconds in Command, 21 Retired Chiefs, and 38 Spouses.

American Massage Therapy Association CA - Annual Conference

CAMTC leadership and senior staff were all ears (see eBlast) for listening to CAMTC Certified Massage Professionals, business owners, and school owners for about 100 attendees. Our eBlast to all certificate holders brought in 26 registered attendees who were not members of AMTA-CA. Literally minds were changed by actual problem-solving in real time at the event, backed by on-site research via iPads to resolve many issues and a promise to follow up when needed. We gave away CAMTC's decals, pins, and sew-on patches with the CMT Seal, which was the first time to offer this to verified CMTs. Despite the wait line to verify their CAMTC Certification, the CMT Seals were absolutely in high demand at the event.

Educational Standards Division

The 3-prong approach to inform and actively seek feedback from schools is working well:

- 1) Schools Advisory Committee (SAC)
- 2) CAMTC School Newsletter (school updates emailed quarterly, and on our website)
- 3) Monthly Schools Conference Calls (open to school owners/administrators, students, and public)

Dr. Jeff Forman took the lead to recruit new members for this year's Schools Advisory Committee. It's been very effective for schools to make recommendations the day before a Board Meeting so that potentially if the Board sees fit, suggested policies might be voted on and implemented.

Soon after each Board Meeting, the CAMTC School Newsletter gets distributed so that new policies voted on by the Board gets communicated directly via the newsletter and on our website.

The monthly conference calls allow for 2-way conversations directly with Joe Bob Smith to clarify policies, answer questions, exchange ideas, and to sometimes have a guest speaker.

Law Enforcement Relations (formerly Professional Standards Division)

Law and Code Enforcement trainings are in demand, as officers are spreading the word that they're getting results by collaborating with CAMTC. CACEO especially has stepped up to the plate this last quarter by booking 8 trainings throughout California.

Governmental Affairs and Anti-Human Trafficking

Beverly May has added "Anti-Human Trafficking" to her title mainly because her expertise is in demand by the various human trafficking taskforces and organizations in California for her input on panel discussions and speaking engagements. Of course, she continues to encourage cities and counties to enact ordinances which are congruent with the Massage Therapy Act.

CAMTC's Website

Last but not least, CAMTC's website covers stakeholder outreach & info for consumers, massage applicants, CAMTC Certified Massage Professionals, massage business owners, massage school owners, law & code enforcement officers, and local governments. Unless you're frequently on our website, you might not of noticed the major and minor updates to our website.

Security – Added HTTPS SSL secure protocol to push all CAMTC webpages and media to HTTPS.

SEO – Optimized and increased page-speed by about 70% on average.

Sitemap – New feature that makes everything on CAMTC's website accessible on a single page.

2 Columns: "Pages" are webpages and "Documents" are PDFs.

See the new "Sitemap" link at the bottom of every CAMTC webpage.

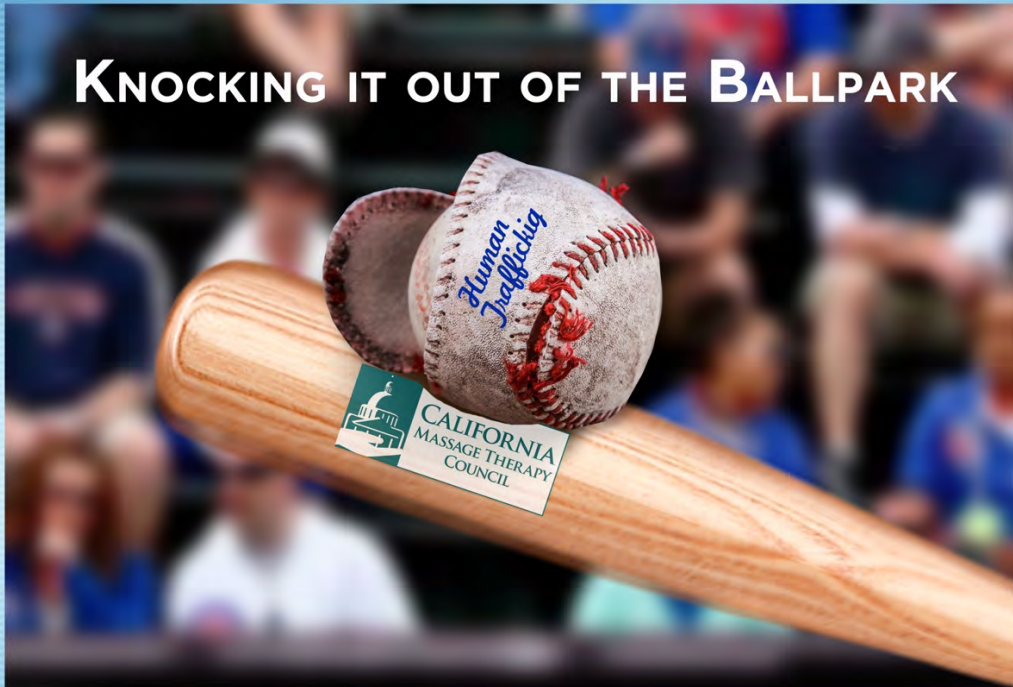
Search Mode – Updated the search functionality to be relevant via auto-updates.

Navigation – Each webpage now has its own web address. Also established the "Military Personnel & Spouse Recertification" icon and webpage. FAQs are improved, but not yet 100%.

Consistent Style – Overall consistent formatting and style adds to a smooth user experience.

Google Analytics, Goals, and Search Console – Recently added, so it's not fully operational yet.

However, it can be a real asset to track clicks by website visitors and the time spent on specific webpages. Potentially this can be used to track and analyze the effectiveness of CAMTC's website and get customized reports to indicate trends over time.



KNOCKING IT OUT OF THE BALLPARK

CALIFORNIA
MASSAGE THERAPY
COUNCIL

SIMPLE • PROVEN • EFFECTIVE www.camtc.org/cpca-strategic-partners

California Police Chiefs Association 2019 Annual Training Symposium





BE SURE TO ATTEND CAMTC'S TRAINING SESSION

HUMAN TRAFFICKING IN MASSAGE STOPS HERE!



These 4 days CAMTC will be focusing on a full range of action steps needed to ensure that human trafficking in massage is eliminated.

- Meet with CAMTC Leadership and senior staff in our booth on Thursday 4:00pm - 6:00pm and Friday 10:30am - 2:00pm or anytime this week to address your concerns
- While at our booth 226/228/325/327 pick up your special gift!
- Chat with us at the Hospitality Suite in the evenings
- Attend our Anti-Human Trafficking Presentation this Saturday at 9:45am by CAMTC Directors Beverly May & Rick McElroy
- CAMTC Board Chairman Mark Dixon to Speak at the Installation Banquet on Saturday, March 9th at 7:00pm
- Email rmcelroy@camtc.org for a CAMTC Free Training in your City



**PARTNERS TO PROTECT
THE PUBLIC**



www.camtc.org/cpca-strategic-partners

GRAPPLING WITH HUMAN TRAFFICKING IN MESSAGE ESTABLISHMENTS IN YOUR CITY?



CAMTC CAN HELP!

HUMAN TRAFFICKING IN MESSAGE STOPS HERE!

The California Massage Therapy Council (CAMTC) has been on the forefront of the human trafficking issue since CAMTC's inception a decade ago. Our multi-faceted efforts are clearly working, with 50,000+ well-vetted CAMTC Certified Massage Professionals doing their part to keep California safe.

CAMTC has added significant resources to our investigation staff so that when a complaint is filed, we're able to quickly take appropriate action in cooperation with local law enforcement agencies. This rapid response team is a result of the unique independent structure of CAMTC, which allows us to act much faster than traditional governmental licensing agencies.

Get proven results for your police department. Schedule a **FREE CAMTC Training** in your local city within California. By coordinating your department's enforcement protocols with CAMTC's rigorous denial and disciplinary programs, you can help make a real impact to stop human trafficking in your community.

Contact Rick McElroy

- CAMTC Director of Law Enforcement Relations
- LAPD veteran with 28 years citywide vice enforcement.

Email rmcelroy@camtc.org

Learn more about CAMTC

<https://www.camtc.org/cpca-strategic-partners>



**PARTNERS TO PROTECT
THE PUBLIC**





We're All Ears... For You!

CAMTC's Leadership Team wants to hear your questions, your concerns, and whatever else we might be able to assist you with. Please visit our booth at the:

**2019 AMTA-CA Annual Meeting & Conference
Hilton Sacramento Arden West
2200 Harvard St., Sacramento, CA 95815**

**Friday March 15th - 6:00PM to
Saturday March 16th - 6:30PM**

Take advantage of this great opportunity to have your voice heard loud and clear by CAMTC's dedicated team of professionals.

We look forward to ^{hearing} ~~seeing~~ you there.

American Massage Therapy Association CA - Annual Conference





CONFERENCE CALL REMINDER AND SUMMARY



The next Monthly Schools Conference Call will be on **Wednesday, December 5th at 2:00pm**. To participate, simply call the phone number below and, when prompted, enter the passcode below followed by the # sign:

Phone number: 877-366-0711

Passcode: 82373574 #

The November call had approximately 30 schools in attendance, along with Kevin Snedden and Mary O'Reilly from FSMTB to discuss the MBLEx and the impact of recent legislation suspending the test requirement for CAMTC Certificate Holders for two years. Other topics included CAMTC's acceptance of partial hours from an approved program and current fee schedules.

We invite you to come to these calls with questions and topics important to you and your school. CAMTC's Director of Educational Standards Division, Joe Bob Smith, facilitates these conference calls the first Wednesday of every month at 2:00 p.m.



'TIS THE SEASON

We at CAMTC wish all of you a joyful Season's Greetings, plus a successful and Happy New Year throughout 2019!



UPDATED POLICIES AND PROCEDURES FOR APPROVAL OF SCHOOLS



The CAMTC Board of Directors held its most recent quarterly meeting on November 15, 2018, in Los Angeles. The Board took several actions affecting schools, including

amending the Policies and Procedures for Approval of Schools. Please refer to:
<http://www.camtc.org/media/1570/schools-policies-and-procedures-for-approval-of-schools-amendments-111518.pdf>
for the exact language.

Here is a summary of the most pertinent amendments:

- 1. Section 4** amendments eliminate the need to submit a written binder of information when submitting an application for approval or re-approval. The requirement to submit documents electronically remains.
- 2. Section 5.H.** has been amended to reflect changes to CAMTC approved exam requirements. Since passage of a CAMTC approved exam will not be required in 2019 and 2020, school exam passage rates will not be tracked during this time.
- 3. Sections 7.c.1 and 7.c.3** amendments end the acceptance of education from schools that are denied CAMTC School Approval for those schools whose applications for school approval are received on or after January 1, 2019.
- 4. Section 7.c.1.(b)(1)** adds an additional grace period from January 1, 2019, through March 31, 2019, for students from schools currently denied CAMTC School Approval. This provision is to address the hardship faced by students who were given the opportunity to participate in education hearings, but who could not complete their applications because they were unable to sit for the MBLEx during that time.
- 5. Section 7.c.1.(c)** adds a provision allowing students who attended a school with a pending application for CAMTC school approval that has been pending for 1.5 years or more and is listed on CAMTC's website to request an education hearing upon their written request. This provision is intended to alleviate the hardship experienced by students when school applications for school approval are pending for long periods of time.

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



- SB 1480 was signed into law by the Governor on September 19, 2018. Among other amendments, it suspends

the test requirement for CAMTC Certification for 2 years, from January 1, 2019 through December 31, 2020.

- On May 31, 2018, the Board updated many of CAMTC's fees. Most new school fees took effect on October 1, 2018. Most fees for certificate holders and individual applicants change effective January 1, 2019.

For additional information on these two subjects, please see the previous newsletter or CAMTC's website at:

<http://www.camtc.org/schools/> and at <http://www.camtc.org/massage-professionals/> for additional information about these two subjects.

SCHOOLS ADVISORY COMMITTEE EXTENDED



The Board has extended the Schools Advisory Committee into 2019.

APPLICATIONS FOR CHANGE



All approved schools and those applying for re-approval should submit an application for change preferably before the change goes into effect or, at maximum, within 30 days after the change has gone into effect.

To submit these changes, schools should use the forms found in the new CAMTC Application for Massage Program Re-Approval.

Missed a CAMTC School Newsletter?

Digital versions of all previous CAMTC School Newsletters can always 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.

www.camtc.org



California Massage Therapy Council
One Capitol Mall, Suite 800
Sacramento, CA 95814

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