Reflections from the 2025 AMTA National Convention – Dallas, Texas
By Troy Lavigne, Board Member #2/Membership, AMTA Colorado Chapter

The 2025 AMTA National Convention in Dallas, Texas was an energizing and inspiring week filled with education, connection, and community-building—both inside and outside the classroom.

As one of your Colorado Chapter board members, one of the most impactful moments for me was attending this year's Volunteer Leadership Conference (VLC). The VLC focused on two key areas: *succession planning* and *strategies for engaging and motivating new members to step into leadership roles*. It was a valuable reminder that the strength of our chapter lies in the continued growth and involvement of our members.

A particular highlight was hearing from keynote speaker Amber Melanie Smith, a lifelong volunteer and nonprofit leader. Her talk, centered on the simple but powerful phrase "Do Good," left a lasting impression. (Admittedly, I misread it at first as "Dog Ood" due to a quirky font on her slide—but the message was clear!) Amber's passion and purpose reminded me why I've chosen to volunteer with AMTA over the past ten years.

Being a massage therapist can often feel isolating. We spend our days in quiet rooms, working one-on-one with clients, managing our taxes and marketing strategies alone, and navigating self-care routines without much outside support. Volunteering with AMTA has given me something deeply valuable: *connection*. It provides a sense of community that is rare and precious—especially in a profession that can so easily feel solitary.

I share this with you in the hope that it inspires someone reading to get more involved. Whether you're looking to connect, grow, give back, or simply feel a deeper sense of belonging, volunteering with our chapter can offer all of that and more.

I look forward to continuing this work with our amazing Colorado members—and hopefully, welcoming some of you more closely into our leadership community.

Warmly,
Troy Lavigne
Board Member #2/Membership, AMTA Colorado Chapter