



American Physical
Therapy Association
Of New Jersey

J E R S E Y jargon

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The President's View

The Value of Membership

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Have you ever thought about what the true value is of your membership with the American Physical Therapy Association (APTA)? In these difficult economic times everyone is looking at their expenses to see what they can cut to make ends meet. Recent surveys show that the first thing to go is usually the latte or espresso, then the shopping binges. Most people are willing to give up a luxury purchase for lesser priced, but adequate replacements that seem to do the same job.

Like most of you, I have had to do that same critical analysis to make my household and business budgets stretch. Actually, I have done that more than once in the 27 years I have been a member of APTA, but never once has my APTA membership been on the list of "things I can live without". As a matter of fact, it is during these hard economic times that I believe my membership is more valuable than ever.

You see, early in my career I looked to APTA as a source of education and local networking. I attended district and state meetings and felt that I got my money's worth just by participating in those activities. But now, with what most would consider a respectable amount of lifetime experience under my belt, I have come to realize the true depth and breadth of APTA as a state-level and national organization. I see that hundreds of staff members at the national and each state chapter do the right thing for our profession even when a member, like me, hasn't

specifically asked them to do so. And, I have also seen hundreds, no, thousands of members, like yourself, rise to the call of volunteerism and leadership within our group of some 70,000+ members to work tirelessly on behalf of the physical therapy profession. Together, volunteers and staff advocate for a multitude of issues every day including encroachment, coding and billing, payment policy and regulations, just to name a few. They serve on panels, task forces & committees, and visit legislators and other policy stakeholders to fight our fight every day, all for the base price of \$1.65 per day. WOW! That's a bargain in any portfolio, to have that many FTE's and professional advocates working for you for a fraction of the cost of a latte.

No matter where you live in the United States, no matter what practice setting you work in, no matter where you are in your career, APTA is the single organization that represents your profession 24/7/365. So, in these difficult economic times, I encourage you to continue to utilize your membership to its fullest potential, whether it is as a source for continuing education, practice management ideas, policy or payment advocacy, public relations, evidence based research and documentation, or simply for networking. Use it, get involved, and know that your investment is indeed valuable to you both personally and professionally.

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President

