

FSMTB Board of Director Application – John Price

Written Questions:

a. How have you served FSMTB in the last few years? Prior to becoming the Executive Officer for the Board, I began attending the Massage Board Executive (MBE) Summit as the Board's investigative manager. It gave me the unique opportunity to network with other fellow Executive Directors and learn from other states prior to becoming the Board's Executive Officer. I became the Board's Executive Officer in October of 2023 and immediately began working with FSMTB staff on various regulatory issues. Early this year, I was asked to be a guest panelist at the MBE Summit to discuss fraud in licensure. Based on an investigation that I discussed during the presentation, multiple states reached out wanting a copy for parallel investigations in their states. Volunteering as a Director would provide the opportunity for me to serve the FSMTB in an expanding capacity and to support other member boards.

b. What skillset or strengths do you bring to FSMTB? Following a career in law enforcement, I know the perils of human trafficking and have personally investigated sex trafficking cases. I retired in 2020 as an Assistant Chief with the California Highway Patrol responsible for oversight of multiple commands and hundreds of officers and support staff. During my career, I led many investigative teams and now oversee investigations for 44 Boards and Commissions in the state of Idaho. Additionally, as a Bureau Chief who oversees occupational licensing as well, we have taken many proactive steps to identify fraudulent applications. I believe my understanding of human trafficking and licensure fraud would be a valuable asset to the FSMTB Board of Directors. I would like to use my experience to assist FSMTB in offering more training and resources to member states on identifying licensure fraud and how to investigate it. Throughout my professional career, I have instructed or presented on many topics and truly enjoy facilitating training. I have extensive experience with strategic planning both with the California Highway Patrol and with my current position and understand the importance a strategic plan has for accomplishing the goals of the agency. Lastly, I have experience representing the agencies I have worked for at an executive level and would represent FSMTB with the same level of professionalism and integrity.

c. What do you see as the important issues facing FSMTB? First and foremost, human trafficking in the massage industry should be the most important issue facing FSMTB and all regulators. Additionally and related to human trafficking, licensure fraud and diploma mills continue to be an ongoing issue facing regulators. By encouraging the use of FSMTB's

MTLD in member states, it can have a significant impact on identifying fraudulent applications. Examination security and copyright infringement will always be an important issue for FSMTB. Finally, serving the member states' needs and enhancing the services FSMTB provides are an important priority.