

THE NEWSLETTER

OF THE AMTA-NEVADA CHAPTER

September 15, 2006
Volume 3, Edition 3



AMTA-Nevada Chapter, c/o David Otto, 6220 Barton Manor Street, Las Vegas, NV 89011
<http://www.AMTA-NV.org> AMTASBoard@AMTA-NV.org

Your Invitation...

Welcome to the latest edition of your AMTA-Nevada Chapter newsletter! Inside, you will find professionally useful information to utilize in your practice and professional development. You will also find opportunities to interact with your Chapter Board and other Massage Therapists around the state.

Please feel free to contact any of the Board Members listed on the back cover with any questions, concerns, or suggestions – they are always available and eager to answer your questions and consider the issues you are facing in the world of Massage Therapy.

If you know of any Massage Therapists that can use the information published in this quarterly newsletter, please pass it on. We are always looking for members to bolster the activities and contribute to the community of our membership.

Continuing Education Event coming to Reno Area!

The AMTA-NV Board of Directors is proud to announce the organization of a Continuing Education Event in the Reno/Sparks, NV area!

We have responded to your expression of interest in participating in a Northern-delegated event to promote your AMTA-NV chapter and to have the opportunity for CEHs available to you! The Board continually strives to provide opportunities for all AMTA members in the Nevada region and is proud to work with the Courtyard Marriott in Reno to host this year's event.

The Continuing Education Event will be held on Monday, October 23rd at:

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Thank you for reading, and please contact the editor with any suggestions about what type of information you would like to see in future editions.

David J Otto
Newsletter Editor
Newsletter@AMTA-NV.org

6855 S Virginia Street, Reno, NV 89511, in the conference room. Rooms on site will be available for reservation under "AMTA-NV Chapter."

The schedule will be as follows:

10am - 12pm	CEH opportunity with Debra Rilea KEYS TO ETHICAL BEHAVIOR
12pm - 1:30 pm	Lunch/meeting
1:30pm-5:30pm	CEH opportunity with Tom Gordy DEEP TISSUE MYOFASCIAL MECHANICS & POSITIONING

Here are the course descriptions:

Please see Continuing Education on page 9

June 19, 2006: Annual Conference Report

By Shari Mirgon

The chapter held its annual conference June 19, 2006, at the Best Western Mardi Gras in Las Vegas. The chapter meeting was held in the morning. Members had a lively discussion concerning chapter dues. Members are very interested in more continuing education and discussed increasing the fees and using the extra money for CE hours. A dues increase was unanimously approved. Chapter dues will increase to \$20 (from \$10). The chapter will use the increase to subsidize continuing education for members. The increase will become effective March 1, 2007.

Sally Hacking, NCBTMB, discussed national certification. Billie Shea, Nevada State Board of Massage Therapy, discussed state licensure



requirements. See the state board website: massagetherapy.nv.gov for information and applications for licensure.

The chapter offered several continuing education classes; our thanks to the instructors of the classes.

We want to thank all of the vendors who participated in our vendor hall as well as those vendors who donated gift items for the conference. Erik Dalton donated an educational DVD/book which was raffled. Raina Snow won the raffle. Hialunia, Biofreeze, Alternative Health Choices, & Bounce Shoez-Z Coil donated gift items which were raffled in each of the classes. Stronglite donated an Ergo Pro massage chair package which was sold in the silent auction.

Newsletter Naming Contest.....

WE NEED YOUR HELP! It will only take a few moments of your time to assist us in putting an identity on our newsletter.

If you have a great idea for the name of our newsletter, please contact a Board Member with the name(s) you would like to see!

Some criteria for the name may be: two to three words (not necessarily having "newsletter" in the phrase); related to massage therapy; and relating to a professional or association publication.

The Board will vote on all entries submitted by 11:59pm on October 20th. The author of the winning entry will receive a PAID registration for

the 2007 AMTA-Nevada Annual Convention, April 23rd & 24th, 2007, in Las Vegas, and transportation (if applicable), AND Room & Board (approximately, a \$600 value). Enter as many unique entries as you are able. Duplicate entry submissions that are winners will have the award split accordingly. So get out your pens and start sending!

An entry form is located in Today's Survey, page 6, or you may enter through the Feedback Form on the website at: <http://www.AMTA-NV.org>.

Please contact the Editor with any questions regarding the rules of the contest.



"Fall down seven times, stand up eight." – Japanese Proverb

Fraud Alert:

In Henderson, a therapist's story

By David J Otto, LMT NCTMB

In June this year, I was approached via email (from two different sources, but I only speak of one here) about arranging some massage sessions through my private practice in Henderson, Nevada.

The potential client seemed to be legitimate at the time, but by the end of my transaction with "him," I learned it was the perfect description of the latest fraud attempts aimed at privately practicing massage therapists in the United States.

Here's the M.O.: The client contacted me, saying he saw my advertisement on the internet for massage services. He would be traveling in the U.S. (with his wife) for a period of weeks and wanted to receive bodywork while they were visiting the Las Vegas area. We confirmed price, billing information, and dates, times, and the place for the massages. When it came time for payment, however, the client sent an "official" bank check that was ten times the amount agreed upon. With a \$4800 check in my possession, I immediately contacted the client with the error. He stated that his assistant made an error in cutting the check amount, and that the balance of what we agreed upon was to go to his travel agent in Texas. He wanted me to cash the check (keeping a \$200 tip for my trouble) and forward the balance to his agent in Texas. I promptly stated in a return email that it was not in my scope of practice to cash checks and forward funds, to which I received no reply as to a return address to which I could send the errant check.

I learned, after speaking to several therapists throughout the incident, that there is a scheming effort across our industry that many have fallen prey to; cashing the checks and 30 days or so later and then getting a call from their bank demanding repayment of the bad check.

I was fortunate enough to recognize the signs of a fraud attempt: client was not geographically aware of my physical office location in Henderson in relation to his hotel in Las Vegas, failure to verify check funding, not a U.S. bank the check was drawn from, no response from client after refusal to cash check, and talking to others and reading about frauds attempts related to massage therapy.

Luckily, I had not performed the services either, without payment!

If you would like more information on the fraud attempts on massage therapists in the U.S. and how to protect yourself, visit http://www.amtamassage.org/members/spam_scams.html.

David is an LMT in Henderson, running Hands In Motion for 3 years independently. He has also been doing massage with the Spa at the Ritz-Carlton for 5 years running, and is starting a networking and marketing business for bodyworkers, the Bodywork Concierge, located on Water Street in Henderson.

If you have a story or subject that you would like to share with your fellow members and would like to have it published in a subsequent edition of the newsletter, please email to Newsletter@AMTA-NV.org or send it to "Attn: Newsletter Editor" at our mailing address on page 1. All submissions must be submitted no later than 2 weeks before the publishing of the next newsletter - please contact the editor for details and deadlines. Publication is subject to review of the board and will be duly credited to the author.

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Did you know advertising with The Newsletter is cost-effective and reaches over 400 AMTA-Nevada Chapter members four times a year? Contact us *today* to reserve your space and get a **FREE** consultation!

A travel & registration package to the AMTA-NV chapter annual conference on April 23rd & 24th (approximate value: \$600) will be given away to one lucky attendee at the October 23rd Continuing Education Event in Reno!

Update: Nevada State Board of Massage Therapists

By Karen Sartell

<http://massagetherapy.nv.gov>
775-220-8775

The Nevada State Board of Massage Therapists welcomes Lisa Cooper, former Executive Director of the Cosmetology Board, to assume responsibilities as its Executive Director effective September 25, 2006. The AMTA-Nevada Chapter welcomes Lisa Cooper to her new position and looks forward to hearing from her in future editions of this newsletter.

Please check the Nevada State Board of Massage Therapists web site (URL listed above) to download applications for massage therapists currently licensed in a Nevada jurisdiction and applications for new massage therapists who recently moved to the state or recently graduated from massage school.

Massage therapists who are currently licensed in a Nevada jurisdiction who have had a criminal background investigation in the past and have no arrests or convictions on their record are **NOT** required to take the NCBTMB exam or submit to a criminal investigation in order to apply for state licensure. This grandfathering provision ends on July 1, 2007. After that date, all applicants will be asked to take the NCBTMB exam and submit to a criminal investigation in order to apply for state licensure. It is strongly recommended that you apply for the state licensure a few months prior to the deadline so that any problems may be resolved prior to July 1, 2007.

Please refer to the Frequently Asked Questions (FAQ) on the web page. These are questions that the Board has received from massage therapists and the Board has posted the question and the response to assist other massage therapists who may have the same questions. As the Board works with the local jurisdictions, changes in the application and instructions will be posted on the web page.

If you have questions regarding if you should keep your local license once you have a state massage therapist license, please check with your local jurisdiction. Please remember, state licensure allows

you to have a voice. The members of the Nevada State Board of Massage Therapists are volunteers who serve a staggered 4 year term. This means that members of our massage community will be filling these positions as terms expire. Terms begin expiring annually beginning July 1, 2007. For an application, go to the Governor's web site and look up instructions for applying for board positions. All meetings of the Nevada State Board of Massage Therapists are open to the public and you are encouraged to attend and voice your opinion.

Did You Know...?

The AMTA National website has logos and images you can download and use (no charge) for your practice?

Use the slick sheet you received with your Welcome packet or visit:

http://www.amtamassage.org/member/download_logos.html

education is one of its major priorities. The membership would like the AMTA-Nevada Chapter to provide educational opportunities for its members. To accomplish that goal, the members voted to increase the Nevada State AMTA membership fees from \$10/year to \$20/year, effective March 1, 2007. The membership wanted the Board to have the resources to rent meeting rooms and hire instructors without having to increase the costs of the educational workshops. The Board is proud that this issue of the newsletter announces the very first AMTA-Nevada Chapter sponsored educational workshop to be held in Northern Nevada.

There are many opportunities for our members to assist the Board. Please let us know if you have 2 hours to donate every 3 months or 2 hours per month: we are looking for people to assist us so that we can expand our services for our members. For example, if you have 2 hours that you would like to donate every 3 months and live in the Las Vegas area, we'd love for you to assist us in mailing out the newsletter. We'll provide food and fun while we fold and label and stamp. If you are interested in assisting David Otto with this please write him at newsletter@AMTA-NV.org. If you are interested in assisting us at our next annual convention in Las Vegas on April 23-24, 2007, please let us know. We offer reduced fees for volunteers who assist at the convention. The Secretary and Treasurer are appointed positions and we would love to find volunteers who are interested in eventually taking over these positions from the members who are currently doing the work. We have requests from schools to present AMTA membership information to the students. Would you like to write an article for our newsletter? We have multiple opportunities if you would like to donate some time. If I have not mentioned an area in which you would like to volunteer, please let us know your interest. This is your association and we look forward to working with you and assisting our members in providing the types of services that they expect. Please e-mail me at sartellks@yahoo.com and let us know of your interest.

Call for Volunteers

By Karen Sartell

During the June 19, 2006 annual chapter meeting, the AMTA-Nevada Chapter Professional Members elected myself as President, Shari Mirgon as 1st Vice President and L.A. (Pete) Blandford as 2nd Vice President. Jayar Tolentino was elected as Delegate and Rudy Rodriguez as Alternate Delegate for the 2007 House of Delegates Meeting. I'm delighted to be serving with these individuals and look forward to working with them and with you during the coming year.

Organization of the leadership within a chapter in the AMTA is flexible and can be organized to accommodate the needs of the chapter's membership. The Nevada Chapter Board is looking forward to working and listening to our membership and organizing itself in the best possible manner to attain the membership's desired goals. I wish to thank our members in advance for completing the survey that is included in this newsletter. The results of the survey will assist the Board in planning future activities.

During the June 19, 2006 annual chapter meeting, the membership let the Board know that continuing

Calendar of Events

October 2006							November 2006						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	5	6	7	8	9	10	11
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30		
29	30	31											

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
					October 1
2	3	4	5	6	7
					8
9	10	11	12	13	14
			AMTA National Convention		15
16	17	18	19	20	21
				Newsletter Name entries due	22
23	24	25	26	27	Board Retreat (closed meeting)
AMTA-NV Continuing Edu					28
AMTA-NV Continuing Education Event					29
30	31				

A travel & registration package to the AMTA-NV chapter annual conference on April 23rd & 24th (approximate value: \$600) will be given away to one lucky attendee at the October 23rd Continuing Education Event in Reno!



Save the Date!
 April 23rd and 24th, 2007-
 the AMTA-NV State
 Convention - Las Vegas, NV

Upcoming National Events

Quench Your Thirst for Knowledge: Building Professional Excellence
 AMTA 2006 National Convention
 October 11-14, 2006
 Atlanta, GA

Quench your thirst for knowledge at AMTA's 2006 National Convention in Atlanta, Georgia. This year's convention has a prestigious array of top-notch presenters so you can earn up to 19 continuing education (CE) hours, to help you grow and expand your knowledge and skills. It promises to be an intense personal and professional experience with first-rate speakers, unsurpassed networking and an ever-expanding Exhibits Marketplace.

If you are interested in this awesome, once-a-year opportunity and would like to attend, please contact our chapter's official 2006 Delegate, Brad Enerson, or Karen Sartell for more convention information and/or accommodation information.

Don't Forget - Awareness is the Key!

National Massage Therapy Awareness Week

is October 23rd through October 27th this year. Here are a few ideas you may use to enliven this important event:

- * Remind your clients how important regular massage is for them and give them a break on your regular rates to promote good will in the community (and word-of-mouth advertising!).
- * Think about volunteering at a special event recognizing a particular industry or career position.
- * Or, just send an extra thank you to your client base that lets them know just how much they are appreciated!

And one last idea: **Get a massage for yourself!**

Today's Survey

Please answer a few questions on this page and drop it in the US Mail. You may also visit www.AMTA-NV.org to submit your answers through the *Feedback Form*. Your responses are critical to our mission and ability to fulfill your needs as a member. Thank you!

Question #1: How interested are you in learning how AMTA-NV operates? (circle all that apply)

- a. Not
- b. Not Very
- c. Want to explore options (for volunteer work, etc)
- d. Want to attend classes lead by the AMTA that will educate me, and/or I prefer online material
- e. I am interested in attending AMTA-NV Board of Director's meetings.

Newsletter Naming contest: Your name:
Your entry:
Please return to: AMTA-NV Chapter, C/O David Otto, 6220 Barton Manor St, Las Vegas, NV 89011 no later than October 20 th , 2006. Thank you!

Question #2: How often will you view/login to a website format of the information found in this newsletter?

- a. Never
- b. Sometimes
- c. When it is convenient
- d. Every chance I get.

<u>OPTIONAL INFORMATION:</u>
Name: _____
Contact Phone: _____
Contact Email: _____

Question #3:

Are you prepared for the Nevada State licensure requirement, starting JULY 2007?

- a. yes
- b. no.

Thank you for making the time to complete this survey. It will be valuable for a long time and be researchable in the future.

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MASSAGE THERAPY EDUCATIONAL WORKSHOP
Hosted by the AMTA-Nevada Chapter, NCBTMB Provider #407142-00
OCTOBER 23, 2006

Courtyard by Marriott 6855 S. Virginia St., Reno, NV 89511 775-851-8300

Name: _____

Street Address: _____

City, State, Zip Code: _____

Phone: _____

E-Mail: _____

AMTA Member ID _____

A travel & registration package to the AMTA-NV chapter annual conference on April 23rd & 24th (approximate value: \$600) will be given away to one lucky attendee at the October 23rd Continuing Education Event in Reno!

Workshop Schedule

10:00 – 12:00, Debra Rilea, **Ethics**, 2 Continuing Educational Hours (CEHs)

12:00 – 1:30, Lunch (provided) and General Meeting

Agenda for General Meeting

Introduction to the AMTA-Nevada Chapter Board
 Discussion: role of AMTA-Nevada Chapter in Northern Nevada
 Question and Answer regarding Massage Therapist State Licensure Law

1:30 – 5:30, Tom Gordy, **Deep Tissue Myofascial Mechanics and Positioning**, 4 CEHs
 (Supplies: Bring table, linens and oil)

Workshop Cost

_____ **\$75.00 for AMTA members (include AMTA # when paying)**

_____ **\$100.00 for non-AMTA members**

AMTA-Nevada Chapter and the massage instructor have taken precautions to provide a safe environment; however, it is impossible to guarantee absolute safety. Successful completion of each AMTA-NV Course does not assume proficiency in a modality or business practice. Massage therapists have the responsibility for ensuring client safety by conducting a thorough intake, devising a safe treatment plan, working within their scope of practice and adhering to the AMTA Code of Ethics and Standards of Practice. Massage therapists are advised to practice the techniques prior to utilizing them in a clinical setting.

I assume the responsibility for safety by complying with the instructors or staff's directions and by disclosing any contraindication to receiving a massage in class.

I agree to release AMTA-NV Chapter and my class instructor from all liability and responsibility for any injury, loss or damage suffered by me, my property or my clients as a result of knowledge that I have received from this course.

By signing this form, I agree to give the AMTA-NV Chapter permission to use my photograph in future communications and marketing materials, should my photograph be taken at the October 23, 2007 Educational Session.

Participant Signature _____

Please make check or money order PAYABLE TO: AMTA-NEVADA CHAPTER and mail to:

Karen Sartell, 6440 Ironbark Lane, Las Vegas, NV 89107

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Continuing Education from page 1

Keys to Ethical Behavior – Exploring fears, desires and spiritual longings hidden in our shadows: All massage is about relationship. Ethics also concerns relationship, the inner relationship of our values to our outer expression in action. Self-examination of values and motivation stimulates the development of that relationship. From Kylea Taylor's book "The Ethics of Caring", we use her model based on the seven chakras for self-examination and our vulnerabilities to ethical misconduct.

Deep Tissue/Myofascial Mechanics and Positioning

– Mechanics and Positioning are essential skills for career longevity – saving the hands and body, decreasing burnout, and allowing the practitioner to work more effectively with less effort. These skills also give the practitioner a much broader range of tools and options in treating their clients, helping to distinguish their work from that of other practitioners and opening the box of their own creativity. Mechanics instruction will include the proper use of hands, knuckles, fists, and elbows, while emphasizing correct body alignment, depth of feel, and tissue response. Positioning instruction is geared towards different, easy, and creative ways to access different muscle groups, covering such options as side-lying, seated, and working from underneath the client.

Q & A: with Jayar Tolentino, A.S., NCTMB: Bodies...the Exhibition

interviewer: D. Otto

Subject: Bodies...the Exhibition, at the Tropicana Convention Center.

Q: How did you find out about the exhibition?

A: I found out by reading The Las Vegas Review Journal and patients of mine who attended the exhibit.

Q: What interests you professionally about what the exhibit has to offer?

A: I was intrigued by the fact that these bodies were intact and very well preserved giving me a better understanding of the atlas of the human anatomy.

Q: How long were you there?

A: I was there for about an hour and a half, I easily could have gotten lost and spent more time there.

Q: What is the most important thing you took away from the exhibit?

A: The experience of being in an exhibit to see what really lies under the skin without looking into a book, a poster, or even a picture.

Thanks to
Jayar Tolentino, A.S., NCTMB

The exhibit is open from 9am to 10pm daily in the Tropicana Hotel's Convention Center.

Nevada residents receive a \$3 discount when showing Nevada identification. Regular price of \$26 per person. For **special group rates** of \$19.50 per person, call 800.840.1157 or visit www.ticketsforgroups.com. For more info on **individual tickets**, go to www.tropicanalv.com or call 800.829.9034. To learn more about the exhibition, visit www.bodiestheexhibition.com.

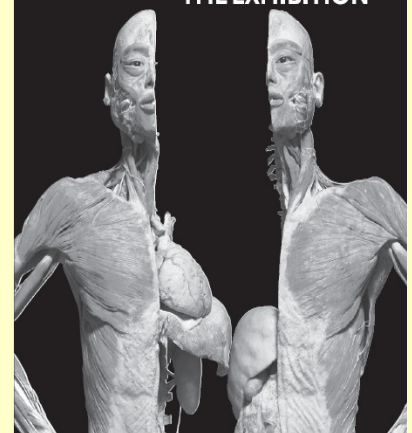
Please join us for either or both classes and/or come for the working lunch, where we'll have key speakers from the Nevada State Board of Massage Therapy and your AMTA-NV State Board of Directors. Bring your questions, and be prepared for a day of networking and building relationships with your fellow colleagues!

Complete the included registration form on page 7, and return to the address provided, or go online to download the registration form and mail to the address at the bottom of the registration form.

See you there!



BODIES THE EXHIBITION



REAL HUMAN BODIES, PRESERVED THROUGH AN INNOVATIVE PROCESS AND THEN RESPECTFULLY PRESENTED. EXPERIENCE THE HUMAN BODY LIKE NEVER BEFORE WHEN YOU VISIT BODIES...THE EXHIBITION. NOW OPEN AT THE TROPICANA.

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800.840.1157 • www.ticketsforgroups.com

American Massage Therapy Association – Nevada Chapter
c/o Shari Mirgon
111 W Telegraph Ste 200
Carson City, NV 89703

Newsletter E-Mail:

David J Otto

Newsletter@AMTA-NV.org

Your AMTA Nevada Chapter Officers and Delegates:

Officer	Email Contact
Karen Sartell, President	KarenSartell@AMTA-NV.org
Shari Mirgon, 1 st Vice President	ShariMirgon@AMTA-NV.org
L.A. (Pete) Blandford, 2 nd Vice President	PeteBlandford@AMTA-NV.org
Brad Enerson, 2006 Delegate	BradEnerson@cox.net
Jayar Tolentino, 2007 Delegate	JayarTolentino@AMTA-NV.org

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We're on the Web!

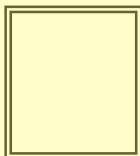
Visit us at:

www.AMTA-NV.org

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Member Name
Street Address
City, State ZIP code

don't forget to attend the CE Event
on October 23rd for your chance to win a paid trip
to the 2007 AMTA-Nevada Chapter Convention
in Las Vegas!



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Carson City, NV 89703