

THE SILVER STATE MASSAGE EXPRESS

NEWSLETTER OF THE AMTA-NEVADA CHAPTER

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Welcome to the latest edition of the *Silver State Massage Express*, Newsletter of the AMTA-Nevada Chapter!

Read about the Chapter's representation at the National Convention and the American Association of Pain Management in September, the 2nd Annual Education Event in Reno, and the upcoming chapter events!

Take an active role in your Nevada Chapter and reap the rewards of knowing you are positively affecting the industry which you profess daily with your clients!

Enjoy this edition!

If you prefer to receive the SSME by email or any other email regarding your AMTA-NV activities and projects, please contact me at Newsletter@AMTA-NV.org with your email address.

David J Otto
Newsletter Editor
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"By working together, pooling our resources and building on our strengths, we can accomplish great things."

-Ronald Reagan, 40th US President

"Making Connections" at the 2007 National Convention by Shari Mirgon, LMT

Going to the national conference for AMTA is FUN!!! Our association is full of friendly people, offers LOTS of excellent classes and has a fairly large exhibit hall with a variety of vendors. Cincinnati had a lot going on. It was clean, the people were friendly, there were several good places to eat, ball games to see.

Let me tell you what happens at national conference.

I had the opportunity to go a day early to attend a chapter presidents' council meeting. I met presidents from other state chapters and was able to talk with several from small chapters. We discussed challenges with getting volunteers, organizing state conferences (including finding instructors and getting people to attend), what works well for newsletters and websites. We swapped state pins. Many of us bragged about how well our boards get along and work well together.

Once business was taken care of I looked in the large conference backpack I received. There were a few samples from vendors, a badge, the continuing education card, & a couple of ribbons that taped to the back and hung from my badge - one of these ribbons was the best identification "First Time Attendee". This bright pink ribbon made life very easy and comfortable and came with a few wonderful benefits.

People are even nicer (if that can be imagined) to folks wearing these ribbons - several people went out of their way to welcome us, some of the vendors had a gift, someone handed me a gift bag when I attended one of the classes, & there was a truly wonderful lunch for the whole group of us (about 250 people).

The Exhibit Hall had around 130 vendors - several publishers, lots of lotions, Massage Warehouse was selling lots of products in a large booth, two different companies demonstrated tuning forks, a booth



Continued on Page 4, Convention 2007

Nevada State Board of Massage Therapists Secures Industry

By Michelle Viesselman

Over the last several months, I have heard a grumbling about the requirement of a state license to work as a massage therapist. Well, most of the people doing the grumbling are not aware of how the Nevada State Board came about - and why. So, I would like to try to help them understand why we have a state board and state licensure.

To begin with, we were the last health care professionals to get state licensing. All of the other health care professionals have had state licensing for many years and are, therefore, self-governing.

What most of us are unaware of is that there has been a movement, for many years, within various medical and other professions in this state, to control and severely limit what members of our profession can legally provide. The various medical groups (viewing us as competition) and the law enforcement professionals (tired of fighting an uphill battle with so called massage therapists engaged in illegal activities) all wanted to put us under a governing authority, such as the Nursing or Chiropractic board, to limit and control us, as well as police our field. It was going to happen, and it would have been bad news to all of us. It is never good to be controlled by a field that views you as competition.

The AMTA, as well as other concerned individuals, stepped up and fought to make certain that it was Massage Therapists that reviewed, licensed, and policed massage therapists, by lobbying for an actual state massage therapy board, just like most other states have. It was a long, multiple-year, battle; but, the laws were written and the board was formed. There is still a lot of fine tuning and regulations to be created and modified, which will take many more years; but, we have control of our own profession. Each board member takes an oath to protect the public and enforce the laws. We have made a personal vow to protect our profession, as well.

Continued on Page 5, NSBMT Secures

AMTA–Nevada Chapter Improves Its Website

by Robert Jaynes

WEBSITE GEARING UP TO EMPOWER NEVADA MASSAGE THERAPISTS

The number of licensed massage therapists in Nevada is steadily increasing and the need for an activity-oriented and educational website for massage therapists is coming of age. I am pleased to announce the addition of my webmastering services to the Communications Committee. I am a Nevada-licensed massage therapist and an AMTA-NV member who has a love of building websites. My vision for the website is that the website is a comprehensive and empowering website for Nevada AMTA members and nonmembers alike; a website to which Nevada massage therapists will return over and over again because of the content that the website delivers.

The layout and design of the website has been geared towards simplicity of use and the ability to access information quickly. The colors of the website were designed to coincide with Nevada State colors. There are several navigation links including a search page that searches the Nevada chapter and national AMTA website for just about any subject on which you want to find massage information. As the site is always under development, the visitor will continue to find new information all the time.

Nevada has a thriving community of massage therapists and *our* population grows all the time. Networking as a community of massage therapists is our greatest instrument in changing the public's perception of the massage profession. I see the website as the framework for just such a vehicle to invoke change. As a webmaster, I am calling all willing member volunteers to action: write articles, send e-mail or post comments, suggest positive change, and anything else that will benefit the ongoing efforts to make the website a strong source for massage therapists and the general public at large.

Take the time to send in your suggestions and your input by contacting me at webmaster@amta-nv.org or any Board or Committee member through the [contact us](#) webpage. This is your website lets make it the best possible website Nevada massage therapists can have! ✨



2nd Annual Reno Education Event - October 29th, 2007

...was a great success! The Chapter thanks all those who participated: 10 participants (8 members, 2 non-members), learning about ethics as massage practitioners and learning a new or brushing up on therapeutic massage techniques for the hips, legs and feet and for a fun day of mental and physical growing. If you have any suggestions for next year's Education Event in Reno, please contact a Board member!

2008 Workshop Schedule

FEBRUARY 29- MARCH 2 Tucson, Arizona
Vacation/Education/Destination – Advanced
Neck, Sciatic and Rotator Cuff Pain (24 CE)

MARCH 28-30 New Orleans, Louisiana
Education/Party on the Bayou – Myoskeletal
Alignment for Neck, Back & Hip Pain (24 CE)

APRIL 26- MAY 3 San Jose, Costa Rica – Dalton's
6th Annual "Pain Management in Paradise" with
Erik Dalton and Aaron Mattes – Limited enrollment
Sold out last 4 years... (26 CE)

JUNE 6- 8 Dallas, Texas – Vacation while you
learn (convenient location) – Myoskeletal Alignment
for Neck, Back & Shoulder Pain (24 CE)

JULY 18- 20 Salt Lake City, Utah – Myoskeletal
Alignment for Neck, Back & Hip Pain / Great
location (24 CE) Free Continental breakfast

COMING IN AUGUST Kansas City, Missouri –
Advanced Back, Neck & Hip Pain
DETAILS TO BE ANNOUNCED

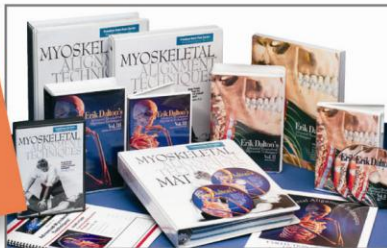
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demonstrating cupping, two companies demonstrated & sold overhead bars for folks doing Thai massage etc., companies selling music, crystals, tables, & other accessories for our profession; a stage in the back of the hall where several different types of demonstrations were offered. (David Kent had a particularly rowdy & fun demonstration one afternoon.)

Tips for your trip to the exhibit hall:

You will buy things so take \$\$ or credit card. Most vendors offer some type of conference discount. You can request shipping for large things like tables, massage chairs, etc. Waiting until the last day is cool since many companies offer bigger discounts so they won't have to carry stuff back with them.

There were several opportunities to meet massage therapists from all over the country. Jayar Tolentino & I even met a couple from Australia. I made "Connections" with people from Arkansas, Ohio, Indiana, Georgia, Utah, California, Mississippi, Hawaii, Vermont, Idaho...

The classes were many and varied. There was everything from Massage for Aging Clients, Spinal Reflex Analysis, Patterning, Neuromuscular, Mystery of Pain, Pathology, Dysfunctional Breathing, to Mouth Marketing & How to Write Case Reports. These are just a few of the examples of what is offered. A pre-conference class, as well as a post-conference class was offered each at an additional fee.

I attended three classes during the conference: Patterning (Betsy Wetzig), Dysfunctional Breathing (Dr. Leon Chaitow), and Research and the Profession (presentation by four different researchers). I also attended Dr. Leon Chaitow's post conference class on Advanced Muscle Energy Techniques - WOW!!@! He's fantastic!

Although the conference is fairly costly at \$395 for early



2007 AMTA National Convention Exhibit Hall.

registration, it was chock full of stuff to do. Not only were there a bevy of classes, there was also a welcoming reception, as well as a dinner and dance the last night. You can get continuing education credits, talk with fellow practitioners to compare notes on similar or different practices, and find out what kind of new and wonderful products are out there to help our practices. The next conference is much closer to home - Phoenix. The dates will be September 17th - 20th, 2008, & national has already booked Bruno Chikley to teach the post conference class on lymphatic drainage. There's already a buzz going around about organizing a bus from Las Vegas to Phoenix. Really consider going!! ✨

You may also read about Jayar Tolentino's experience online at AMTA-NV.org!

Results: AAPM Convention

by Michelle Viesselman

The last weekend of September, your Nevada chapter of the AMTA represented you at the 19th annual American Pain Management Conference. We were able to interact with a large variety of medical professionals who specialize in pain management and relief.

We found that they were extremely supportive of us as medical professionals and surprised by the lack of such recognition by insurance and other health management systems. I would like to thank and congratulate the fine therapists who took time from their busy schedules to volunteer and provide chair massage to the conference participants, and to act as your ambassadors to these health care professionals.

The volunteering members were: **Rachel Guardado, Janet Rogers, Brad Enerson** (who not only worked both days, but also, returned to work the 5 PM-7 PM late session on Friday.), **David Otto, Jamie Gruel, Kathy Nagy, and Michelle Viesselman.** Janet Rogers, Brad Enerson, Karen Lasko and I worked both days of the

event. We made a lot of great contacts and encouraged other medical professionals, by both practical demonstration and informative conversation, to support our field as a viable and valuable part of medical pain management and rehabilitation.

Through the Nevada and Florida chapters' efforts, the AMTA has been invited to participate in next year's conference in Nashville.

Thank you and congratulations on a job well done, to all of our volunteers!!! Love, Michelle ✨

2007 AAPM
Conference
volunteers: Brad
E., Janet R.,
Michelle V,
Rachel G. Kathy
N., David O.,
Jamie G.



Preview of the NV State Convention!

June 2nd & 3rd, 2008

Exciting opportunities are on the horizon for massage therapists and AMTA-NV chapter members: hands-on CEHs at the 2008 AMTA-Nevada Chapter Annual Convention!

At this two-day event on June 2nd & 3rd, presenters include:

- Judith Aston: **“Seeing the Body’s Patterns: Insights Into Unraveling Holding Patterns;”**
- Vickie Smith: **“Introduction to Healing Touch;”**
- Michelle Viesselman: **“Positioning & Limitations for Pregnant Clients in Medical Massage;”**
- David Otto: **“Building Your Client Base.”**

Look for the instructor’s biographies in the next issue of SSME or look online for updates in the near future.

Remember to register, form available online soon for quick access and there are discounts for early registration.” *

Continued from Page 2, NSBMT Secures

It has been a long few years, developing the new board and getting the licensure up and running. In the process, the board has fought a frequently frustrating battle with various local agencies in an attempt to force them to deal fairly and legally with our therapists (you never hear about these things). We have made it possible, by being the licensing source and providing the background check mechanisms, for Metro to spend more time going after illicit establishments and therapists, which has resulted in multiple business closures in the last year; closures of the types of businesses that give us a bad name and are the reason for the difficulties that we have faced as a profession.

By the way, most of your board members have, on their own time, gone on "ride-alongs" to investigate some of these establishments, and that was extremely enlightening. For those of you who still think that prostitution, in the guise of massage, is no big deal and does no harm, think again. One of the things that I was blown away by, during my "ride-along" was the lack of sanitation. On the surface, the places appear relatively clean...but, when a close inspection is performed, usually involving black lights and CSI officers, the truth is revealed. These places are hotbeds of filth and biological contamination. Places that engage in illegal activities are not concerned with following sanitation and health codes. Any person that seeks services, legal or illegal, in these places is inviting an unimaginable number of potentially dangerous bacteria and other pathogens into his/her body, and s/he is carrying them home to his/her friends, family, and coworkers. I am not even taking into account the actually sexually transmitted diseases, just those based on the lack of sanitation and the actual biological specimens not cleaned from the walls and fixtures. The next time you hear about an outbreak of antibiotic resistant bacterial infections or parasitic infections, remember that the main way these are spread is through lack of sanitation!

Those of us who hope to successfully bill insurance and act as providers, already know how important state licensure is to this process. Insurance companies can only be required to pay for our services in states where there is "proper regulation of the field". So for us, the importance of state licensure was never a mystery. It is also the only way we can ever hope to have the various local government agencies to be pushed to remove the antiquated "cross gender" laws, which were designed to prevent

illegal acts of prostitution.

Did you know that the average charge of sexual solicitation is pleaded down to "jaywalking?" This is how these people were able to avoid closer licensure scrutiny in the past, but no longer. The way the state law is written, it only requires an arrest or even a complaint to be made for the board to be able to hold a hearing and, if appropriate, take action against the license(e).

Cleaning up our profession and our professional image is good for all of us, no matter the area of massage in which we work. *

- Michelle Viesselman is the 2nd-Vice President for the AMTA-NV chapter and serves on the Nevada State Board of Massage Therapists.



Upcoming Chapter Events

FREE Bowling @ the Strike Zone,
Sunset Station Casino, Henderson, NV!
On December 2nd, from 6 - 8pm, "get your game on" and meet some other massage therapists for good FUN! If you haven't played for a while or if you are a rock star on the local league, YOU ARE INVITED to bowl a free game or two while networking and meeting your AMTA-NV members & leadership. Come with questions and quarters (for air hockey) and a clean pair of socks for your bowling shoes (included when you get here)! **Please RSVP to DavidOtto@AMTA-NV.org or 702.339.4325** if you will be coming by!



Please Welcome the newest members of
AMTA-NV!

Ben Brown
Johanna Cabradilla
David Camoin
Charlene Coleman
Joni DeClercq
Erin Demlow
Stephen Easton
Maria Franco
Crystal Gill
Stephanie Gillespie
Irina Hendrickson
Karen Lasko
Dusty Lawson
Christopher Leal
Sui Lam Ma

Erin McAnnany
Linda Mitre
Susan Morris
Brett Perry
Jamie Sims
Silvia Smith
Diana Valencia
Christina VanderClute
Sharon Walton
Katie Young

And our newest members from another state!
Alice Bergendorff
James Noste
Katharina Shervin
Jana Lynn Stastny

Cross-Gender Petitioning in Las Vegas and Clark County

- by David Otto, LMT with Johann Fultz, LMT

Currently, cross-gender massage therapy is illegal in Clark County and the City of Las Vegas, meaning that independent, female massage therapists may not touch male clients and vice versa. This law is not applicable inside massage establishments in these jurisdictions for employee massage therapists, unless the business that has the massage establishment has its own policies against cross-gender massage.

So what does this mean for licensed, independent massage therapists who meet and create a business relationship with a client of the opposite gender? It means that the therapist cannot legally provide massage therapy services under the law in Clark County and Las Vegas to that client of opposite gender outside of a massage establishment, like in their home or office. Chair massage is exempt from this cross-gender law because the client is fully dressed in a chair massage protocol.

Massage establishments are run by companies that are sworn by federal law not to discriminate based on gender (and several other civil rights) in *service to clients* and *provision of employment* to employees: why do independent massage therapists in Clark County and the City of Las Vegas and their [potential] clients need to suffer the discrimination efforts of local business law regarding our profession?

The answer is quite simple: the people have voted to keep a law that seemingly protects them from prostitution happening right next door or even to them when they call a massage therapist for a massage in their home or office. The industry, as it stands today, still is tainted and controlled by the ignorance of the general public, who make and support the laws through election of officials that are also ignorant to the implications of the form of discrimination they call "law." Many events of illegal nature and "recreational" massage are conducted under compliance of the same-gender code, so it seems that illegal activity will be conducted even with same-gender restrictions.

The law has been argued and change has been attempted on more than one occasion, through petition and lobbying of the County Commissioners and city officials, but to no avail. The inquiries and requests to change the law need to go through a process, one that involves the public and professionals, and that puts in writing the Public's desire to change the law. When the public has made their will known through signing a petition, then the Commissioners and Boards of the affected jurisdictions will hear the argument and put it up to either a referendum or official vote.

Johann Fultz, state- and locally-licensed massage therapist, is an independent business that is affected by the cross-gender aspect of the massage therapy business law. He and hundreds of other practitioners in the Clark County and City of Las Vegas jurisdictions are responsible for limiting the affect they have on their potential clients of opposite gender by legally not being able to touch them on a massage table because of the current law restricting cross-gender therapeutic massage application.

Johann started writing and developing a petition in May of this year and posted it online in September. This petition addresses the argument against cross-gender restrictions for licensed, independent massage therapists, the implications of the impact on the profession for the public's benefit, and proposes change in the law to show the current law and how the new law would read to remove discrimination.

When asked why developing this petition geared toward changing the law is a worthwhile cause, Johann stated "The cross-gender restrictions within the independent massage therapy law are no longer effective, working parts of the law. The fact is, for our community of bodyworkers to grow anymore as service providers of the community rather than of just the healthcare industry, delivery of service needs to be cross-gender (vs. single, same sex gender) because [we learn] to practice cross-gender [massage]."

It is Johann's intent to gather over 5,000 signatures by December 10th in order to stay within the timeline of an April 2008 permanent change in the law.

Johann is very passionate about bringing attention and education to the public and massage therapy professionals about this issue. "...After this petition is fulfilled and the law changed in Las Vegas and Clark County, having the ability to freely work on who you choose to work on and who chooses you to have you work on them remains a very important improvement in how the public and professionals do business by providing knowledge and expertise on the table," Johann said.

It is very important that the signors of the petition are professionals and public for whom the law is effective. The public that understands the professional nature and breadth of implications of changing the law will also be the public that signs the petition. It has been Johann's mission to advise, educate, and call potential signors of the petition to action. Johann especially encourages all professionals to sign, whether they live in the jurisdictions of Clark County or the City of Las Vegas or not, if for no other impact, to make a statement about their industry, professional expectations, and educational standpoint.

The current law in Clark County and the City of Las Vegas is antiquated. If you would like to read and sign the petition supporting cross-gender massage in Clark County and the City of Las Vegas, please visit <http://www.petitiononline.com/massage/petition.html>, or, for more information, contact Johann at tensegrity4life@gmail.com.

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We're on the Web!
 Visit us at:
www.AMTA-NV.org

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Welcome to your newest edition of the *Silver State Massage Express* - Newsletter of the AMTA-Nevada Chapter! 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, who 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 who 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. 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.

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