

THE SILVER STATE MESSAGE EXPRESS

NEWSLETTER OF THE AMTA-NEVADA CHAPTER

February 15, 2008
Volume 5, Edition 1



AMTA-Nevada Chapter, c/o David Otto, 6220 Barton Manor Street, Las Vegas, NV 89011-1801
<http://www.AMTA-NV.org> AMTASBoard@AMTA-NV.org

Welcome to the first 2008 edition of the *Silver State Massage Express*, Newsletter of the AMTA-Nevada Chapter!

New years tend to create new vibes and new goals – the AMTA-Nevada Chapter is no exception! In this edition, you'll find a lot of information to grow your practice, with continuing education opportunities and member social events, and you'll learn how the Chapter plans to represent you at this year's National Convention in Phoenix in September.

Take a look around...you might be surprised to learn something new and be inspired to take an active role in your profession!

Beginning this edition, you are receiving this newsletter because you opted to receive by US mail or your current email address is not on file at the National Office. Please let us know if you prefer the email version by updating your National email contact information. Thank you!

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

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"You can achieve anything you want in life if you have the courage to dream it, the intelligence to make a realistic plan, and the will to see that plan through to the end."

- Sidney A. Friedman, *American Entrepreneur*

2007 Year-end Chapter President's Report

by Shari Mirgon, LMT

Happy 2008!! Hopefully, each of you had a great 2007. I want to provide you with a recap of what your AMTA-Nevada chapter did in 2007.

Understanding that each of you is in a different stage in your career than another licensed massage therapist, that each of you has different goals, and that most of you work in different environments, our Nevada chapter is trying to reach you in a variety of ways. Since we are member-driven, we are working to be more inclusive and out-reaching.

In 2007 we started a website and expanded our newsletter. **Robert "Tony" Jaynes** of Las Vegas is our webmaster. Check it out at www.amta-nv.org. It has a great look and is

easy to maneuver. Our newsletter has been jazzed up with the help of our wonderful editor, **David Otto**, also of Las Vegas.

With the help of a few volunteers, socials and networking opportunities have begun in Reno and Las Vegas. Thanks to **Anita Burger** in Reno, there was a free lecture and social for people in the northern Nevada/Reno area. You'll see in this newsletter that Anita has another planned in March. A bowling social was organized in the Las Vegas area by **David Otto** (2008 delegate and newsletter editor) and **Pete Blandford** (1st Vice President). Suggestions are welcome. If you have an idea for a gathering, please contact one of your board members.

The chapter was invited to participate in The

Continued on Page 4, Year-End Report

Learn More At and About Your 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:

- Paul St. John: ***“Advanced Soft Tissue Therapy;”***
- 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: ***“Creating Client Relationships.”***

Look for the instructors’ biographies on page 7, and *remember to register*: the registration form is available on page 6 and online for quick access, and there are discounts for early registration.

Check online at www.AMTA-NV.org for more information and updates regarding the classes, instructors, and General Meeting planned in June!

If you have suggestions for items to address at the General Meeting, please contact a Board member about getting the issue on the agenda - items not on the agenda will not be addressed except in the general comments portion of the meeting, and may not get the time to be discussed that is needed!



Continued on Page 6 & 7, Learn More

Networking Event Has Fun For All!

by Pete Blandford

To One and All,

I’d like to thank you for attending our first, fun get-together in Las Vegas! I haven’t bowled in years, and what a blast to have the support of my fellow therapists in my effort. I’ll keep my day job, thank you. But, I must say, I think I was “most-improved” for the night.

I met a new therapist from out-of-state, a bowling pro, and a couple out for laughs and fun with like-minded folks. Other therapists just came to share and talk and enjoy fun times.

We are looking forward to hosting more events similar (mini-golf, for example) and would like your suggestions and even locations. Use your AMTA-Nevada Chapter website to keep in touch and pass on suggestions.

Until our next event, I send you love, light, and blessings

- Pete *



Bowling and Networking Event, December 2, 2007: (left) Pete Blandford, (below, lf to rt) Suzy and Mike, Glenda, Jayar, and Pete.



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Continued from Page 1, Year-end Report

American Academy of Pain Management conference in September 2007. **Michelle Viesselman** (2nd Vice President) coordinated that chair massage event. The volunteers who participated were also able to share the benefits of massage to many people in the pain management field.

The chapter offered continuing education opportunities to members and non-members at our state conference in April, in Henderson in May, and in Reno in October. In 2008, you'll be able to obtain continuing education hours at the state conference in June and at least one other event in Reno in October or November. Remember that you'll need continuing education to renew your Nevada license. We're not only offering interesting classes, but we're also working to make them affordable for our members, as well as other licensed massage therapists in the state.

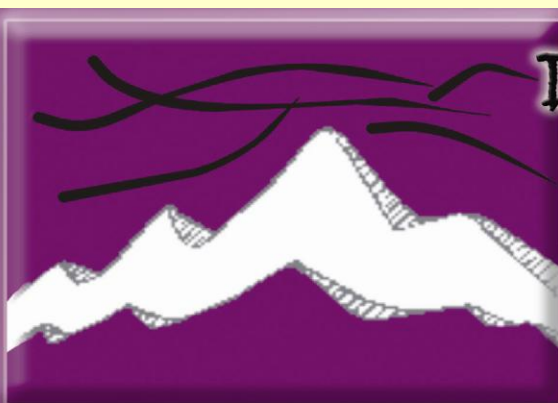
Our membership increased by 113 members in 2007. Our membership is at 450; however, there are over 3,200 LMTs in Nevada. We see great potential in reaching out to every LMT here. We know there is a need for continuing education (& hopefully a desire to improve skills). The chapter is striving to make that education readily available.

We're also continuing to reach out to the schools in our state that offer classes in massage therapy. **Jayar Tolentino** (2007 delegate to the National AMTA Convention) visited the Nevada School of Massage Therapy, High-Tech Institute, Ki-Atsu Institute of Healing Arts, and North West Health Careers schools. It's important to let students and professional licensed massage therapists know that our organization not only offers insurance, but it stands behind us in legislatures across the country. The organization also offers lots of support for education and for our businesses.

Help us help you. Contact any member of the AMTA-Nevada board if you have ideas about continuing education, social activities, or if you want to volunteer. We'd love to work with you.

Wishing you a joy-filled, prosperous 2008,

Shari Mirgon,
Nevada Chapter
President



Desert Wind Therapeutics

2860 E Flamingo Rd, Suite A, Las Vegas, Nevada 89118

702-731-2128

We are located in the Las Vegas valley to provide you the opportunity to complete your National Certification Board and Nevada State Board of Massage Therapy continuing education requirements. Please call or visit us online for more information about & to register for these classes*:



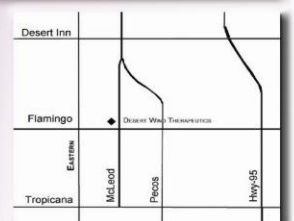
March 9-10	Realflexology (16CEs)	\$410
March 23	Well Tempered Stone (8CEs)	\$250
April 13-14	Practical Cranial Basics (16CEs)	\$400
April 27	Reiki I (6CEs)	\$150
May 11-12	Practical Cranial Blended Program (16CEs)	\$400

May 25	Reiki II (6CEs)	\$200
June 8-9	Pregnancy Massage (16CEs)	\$400
June 22	Business Ethics (6CEs)	\$120
July 13-14	Medical Massage Spinal Muscles (16CEs)	\$400
July 27	Aromatherapy (6CEs)	\$150

You can also receive bodywork, aesthetic, & hydrocolon therapy services for your health and wellness needs. Please call us or visit us online to book your appointment and to find out about our special offers!

class schedule at:
www.thousandpetaledlotus.org

*Scheduled class times depend on the number of participants - please register early to assure your space!



National Certification Board-Approved Provider 386366-00

Cross-Gender Issues in Southern Nevada

Currently, independent massage therapists cannot perform out-call massage on clients of the opposite gender in the jurisdictions of Clark County and the City of Las Vegas. Cross-gender, out-call massage is currently allowed in the jurisdictions of the Cities of Henderson, North Las Vegas.

Please consider commenting in the AMTA-NV.org's forum about what you think of this current law in the jurisdictions of Clark County and the City of Las Vegas, whether you practice in these jurisdictions or not. Is it OK for a jurisdiction to define who your clients are?

Also, if you are interested in making a difference and supporting your colleagues, read the detailed article on page 6 in the November 2007 Silver State Massage Express, and visit

<http://www.petitiononline.com/massage/petition.html> to electronically show your support in signing a petition to be presented to each jurisdiction's law-making/-changing Boards.

Change the way government thinks – Change the way clients think – Change starts with you. ★

KELLER WILLIAMS
REALTY
SOUTHERN NEVADA

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Henderson, NV 89052

Each Office is independently Owned and Operated.

AMTA-ID State Convention info...

Ever want to get CEHs in Idaho? Here's an opportunity to mingle with the local massage therapists:

Dates: May 2nd - 4th, 2008
Location: Idaho Falls, Idaho: Red Lion Inn
Classes: Massage for the Cancer Patient
w/ Jaimie Elswick (18 CEHs)
Structural Relief Therapy for the Low Back w/
Taya Countryman (12 CEHs)
Cost: \$350 if registered by April 15; \$375 after
Contact: Trisha Pennell
208-745-7620: E-mail strisha@juno.com
or mail 420 N. 4200 E., Rigby, Idaho 83442

AMTA-ID Chapter is a NCB-approved provider

Upcoming Chapter Events

Meeting colleagues in Reno has never been easier! Ever wonder about the **Emotional Freedom Technique?** Learn more about this wellness modality from Rosemary Manning and chat with other AMTA-NV members.

Date: Wednesday, March 19th, 2008
Time: 6 pm
Place: 634 W 2nd St, Reno NV 89503

If you want to attend this AMTA-Chapter social event & lecture, please contact Anita Burger to RSVP and for more information at (775)786-7325.

FREE Bowling @ the Strike Zone,
Sunset Station Casino, Henderson, NV!
On March 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!

Charlotte Beza	Pamela Palmer
Timothy Bohls	Christine Pollnow
Gayla Coughlin	Richard Rissman
Beverly Crow	Janet Rogers
Serge Dahan	Kiera Tanner
Gracie Guardado	Dwayne Thurmond
Kevin Hansen	Shellina Ubechel
Kathryn Hollars	Leann Wood
Lyndi Hutchinson	<i>And our newest members from another state!</i>
Adrian Keeley	Wendy Lou Gross
Richard Kreidi	Natacha Swiderski
David Light	Cuongphuoc Truong

**AMTA-Nevada Chapter
Conference Registration Form
June 2-3, 2008**

Gold Coast Hotel & Casino

4000 W. Flamingo Road Las Vegas, NV 89103

Hotel Registration
Gold Coast Hotel & Casino
800-331-5334
\$77/night, Register by May 3
AMTA Nevada Chapter

Name: _____

Street Address: _____

City, State, Zip Code: _____

Phone: _____ E-Mail: _____

AMTA Member ID _____

General Meeting: Monday, June 2nd, 12:00 - 2:00

Education Schedule - Monday, June 2, 2008

____ 9:00 - 5:00, Paul St. John, **Advanced Soft Tissue Therapy**, 6 CEHs* (2 hour lunch break)

____ 8:00 - 6:00, Michelle Viesselman, **Positioning & Limitations for Pregnant Clients in Medical Massage**, 8 CEHs*
(also bring 2 pillows) (2 hour lunch break)

____ 2:00 - 5:00, Vickie Smith, **Introduction to Healing Touch**, 3 CEHs

Education Schedule - Tuesday, June 3, 2008

____ 9:00 - 5:00, Paul St. John, **Advanced Soft Tissue Therapy**, 6 CEHs* (2 hour lunch break)

____ 8:00 - 12:00, David Otto, **Creating Client Relationships**, 4 CEHs

____ 1:00 - 5:00, Judith Aston - Founder of Aston-Patterning®, **Seeing the Body's Patterns: Insights Into Unraveling Holding Patterns**, 4 CEHs*

* (Supplies: Bring table, linens and lotion)

NCBTMB Approved Provider #407142-00

Registration Fees

Early Registration (by April 30, 2008)	AMTA Member (include member #)		Non-Member	
	Early Reg**	Reg	Early Reg**	Reg
Instructor/Class Name				
St. John / Adv Soft Tissue Therapy	\$140	160	160	200
Viesselman / Medical Massage	\$120	150	150	200
Aston / Seeing the Body's Patterns	\$60	80	80	100
Smith / Healing Touch	\$60	80	80	100
Otto / Creating Client Relationships	\$60	80	80	100

** early registration (form and payment) must be submitted by April 30, 2008

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 June 2-3, 2008, Educational Session.

Participant Signature _____

Please make check or money order **PAYABLE TO: AMTA-NEVADA CHAPTER** and mail to:
Shari Mirgon, 111 W Telegraph Suite 200, Carson City, NV 89703

Board Use Only		
Payment Information	Amount	Date Received
<input type="checkbox"/> Paypal (online only) <input type="checkbox"/> Cash/Money Order <input type="checkbox"/> Check # _____	\$ _____	_____

Continued from Page 2, Learn More

Paul St. John LMT, CINT developed the St. John Method of Neuromuscular Therapy (NMT), and began teaching seminars in 1978: Neuromuscular Therapy, St. John Method, for which he has authored several training manuals and home study video programs. In 1984, he started lecturing nationally and internationally in venues such as Johns Hopkins, Duke University's Wellness Institute, Henry Ford Clinic, and the Institute for TemporoMandibular Regulation in Germany. In 2006, Paul was one of 3 Americans invited to present at the Seventh Annual World Congress on Posturology in Bucharest, Romania. He received the Massage Therapist of the Year Award from the Florida State Massage Therapy Association in 1987. He holds the position of Consultant to the Indiana Pacers for the treatment of soft tissue athletic injuries. He has served as a member of the Scientific Advisory Board of a major nutritional corporation. He also sits on the Board of a Sarasota Pain Clinic. Presently, Paul maintains a thriving practice at the St. John - Clark Pain Treatment Center in St. Petersburg, Florida, where he continues to pursue his passion of helping those in pain.



Judith Aston, MFA LMT As president of the Aston Paradigm Corp, she brings the message of her unique biomechanical model to teaching and training worldwide. Judith is a graduate of UCLA with a B.A. and M.F.A. in education and dance. In 1963, she was faculty and creator of the movement education program for athletes, dancers, and actors at Long Beach City College. Judith is the author of *Aston Postural Assessment*, which describes the concepts of the Aston Paradigm. She also designs and teaches programs which integrate her discoveries with existing movement disciplines such as Yoga, Pilates, personal training/coaching, rehabilitation therapies, sports and dance worldwide. Concurrently, she expanded the application of her work to "how movement communicates emotion" and consults with mental and health professionals. In addition, Judith has designed a series of products supporting the optimal body and holds 6 patents. She has refined her work for over 40 years to teaching and healing, and she actively continues to design new products and programs.



Michelle Viesselman, LMT NCTMB MMP CLT started her massage therapy career in 2000, graduating from and subsequently teaching at the Nevada School of Massage Therapy until 2005. Michelle worked with NCEP until 2006, a Las Vegas-based neurological and brain trauma center, providing cranial, lymphatic, and medical services as a practitioner. She became the Owner/Founder of Thousand Petaled Lotus LLC (education workshops) in 2003 and is an LMT/CST/Reiki Master/Medical MT practitioner at Desert Wind Therapeutics (wellness center) in Las Vegas, NV, since 2004 and Owner since 2006. She is also the creator, author, and instructor of Practical Cranial™, Reflexology™, Well-Tempered Stone™, Lymphassage™, Practical Medical™, Reiki, Business & Ethics, and others. She has authored *Practical Cranial™*, *TMJD Cranial Treatment*, *Anatomy Review*, *Aromatherapy Basics*, *Lymphassage™*, and other books and manuals associated with her practice and instruction. Michelle currently also serves on the Nevada State Board of Massage Therapy and the AMTA-Nevada Chapter Board of Directors.



Vickie Smith, LMT NCTMB CHTP has been practicing therapeutic bodywork for over a decade. She is a Nationally-Certified, Licensed Massage Therapist, and Reiki Master in Nevada and Arizona, and is trained in multiple modalities such as Cranial Sacral, Reflexology, Osteo-Symmetry®, Thought Field Therapy, and Gestalt Therapy. She has been a Certified Healing Touch Practitioner since 1998 and is passionate about "the Work." Vickie is the co-owner of a wellness center in Las Vegas where she has a private practice. Vickie believes that her mission is to hold a safe space for energetic exploration and a "healing presence" so that each student or client can find their own inner healer.



David Otto, LMT NCTMB attended the University of North Carolina at Wilmington and earned his Bachelor of Arts degree in English - Secondary Education in 1991. In 2001, he attended and was certified as a Professional Massage Therapist at the Utah College of Massage Therapy (UCMT), Nevada Campus. In the 7 years since, David has worked with the *Ritz-Carlton*, started his private practice in Henderson, NV, *Hands In Motion* in 2003, instructed students at UCMT regarding their professional development for 3 years, attended the Chiangmai, Thailand, TMC School for Traditional Thai Massage, founded, develops, and operates *the Bodywork Concierge*, a marketing/networking business in Henderson, NV, for bodyworkers and bodywork clients. He also serves as the Communications Committee Chair for the American Massage Therapy Association (AMTA) Nevada Chapter as Editor of the newsletter *Silver State Massage Express*.



Nevada Chapter's 2008 Delegate Corner

MY COMMITMENT TO YOU AS YOUR 2008 NEVADA CHAPTER DELEGATE IS TO REPRESENT YOU IN THE HOUSE OF DELEGATES AT THE 2008 NATIONAL CONVENTION IN PHOENIX IN SEPTEMBER. THERE ARE A FEW WAYS THAT YOU CAN EXPRESS CHANGES YOU WISH TO SEE IN HOW THE AMTA REPRESENTS YOU IN THE PROFESSION AND INDUSTRY OF MASSAGE THERAPY.

THERE ARE 3 FORMS WITH GUIDELINES AND INSTRUCTIONS YOU CAN DOWNLOAD FROM THE AMTA-NV WEBSITE. EACH METHOD OF ENTERING YOUR PROPOSED CHANGES TO THE WAY THE AMTA AFFECTS YOUR PROFESSION ARE A LITTLE DIFFERENT. IN ANY CASE, YOU'LL SUBMIT THE FORMS TO ME: FOR REVIEW, COMPLETENESS, AND, FOR SUBMISSION TO THE PROPER BOARD MEMBERS OR COMMITTEES FOR CONSIDERATION AND INCLUSION IN THE AGENDA AT THE HOUSE OF DELEGATES MEETING IN SEPTEMBER 2008!

CHANGE TAKES TIME, EFFECTIVE CHANGES LAST!

IF YOU HAVE QUESTIONS (IN GENERAL) OR NEED HELP IN FILLING OUT ANY OF THESE FORMS, PLEASE CONTACT ME VIA EMAIL (DAVIDOTTO@AMTA-NV.ORG) SO WE CAN SET A PHONE APPOINTMENT IN ORDER TO GET YOUR QUESTIONS ANSWERED. PLEASE BE AWARE OF THIS YEAR'S DEADLINES FOR SUBMISSIONS (BELOW) AND KNOW THAT 2009'S HOUSE OF DELEGATES MEETING WILL BE ABLE TO ADDRESS ANY PROPOSED STATEMENTS OR RECOMMENDATIONS IF PRESENTED AFTER THESE DEADLINES. - David

Deadlines for submissions: March 1st: Bylaw Amendment Recommendations, March 15th: Recommendations ✨

New Marketing and Advertisements!

We are so excited about this year's 2008 AMTA-Nevada Chapter's Convention that we've published an advertisement with registration information in the March edition of *Massage Therapy Journal*®!

The Chapter has seen a lot of development in the past few years - our membership has grown and, with State licensing in effect, we hope more massage therapists get the 411 and understand the importance of professional representation in the field and industry.

Being visible is a big part of that representation and we're committed to being visible. Approximately 2,800 state-licensed therapists received our newsletter last year; an opportunity to get information about how the AMTA-NV Chapter is representing massage therapists in Nevada. Now, there are over 3,200 licensed massage therapists in Nevada, and we hope to represent every one of them.

If you know a massage therapist that wants to join in, volunteer time in developing the industry, or helping in every day Chapter administration, please pick up a handful of our new business cards at the General Meeting on June 2nd in Las Vegas.

Look for the Chapter banner at the Convention - we'll see you there! ✨



Earn Continuing Education Credits in Fabulous Las Vegas, Nevada

June 2nd & 3rd, 2008
www.AMTA-NV.org

featuring:

- Judith Aston - Seeing the Body's Patterns: Insights into Unraveling Holding Patterns (4 CEHs)
- Paul St. John - AquaSomatic Therapy (6 CEHs)
- Michelle Viesselman - Medical Massage in the Pregnancy Position (8 CEHs)
- Vickie Smith - Introduction to Healing Touch (3 CEHs)
- David Otto - Creating Client Relationships (4 CEHs)

For more information, please contact us at: AMTANV@AMTA-NV.org or contact Shari Mirgon 775-450-7454

The AMTA-NV Chapter is an approved provider of the National Certification Board for Therapeutic Massage and Bodywork 6407142-00

(Top) AMTA-NV Chapter magazine advertisement, appearing in the March edition of *Massage Therapy Journal*.

(Right) AMTA-NV Chapter Business Card.



American Massage Therapy Association
Nevada Chapter

**Empowering Nevada
Massage Therapists**

www.AMTA-NV.org

Winner of the Game

- Jenn Sommermann, LCMT

In my opinion, the success rate of massage therapists is incredibly low. Of course, success is different things to different people but I am talking about the kind of success that means being able to pay your bills and still have some funds left over for savings. All too often I hear my colleagues talk about how difficult it is to make a living in this profession. Many therapists are forced to work a job in another profession to be able to support themselves and their families. There is also evidence to support the fact that many massage therapists leave the industry within three to five years. This is astounding to me, considering that it takes a fair amount of time and money to become a massage therapist in the first place. Why are so many therapists not realizing success and leaving the industry too soon?

Attitude plays a large part in the big picture. I believe how you approach something has everything to do with its outcome. There is a mental strategy that may help some of you. It is a shift of mind but has very specific actions to back it up. Of course, any mental practice is only as good as the actions that follow it up. Merely thinking about something doesn't work. What you do to make your thoughts an "action plan" will have everything to do with the results you achieve.

For the sake of argument, let's talk about success in terms of finances. Being able to pay your bills, put some away for savings and live comfortably is the goal. The first thing to do is have a mental shift in attitude. So, consider that success in the massage industry is a GAME. That's the first thing to think about. Of course, with any game, someone comes out a winner. Everyone wants to be the winner but not everyone can be. There has to be some losers. In fact, unfortunately, there are a lot of losers in this industry; therapists who, for one reason or another, just can't make a go of it as a career. In my opinion, they have not taken the action steps to realize the success they want.

It is this simple. **The winner of the game is the therapist who understands massage marketing and is willing to put the time and effort into it and apply it to their business.** These are the action steps necessary to achieve the dream, accomplish the goals and obtain the success that you desire. Without this effort and action plan, there is no success.

There are amazing statistics that support the notion that many more massage therapists can be successful in this industry. There are also statistics indicating the market is becoming saturated with hundreds of graduates coming out of schools and more schools opening all the time. For example, the AMTA states that there are 300,000 massage therapists in the USA. Additionally, 47 million people got massages last year. No doubt, people are more willing than ever to spend money on their healthcare; paying to take care of themselves with personal training, chiropractic and massage. Ask yourself, what are YOU willing to do to tap into these clients and set yourself apart from the sea of other MTs?

The only thing that's going to determine whether you reap the rewards of a great economic time or suffer the pain of a saturated profession is your understanding of massage marketing and your willingness to sharpen your skills every year. That's right...every year. All too often therapists flock to hands-on classes to sharpen their massage skills. The hope is that this will make them more successful. But this just isn't true. The successful massage therapists are the ones that can be found in the marketing classes or the other practice management seminars, reading literature on successful businesses, sharpening their business skills to take back to their practices. Once back on their home turf, they put the time and effort into what they learned in order to apply these new found skills.

Time and effort seem like vague terms so let me elaborate with examples. When I say time, I mean about 20% of your anticipated client hours. If you want to see 20 clients per week, then 4 hours should be spent on marketing efforts per week. When I say effort, I mean doing something that may be outside your current comfort zone. Meeting new people and networking are the best ways to boost business. Commit to these things and watch your business and bank account grow.

I want you to be successful. I don't want you to be another statistic, leaving the industry after only three years. Be the therapist that is willing to learn about massage marketing and devote the energy necessary to achieve the dream of success. Set yourself apart from the others by committing to nothing less. This is my wish for you.

Stay focused.



Jenn Sommermann, LCMT is sole proprietor of *Massage by Land & Sea*, licensed by the state of New York, nationally certified and a member of AMTA since 1992. Jenn owned a successful wellness clinic in Boston for 12 years. Selling that business in 2003 enabled her to relocate and at present, Jenn is both business teacher and chair of business department at Swedish Institute in Manhattan. With previous teaching experience at Muscular Therapy Institute and New England School of Acupuncture, Jenn continues to reach a broader audience offering continuing education in practice management throughout the country. In addition, Jenn consults and coaches allied healthcare providers in all aspects of business. Jenn is on the NY Board of Directors for the AMTA and coordinates the NYC/LI Unit of 1900+ members. Publications of Jenn's work can be found in *Massage Today*, *Mostly Massage* (Australia) and *NYS AMTA In Touch* newsletter. For samples of her writing, go to her website and view Articles. www.jennsommermann.com

Focus on the Profession: Research

- from *Hands-On*, a newsletter publication of the AMTA, January/February 2008

How does research help massage therapy?

Cultivating a body of research in massage therapy has a number of advantages. First, it can help elevate the profession and increase the credibility of massage as a therapeutic technique. Understanding research and using evidence-informed approaches can improve the practice of individual therapists.

Research can also help identify which massage techniques are safe and effective, improve the way massage is taught in schools, and eventually help build a standard of quality across the profession, providing enormous benefits for clients. For example, as more studies suggest that massage therapy can reduce stress and pain in people with cancer, more individuals gain the opportunity to supplement their care with an evidence-supported complementary approach.

What makes for good massage therapy research?

Traditionally, knowledge in the massage therapy field has come through therapists' observations and experiences. These are important insights, but are not systematic, and cannot be generalized from one person to a large group of people. In recent decades, as the entire health care community has become more evidence-based, massage therapy also has been required to demonstrate evidence-informed practices. Most research has focused on case studies and small clinical trials, but the goal is to move toward randomized, controlled trials. A randomized, controlled trial helps organize the research and makes it more scientifically valuable.

But even this has its limitations. Unlike a drug or medical device, massage therapy can't be standardized or "dosed." Each massage therapist is different, and so is each client. Besides, many agree that massage therapy shouldn't be standardized. Some factors—like time of day or length of massage—can be controlled, but therapists need the freedom to make adjustments during a massage to match clients' needs.

The most effective approach to obtaining sound, real-world data seems to be a balance of randomized, controlled trials and observational studies. Ideally, these smaller, descriptive studies would help form hypotheses that could then be tested in a large-scale controlled environment. In both types of studies, it's important to take into account the real-world application of massage, and allow for some degree of variation.

The state of massage therapy research today...


A surge in funding from private and government sources, largely driven by an upswing in public perception and demand for alternative therapies, has accelerated massage therapy research in the past decade. Organizations like the Massage Therapy Foundation, which was founded by AMTA in 1990, have been instrumental in raising awareness of among researchers of existing research on the benefits of massage therapy, improving the way massage therapists understand and communicate research findings, and providing funding for new and exciting research.

Today, massage therapy is increasingly viewed as an evidence-based practice, and massage therapists are better versed in what research is and how to interpret it. Massage therapy research often is published in mainstream medical journals like the *New England Journal of Medicine*, and a number of peer-reviewed journals are dedicated solely to research on massage therapy and other complementary and alternative therapies. Massage therapy is even taught in many traditional medical schools.

As a result, a growing body of massage therapy research is available in such areas as pain, anxiety and stress, and new research is emerging on the value of massage for diabetes, heart disease, cancer pain and quality of sleep. These are all positive steps toward gaining the evidence needed to understand how massage works, but more research is needed.

For more information about the latest massage therapy research, or to find out how you can get involved, visit the Massage Therapy Foundation online at www.massagetherapyfoundation.org.


You can also get started on the basics of finding research with "Care with Confidence," by Rebecca Birr and Kathy Zeblisky, in the Winter 2007 issue of *mtj*® (*Massage*

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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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