

THE SILVER STATE MESSAGE EXPRESS

NEWSLETTER OF THE AMTA-NEVADA CHAPTER

August 15, 2007
Volume 4, Edition 3



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

Linda White's Osteosymmetry® class had a great turn-out at the Henderson Convention Center in May - thanks to Linda and for those who attended the introductory education event.

This month we feature the continuing series of professional development articles from Jenn Sommermann and we hear from Brad Enerson (Treasurer) about his experience at CVOP in July.

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
Newsletter@AMTA-NV.org

This Year's CVOP Report

The Chapter Volunteer Orientation Program (CVOP) is an opportunity for new and current volunteers on or serving the AMTA State Boards to learn about the operations of a chapter, its responsibilities, and how best to achieve the purposes and goals of the AMTA. Following is a report from our new Treasurer, Brad Enerson, on the latest installment of the chapter volunteer training.

After attending CVOP in Evanston, IL from July 12-14, I found that our Nevada Chapter of the AMTA is one of the rare chapters concerning chapter finances. As treasurer, I do not write checks and all monies are deposited with the National Office in the NV Chapter's name, from which National reimburses us for our bills; I only prepare reimbursement vouchers

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"As soon as we attract enough attention in the world to play a part in it, we are set rolling like a ball which will never again be at rest."

-Charles Joseph

by Brad Enerson

which are signed by me and the president, Shari Mirgon. I do not have to send in quarterly financial reports since the National Office prepares them.

This event, which 98 treasurers and/or presidents attended, cost the National AMTA about \$100,000. One person from each chapter had their flight and hotel costs plus some meals reimbursed by the National Office. The event took place at the Hilton Garden. During our Friday luncheon, many attendees walked the six blocks to the AMTA headquarters where 65 people are employed.

The session on Ambassador Training encouraged members to know the benefits of the AMTA so we can promote the AMTA to other therapists and the general public. Another session dealt with association basics and risk management. Job

Continued on Page 4, CVOP Report

**REGISTRATION FORM
 MASSAGE THERAPY EDUCATIONAL WORKSHOP
 Hosted by the AMTA-Nevada Chapter**

OCTOBER 29, 2007

**Best Western Airport Plaza Hotel
 1981 Terminal Way, Reno, NV 89502**

Rooms are available for attendees at the Best Western Airport Plaza Hotel for \$77/night. Call by *October 19th* and ask for the AMTA-NV rate. Phone: 775-348-6370

Name: _____

Street Address: _____

City, State, Zip Code: _____

Phone: _____

E-Mail: _____

AMTA Member ID _____

Workshop Schedule

9:00 – 12:00, David Otto, **Everyday Ethics, 3 CEHs** (including 2 CEHs in roles & boundaries) (Supplies: Bring paper, pen/pencil)

12:30 – 2:00, Lunch (box lunch provided) and General Meeting

Agenda for General Meeting

Discussion of role of AMTA-Nevada Chapter in Northern Nevada
 Representative of the Nevada State Board of Massage Therapists

2:00 – 5:00, Vinnie Baum, **Therapeutic Massage of the Hips, Legs and Feet – What Works! 3 CEHs**
 (Supplies: Bring table, linens and lotion)

Workshop Cost

_____ **\$60.00 for AMTA members (include AMTA # when paying)**

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

AMTA-Nevada Chapter and the massage instructors 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 receive 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 29, 2007 Educational Session.

Participant Signature _____

**Please make check or money order PAYABLE TO: AMTA-NEVADA CHAPTER and mail to:
 Shari Mirgon, 111 W Telegraph St Ste 200, Carson City NV 89701**

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2007 Workshop Schedule

MARCH 23-25, 2007 Tucson, Arizona
Vacation/Education Destination (24 CE)

APRIL 28-MAY 5, 2007 Costa Rica
Dalton's 5th Annual Costa Rica Retreat...
Elite Bodywork Training in a Tropical Paradise with
Mr. Anatomy Trains himself... Tom Myers (26 CE)

JUNE 8-10, 2007 Indianapolis, Indiana
Education/Riverwalk Entertainment Location (24 CE)

JUNE 28-JULY 1, 2007 Omni Resort, Orlando Florida,
Florida State Massage Therapy Convention (6 CE)

AUGUST 3-5, 2007 Deerfield Beach, Florida
Last Chance for CEs & Vacation on the Beach (24 CE)
(Plus Free 6 CE Ethics Course)

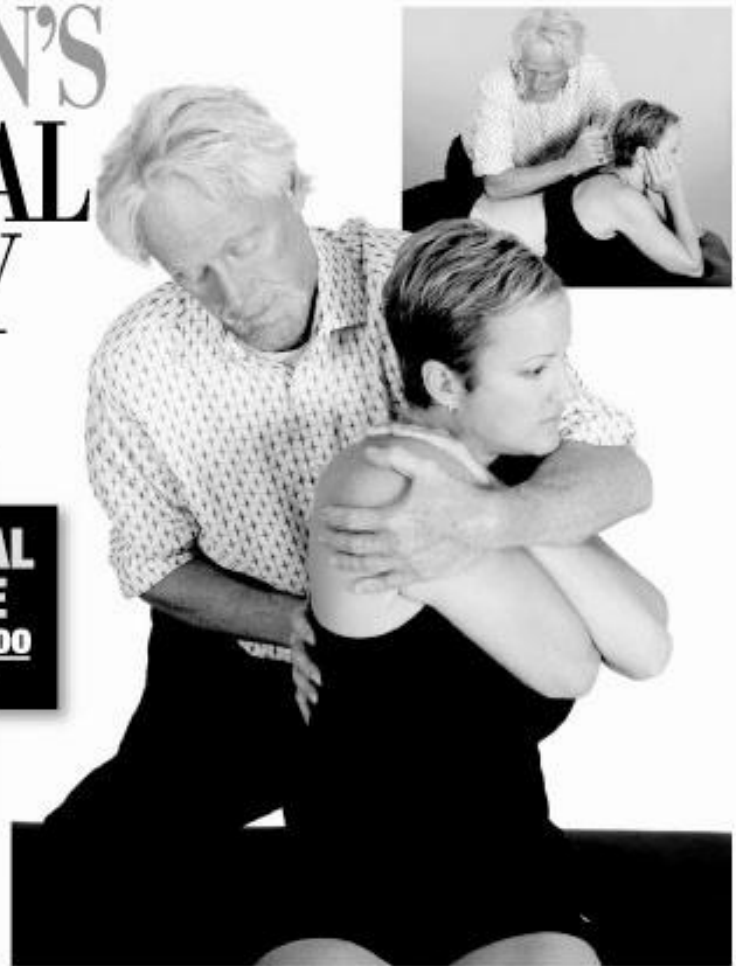
SEPTEMBER 7-9, 2007 Costa Mesa, California
Vacation/Education Destination (24 CE)

NOVEMBER 9-11, 2007 San Antonio, Texas,
"On the Riverwalk" (24 CE)

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Continued from Page 1, CVOP Report

descriptions for the Chapter Officers are available at www.amtamassage.org. Many ideas were discussed concerning live chapter board meetings, ideas that would be challenging for our chapter to carry out since most of our board meetings are done via teleconference calls.

I received a bestselling book, "Leadership the Challenge: Workbook" by James M. Kouzes and Parry Z. Posner which can help our board leaders be the best. We were given many resources to encourage team work by all the AMTA members to promote the massage profession. There is a constant need of rejuvenating our volunteer spirit.

What is the purpose of the AMTA? (according to the bylaws: Article II) The purposes of AMTA shall be to:

- A. Advance the science and art of massage and related techniques;
- B. Raise and maintain the standards of the massage profession;
- C. Foster a spirit of cooperation and the exchange of ideas and techniques among its members and others who are part of the field of massage;
- D. Promote legislation that supports and upholds, and oppose legislation that harms and damages, the massage profession;
- E. Protect and preserve the rights of its members;
- F. Enhance the public's understanding and appreciation of massage;
- G. To further the board objective of improving conditions of life, or individual well-being, in our society through utilization of the professional knowledge and skills of massage therapy;
- H. To advocate the rights and interests of persons seeking massage therapy as health care;
- I. Conduct any other activity in connection with the purposes sated in the Article and to undertake such other desirable activities as the National Board of Directors may determine.

We have a great profession. Help to keep it great.
Bradley Enerson, Treasurer AMTA-NV



AMTA National CVOP attendees.

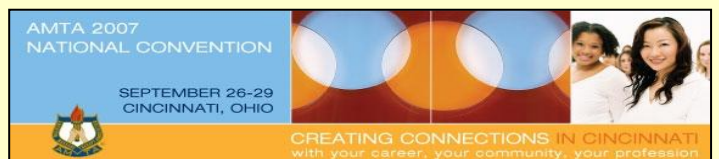
October 2nd at 6:00 p.m. FREE lecture:
"How to Connect Compassionately With Your Clients & Yourself!"

With Nancy Blakely, a Reno esthetician
Location: 634 West 2nd St., Reno NV 89503 PHONE: (775)786-7325

Organized by: Anita Burger, AMTA-NV member
Those of you who live in the Reno area have an opportunity to attend a lecture and meet some of your fellow massage therapists. Nancy has been studying with the Center for Non-violent Communication in Santa Cruz. She has kindly offered to provide some time for us to share information about this often-overlooked topic. Get together with some fellow massage therapists AND listen to someone providing valuable information - Please put this on your calendars!

Taking Our Place...at the AAPM by Michelle Viesselmann


The last weekend of September, we, as massage therapists in Nevada, will be experiencing the first real breakthrough in networking with other medical professionals and taking our place amongst them as therapists. Your Nevada chapter of the AMTA will be taking part in the American Pain Management Conference at the Red Rock Casino and Hotel, along with doctors, from a wide variety of specialties: chiropractors, physical therapists, and a myriad of other health care professionals who work in the area of pain control and relief. This is a huge opportunity to network, learn, and have our skills recognized as valuable tools. Our booth will include **information** for the conference participants, helping them see how we can fit into their treatment plans and help improve the outcome for their clients, as well as **chair massage**, so that they can experience first hand the relief that massage can provide, even in a less-than-ideal treatment environment. The participating therapists are all volunteers from our chapter. These therapists will get the opportunity to network with the conference participants, look over the various displays and booths at the conference, as well as improving the relationship between massage therapy and other medical professions. This is a total win for everyone!! If you are interested in taking part in this conference as a volunteer therapist, feel free to contact me at MichelleViesselmann@AMTA-NV.org.



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2nd Annual Education Event in Reno

October 29th, 2007

It's that time again - the 2nd Annual Reno Education Event will be held at the Best Western Airport Plaza Hotel in Reno, Nevada on October 29th.

A General Meeting of the AMTA-NV Chapter will be held during lunchtime, so bring your wits, ideas, and questions so that the Board and Committee Chairs may best address your member needs. President Shari Mirgon and Communications Committee Chair David Otto will be pleased to address your member needs. A representative from the Nevada State Board of Massage Therapists will be present to discuss the newest developments and answer questions in Nevada State licensing.

This year, featured presenters include Vinnie Baum of Baum Healing Arts and David Otto of the Bodywork Concierge. Please read their biographies in this edition. Registration fees include both 3-hour courses and lunch during the General Meeting.

The deadline for Registration for this event (Registration on page 2) is **October 10th, 2007**, so plan early to attend an informative and networking opportunity!

Vinnie Baum, NVMT earned his Master of Science degree in Sports Physiology and Exercise (including a BS in Physical Education/Kinesiology) from Central Connecticut State University and is a Nevada State-licensed Massage Therapist and the Founder, owner, and operator of the *Baum Healing Arts Center School of Massage Therapy* since August 1997. He has developed and taught the curriculum, a 600-hour program, including the Advanced Curriculum in Asian Techniques, Sports Massage and Medical Massage Techniques. His continuing education includes advanced programs with the Berkeley Acupressure Institute, Strain-Counterstrain Training, Accelerated Soft Tissue Workshops with Stuart Taws, Qi Gong and Tui Na massage with the US Academy of Oriental Medicine in Beijing, China, Qi Gong Certification with Master Hong Liu, and Segment Reflex Massage Techniques with Dr. Ross Turchoninov. He is also a Reiki Master and Karuna Reiki Master through the International Reiki Center and Infinite Light.

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 6 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* and webmaster of the chapter's website, www.AMTA-NV.org.

Upcoming National Events

September 26th - 29th

AMTA National Convention
Cincinnati, Ohio
Hilton Cincinnati
Questions? Contact Gilda Mitchell:
877.905.2700, ext. 157 or
GMitchell@amtamassage.org



For questions about the above events, please email a Board member or visit <http://www.amtamassage.org>

Upcoming Chapter Events

September 27th & 29th - AAPM Conference

Las Vegas, NV - Red Rock Resort
Please Contact Michelle Viesselman if you are interested in volunteering to perform seated massage!

October 21st - 27th - National Massage Therapy Awareness Week®

October 29th - Education Event in Reno
Register by October 10th!

If you have any questions about the above events for a Board member, please email OR visit <http://www.amta-nv.org>

Please Welcome the newest members of AMTA-NV!

Jennifer Bartholemew
Jonell Beavers
Victoria Bowman
Stormi Bowman
Karen Camilletti
Mary Cooper
Danyelle Cryer
Kristie Edelman
Yvette Everett
Michelle Fannon
Suzy Faust
William Grady
Kimberly Hall
David Kendrick
Peggy Kubena
Kelly Leonard
Mimi Lewis
Nagi Magrabi

Jessica Medna
Lily Nacua
Joanna Oliver
Trevor Pickard
Kristol Reyes
Catherine Rodriguez
Jennifer Ross
Paula Scott
Matthew Thomas
Cindy Tripp
Chul Un
Anne Vondruska
Susan Marie Whittle
Amanda Wright
Morgan Zwahlen

And our newest members from another state!
Karen Elaine Asplindh
Cindy Chicas
Christine DeCarlo
Jeanette Miller

So How Do You RETAIN Your Clients?

- Jenn Sommermann, LCMT

In my last column, I wrote about how to reactivate clients. You know...the ones that go missing for one reason or another. I hope it was helpful and that your practice is experiencing the fruits of that labor. Now that they are back, how do you keep them? After all, the winner of the game is the therapist that has the greatest ability to ATTRACT and RETAIN clients. Imagine if you didn't retain your clients but wanted a thriving practice? It would be like trying to fill up a bucket with a big hole in it. No matter how much water you put in the bucket with a hole, it will never fill. Well if you are not retaining clients, that is what will happen with your practice; it will never fill.

The bottom line to client retention is keeping them happy. Of course, that means different things to different people. However, in today's economy and stressful times, people are looking for something special and unique. People are looking to be treated in a certain way and consumers want an EXPERIENCE. Gone are the days of just being satisfied with an hour massage. Consumers are smarter and to add to that, the number of therapists is growing exponentially. So how do you set yourself apart from the myriad of others? What makes you special and how will you provide an "experience" for your clients?

I strongly believe that the "experience" starts with the first interaction. Whether it is in person or over the phone, the clock starts ticking and the value of the massage is being tallied. Do you take the time to conduct a proper interview? Do you ask questions that show you care? Are you rushing to book the appointment? The answers to these questions tell the client what kind of therapist you are and what they can expect from future interactions with you. Similar phone protocol is imperative for on-going clients as well. Do you return calls promptly? People will leave voice messages if they know you return calls in a timely fashion. If you are receiving hang-ups, chances are your time management and phone skills need a makeover. If you are professional, caring, prompt and unrushed, your long-term therapeutic relationship is well underway.

The next phase of the "experience" happens during the treatment time but before hands-on. How do you greet your client? Do you remember (or write down) the things that were discussed during the interview or do they have to repeat everything? Do you remember what you did with them during their last visit? Do you have the table prepared the way they like it (abdominal pillow, face cradle etc)? Are they "listened" to? What extras do you provide at the office? Do you offer water after the session or do you teach them exercises to do at home? All of these little things add up to a richer, fuller hour of care.

The massage itself is up to you. Your work is your own and it must be nothing short of awesome to keep people coming back. However, my area of expertise is business so I won't go into how to give a good massage. That's your job.

Follow up is another key to client retention. Whether you do a 24-hour follow up call for a new client or send a monthly newsletter to an existing one, the continuity is imperative to long-term success. It is so easy for you to slip from people's minds; you must stay at the forefront at all times. Birthday cards, newsletters, follow up calls, reminder calls and holiday greetings are examples of ways to keep in contact. The premise is that you are still thinking about your clients long after the hour massage is over. The dollar value of the treatment is being extended beyond the 60 minutes and the "experience" is continuing.

Retaining clients is the key to the ultimate success of your business. It costs far less money to keep your existing clients happy compared to drumming up new business. It takes less emotional energy to work with an existing clientele and it is just plain easier. Business peace of mind comes when the clients are happy with your work, pay you a fair amount of money and reschedule for many, many years.

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

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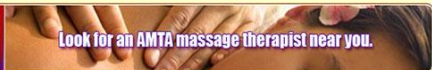
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**American Massage Therapy Association - Nevada
Chapter**

c/o Shari Mirgon
111 W Telegraph Ste 200
Carson City, NV 89703

Newsletter E-Mail:

David J Otto
Newsletter@AMTA-NV.org



We're on the Web!

Visit us at:
www.AMTA-NV.org

Date of publication: Aug 15, 2007
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Your AMTA Nevada Chapter Officers, Chairs and Delegates:

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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.

AMTA Nevada Chapter
c/o Shari Mirgon
111 W Telegraph, Ste 200
Carson City, NV 89703