



AMTA BY CHAPTER

SILVER STATE MASSAGE EXPRESS

WINTER 2009

SPECIAL POINTS OF INTEREST:

- **AMTA NV**
Chapter meeting and learning opportunity

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Holiday Blessings

RENO CLASS

THAI TABLEMASSAGE

I dropped in on the Reno continuing education event hosted by the chapter and taught by Peter Shankland of Las Vegas.

12 wonderful therapists signed up for the class. It was such a joy to see such enthusiasm for new information and such talented learners in this class.

I was a little surprised to find that only one of those people in attendance was an AMTA member. Not that this is a problem, but it did give me a lot of questions.

Did the chapter member not get enough advance notice of the class? Are these types of classes not interesting enough for our members? Is the cost of the class too high? Are there other reasons beyond our control of a higher priority.

Your chapter officers and volunteers are busy professionals as are you and many times there just are not enough hours in the day to step back and analyze what is most important for our chapter members.

So, I would ask you to give us your feedback. Tell us what you need from the chapter, is it education, meetings tools, newsletters, promotion or are there other great ways the chapter can serve the member.

The chapter has started a group on Linked In and we invite all of you to go to the site and enter your comments there. I would ask that your comments be respectful of all.

Tell us of your fears, concerns, needs, ideas, whatever. Your comments will be viewed by all and the answers may come from others who have the same experience and found a creative solution.

This site is open to only AMTA NV chapter members for now, but may be expanded in future to the Nevada profession of massage.

In the next few days you will receive an email inviting you to join. Follow the link and sign up if you wish. Otherwise, hit ignore or delete the email.

We truly respect and appreciate your feedback.

Billie Shea, newsletter editor

AMTA NV Chapter

Getting Involved!

Our professional community has seen many challenges the last few years. State licensure is becoming the norm with over 43 states now licensing the massage professional.

There are now at least two exams for licensure. The MBLex and The NCBTMB. Both of these tests are extremely good at measuring the entry level skills of the practitioner. But the advent of two exams has created quite a stir in our profession.

Your AMTA Chapter keeps on top of these changes and is the resource for facts. Yes, we hear the rumors too.

Your best way of staying informed is; 1. keep your membership going with AMTA and 2. join our volunteers in helping to shape the future of massage in Nevada.

We need volunteers.

Don't be afraid that you are not qualified. I guarantee you will learn very quickly and your contribution of time will be so appreciated. Please contact one of your chapter volunteers to get involved today.



Pete Blandford
AMTA NV Chapter president

In an effort to save trees, our officers have elected to make your newsletter available on the website for your review and reading enjoyment. If you would like a paper copy of our newsletter, please contact us and we will be glad to mail one to you.

www.AMTA-NV.org

Your chapter at work for the profession.

Sally Hacking, AMTA-NV Government Relations Consultant, brings 22 + years of government relations experience, 10 of which are working with our state, Nevada to her role as AMTA-NV Government Relations Consultant.

Sally's role with our chapter is to monitor and report back to our board any local state, national government relations issue(s) which potentially affect our profession. She is our chapter liaison to our state board, and often meets with the state board chair, staff, and or attends state board meetings in Carson City.

Sally also presents and has taught ethics and business courses for our chapter, and extends her outreach to non-AMTA members both in the North and South.

Her reports will be in our newsletter, covering topics specific to law/rule changes in our state, and other pertinent government relations topics of interest to our profession.

Look for her column in this newsletter for the information you seek about State licensing laws for massage.

Billie Shea, Newsletter editor



Judy Stahl AMTA National President presenting the presidents award to Sally Hacking (left) at the 2009 National AMTA Convention

2010 AMTA NV Chapter Meeting and Education event

Mark your calendars for June 7 & 8, 2010 to be in Las Vegas

Internationally acclaimed instructor James Waslaski

Federation of State Massage Therapy Boards

Nevada State Massage Therapists Board

Discussion Panel for Schools (MBLex)

Education in Nevada (what is a good guideline)

Prizes

Chapter Meeting, Election of your chapter officers, delegates and volunteers

News and reviews

Two attendees will win **tuition** to the AMTA Nevada Convention in June 2011

Prize is not redeemable for cash

Nevada Humanity organizations helping people in our communities

Won't you take a moment to visit these websites. Both of these organizations operate within Nevada and give back in excess of 90% of all donations received to those in need.



<http://www.petsofhomeless.com/>

<http://nvfoodforthought.org/index.html>



Building Your Marketing Train for Massage Therapists

by Kelly L. LeFevre, MSM, LMT

You should always make time to market and grow your practice. As a licensed massage therapist, I have learned that marketing comes more naturally when you have a well-planned system in place. That is why I developed the Marketing Train for Massage Therapists. Just like a regular train, there are three main components to your Marketing Train: The Engine, The Cars and The Caboose.

The Engine

The engine is the most essential and powerful component of any well-oiled train. The engine is fueled by activities that give your massage practice the power to move forward through some of the following strategies:

- Speaking engagements, workshops or teleclasses
- Forming strategic alliances
- Networking
- Using direct mail, such as sending out marketing letters or postcards
- Writing articles
- Doing radio interviews

Many massage therapists try to do too many things to market their practice and never go “deep” enough for any of them to be really effective. Think about your current marketing activities and pick up to three strategies. Do them consistently, do them well and allow them to fuel your business.

If you are still building your practice, I recommend spending 60 to 90 percent of your time on the engine. The number of new clients you get is relative to how much activity you are generating through the engine, just like the speed of a train is determined by the power of the engine.

The Cars

The cars on your Marketing Train represent passive marketing strategies. This includes designing a logo, building a website and creating brochures and business cards. No rail car would go anywhere without an engine car pulling them forward. The same is true with passive marketing strategies. While these items are a necessity for professional practices, they don't bring business on their own. You have to incorporate them into your active marketing strategies to make them work.

The Caboose

At the end of your Marketing Train is the caboose. These are activities that keep your passengers (clients) on board. Also known as “keep-in-touch” strategies, or relationship marketing, caboose activities include sending quarterly newsletter and using a contact management system to make phone calls.

The electronic newsletter is most effective. Many times, people need to hear from you multiple times before they buy your services. A newsletter keeps you in front of prospects and existing customers without being intrusive. Your goal should be to funnel as many people as possible to your newsletter list. When developing content for a newsletter, I follow the 80/20 rule with 80 percent focused on content and 20 percent promoting your massage therapy practice.



About Kelly L. LeFevre

Kelly L. LeFevre, LMT, MSM, is creator of *Massage and Prosper™* and is committed to helping massage therapists across the country attract more clients, build their ideal practices and live a balanced life. Get your free *Massage and Prosper Success Kit* at www.MassageandProsperSuccessKit.com.

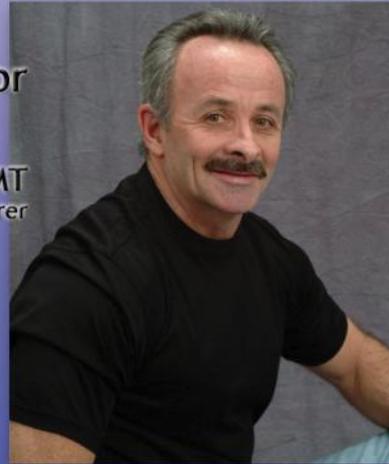
2010 AMTA Nevada Chapter
Annual Conference

June 7th - 8th, 2010



learn from Acclaimed Instructor

James Waslaski, LMT
Author & Lecturer



**in Exciting
Las Vegas, Nevada!**

\$150

AMTA-member rate
*non-member rates
available

see the website for more details

an
NCBTMB-Approved
Provider



Earn 12 Continuing Education Credits

Classes held at the



Hotel Convention
Center

www.AMTA-NV.org

For more information, please contact us at:
Registration@AMTA-NV.org
or contact Terry Kunz 702.493.0695

Register online for this
EXCITING OPPORTUNITY
by May 7th, 2010
Space is Limited



AMTA NATIONAL CONVENTION ORLANDO FLORIDA

2009 Nevada Delegates Report

– submitted by David Otto & Billie Shea, 2009 House of Delegates Representatives for the Nevada Chapter
Date of House of Delegates Meeting: Thursday, September 24, 2009 – Orlando, Florida

Another year of national AMTA member representation commenced at 1:30pm on September 24th, 2009, in the House of Delegates (HOD) in Orlando, Florida.

David Otto and Billie Shea of the AMTA Nevada Chapter were accounted for in the electronic keypad role call, establishing the quorum, two-thirds, and majority counts for all the House of Delegates from all over the United States.

The first actionable items that were passed by the HOD were the adoption of the 2009 HOD Agenda, approval of the Rules of Procedure (Parliamentary Procedure), and hearing reports of the HOD Operations Committee (HODOC).

The first round of voting involved the **Position Statements**. The discussion, presentation of pros and cons, and vote for each of the 4 Position Statements concluded as follows:

1. It is the position of the American Massage Therapy Association (AMTA) that *massage can aid in pain relief*. (submitted by Ann Blair Kennedy, SC Delegate) 136 for / 6 opposed – **PASSED**
2. It is the position of the American Massage Therapy Association (AMTA) that *massage therapy may be effective in reducing lower back pain*. (submitted by Ann Blair Kennedy, SC Delegate) 49 for / 92 opposed – **FAILED**
3. It is the position of the American Massage Therapy Association (AMTA) that *massage therapy can be effective in reducing anxiety*. (submitted by Ann Blair Kennedy, SC Delegate) 39 for / 103 opposed – **FAILED**
4. It is the position of the American Massage Therapy Association (AMTA) that *massage therapy can improve the quality of life for those in hospice and palliative care*. (submitted by Lisa Curran Parenteau, MA Delegate) 123 for / 19 against – **PASSED**

The second round of voting involved the **Recommendations**. The discussion, presentation of pros and cons, and vote for each of the 2 Recommendations (to the National AMTA Board of Directors) concluded as follows:

1. Regional field representatives for students and schools (submitted by the Indiana Chapter) 81 for / 56 opposed – **PASSED**
2. Purpose of the Chapter Presidents Council (submitted by the Indiana Chapter) 20 for / 119 against – **FAILED**

The final round of voting was for 2010 HODOC Candidates for holding an HODOC position in the 2009-2011 window of service. The 2009 HOD meeting ended at approximately 4:20pm.

“The Value of Diversity in Bodywork Education “

A diverse population seeks bodywork education that is focused on career success. Bodyworkers are required to continue their education and differ in; backgrounds, previous education, work experience, culture, language, gender, physical and mental abilities. All applicants who meet the enrollment criteria of a massage school or registrants who take continuing education classes are entitled to quality education. The potential for diversity depends partially on the demographics of an area. Las Vegas has a diverse population according to the U.S Census Bureau. The statistics for Las Vegas can be found on the city of Las Vegas website http://www.lasvegasnevada.gov/FactsStatistics/census_data.htm

Diversity brings multiple intelligences, different perspectives, and a variety of learning styles. These factors help bodyworkers learn adaptability and how stereotyping can negatively influence communication. Personal values can be influenced by all of these factors and play a big part in ethics, communication and business practices. Therefore bodyworkers will be more effective if they receive additional training, and take advantage of community resources. Bodywork Educators can use a multiplicity of instructional methodologies to bridge these divisions.

Journaling is very effective in helping Bodyworkers evaluate their ethics, values and personal visions. Role playing and case studies performed in the classroom are also effectual in promoting critical thinking and creating scenario based studies. Bodyworkers need time to practice boundary setting and they need to learn how to create and maintain therapeutic relationships. Dialogue must occur in order for students to assimilate the information and receive guidance. More time needs to be devoted to professional development which includes business practices such as licensing requirements, ethics, communication, hygiene, and sanitation. Students must be prepared to perform client centered treatments in order to obtain gainful employment.

Accreditation requirements include policies and procedures to uphold standards. Accreditation agencies encourage the following practices to improve student learning outcomes. Educators can invite other subject matter experts to come in and speak with students. When guest speakers who are professionals in the field come in to the classroom; students are exposed to a difference of viewpoints and it helps them to see the relevancy of what they are learning. Field trips and volunteer events are another way for educators and massage schools to promote high standards of practice.

Massage Therapy schools that provide assistance with certification and licensing help students to understand and comply with government regulation. Networking groups and professional organizations are credible associations offering information, peer support and promoting good conduct for members. Teachers who continue their education in the areas of diversity and sensitivity are likely to have more students working in the field. In addition, there are many books written to address diversity, business practices, communication and ethics.



Tamela Voorhees- is nationally certified and state licensed. She is a professional member of AMTA and the NV Chapter Secretary. She owned and operated a private practice for 8 years and is the Massage Therapy Program Manager at the High Tech Institute. She is a volunteer member for NCBTMB working on the advanced certification task force; she is an item writer, and also an item reviewer for Cengage, FA Davis and Elsevier.

Orthopedic Massage

A Multidisciplinary Approach to Address Soft-Tissue Dysfunction, Pain and Injuries

by James Waslaski

Orthopedic massage is a comprehensive system that involves the manipulation and movement of locomotor soft tissue to eliminate pain and dysfunction. The focus of orthopedic massage is to restore structural balance and to prevent and rehabilitate musculoskeletal dysfunction.

Structural Integration helps the body shift back into proper structural and functional alignment in two ways. It removes tensions and restrictions that have been held tight, and it balances the myofascial relationships throughout the body. When restricted fascia is released and repositioned, the body returns to its optimal structural position. Orthopedic Massage stands apart from dozens of other massage modalities, because it is a total system involving detailed assessments and special orthopedic tests, multidisciplinary treatments, and specific client self care protocols. Following a comprehensive assessment, we match the physiology of the tissue injury to a modality that best treats that body component.

We value orthopedic massage because you can focus on the structural balance of the entire body, or simply address a specific clinical condition. We like to encourage other practitioners to add these treatments into a spa session or a relaxation massage.

Our protocols use functional assessment, special orthopedic testing, posturology, myofascial release, neuromuscular therapy, scar tissue mobilization, myoskeletal alignment, joint-capsule release, proprioceptive neuromuscular facilitation (PNF) stretching and strengthening in a user friendly format.

We have repeatedly seen how the impact of using a multidisciplinary approach, is far more powerful than if just one modality is used.



Presents

Aston® Bodyworks I I

**Instructed by Master Teacher Judith Aston, Founder of Aston Kinetics®
and Aston-Patterning®**

Students tell us that the Aston Kinetics courses take their careers to the next level. This training will give you a competitive edge in your field. Do you want to: Do more with less effort? Feel better at the end of a session? Reach deeper tissues in the body with less discomfort and stress on both you and the client? Of course you do!

Aston® BODYWORKS II Pre-requisite: Aston® Bodyworks I

This course advances your problem solving abilities by improving your visual assessment and palpation skills. As you continue to improve upon your assessment skills, you will learn how to advance the Spiraling Technique to release specific hyper & hypo tonicity patterns and work deeper structures without causing pain. This course will introduce how to notate tension patterns on a "body map." The body map is another great tool to enhance your problem solving skills and offer you a record of your client's progress.

Class Schedule:	AB II	January 28 th	10:00AM – 6:00PM
		January 29 th	10:00AM – 6:00PM
		January 30 th	10:00AM – 6:00PM
		January 31 st	9:00AM – 4:00PM

Aston-Patterning® is approved by NCBTMB-Provider No. 022220-00 as a continuing education provider under Category A. This course is 24 CE hours.

Location: All Seasons Conference Room
807 Alder Street
Incline Village, NV 89451

Class Fee: \$625 early registration by 12/7/09, \$675 by 12/27/09 or \$700 late registration

Bonus!!! Refer new students to our foundation classes and receive a \$50.00 credit for each referral...there is still time...you can get the word out today!

3 Easy Ways To Register – Online at www.astonkinetics.com, via email us at office@astonkinetics.com or call us at 775.831.8228.

CANCELLATION POLICY: A \$100 processing fee will be assessed if you must cancel 6-weeks in advance of the start date and you will be refunded the difference. If you must cancel less than 14 days prior to the start date, NO REFUND will be available, however, you may send someone else who is eligible to take the course in your place. ALL CANCELLATIONS MUST BE RECEIVED IN WRITING IN OUR OFFICE NO LATER THAN THE PERMITTED DEADLINE.

AMTA-NV CHAPTER LAS VEGAS

MASSAGE THERAPY EDUCATIONAL WORKSHOP and ANNUAL CONFERENCE

Gold Coast Hotel and Casino, 4000 W Flamingo Rd, Las Vegas NV 89103, 800-331-5334

JAMES WASLASKI – presents two full days – 7 & 8 JUNE 2010

Orthopedic Massage for Complicated Elbow, Wrist & Hand Conditions

Orthopedic Massage for Complicated Shoulder Conditions

Name_____ AMTA#_____

Address_____ City_____ State_____ Zip_____

Phone (_____)_____ E-mail_____

Schedule

Monday June 7th – 9:00 am – 5:00 pm

2 hour lunch break for AMTA-NV annual meeting – lunch is provided

Tuesday June 8th – 9:00 am – 4:00 pm

1 hour lunch break – on your own

Coffee and tea will be provided in the mornings

Please check the class you wish to attend, and the appropriate cost

----- **Both classes:** June 7 & 8, 2010 – 12 CE hours NCTMB approved

Early registration until **May 7, 2010** Member \$150____ Non-member \$200____

Late registration: from **May 8 to June 7, 2010** – Member: \$175____ Non-member: \$225____

One day only: – 6 CE hours NCTMB approved

----- **Mon June 7:** *Orthopedic Massage for Complicated Elbow, Wrist & Hand Conditions*

OR

----- **Tues June 8:** *Orthopedic Massage for Complicated Shoulder Conditions*

Early registration until **May 7, 2010** Member: \$85____ Non member: \$110____

Late registration from **May 7 to June 7, 2010** Member: \$95____ Non-member: \$120____

Are you bringing a Table: Yes____ No ____

See Second page

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 staffs 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 educational future communications and marketing materials, should my photograph be taken at the Session.

Participant Signature_____

Send completed registration with check or money order
payable to **AMTA–NEVADA CHAPTER** to
Terry Kunz, 7573 Lorinda Ave, Las Vegas NV 89128

or

Register online using Paypal at [www.AMTA–NV.org](http://www.AMTA-NV.org),

Send your questions or comments to [Registration@AMTA–NV.org](mailto:Registration@AMTA-NV.org)
or call Terry at 702–493–0695

See you there!



We wish you all the very merriest holiday season and best wishes for a happy, healthy and prosperous New Year.

Your AMTA NV Chapter Volunteers:
Pete Blandford, Terry Kunz, Billie Shea, Brad Enerson, David Otto, Tamela Voorhees, Patrice Marvel, Shari Mirgon



AMTA NV CHAPTER

407 W Robinson St
Carson City, NV 89703

Mail to:



Nevada State Board of

Massage Therapists

The Nevada State Board of Massage Therapy is created by the State Legislature under the original licensure law for the profession. The authority given to the state board is defined within the law, and their responsibility is to work within that framework. Often it is unclear to the profession that the board must stay within their defined parameters of such authority, or their processes will be challenged.

This will not help the image of the massage therapy profession. Unfortunately we have seen this occur in a few other states, and recovery from this action is always a very slow process.

The Rules set forth by the State Board are not adopted without due process, and the profession always has opportunity to provide input into the discussions to bring new rules, and or amendments to new rule prior to their final adoption. The problem often comes from folks not understanding, or appreciating the process, and are unaware of state

board actions having to be within the confines of the state law, and the State of Nevada Government structure set forth for regulatory oversight.

This is an educational curve that hopefully we can give to the AMTA members courtesy of their Newsletter. Written in an educational style, versus corrective tone/style, hopefully the message will be received as intended.

We need to emphasize the laws in Nevada provide all state board activity to be posted publicly. This can be seen on the Internet, and or by a call to your state board office.

Belonging to an organization such as AMTA, that invests time, effort and financial support to their government relations program offers further resources for the membership to become in-

formed and hopefully involved. We encourage them to participate by attending state board meetings, chapter meetings and if not currently a member of the AMTA-NV Chapter, please join us and be part of the team.

Government relations work is all about knowing the laws and rules that impact **you** and **your profession**.

Sally Hacking

Sally will be a regular contributor to this newsletter. Please look for her insightful articles as she works toward helping the chapter and members to understand our state laws.