

# Silver State Massage Express

Nevada Chapter · American Massage Therapy Association · August 2014  
Volume 11, Issue 1



## Our Mission



The mission of the American Massage Therapy Association and the AMTA-NV Chapter is to serve any AMTA members while advancing the art, science, and practice of massage therapy.

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## Helpful Links



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[2014 National Massage Therapy Awareness Week® \(NMTAW\)](#)

[AMTA Nevada Chapter Member Forum](#)

### **Continuing Education:**

[Classes in Nevada](#)

[Submit your Nevada CE class](#)

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[Official AMTA-Nevada Chapter Website](#)

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## August SSME – President Notes

Hello Members!

The Nevada Chapter has had a very busy Summer making opportunities available for you in which to participate and benefits to grow your practice...and there is more to come in the Fall of 2014:

We've had:

- Board of Directors meetings – planning the future activity of the chapter...and plan for more!
- The 2014 Annual Member Meeting – read the report [HERE](#)

We're planning:

- August 13<sup>th</sup> – Position Statement forum and Guest Speaker [this year's PSes](#) who are our Delegates? Event details
- September 2<sup>nd</sup> – Massage Therapist Coffee Chat – invite a colleague!
- October 18<sup>th</sup> – Leadership chapter-building activity at RiSE
- November – Board of Directors Strategic Planning Retreat
- June 2015 – Annual Member Meeting...and Education Event? ([we want to hear from you!](#))

National is planning:

- Sept 17-20 – Annual AMTA National Convention, in Denver, CO – featuring keynote speaker Dr. Oz! and [more classes to attend have just opened](#), due to popular demand – this is the biggest anticipation I've seen at an AMTA Convention yet!

They all focus on primarily one thing: LIVE interaction. All the activities that take the planning, resources, and wherewithal for our members to facilitate are done TOGETHER.

In an age of technical savvy seemingly winning out, let us not be distracted by "statistics" and online facades of apparent success – we are a tactile, hands-on profession and industry: [we have to touch our clients](#) to have the effects we so vigorously profess! Practicing what we preach improves the integrity of our massage practice, no matter in what environment we practice.

I have seen many, many "successful" practices online, but only some in real life. What is a successful practice? Well, that is a huge discussion [that I would like to have with you in person!] and, dynamically, needs to happen with a form of language that is most effective and relevant in Real Time. That takes live event planning and participation!



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## President Notes, continued

Learning a new technique, of how to do better what you already know or how to say more effectively what you learn that is “new” today or what you already practice, is done best when you have multiple forms of sensory input: seeing it, hearing it, talking about it, touching it... This cannot all happen behind a computer screen.

We invite you to take advantage of the opportunities to hone your interpersonal relationship building skills at AMTA Nevada Chapter events that are relevant to your profession – at the same time, members who attend are intellectually stimulated & professionally supported, to build better massage therapy practices.

These opportunities are made possible by members, and *we couldn't do any of it without many people working together* to make it happen. So a big **THANK YOU to all the volunteers** that dedicate numerous (late!) hours, energy, and the desire help other massage therapy professionals in our chapter succeed!

I look forward to meeting up with you at these events scheduled for the near future – some of you “again”, and some of you “for the first time”. I hope to learn as much from you as you might from all the member-volunteers that will be attending and building a better profession in Nevada with you!

David J Otto, LMT  
Nevada Chapter President



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## Editor's Note

Greetings! My name is Denise Buitre, and I'd like to introduce myself as the new editor of Silver State Massage Express. My experience in writing has mainly consisted of various gaming and entertainment articles for a website that I co-founded and maintain. I am relatively new to the massage industry, having graduated in December 2013. However, I have a burning curiosity for anything and everything massage-related. This interest has become the driving force behind my quest for education. There is so much information out there -so many different modalities, mindsets, and approaches to massage- and I want to know it (and share it) all!

In an editorial capacity, I want to ensure that we are providing the information you are interested in. If there are specific issues or subjects that you'd like us to explore, that's what we want to know. *Your* voice is what matters, and I will do my very best to produce that medium so that you are heard.

There are several changes that I hope to implement into future editions (the format of the newsletter being just one of them, as you may notice), and I will need your help to do so. One of my goals is to increase chapter member participation and communication. Another goal of mine is to give adequate attention to the questions that many new therapists have, and the advice that more experienced colleagues in our profession may have to share. To accomplish these goals, I will start a series of articles on 'hot topics.' These will be in relation to ethics, to etiquette, and professionalism in our industry. I also plan to implement quarterly publications, and actively encourage those of you who would like to submit professional articles to do so (to be included in future editions).

I would like to express the warmest thanks to David Otto, who has served as Newsletter Editor for the past years, for bringing me on board. I am so excited to be an active part of our chapter and community, and I want to take our newsletter to the next level. I hope that you will not hesitate to share your comments and suggestions.

Denise Buitre, LMT  
Nevada Chapter Newsletter Editor



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Nevada Chapter Website: [www.amta-nv.org](http://www.amta-nv.org)

Nevada Chapter Facebook: [www.facebook.com/groups/139623566059029/](http://www.facebook.com/groups/139623566059029/)

Nevada Chapter Newsletter Email: [newsletter@amta-nv.org](mailto:newsletter@amta-nv.org)

Nevada Chapter Phone Number: (775) 556-0300

## Nevada Chapter Volunteers

### David Otto

President, 2014 Alternate Delegate, Webmaster

[davidotto@amta-nv.org](mailto:davidotto@amta-nv.org)

### Michelle Viesselman

1<sup>st</sup> Vice-President, Education Committee Chair

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Treasurer, Finance Committee Chair

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### Chuck Williams

Government Relations Committee, Chair

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### Denise Buitre

Communications Committee, Newsletter Editor

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### Cozy Meyer

National Massage Therapy Awareness Week (NMTAW) Committee, Chair

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### Aubrey Arcadipane

Membership Committee, Member

[aubreycastle@gmail.com](mailto:aubreycastle@gmail.com)

## Nevada Chapter Delegates

### Shawna Smallwood

2013/2014 Delegate

[shawnasmallwood@amta-nv.org](mailto:shawnasmallwood@amta-nv.org)

### Brent Bornemeier

2014/2015 Delegate

[brentbornemeier@amta-nv.org](mailto:brentbornemeier@amta-nv.org)



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Interested?

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### Available Positions

2<sup>nd</sup> Vice-President

3<sup>rd</sup> Vice-President

Secretary



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Writers! If you have any professional articles that you'd like to see published in the Silver State Massage Express, contact us! Information for publication must be submitted electronically.

Copyright material must be accompanied with a release from its holder.

### Submission Deadlines

Jan 15 · Apr 15 · Jul 15 · Oct 15

### Publication Dates

Feb 1 · May 1 · Aug 1 · Nov 1

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[Photo Source: <http://denisebuitre.com>]

## To Trade, or Not to Trade, That Is the Question—

By Denise Buitre, LMT

As a new(er) massage therapist, I was often advised to trade with other therapists while I was still in school. This would not only give me valuable feedback from fellow professionals, but also provide a different perspective and approach to bodywork through experiencing massages different from my own. But what I hadn't considered until after I had graduated was the proper etiquette in which to request a trade. It is simple enough to ask a former classmate that you knew well or current colleague with whom you have a good relationship to trade bodywork (or vice versa)... but what do you do if you don't know the person well, or if you don't know them at all?

This train of thought stemmed from a recent conversation that I had with someone who had requested my friendship on a social network site. I did not recognize them but they appeared to have several mutual friends, so I accepted their request. Immediately afterwards, I received a message from said individual asking me outright if I did trades.

Due to the fact that I had absolutely no idea who they were, the conversation made me very uncomfortable. My common sense (or perhaps just my sense of propriety) tells me that I should at least have some semblance of a (professional) relationship with someone before requesting or granting a trade. I was faced with a sudden dilemma:

- Should I have agreed to the trade, with the mindset that I should take every opportunity to gain experience as a new therapist and to prevent from having it negatively affect my budding network of colleagues in the industry?
- Or, should I have declined, with the mindset that I should at least know the individual somewhat before agreeing to place myself in a potentially dangerous situation?



In the end, I didn't respond, as I had no idea how to do so, appropriately. Placed in that situation, what would you have done, reader? Why?

[If you have a moment, please take our survey and let us know what you think.](#)

**Results will be posted in a follow up article inside the next issue of the Silver State Massage Express.**

*Denise Buitre, LMT graduated from the Nevada School of Massage in 2013. When not in a session, she can be found raiding and PvPing in World of Warcraft with her family (for the Horde!).*



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## Welcome, New Members!

### APRIL 2014

#### Professional

**Ashleigh Popplewell**, Las Vegas

**Elena Derbyshire**, Las Vegas

#### Graduate

**Catherine Lightcap**, Henderson

**Denise Buitre**, Las Vegas

**Kendra Ross**, Henderson

**Stella Callihan**, Las Vegas

#### Student

**Amanda Upchurch**, Reno

**Nahum Vizakis**, Las Vegas

#### Professional Transfers

**Kathie Lea**, Reno

**Laura Brais**, Fallon

**Miss Sarah Elizabeth**, Las Vegas

### May 2014

#### Professional

**David Pena Sariol**, Las Vegas

**Heather Reis**, Las Vegas

**Karen Croucher**, Las Vegas

**Nora Figueroa**, Las Vegas

**Thomas Mosely**, Las Vegas

#### Graduate

**Angela Pilkay**, Las Vegas

**Jessica Hilario**, North Las Vegas

**Lauren Ritzer**, Las Vegas

**Luis Hernandez**, Las Vegas

#### Professional Transfers

**Arlene Eugenio**, North Las Vegas

**John Whalen**, Las Vegas



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### JUNE 2014

#### Professional

**Cressolda Squitiero**, Las Vegas

**Quinn Niesing**, Las Vegas

#### Student

**Alice Maigua**, Las Vegas

**Chat Duangrudeesawat**, Las Vegas

**Edgardo Rapalo**, Henderson

**Lauren Crystal**, Las Vegas

**Melissa Moore**, Las Vegas

**Nam Phan**, Las Vegas

**Shari Villasista-Pressel**, Henderson

**Tanya Nelson**, Las Vegas

**Tresea Pedrosa**, Las Vegas

**Vivian Mauri**, Las Vegas

#### Professional Transfers

**Mrs. Amanda Bloomer**, Incline Village

#### Graduate Transfers

**Thomas Ferriolo**, Las Vegas



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For rates and additional information, please contact us via email.

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## AMTA 2014 National Convention



**DENVER, COLORADO – SEPT. 17 – 20 | FEATURING KEYNOTE SPEAKER DR. OZ**

The AMTA 2014 National Convention gives you the tools you need to thrive, including over 35 rigorous continuing education classes, valuable networking opportunities and products to advance your practice.

**Be inspired.** Start convention with keynote speaker Dr. Mehmet Oz, Daytime Emmy® Award-winning host of *The Dr. Oz Show*! [WATCH: Dr. Oz invites you to experience AMTA National Convention.](#)

**Broaden your horizons.** Expand your skill set and learn new ways to serve your clients with rigorously vetted education.

**Stay on top of trends.** Try new products and stock your practice with essentials in the Exhibit Hall.

**Have you registered for the convention yet? Classes are expected to fill up quickly, and assigned on a first come, first serve basis. Online registration ends August 18<sup>th</sup>, register [here](#).**

## National Massage Therapy Awareness Week® (NMTAW)

National Massage Therapy Awareness Week® (NMTAW), part of AMTA's ongoing [consumer outreach](#), is an opportunity to talk to your community about the health benefits of massage and to promote your practice.

**Save the date!** AMTA's 18th annual National Massage Therapy Awareness Week is October 19-25, 2014.



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## Upcoming Events

### AMTA Nevada Chapter Member Forum – August 13, 2014

Did you miss the last chapter meeting? Join us on Wednesday, August 13<sup>th</sup> at the Tuscan Villas Clubhouse to meet with other chapter members, get the latest information and news specific to our chapter, and to discuss our Position Statements – having a direct effect on our industry! Your input is wanted, and this is where your voices will be heard! Register [here!](#)

#### 3 Reasons You Should Attend the August AMTA-NV Member Forum:

- #1 - Have an **impact** on your profession
- #2 - Learn techniques to **improve** your massage practice
- #3 - Network with your peers in an **impeccable**, luxurious setting

**Impact Your Profession** The main purpose for this meeting (and "why" you will likely want to attend) is to have your voice heard and considered: the AMTA is, in its 12th year of proposing Position Statements that are understood by the public and healthcare field as "where AMTA members stand" when it comes to professing the benefits of massage therapy, considering 3 MORE researched and vetted positions to approve...so you can use them in your practice.

To learn what a Position Statement is AND what 2014's proposed PSeS are, visit here: <http://www.amtamassage.org/positionintro.html>



REVIEW them before the forum discussion...so you can be on your game and be able to add to the conversation. Nevada

Delegates representing the AMTA-NV membership will head the discussion: Shawna Smallwood and Brent Bornemeier have reviewed the proposed PSeS extensively and would like to add your input to the consideration that NV will vote in the House of Delegates in Denver in September.

Questions for [Shawna](#) or [Brent](#)? Please email them *prior* to this member forum/meeting so they can completely answer them at the presentation...or bring your questions to their presentation.

Now's your chance to have lively debate, conversation, and maybe learn a few things about what the AMTA (that's you!) already represents in the healthcare field.



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## Upcoming Events, continued

**Does your practice need a JOLT?!** Dominic Orlando, MT, Esthetician, and Inventor of [Sassi Stones®](#) ([pronunciation](#)) comes from Arizona to present some tried and true tools and techniques for augmenting your practice, either in an establishment or in your private practice - and a special announcement will follow his short presentation!

**NETWORKING!** Summer's "slow"? Enliven your relationships with your peers who, when The Schedule gets heavy, may be calling on you to take an appointment or two...or may know of a position opening in your dream massage establishment...or may be your next business partner or cooperative marketing venture - don't pass up This opportunity!



If you are interested in taking on a project or leadership position, this meeting will also be a great time to introduce yourself and connect with other member volunteers like you :) If you haven't attended a meeting or volunteered before, your [Chapter leadership](#) is here to help and will be at the meeting to answer all your questions. Other things you can do at this meeting:

- Join us immediately BEFORE and AFTER for some networking and Refreshments!
- **Invite a friend** to introduce them to the AMTA Nevada Chapter & its Members - [please contact us](#) with their Name and Email Address so we can send them an Invitation.

We look forward to learning & networking with you and making the most of your membership with the **amta** nevada chapter!

If you have any questions prior to registration, please contact [David](#).

### FAQs

#### What are my transport/parking options getting to the event?

Because this event is located on private property, you are asked to park in spaces that are NOT COVERED by a carport. If your car is reported/cited/towed, the amta nevada chapter is not responsible for any costs associated with the return of your vehicle.

To enter the property for parking, you will be emailed 24 hours prior to the event with a Gate Code to use for vehicle entry.

#### Do I have to bring my printed ticket to the event?

No.

If you need to change your RSVP, please return to the Eventbrite system to do so. Thank you!

**What are you waiting for? Register [here!](#)**

**Hope to see you there!**



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