



## Chapter Meeting

Thursday, July 19  
7 pm-9 pm

### Talking Shop!

**PMTI**  
5028 Wisconsin Ave. NW

No presenter! It's time for networking and discussion of any issues that are pressing you, which could include setting up a business, marketing, peer support, finding a job/employees, renting space, getting referrals, cross-referrals, trading massages, you name it.

Two hours will fly by very quickly.

**Plus: drawing for the free conference registration!**

- ★ Enter your name for a free conference registration chance
- ★ Vote for chapter leadership
- ★ Enjoy the refreshments provided by chapter
- ★ Learn what's up with the DC licensing board

## Let's All Go To Cincinnati!

Want to really bump up your massage therapist experience?

Get excited about advances in massage therapy?

Learn what other therapists are doing?

Check out the latest in chairs, tables, and other supplies and pick up some new music?

Get out of town for a couple of days and go see a new city?

Pick up some CEUs?

Get a massage?

Then you want to be in Cincinnati in September for the 2007 AMTA national conference.

September 26—29, 2007

Duke Energy Center, Cincinnati OH

\$120—\$400

*depending on how much you sign up for*

**Air and car rental discounts available**



[www.amtamassage.org/education/NationalConvention2007.html](http://www.amtamassage.org/education/NationalConvention2007.html)



## Get AMTA To Pay YOU!

The national office is looking for local MTs to be sales reps. These reps will go to local schools to encourage AMTA membership and answer questions about AMTA.

To learn more, call the national office (877-905-2700).

## Choose The Boss!

It's election time again. In July, we will be electing a 2nd and 3rd vice-president and a secretary.

The VP works with the other board members to "make it happen" for our chapter.

The secretary keeps notes of meetings, helps proofread the newsletter, and acts as "communication central" for the board.

Find your ballot on page 9.



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## From Your President



Dear DC AMTA members,

Welcome to a new DC AMTA newsletter, and thank you Kelly, for doing such a wonderful job with our newsletter.

These last few months I've learned more about AMTA and been thrilled to see more of you at the chapter meeting. First, I wanted to tell you what I learned about AMTA. **The national office, which seems distant, official, sometimes even bossy or intimidating, is really our hired staff!** They work for us. They are not our boss. And they appreciate hearing from us. Even more, the national Board appreciates hearing from us about how to make AMTA better. Learning that first hand (by giving my two cents to someone at the national office, and to the Board) was a revelation.

**This last chapter meeting was our biggest, yet.** Hurray! We are changing the format for the first half of chapter meetings. We used to have a rather formal business meeting. Now we have a group discussion of chapter or massage therapist matters that are timely or of interest at that time. Updates on chapter information or business matters are available in written form and can be discussed as folks wish. We had such a good discussion, and made such good connections, that conversations continued well past the meeting time.

**This next meeting (July 19, Thursday, 7-9pm, at PMTI) will be a different sort of meeting for us** in that we will not have a presenter for the second half of the meeting. Instead, we will have the whole two hours (well, really, closer to an hour and a half, what with serious snack time) to be with other massage therapists and talk about all we want to talk about.

First, we'll take care of elections, and **we will have the drawing for the raffle for national convention registration.**

The rest of the time will be for **chapter discussion and sharing** our own expertise, experience and questions with one another. So, come with your advice and your ques-

tions on any topic related to your work.

I expect we will have a lot of discussion on the business side of our work, including taxes (Heard of the franchise tax? It may affect you.), renting space, finding work, and more.

What modalities are working for you? What classes have been especially winners – or losers – for you? Got a good experience you can share with others?

Got a gripe? (Though we won't go into therapy mode, or gripe-fest, you'll be happy to hear.) How about some peer support time?

In other words, we will create what we want the meeting to be for us. Judging by recent meetings, we have a lot to talk with one another about, so I'm excited about having this time to do it. If you like this kind of meeting, we'll have more of them. Let us know.

The chapter **meeting in October** will be completely different, though. We'll have a professional life coach (who works with folks like massage therapists) offering her expertise and answering questions. Again, if you like this kind of meeting, we'll have more of them. Let us know.

Do you want something from the chapter or AMTA in general? **Fill out the questionnaire included with this newsletter.** Show up, speak up, contribute your talents, and see what happens. I promise it will be fun (if you help make it fun) and your contribution will be appreciated. Like so many things, one gets out of membership or volunteer work in proportion to what one contributes to it. Simple formula. I like it.

Welcome to AMTA. Please join us. Contact a Board member with any thoughts or questions. See you at July's chapter meeting.

*Peace,  
Robbin*



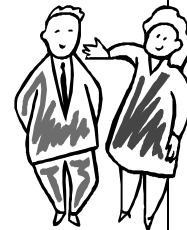
## Chapter Updates



You can receive that the latest chapter news through the chapters new group on Yahoo. Any chapter member can sign up.

- Go to [www.yahoo.com](http://www.yahoo.com)
- Click "Groups" (on the left)
- Type AMTADC, click Search
- Click AMTADC in the list.
- Click Join This Group! And follow the instructions.

## Welcome New Members!



- Lawrence Tan
- Domonic Welks
- Ann Hopson
- Thomas Horvath
- Mickey JW Smith

## Congratulations!

The following chapter members have reached significant milestones in their lives as massage therapists and their membership in AMTA.



- Mark Conrad      10 years
- Bill Foster      10 years
- Donna F. Moore      20 years

## Columnists On Vacation

Our columns *Tech Talk for Non-Techies* and *Striking the Right Color Cords* are on vacation and will return in the next issue of the newsletter.

## This Touching Business: Talking Shop

By Kelly Bowers, LMT



Notice what happens at chapter meetings or when you run into an MT buddy? We talk shop. The conversation almost always lasts longer than we expected and always ends before we've talked about everything we want to talk about. Is this true for all professions? I don't think so. It wasn't in my previous professional life, even though I loved my work. Why?

First, our work is fascinating, truly. If you are devoted to this work, you are always learning new things and gaining new insights into yourself, your work, humanity, etc.

Second, we are often isolated. We work alone or with just one or two other people. We often don't have a peer we can just shoot the breeze with.

Third, it's so good for our souls to share our passion with someone who "gets" that at a cellular level. Don't you usually walk away feeling refreshed, stronger, wiser, and with some great new ideas? I know I do.

Finally, the best lessons come from other MTs. There is **so** much to learn from each other. From finding a good deal on linens to learning about corporate contracts to how to protect yourself energetically, the best info is usually from another MT.

We have a wealth of information, knowledge, and experience in our little community. MTs are usually lifelong learners. We also love to share information. We like to help each other.

Do you make intentional time to share with the MT community? To learn from it? How would you do that?

**First**, attend the chapter quarterly meeting. We spend a lot of time just catching up with each other, learning what everyone is up to and sharing the latest information. It's also a great place to find someone who's in the same place you are in your practice.

**Second**, if it's practical connect (or re-connect) with your classmates. These are people who are most likely to be in the same phase of practice growth you are.

**Third**, make some friends in the MT community and meet for lunch, dinner, or coffee. If you find a good group that you particularly connect with, make a standing date. Coffee every first Friday, lunch every last Monday, dinner on Sunday night every 6 weeks. Build that relationship in an intentional way. It's what professionals do.

Talking shop. Good for the soul, good for your business, good for the MT community.

*Kelly Bowers, LMT practices as part of I St. Massage, downtown. She is also an adjunct professor at PMTI, teaching business practices and leading the business practices seminars hosted by PMTI's alumni association. She received the chapters' Meritorious Award in 2004.*

## Client Base

by Kelly Bowers, LMT

You've probably heard the term "client base". How exactly do you *define* client base? I've come up with the following definition for myself and my students:

*Any person who has come to you for professional massage, whether it be once a year or once a week, and you reasonably expect to return.*

Notice that this does not include those:

- who have talked to you about coming for massage but never have.
- you honestly don't expect to see again (maybe out-of-town vacationers).
- you practiced on in school who swore they'd come see you when you start charging but never have.

There's a certain amount of guesswork involved in determining your client base since it includes the condition "...and you *reasonable expect to return.*" We can never be 100% certain but after practicing for a while, you get better at making reasonable guesses.

What value is there to knowing the size of your client base? Another of my rules of thumb (entirely my own, not an industry standard) is that **I need 5-10 people in my client base for every hour of massage I hope to do in a week.**

So if I would like to regularly have 10 client hours in a week, I need 50 – 100 people in my client base. If I want 20 hours, I need to build a client base of 100 – 200 people.

If you're building a solo home-based practice, you can see that it's going to take a while to build a client base of this size. Knowing these kind of numbers can help you set reasonable expectations. It can also help you make decisions about how to spend your marketing time and money.

## The Healing Core

*Products to strengthen, open, and activate your energetic body*

### The Care and Feeding of the Energetic Core (book, CD, DVD)

Care for one of the greatest assets you have, your own energy levels.

### Level 1 class

Nov. 3-4 @ PMTI



Visit us in the Marketplace in Cincinnati!

*(Where we're also functioning as the message center for the DC chapter.)*

### Life Essences (botanicals)

Strengthen your energetic body and deepen your intuition. Ideal for anyone in a period of discernment of seeking greater self-understanding.

**Golden Path class**  
Oct. 26—27 @ PMTI  
\$140

**Soul Path class**  
Oct. 28 @ PMTI  
\$140

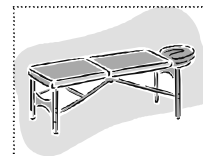
## Equipment-To-Go

Need a massage table or chair on a short-term basis?

A day, a week, a month?

### Oakworks Wellspring Table

- Lightweight aluminum frame (29 pounds)
- Carrying Case
- Face rest and bolster



### Pisces Pro Dolphin II Massage Chair

Adjusts from fully vertical to fully horizontal

Lightweight

- Carrying Case & sternum pad

### For Rates or to Rent

Kelly Bowers, LMT

202-744-1878

[massage@bowershours.com](mailto:massage@bowershours.com)

advertising



NCBTMB Provider A Category

### Synergy Healing Arts Center and Massage School

13593 Monterey Lane Blue Ridge Summit PA 17214

800-286-1931 or 717-794-5778

Email: [massage@synergymassage.edu](mailto:massage@synergymassage.edu)

Web site: [www.synergymassage.edu](http://www.synergymassage.edu)

One hour drive from D.C. Area, nearby bed & breakfast, heated pool, hot tub, outdoor shower, beautiful gardens, Labyrinth, towering evergreens with tree meditation.

**Reiki I and II**—Sat and Sun Sept 8 and 9 (6 CEH for each class)

**Feng Shui**—Sun Sept 16 (CEH available)

**Hot Stone Massage**—Sat and Sun Sept 22 and 23 (16 CEH)

**Feldenkrais® Exploring Self Care**—Sun Oct 7 (4 CEH)

**Flower Essence and Muscle Testing**—Sat Oct 20 (4 CEH)

**Reiki III**—Sun Nov 4 (6 CEH)

**Massage for People with Special Needs**—Sat and Sun Nov 10 and 11 (12 CEH)

**Flash Fire Cupping**—Sun Nov 18 (6 CEH)

**Fundamentals of Brennan Healing Science**—Fri-Sun June 22-24

**Medical Massage Certification**—Monday's starting September 10 for 8 months (140 Hours)

**Esalen Certification -Special East Coast Offering!**—Dates TBA (100 hours)  
\$2750 –financing available.

**Open House** Saturday July 21, 2007 10—3 pm

advertising

## Mark Your Calendars

**Thursday, July 19**

**Chapter Meeting**

PMTI (5028 Wisconsin Ave. NW)

**7 pm—9 pm**

**Monday, August 20**

**Chapter Board meeting**

**9:30 am—11:30 pm**

**Friday, August 31**

**Newsletter deadline**

massage@bowershours.com

**Monday, September 17**

**Quarterly Estimated Taxes Due**

**Mid-September**

**Newsletter arrives**

**September 26—29**

**AMTA National Convention**

Cincinnati, OH

**Sunday, October 28**

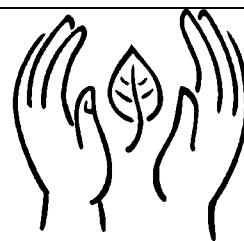
**Chapter Meeting**

PMTI (5028 Wisconsin Ave. NW)

**2 pm—4 pm**

## Facets: John Raley & Reiki

By Jennifer Muth, LMT



*We are beginning a new column which will highlight DC AMTA members. We will be exploring techniques and getting to know some of our members. We will look to our own membership to share some of the wisdom and insights that they have accumulated while pursuing their massage careers.*

We will start off the series by saying good-bye to one of our most involved and dynamic members - John Raley. John has been a massage therapist since 1986 and in that time has been the DC AMTA Treasurer, our delegate to National Conventions, and was on the DC Board of Massage Therapy. If you look at your DC license, there is a good chance his signature is on it.

John is currently integrating the technique of Reiki into his massage practice. Most often, he adds this technique to his sessions of Swedish or deep tissue massage. "Empathy and a real willingness to 'be there', to be present with a client" are skills he feels are important for success with this technique. Most importantly, perhaps, is having "the confidence to say, 'I am a powerful presence who can transmit energy for the good of my client.'"

Reiki is a Japanese technique for stress reduction and relaxation that also promotes healing. It is administered by "laying on hands" and is based on the idea that an unseen "life force energy" flows through each of us and is what causes us to be alive. (quoted from

[www.Reiki.org](http://www.Reiki.org))

John received his Reiki training by attending two weekend workshops. He learned this technique from another chapter member - La Sarmiento, and her partner Wendy Taylor. He describes them both as "Reiki Masters and two of the most compassionate people I have ever known."

John is on his way to New York to pursue his lifelong dream of becoming a stage actor. Treasurer duties will be taken up by Annie Roberts. Membership chair will be Jennifer Muth. Chapter delegate will be Kelly Bowers.

Yes, we need 3 people to replace John!

We wish him luck and success in all of his future endeavors!

*Jennifer Muth has been in private practice since 1999. She owns RnRMassage, LLC, which specializes in on-site seated massage. Jennifer is currently serving on the DC AMTA board.*



## 2007 DC AMTA Elections

### Ballot

Candidates for 1st Vice-President

Pat Stocks, LMT

Candidates for Secretary

Sue Hagedorn, LMT

**Return this form to by July 17, 2007 to Robbin Phelps, 6827 4th St. NW #122, Washington, DC 20012 OR bring to the July 19 meeting.**



**P M T I**  
Potomac Massage  
Training Institute

## Celebrating Over 31 Years of Excellence In Massage Therapy

**Potomac Massage Training Institute**, a national leader in massage therapy education since 1976, prepares massage therapists for a lifetime of service by providing quality training in our Professional Training Program. PMTI continues to support its alumni and all professional massage therapists by sponsoring workshops presented by national leaders in the field. We also support the community through introductory classes and CPR/First Aid training.

### Theory and Technique

#### Infant Massage Instructor Certification

August 8-11, 2007

30 CE hrs

#### Massage for People Living with Breast Cancer

August 16-18, 2007

17 CE hrs

#### Caring for Clients with Cancer October 12-14, 2007

22 CE hrs

### Self Care

#### Reiki III August 11-12 and 17-19, 2007

28 CE hrs

#### Reiki I Refresher August 14, 2007

3 CE hrs

#### Reiki II Refresher August 15, 2007

3 CE hrs

### Business

#### Making Sense of Research

September 16, 2007

4 CE hrs

#### CPR / First Aid

July 22 or

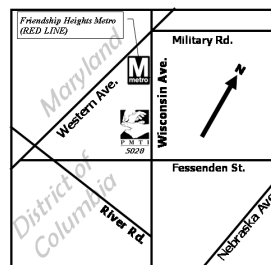
August 19, 2007

### Introductory Workshops

**A Touch of Massage**: One day workshop that explores touch & how it relaxes, heals, and rejuvenates.

August 5, 2007

**Heart of Touch**: Designed to teach basic massage techniques that can be shared with family or friends. Taught by experienced PMTI instructors. *Please email [workshops@pmti.org](mailto:workshops@pmti.org) for more information.*



### Relax in our Massage Therapy Clinics!

Student Clinic

(\$35/hour Swedish massage)

Professional Clinic

(\$50/hour or \$75/90-minute massage)

**See the website for the times offered  
(under the clinic section) or Call  
202/686-7046 x 101**



## Your Chapter Leadership

### President

Robbin Phelps  
202-288-9017  
Robbin\_mp@hotmail.com

Sue Hagedorn  
202-744-0600  
susan.hagedorn@verizon.net

### Secretary

### 1st Vice-President

Pat Stocks  
202-547-7104

Terrell Hale  
301-943-8738

### Librarian

### 2nd Vice-President Membership Chair

Jennifer Muth  
202-302-5661  
Jennifer@rnrmassage.com

Hattiejane Darracott  
703-820-1022  
handsonestudio@cox.net

### MERT

### Treasurer

Annie Roberts  
202-483-7299  
abmurf828@yahoo.com

**Massage Awareness Week  
Sport Committee**  
Randy Calabray  
202-424-5983

### 2007 Delegate

Kelly Bowers  
202-744-1878

## Your Newsletter

### Newsletter Editor

Kelly Bowers  
202-744-1878  
massage@bowershours.com

### Advertising Rates

1/4 page: \$50  
1/2 page: \$75  
whole page: \$100  
line ads: .10/word

Discounts available for advertising in multiple issues and for AMTA chapters.

### Newsletter Deadlines

August 31 for Sept 2007 issue

# sense

**A M T A D C** \* June 2007

5505 Connecticut Ave. NW #356 / Washington, DC 20015-2601