



Chapter Meeting

Sunday, Nov. 9
4 pm—6 pm

Ben Risby-Jones: Health and Healers

Ben Risby-Jones is an Australian naturopath. Inspired to move beyond "symptom management", he found himself pondering the true meaning of health. After several profound spiritual experiences, he developed both a tool and a protocol to address the health of the entire person, body, mind, and spirit.

At our November meeting, he will lead a discussion on healing and the healing process and how that can affect our work as healers. (See an interview with Risby-Jones on page 5.)

PMTI (5028 Wisconsin Ave. NW)
2 blocks down from Friendship Heights metro

- ★ **Food Bank Collection**
- ★ **Music Swap**
- ★ **Door Prizes!**
- ★ **Check out something from the library.**
- ★ **Register for end-of-year prize drawing.**

Feeding Our Neighbors



At every chapter meeting, members are encouraged to bring donations for the Capitol Area Food Bank. The chapter invites you to open this up to your clients as well.

Consider providing a basket or bag at your office for clients to bring donations. You can bring all supplies to the November 9 meeting. If you collect more than you can reasonably carry, contact Community Outreach chair ErinLynne Desel (see details on back page) and she will arrange a pick-up.

We can feed our city, body *and* soul.

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June My-Thai Demonstration

Our June chapter meeting included an introduction to My Thai by Andrea Caplan, followed by a demonstration on several chapter members.



Andrea demonstrates techniques for working adductors on Robbin Phelps.



Andrea demonstrates techniques for opening the chest on Ako Shigihara.





From Your President

This summer was anything but quiet for us as MTs here in the District. As many of you know, the DCRA was routinely denying Home Occupation Permits, based on a 1958 provision. Through the diligent work of many of our members, and with legal help from the National Office, we were able to secure our rights as “licensed health care professionals” to practice legally in our home offices.

If you are practicing in your home, I strongly encourage you to obtain this very important permit, and keep your practice legal. Visit our chapter website at www.amtad.org. On the Legislation page you will find a link to the DC Municipal Code. This code was revised in August 2008, so if it's been a while, it may be a good idea to refresh your memory.

Massage Therapy Awareness Week is coming up Oct. 19- 25th. We are organizing a Legislative Action Day, where we hope to provide massages at the District Building for City Council members and their staffs. Please contact Laura Casperson if you would like to participate. casperson.laura@gmail.com

I just returned from Phoenix, Arizona, and the national conference of the AMTA. The theme this year was “inspiration”, and I was indeed inspired. It was great to be surrounded by so many massage therapists. Ideas and creativity flowed and I learned new techniques, saw new products, and was even walked on for the first time! I encourage you to consider a trip to Orlando - Sept. 23-26, 2009 for next years' event.

My hope is that our local chapter can capture some of that spirit. The camaraderie, the networking, sharing of ideas, help with problems, fresh perspectives and of course, having fun.

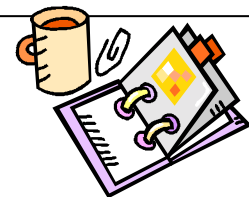
I invite all of you to come to a chapter event, share and be inspired!

.Gratefully yours-

Jennifer Muth



Mark Your Calendars



October

**16: DC Massage Therapy Board
19—25: Massage Therapy Awareness Week / Legislative Action Day**

November

**1: Receive National election ballots
9: Chapter meeting
Saturday 4—6 pm
20: DC Massage Therapy Board**

December

**1: Board meeting, 9:30 am
National election ballots due
15: Newsletter deadline
20: DC Massage Therapy Board**

January 2009

**1: Newsletter distributed
15: Quarterly taxes due
30: DC LICENSE RENEWALS DUE**

February

**17: Chapter annual meeting
Tuesday 7—9 pm
Clyde Anderson: Active Isolated Stretching**

March

**Chapter Board meeting
Newsletter deadline**

April

**Newsletter distributed
15: 2008 tax returns due
First quarter 09 taxes due**

Did You Know....

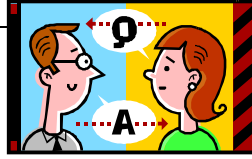
Information about jobs, rental space, local continuing education, changes to DC massage laws, seated massage gigs, equipment for sale and lots of other valuable information shows up in our Yahoo group regularly? Long before it has a chance to appear in this quarterly newsletter.

If you really want to know what's going on, you need to be signed up for the chapter's Yahoo Group.

See Page 6 for instructions to sign up. Get in the info loop.

This Touching Business: Marketing Activities

By Kelly Bowers, LMT



Mindset

Activities

Products

Activities are the actions you do to promote your business (as opposed to products you purchase). They take more time than money, so they are an easy place to start when you are new or when you are short on cash. In fact, they are things you will do throughout the life of your business.

Direct contact (talking to strangers)

This is, quite simply, what we do most often. It usually starts with someone asking “so, what do you do for a living?”. How you answer it — both your words *and* your body language! — can be used to convey a very specific feeling about your business.

Do you look the questioner in the eye and answer with a smile? Do you mumble? Do you draw back (because you fear they’ll want you to fix their shoulders on the spot)?

What words do you use? “I’m a massage therapist.” “I do bodywork.” Or my personal favorite (usually saved for family reunions) “I rub naked people for a living.”

Do you have a follow-up, based on their reaction? If their reaction is a mildly confused “Oh?”, have another sentence or two to follow up with that. “Yes, I see clients downtown at 20th and I. I really enjoy the work.” If their response is an interested “Really?”, be prepared to then ask them some questions about their experience with massage so you can foster an ongoing conversation (and have that business card ready!).

Volunteering

Once non-profits get wind of your name and profession, you will receive requests to volunteer at events, such as 5Ks, health fairs, walk-a-thons, etc. They usually try to sweeten the request with some version of “it’ll be a great way to market your practice!”

Are these events likely to get you clients? Usually no. Still, it’s good to do them because it can satisfy your desire to volunteer, it’s a nice way to support an organization you believe in, it’s a chance to get some hands-on time, and it can be healthy to give away some of your work, especially if you’re freaked about making money. Sometimes, yes, you’ll even meet a potential client!

Presentations

Sooner or later, you will come across opportunities to make presentations about your profession and your practice. These are usually billed as educational talks. This includes educating a medical support group or community about the benefits of massage (always a good use of your time), teaching workshops to your existing clients, or talking about your practice to a doctor’s office

Learn to be comfortable giving a 15-minute presentation, at a minimum. You can also choose to learn how to do longer presentations. To give good presentations, you need practice, confidence, and good material. Get help if you need it. Practice with family and friends. Join Toastmasters. Take a class. It’s a basic business skill (and a business deduction).

You can market your business without spending anything but your time and energy (which *is* valuable but relatively inexpensive). Next newsletter? Marketing products (the things we spend real money on).

Kelly Bowers, LMT practices as part of I St. Massage, downtown. She is also an adjunct professor at PMTI, teaching business practices. She also leads business retreats. She received the chapters’ Meritorious Award in 2004 and is the chapter’s newsletter editor.

Raising Your Rates

by Kelly Bowers, LMT

When we first enter the world of massage therapy, we’re confident we will be able to raise our rates in a reasonable amount of time with a reasonable amount of comfort.

Until we actually try to do it. Then many of us develop a case of the “I’m not sure I can do this!” blues. We have myriad reasons why we are afraid to do it, nervous about doing it, aren’t sure we can justify it, are convinced we’ll lose all our clients and/or will have to justify the rate increase to every client, and so on.

This has happened to virtually every MT I know. So, you are not alone.

Sooner or later, you **have** to raise your rates. Your utility bills go up, cream and sheets cost more, you need to make more money to finance your own life, etc.

Since it’s inevitable, make a *plan* for raising your rates. At one time, I had 3 different rates (home practice, corporate massage, and out-calls). I simply planned in advance to raise one of those categories each and every year. A given client group only experienced rate increases once every three years but I had some kind of rate increase every year.

I even thought out in advance how much I wanted to raise my rates so I had fewer decisions to make.

Maybe you don’t have multiple categories of rates. Maybe you only see clients in private practice. You can still sit down, today, and say “I will raise my rates every xx years” (I recommend at least every 2-4 years, given inflation). You should also say “I will raise my rates approximately x% every time.”

Then draft a schedule for raising your rates. Will it be January 1 every year? On the anniversary of passing the NCE? On your birthday?

Post that schedule by your desk (preferably next to where you do your bookkeeping!), but out of sight of your clients.

When you raise your rates, give your clients 6-10 weeks notice with a simple sign in your practice space or newsletter. This is a normal part of doing business. If you treat it as a normal event, your clients will too.

Life Essences with Ben Risby-Jones



Workshops

Golden Path

Take a journey of self-discovery through dialogue and practice. Examine the seven fundamental aspects of human reality. Use the Life Essences to better understand each aspect

- October 25 (Chevy Chase)
- December 13 (Chevy Chase)

Soul Purpose

Learn how to incorporate an energetic awareness and practice in your work. Receive a chakra alignment and learn a protocol for integrating Life Essences into your practice.

- November 22 (Chevy Chase)

Healing Consultations

One-on-one healing consultations are available with Ben.

- For assistance with physical, emotional, or spiritual matters.
- For those wishing to become healing practitioners.
- To work through layers of belief systems and personal identification.

To schedule a healing session or sign up for a workshop, call Kitty Southworth

202-412-3669

kmsouthworth@verizon.net

2009 Business Retreats For Massage Therapists

Step away with other healing professionals and devote 3 days to tend to your business life.



Rehoboth Beach, DE

- January 9-12, 2009
- January 30—February 2, 2009

Join us for this popular weekend. Learn from other MTs. Share your questions and problem-solve together.

Use the weekend however *your* business needs it.

Contact Kelly Bowers, LMT

202-744-1878

massage@bowershows.com



Taxes & Bookkeeping for Healing Professionals

With Margo Bowman, LMT, CPA

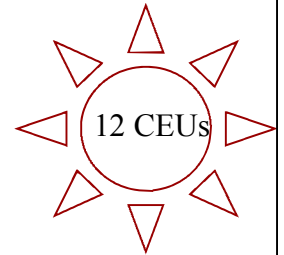
- LMT-friendly (*we promise*)
- Do your books well
- Reduce your chances of being audited
- Understand quarterly taxes (and pay them correctly!)
- Make April 15 *much* less painful
- Get up to date information on tax law changes
- Finally understand “start up” expenses
- Learn about deductions you’ve probably been missing
- Figure out if it’s worth it to incorporate

November 1—2, 2008

10 am—5 pm

PMTI

\$195.00 (\$215 after Oct.17)



Register at www.pmti.org

The TRAGER® Approach

Level 1 Training with Roger Tolle



Feb 28 – Mar 2 and
Mar 4 – 6, 2009

Ashton MD

(north of Washington DC Beltway)

48 NCBTMB CEU’s

(2 hours of ethics)

Cost: \$870. Register by 1/17/09 for \$50 discount.

Roger plans to give a free Trager® demonstration in the DC area in the fall of 2008.

For more information about the training or the free demonstration, please contact: Aleen Seidel, 301-365-9560, aleenrs@gmail.com; See also www.rogetolle.net and www.tragerus.org.

Life can be lighter, freer...

November Speaker: Ben Risby-Jones, Healing, and Healers



By Shaw Hubbard, LMT

Ben Risby-Jones is an Australian naturopath. Inspired to move beyond "symptom management", he found himself pondering the true meaning of health. After several profound spiritual experiences, he has developed both a tool and a protocol to address the health of the entire person, body, mind, and spirit.

He will be in DC this October - December working with his US contact, chapter member Kitty Southworth. At our November meeting, he will lead a discussion on healing and the healing process and how that can affect our work as healers.

In a recent (e-mail) interview, Risby-Jones began to lay out his vision of health:

Healing to me cannot be separated from spirit. The word healing addresses the whole being – Body, Mind, and Spirit. To confine it to only the body or the mind unjustly deprives an individual of their full potential.

Healing is a process by which an individual recognizes a dissatisfaction in themselves and empowers themselves, by whatever means available, to change that which is creating the dissatisfaction. The

process of awakening to this dissatisfaction is the healing. Everything that follows is the healing process.

The healing process may involve either success or failure in actually changing one's experience of life. But the actual healing is this awakening process.

This awakening process may come through a symptomatic presentation of an imbalance – physical, emotional, mental, or spiritual. The symptomatic presentation is offering the gift of healing to take place -- for the individual to recognize a dissatisfaction with their experience and then choose to make a change. This change may involve engaging professionals, changing lifestyles, jobs, or environment. It will be different for each person, but the gift of becoming interested and involved in oneself is healing.

Healing is not focused on the end result. This is often the illusion of medicine – the holy grail of "perfect health." "Perfect health" does not exist nor does the unspoken ideal of most health care providers. ("I can fix your problems.")

There is no end to "problems". Pain will defiantly come and go. Discomfort and the presentation of symptoms will come

and go. Even life will come and, eventually for us all, go. To focus only on the "problem", the symptom, or the illness is to miss the true gift of healing. The true gift of healing is to engage our spiritual beings in our everyday life, empowering us to be all of who we really are, engaged in the moment.

We, as health care providers, have a far greater potential to be realized. As health care providers, we can be the mechanics of the body. We can also offer philosophy to the mind, but most importantly we can acknowledge this amazing human journey that each and every individual is on. If we dare, we can also enter into this spiritual dimension with our clients with support and encouragement to experience the human being that they really are. We don't limit the exchange by imposing ourselves upon them but hold in reverence the experience they, in their true depth, are having.

Shaw Hubbard is a recently-licensed massage therapist in Washington, DC. Her interests include core synchronism, writing about bodywork and volunteering for CAUSE at Walter Reed Army Medical Center.

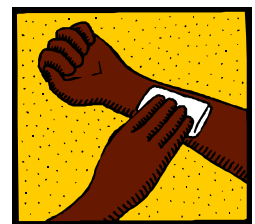
Remember!

You need to have First Aid and CPR certifications that are current on January 31, 2009 to renew your DC license.

You can get the training from several places. PMTI offers classes in November and January. However, these classes fill up fast so sign up now if you're interested. www.pmti.org



The American Red Cross also offers classes at their downtown location on a very regular schedule and you can take the course online! www.redcrossdc.org



Local Massage Therapy News

Massage Therapy Awareness Week: DC Legislative Action Day



Massage Therapy Awareness Week is coming up Oct. 19- 25th. Following our recent experience with Home Occupations Permits, we would like to raise the visibility of our profession with DC leaders.

We are organizing a Legislative Action Day, where we hope to provide massages at the District Building for City Council members and their staffs. We will organize teams to work with your own city council member (Ward 6 MTs will hopefully work with Ward 6 council member Tommy Well's staff, etc.)

We may have to spread our visits out during

the week, depending on staff availability but we will try to reach as many city council members as possible.

Want the City to understand us better and appreciate us more? Volunteer a few hours to rub the shoulders of the people who make decisions about our profession.

Contact Laura Casperson, our Legislative Action Committee chair, if you would like to participate.

casperson.laura@gmail.com

Get The Latest!



Receive the latest chapter news through the chapters' Yahoo group. Any chapter member can sign up.

- Go to 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.

Another DC Licensing Exam

The Federation of State Massage Therapy-Boards has created a Massage and Bodywork Licensing Exam (MBLEx). This exam is now accepted by DC Board of Massage (as well as the NCBTMB) for licensing.

The Federation (FSMTB) was created to support State massage boards. The FSMTB is working toward having one exam for all states' licensure requirements for massage. This is also movement toward making it easier for us to move from one state to another while maintaining our licenses.

You can find more about the FSMTB at www.fsmtb.org. Included on the website is a statement regarding the current friction with NCBTMB. An excerpt from the document reads "This type of organization, although new to the massage & bodywork profession, has been effectively and responsibly serving

other health professions for years – specifically, the National Council of State Boards of Nursing, the Federation of State Boards of Physical Therapy, and the Association of Social Work Boards. The FSMTB is working toward the reciprocity enjoyed by those professions."

There are state boards and massage therapists who are not happy with the current NCBTMB leadership decisions.

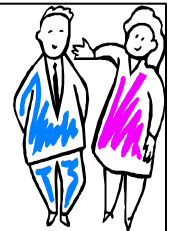
This is a big step for our profession which could help us to be recognized in the health care industry.

For more information, contact our Legislative Action Chair, Laura Casperson.

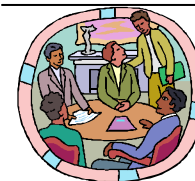
casperson.laura@gmail.com

(brief messages) 202-344-5753

Welcome New Members!



- Tina Ang
- Lisa Bregman
- Brian Campbell
- Andrea Carlson Barrett
- Juan del Risco
- Keith Gilbert
- Mario Gonzalez
- Vivek Jayadeva
- Sogbe Konate
- Elena Welsh



Enter the Boardroom

There are openings on the city's Massage Therapy board. You can be directly involved in the quality of DC massage licensing and business climate in our city!

You can check out the website (and find an application) at www.dc.gov. Search for the OBC (Office of Boards and Commissions).

www.amtadc.org

Facets: Olivier Pelletier and Structural Integration

By Shaw Hubbard, LMT

CORE Structural Integration is a patented bodywork system concerned with the loosening, or thixotropy, of hard fascia, made rigid from scar tissue or other physical or emotional blockage, and turning it into a gelid state. From the gelid state the cells can reorganize themselves into a more flexible arrangement.

Olivier Pelletier likens it to breaking an incorrectly-assembled jigsaw puzzle: "Dysfunction in the body is like pieces of a puzzle that are out of place. Structural bodywork disassembles the pieces so that the body can put the pieces back in place itself."

Born in France, Olivier first trained in bodywork at the Medicine Hospital in Chiang Mai, Thailand. He then studied at The CORE Institute in Tallahassee, where he studied with CORE creator George P. Kousaleos and discovered the deep fascia work of Structural Integration (SI).

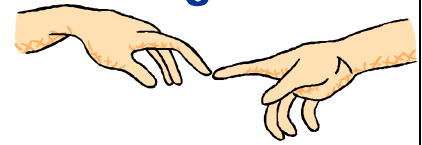
His main practice consists of CORE Myofascial Therapy and CORE Structural Integration. Myofascial therapy can take the form of "spot" treatments on isolated areas such as tennis elbows, fro-

zen shoulders, or the cranial and jaw muscles for TMJ. It can also take the form of longer-term treatments for larger areas such as the lower or upper back.

The technique involves stretching and spreading the fascia to cause thixotropy and soften the tension in the area. SI involves similar techniques applied over 10 sessions to the whole body.

Fascia, or connective tissue, covers every individual structure of the body, starting with the individual muscle fibers and blood vessels all the way to sheathing whole muscles and bony structures. When it hardens, whatever it surrounds suffers from the resulting rigidity and movement is impaired, causing pain and stiffness. Since the outer layer of the fascia can become adhered to the next layer down and so forth, it is often necessary to soften the tension surrounding the afflicted area prior to doing the work on the specific point.

Having studied in the Far East, Olivier is trained to work with the acupressure points along the body's meridians, and has found that rigid connective tissue can impair the flow of energy along these channels. It may be advisable, therefore,



for acupuncture clients to consider myofascial work if stagnation continues after treatment.

His latest work involves a new evolution of the CORE SI treatment, in which he has extended the traditional 10 sessions to 12, to be able to focus more deeply on parts of the body that do not receive as much attention in the original system, such as the arms and hands. He relishes the challenge presented by each individual client, and hopes in the future to share his knowledge with others through writing and teaching.

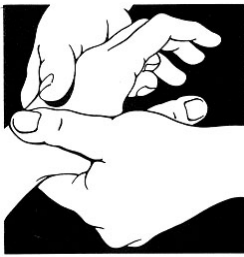
Challenge Olivier yourself! Go to www.corebodyworkdc.com, or call (301) 379-1613

Shaw Hubbard is a recently-licensed massage therapist in Washington, DC. Her interests include core synchronism, writing about bodywork and volunteering for CAUSE at Walter Reed Army Medical Center.

The members section of the AMTA website has a ton of help for marketing your practice.

- Logos
- Photos
- Website creation help
- e-Newsletter creation help
- Sample letter for getting a chair massage contract
- Tips for working in a medical environment
- Tips on writing a business plan
- Tips on writing a marketing plan
- Tips for using coupons
- Public relations tools and a PR handbook

**Get The
Most From
Your AMTA
Membership**



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

Celebrating More Than 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.

Continuing Education

Hot Stone Massage

October 18—19 16 CE hrs
 \$300 by October 3
 \$325 after October 3

Couples Massage

October 24 *community workshop*
 December 19
 February 13
 \$75

Taxes and Recordkeeping for Massage Therapists

November 1-2 12 CE hrs
 \$195 by October 17
 \$215 after October 17

NMT Lower Extremities

November 7—9, 20 CE hrs
 \$395 by October 16
 \$445 after October 16

CPR / First Aid

November 23 *community workshop*
 January 10
 \$70

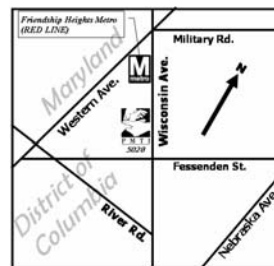
Touch of Massage

December 13 *community workshop*
 \$85

Heart of Touch

Teaches basic massage techniques to share with family or friends. Taught by experienced PMTI instructors.

November 14—16



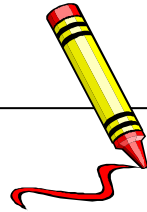
Massage Clinics

Student Clinic
 (\$37/hour, Swedish)

Graduate Clinic
 (\$55/hour)

Professional Clinic
 (\$80/hour; \$120/90 minutes)

Call 202/686-7046 x 101



Decorative Finishing: Don't Try This At Home!

By Denise Malueg, Decorative Finisher

Accept that you cannot do it all. Hire those who can do what you can't/won't/shouldn't. This is why we hire someone else to compute our taxes, to wash our dog, and to re-wire our house. Not only is it easier, it really saves our money and conserves our valuable time. When you make the decision to have a beautiful finish applied to your walls, keep a few points in mind to help you and your decorative artist work well together.

Communication

As with any partnership, communication is key to the success of your project. Be clear about your desires and define your terms. You and your artist need to understand what style you want to set. Art is very subjective, and words carry different connotations. I just spoke with a muralist who told me she interjected the term "moody" when describing a pretty sky she proposed. The client jumped at the word, and selected an alternate color instead, because she didn't want her dining room to be "moody." Someone else may have just seen the sky as purple. The artist could have called it spiritual (purple carries a meaning of spirituality, imagination and expansiveness... moody, sure, but in a good way!).

Your artist should develop sample boards for your review. This is probably the most critical element of communication about the job. It is the standard by which the final product may be judged. The artist will also clearly set her price and schedule. Articulate your expectations (i.e., work may only be done during certain hours), and the artist ought to state hers (i.e., remove furniture). Communication cannot be over-emphasized.

Budget

Do not be shy about your budget. It is fine to kick the tires and find out how much a finish might cost on your walls, but keep in mind that every room is unique. I will not quote a price until I visit the space and note dimensions, corners, barriers and working conditions. I can design a finish that costs \$20K, but I wouldn't if I knew you only wanted to spend \$2,000. You don't get a Mercedes at a Saturn price – but the Saturn is still a nice car that takes you where you want to go. Your walls will still look beautiful.

Patience is a Virtue

Be amenable to the finished look. If there are several layers to the finish, one layer is likely to look scary, and that's inevitably when the artist leaves for the day. There you sit, staring at your scary walls, thinking this was all a mistake. Trust your initial decision and trust your artist's talent that the walls will end up looking just like the sample she showed you. Don't fuss and micro-manage the artistic process. Remember, you can't do it all.

Decoratively finished walls are artwork of themselves. The walls take on life and character, which cannot be achieved with straight paint. Every inch of the surface has been manipulated to create a particular aura. Therein lies the beauty! My recent client entered the room and sighed, "I love looking at these walls." The finish was a very subtle glaze designed to complement her sizable collection of folk art from around the world. Now she wonders if she will hang any of it on the walls!

Decorative finishing is a luxury purchase. When you decide you want a customized space, hire a professional with credentials and experience. Take time to clearly communicate all of your expectations. Don't let the lowest quote sway you - hire the artist who best fits your temperament, understands your goals and whose artistic style you admire. In the end, you should love your walls.

With an art degree and several targeted classes in decorative finishing, Denise Malueg left the government world of cubicles three years ago, and has been enriching clients' lives by coloring their worlds through her business, DM Fine Finishes. Contact her by phone at 571-451-4460

Therapists Sought

Well Being Massage & Spa is hiring DC licensed massage therapists. Independent contract status. Downtown (metro center) location.

Schedule: weekends and flexibility to pick up shifts.

Qualities: professional, independent, high quality massage work, solid customer service skills.

WellBeing offers a wonderful community of talented massage therapists. Our work atmosphere is positive and professional. If this sounds like something you are looking for please email.

Interviewing and intending to hire immediately.

www.wellbeingspadc.com

Email resume to Cynthia at info@wellbeingspadc.com.

The Spa at MINT is currently looking for part-time and full-time Massage Therapists.

The Spa at MINT is located inside MINT - a modern 12,000 sqft., independent, boutique-style urban retreat! Located in trendy Adams Morgan/Dupont area of Washington, DC.

We recently added a naturopathic doctor that is offering acupuncture. In addition, we have added an additional treatment room and would like to increase our spa staff and offerings.

Candidates should have a minimum of one year of experience and be currently licensed in DC. Candidates should also have liability insurance.

Candidates with their own clientele are encouraged to apply. Experience with Couples Massage, Pre/Post Natal and Hot Stone massages are also strongly encouraged to apply!

To learn more about The Spa at MINT, please visit us at: www.thespaatmint.com. To learn more about MINT, please visit us at www.mintfitness.com

Please email your letter of interest and resume to Tanya Colucci, Wellness Director: tcoucci@mintconditionyourself.com

Space for Rent

In doctor's office, two doors up from PMTI, one block to Friendship Heights Metro, easy parking. Looking for someone to share my space

1 or 2 days per week. Quiet office with bathroom, washer & dryer, use of telephone. Supplies provided. \$40 per day. Half days also available. Call Erna at 301-229-4280.

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House of Delegates Report: 2008 Convention Recommendations and Positions



By Kelly Bowers,
2008 Chapter Delegate

I'm back from Phoenix and the AMTA convention. Here's the rundown on the House of Delegates (HOD) and how we represented you to the Board of Directors (BOD)

Remember:

- Resolutions represent changes the HOD wants to make to the way the AMTA is run. The Board of Directors will decide whether to implement the resolutions or not.
- Positions are the official statements of the AMTA on various topics. Most of these will seem screamingly obvious to you but until now, we have not had official organizational statements. We have to start somewhere.

Positions and resolutions are only suggestions to the Board. The Board will decide whether to accept them and enact them.

Positions

- It is the position of The American Massage Therapy Association (AMTA) that massage therapy can be a valuable component of a wellness program. **PASSED**
- It is the position of the American Massage Therapy Association that massage therapy can be an integral part of health care. **FAILED**
- It is the position of the American Massage Therapy Association (AMTA) that newborns (especially pre-term infants) may benefit from massage therapy. **PASSED**
- It is the position of the American Massage Therapy Association (AMTA) that massage has been shown to aid in post-operative pain relief. **PASSED**

The debate around each position came down to the same arguments:

- The research supporting the position was too narrow and too weak. Our pro-

fession has not put enough resources into research. When we cite these positions to doctors, they will challenge the quality of the research used to support them and we will look weak.

- In particular, the research for the position that failed was deemed especially weak.
- We need to make positions. We can only use the research that we have. We can encourage members to do more research (though this begs the question of how we will pay for it and find MTs capable of doing it).
- We cannot cite AMTA position statements to support AMTA position statements. That's like saying "it's true because we said it's true".

Resolutions

#1: Board of Director meeting agendas be made available to chapter delegates
FAILED

The agendas are already available..

2: Drop the term limits for chapter delegates. PASSED
#3: Change the bylaws to eliminate term limits for delegates. PASSED

There was heated debate on this. The BOD argues that (1) they have term limits, we should too, (2) there's plenty of time to learn what you need to learn before the meeting, and (3) the HOD meeting is not an educational setting; delegates need to come prepared.

Many delegates spoke up about the difficulty of fully learning all you need to learn to really be effective as a delegate. It's not just about reviewing the positions and resolutions but understanding the workings of the organizations that make up the AMTA, including how information and influence flows.

In particular, I argued that as a very small chapter we have particular challenges. (I explained that when we got 15 members to a meeting, we'd met a goal of 10% membership involvement since we only have 150 members. There were gasps from some delegates).

We don't have much institutional memory. With only one delegate (and for the first time, an alternate) we have no one in the chapter to turn to with much experience. We have a much smaller pool to draw from for volunteers.

This is no guarantee that the BOD will set term limits aside. They were opposed by the House of Delegates when the BOD instituted them in the first place.

#4: Modify professional membership requirements. PASSED (barely)

At least 5 states require liability insurance (best obtained through professional society membership) before granting a license. These members are in a catch-22: effectively, they can't get a license without AMTA membership and they can't get AMTA membership without a license.

I suspect the BOD will consider this very carefully in light of these chapters impossible positions.

#5: Allow chapters to hire PACs to help get legislative changes in a state.

PULLED before reaching the HOD.

The meeting was well-run, ended right on time, and you will be well-represented by Laura Casperson next year.

Some personal observations:

- There is a great gulf between large and small chapters and our perspectives on resolutions reflects that. We simply aren't living the same reality.
- I spoke to a BOD member-at-large (I actually spoke to 3 of them) at length about the challenges of being a small chapter and my frustrations at how well the national office does (or doesn't) understand our situations. I also made some concrete (though occasionally whimsical) suggestions on how that could be improved.
- You will learn more about the national state of the massage therapy profession in a 4-hour HOD meeting than you will any other way. Consider running for delegate or alternate next year.

Phoenix Rising

By Stan Harris LMT

As my plane descended into Phoenix I remembered the myth for which the city is named: the ancient bird that, having burned, rose alive from the ashes to live again. This was my first AMTA convention and I was excited to meet new people, get together with my friends from AMTA DC, and learn new things. I quickly located my friends and we headed over to the convention center to check out the exhibits marketplace.

The sight of so many state-of-the-art massage products and services, and their representatives was truly amazing! Everything you could think of related to massage seemed to be on display: tables, chairs, crystals, reflexologists, toe readers and body walkers, just to name a few.

The exhibition marketplace was followed by the First Timers Luncheon. We enjoyed a delicious lunch and had an excellent opportunity to meet and network with some of AMTA's Board of Directors and other newcomers.

It was now time for my first class: *Working with Trauma and Dissociation* presented by Cynthia Price. I learned tools for working with people that have dissociated, or separated from their body due to a trauma history. These include using intake forms, draping, checking client comfort levels, observation and above all, mindful awareness by both the client and therapist to being present in the body. I left the class feeling better prepared to facilitate a collaborative process with my clients towards a healthy association of the body and soul.

The next two days were all about backs, *Got Back* that is—taught by Judith DeLany. This class covered the essentials about back pain, including the foundational principles of neuromuscular therapy, trigger point formation theories and treatment, regional anatomy, treatment techniques, and contraindications. This was right up my alley since I sometimes have back pain, I love to work on backs, and many of my clients complain about theirs.

I learned that an important risk factor for back pain, being overweight, is affected by leptin, a hormone secreted by white adipose or fat tissue. Leptin levels regulate whether to store or burn calories and rise when we eat, and stimulate our appetite when they fall. Therefore, according to DeLany, eating several small meals daily upsets this rhythm and leads to leptin, insulin and adrenaline resistance and is linked to type II diabetes.

She recommends eating three square meals a day with no snacks, no large meals, a breakfast contain-

Tech Talk for the Non-Techie

By Elizabeth Mettler, Mettler Solutions



In the last few columns, we covered picking out a laptop – either PC or Mac. Now that you have one, what do you need to make sure you have on your laptop or PC?

Web Browser

You gotta get to the Web / Internet! For the PC use either the old standby Internet Explorer or the newer upstart Firefox. Both are free. For the Mac it's either Safari, Opera, Camino or Firefox.

Email

If you use web based email (Yahoo, Gmail, Hotmail, etc.) than you are all set. You don't have to buy anything else.

Office Productivity

These are the day-to-day programs like word processing, spreadsheets, and presentations. Microsoft Office still gives you the most bang for the buck and is usually already installed in a new PC or Mac. However, if you need to buy this software and don't want to spend a lot of money, you have some other options.

For the Mac, take a look at iWork. For the PC, OpenOffice.org, Corel WordPerfect Office and Lotus Symphony.

You can also check out *online* services like Google Docs, ThinkFree Office Online and Zoho. They don't do everything that Microsoft Office software does but you will be able to get to your document wherever you are.

Financial Management

The standard choices are Quicken or Quick Books, depending on how big your business is. You can take a look at Microsoft Money too but you'll need *some* kind of financial management software to handle your business expenses. Invest in the business version; come tax time you will be very happy you did.

And use it!! Categorize your expenses so you can print out those Schedule C's come April.

Backup Software

If you don't back up (make a copy of) your data, you *will* lose something some time and it will be something you can't afford to lose. I've found the most cost effective and easiest to use for me is Jungle Disk which works with Amazon web services.

Next column, I'll begin discussing how to use the web with your business. Email me at column@mettlersolutions.com if you have questions or suggestions.

Elizabeth has more than 20 years experience in the tech world . With an extensive background in software development and consulting, Ms. Mettler helps small to medium size companies use the potential of technology and the Internet.

ing protein, reducing the amount of carbohydrates, and never eating less than three hours before bed.

As I left the convention I felt that like the phoenix, I had acquired new skills, relationships and energy to rise to a higher level of professionalism, knowledge, and care.

James Graffenberg, LMT, CPT

will present

ACTIVE ISOLATED STRETCHING: THE MATTES METHOD

A Three-Day Intensive Hands-On Workshop

Learn protocols for eliminating or reducing chronic pain and restoring range of motion faster than any technique you have ever seen!

November 21, 22, 23, 2008

[There will also be an introductory 8CEHours AIS class given on October 27, 2008—\$200]

If you are an athlete, massage therapist, physical therapist, occupational therapist, personal trainer, physician, coach, or just interested in your own well-being, this workshop is for you.

Active Isolated Stretching (AIS) is the cutting edge of specific isolated and stretching exercises. This workshop includes techniques for effective training, injury prevention, and rehabilitation of most muscular and many neurological conditions leading, in most cases, to a pain-free, functional, and harmonious outcome. All AIS protocols will be addressed. Injuries such as whiplash, rotator cuff, frozen shoulder, TMJ dysfunction, thoracic outlet syndrome, golfer's elbow, tennis elbow, carpal tunnel syndrome, wrist injuries, hand/finger/thumb injuries-including osteoarthritis, rheumatoid arthritis and basil joint arthritis, low back pain, bulging discs, hip pain, Osgood-Schlater disease, knee injuries, kyphosis, scoliosis, peripheral neuropathy, ankle sprain/strains, bunions, hammer toes, neuromas, and others will be discussed. This workshop will give you the tools to correct these and other conditions, safely, effectively, and thoroughly.

James is a certified massage therapist and personal trainer who practices in Rockville, Maryland. He has studied extensively with Aaron Mattes, a registered kinesiotherapist, licensed massage therapist, and the developer of AIS. In addition, he has worked in Aaron's clinic and has assisted him at fourteen AIS workshops. James' work as a dedicated and expert AIS practitioner has earned him Aaron's recognition as one of the top soft tissue rehabilitations specialists in the United States. James is an enthusiastic and generous teacher who is committed to participants being able to use these techniques by the end of this comprehensive, hands-on workshop.

24 Continuing Education Hours NCBTMB

Workshop fee \$550 (Fee includes AIS manual, rope, and yoga strap)

Early registration \$500 (30 days in advance of workshop)

Locations: Baltimore School of Massage

517 Progress Drive

Linthicum, MD 21090

For registration, contact Alexis Scott, 410-636-7929

For more information on AIS, contact James Graffenberg at 301-466-9728 or stretchingtheworld.com.

Tracking Your CEUs

Do you have trouble keeping track of your CEUs? This chart, developed by chapter president Jennifer Muth for her personal use, is re-printed here for your use if you need a tracking sheet.

DC: Jan. 31, 2007- Jan. 31, 2009 (12)

NCBTMB (48)

DC: Jan. 31, 2009- Jan. 31, 2011(12)

	2008	2009	2010	2011
Jan				
Feb				
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sept				
Oct				
Nov				
Dec				
Total CEUS Ethics CPR/First Aid				

Organization <i>Due Date</i>	CPR	1st Aid	HIV/ Diseases	Ethics	Remaining CEUs	Total CEUs	Web site/ phone #
DC <i>Jan 31 odd numbered years</i>	yes	yes	no	3 hrs	9 hours <i>6 in -classroom</i>	12 hours	dchealth.dc.gov 202.442.4774
AMTA <i>every 4 years</i>	no	no	no	no	48 hrs	48 hours	amtamassage.org 847.864.0123
NCBTMB <i>every 4 years</i>	no	no	no	6 hrs	42 hrs	48 hours <i>(and 200 hours work experience)</i>	ncbtmb.com 800.296.0664
Virginia	no	no	no	no	none	none	dhp.state.va.us/nursing 804.662.9909
Maryland <i>Nov. 1 even numbered years</i>	yes	no	yes 3 hrs	3 hrs	18	24 hours	mdmassage.org 410.764.4738

Your Newsletter

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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

December 14 for January 2009 issue

Volunteer Needed (1 hour per month)

The chapter pays for most of the expenses of producing this newsletter through paid advertising. Your newsletter editor, Kelly Bowers, needs some help working with the advertisers: sending reminder notes to existing advertisers and sending letters to potential advertisers.



The work can all be done by e-mail and phone from your home or office. The contact letters are form letters you simply update with the advertisers info. Our newsletter editor identifies the advertisers to contact. It requires about 3 hours every quarter.

E-mail or call Kelly Bowers to help. massage@bowershours.com. 202-744-1878.



New MT Board In Maryland

Effective October 1, 2008, Maryland formed a board of chiropractors and massage therapists. The new board consists of six licensed chiropractors, three licensed massage therapists, and two consumer members. This is the first board in the country to consist of both chiropractors and massage therapists.

Prior to this, massage therapy was only an advisory committee under the Board of Chiropractic Examiners.

MTs in Maryland are also now *licensed* rather than *certified*. If you have questions about the new rules and regs in Maryland, go to the chapters' website: www.amtamd.org.

Congrats to our peers in Maryland for success after a long struggle to improve their legal status!

This information was extracted from an article by Wayne Parker in the Maryland chapter newsletter.

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News From AMTA National

Become an Approved NCBTMB Provider

NCBTMB has streamlined their process for being granted “approved provider” status (meaning any training you offer is eligible for CEUs).

The process is good for on-line, classroom, and home study courses. You can finish much of the application in 1-2 hours.

For an application packet, go to www.ncbtmb.org or call 800-296-0664.

Keeping Up With Massage Research

There are now two journals for peer-reviewed scientific massage therapy profession research.

The *International Journal of Therapeutic Massage & Bodywork: Research, Education & Practice* (IJTMB) is available online without subscription fees and contributing author charges.

<http://journals.sfu.ca/ijtmb>

The *Journal for Bodywork and Movement Therapies* (JBMT) is available in both hard-copy (paper based) and electronic version but requires a subscription.

<http://www.sciencedirect.com/science/journal/13608592>

2009 AMTA Convention

September 23—26, 2009

Rosen Shingle Creek Resort

Orlando, FL

For more information, contact Amanda Elston in the national office.

877-905-2700 x143

aelston@amtamassage.org

Free Trial Website for Members

The Holistic Alliance has teamed with AMTA to offer a free trial massage website.

You can get a free website for two weeks through this partnership. More and more consumers search for businesses and service providers (including massage therapists) first (and even primarily) through the internet. Having a website greatly increases the visibility of your practice.

The 2-week trial comes with no commitment and no risk. You can build the website in as little as 5 minutes. If you like what you build and it works for your practice, packages of web support (including the web page) start at \$29.95 per month.

Go to www.amtamassage.org/member. Look for “Create Your Own Website”.

National Elections Go Green

Beginning this year, AMTA will have hybrid voting, allowing Professional members to vote online *or* by paper ballot.

If AMTA has an e-mail address for you, you will receive an e-mail asking if you prefer to vote online or by paper ballot (if they don't have an e-mail address for you, you get a mailed election packet).

Election packets will be e-mailed and postal mailed on November 1. Ballots are due December 1. Results will be announced January 2 on the AMTA website.

If you suspect the national office doesn't have an e-mail address for you but would prefer they contact you by e-mail, send an e-mail to info@amtamassage.org. You can also fill out a form at www.amtamassage.org/member/addrchange.html



Is Your Music Legal?

Soothing music is an integral part of most of our practice rooms. However, your favorite music could leave you with a bill!

Music licensing services may be targeting spas and massage businesses as a way to protect their artists and increase their profits.

ASCAP (American Society of Composers, Artists and Performers) recently fined an AMTA member in Illinois a significant amount of money for playing music in his offices and massage rooms without proper licensing permission. ASCAP advised him that he would need to pay an annual \$930 fee to continue to play music through his office speakers.

Playing recorded music while you're one-on-one with a client requires permission (a license) and a fee because the music is part of the atmosphere for a business transaction (the massage).

Music can be played legally if you are also selling the CDs to your clients. Playing it then is considered a promotional activity.

This is a complicated issue and music licensing laws are constantly changing. To see more on this subject, read the Sept-Oct 08 issue of HandsOn, the AMTA member newsletter.

Massage Therapy and Insurance Billing Codes

An article in the Sept-Oct 08 issue of HandsOn (the AMTA member newsletter) discusses one route to finding possible billing codes for massage therapy services.

See “A Mechanotherapist ... Maybe!” on page 8.

Chapter Officer Term Changes

Starting in 2009, chapter secretaries will be elected in even years and chapter treasurers will be elected in odd years. The changes will be brought in incrementally between 2009 and 2011.

Your Chapter Leadership

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A M T A D C

The Quarterly Newsletter of the Washington DC Chapter of the AMTA

★ October 2008