

A M T A F L O R I D A

Journal

HAPPY HOLIDAYS



Inside:

YEAR END
MESSAGE

ACHIEVING
GREATNESS

A SEAT AT
THE TABLE



Winter 2011 #57 • \$4.00



Mission:

“To serve AMTA members while advancing the art, science and practice of massage therapy.”

Managing Editor

Karen Roth

Publisher

AMTA Florida Chapter

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If you are not an AMTA member and have received this Journal please accept it with the compliments of the AMTA FL Board and Membership as a “Welcome to the Profession in Florida.” We hope you will join AMTA and get involved.

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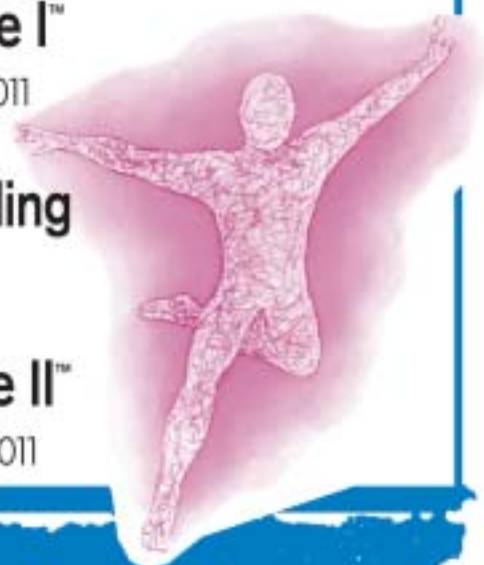
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Message

GEORGE SCHWIND



Due to printing and mailing deadlines for this last Journal issue of the year, you will have to see our web site, AMTAFlorida.org for details of the year end events.

Three great hands-on seminars were presented at Fort Lauderdale, Daytona and Sarasota in late October, and early November as well as 3 HIV, Laws, Ethics and Medical Errors presentations which subjects are required for license renewal. At the time of this writing, based on reservations and declared interest, they should have been well received and attended.

The Massage Therapy Awareness event, held at Warm Mineral Springs in conjunction with the FSMTA, is a beautiful memory of a super event. The Annual MTA is intended to open the eyes of the public to the benefits of massage. About 200 therapists volunteered to give free massages to the public at the event held in October.

Your year-end marketing will carry benefits over to the New Year. Thank your clients — a card, a half-off massage, a free massage, suggest a gift massage for a spouse, friend. Bring a heightened cheerful holiday attitude to your persona and your business.

- Make some time for your relaxation. Life is not just business and a worn down grumpy therapist will not provide a “come back” experience for your client.
- Make some time for planning the future of your business and the future of your life.
- Make and keep your New Year resolutions.

As a Chapter of AMTA that needs to function as a business, many of the Chapter year-end activities are proscribed by the AMTA National by-laws, the government and the desire of the AMTA Florida Board to give each member the maximum benefit for their membership investment. Planning and Budgeting are ongoing processes as are the Chapter Annual Meeting and election. The annual meeting will be held January 16, 2011, at the Hilton Buena Vista Walt Disney Resort, Lake Buena Vista, Florida.

The Chapter Annual Meeting is your opportunity to help shape the Florida Chapter by voting for three Florida Board Officer positions that are open — First Vice-President, Third Vice-President and Treasurer. You can also help direct the future of the entire AMTA National organization by electing 5 delegates and alternates to the national House of Delegates. Your voice and wishes can be heard in these elections and there are no elephants, donkeys or independents to color this landscape — only persons willing to volunteer for your benefit and the benefit of your chosen occupation.

If you want to be part of the Chapter landscape, volunteer, get involved, give your talent and time — a good New Year resolution. Another good New Year resolution would be to refer a friend to be an AMTA member.

The entire AMTA Florida Chapter Board, all the Chapter volunteers and I personally wish you a Happy Holiday season and a healthy, productive and well-planned New Year.

For the AMTA Florida Chapter Board and Chapter volunteers

George



Welcome NEW FLORIDA MEMBERS

August New Members

Steven Arkin	Leesburg
Christi-Lee B. Arocho	Ocala
Paul Mathew Bauman	Gainesville
Genevieve N. Beaudet	Key West
Demetria Beck	Brandon
Suzanne Bell	Gainesville
Kimberly Bolton	Coconut Creek
Jackie Lynn Bowen	Boca Raton
Mallory Jane Burks	Fern Park
Jennifer Cammaroto	Fort Lauderdale
Nicole J. Caswell	Jacksonville
Eric Orren Compton	Palm Bay
William C. Cotter	San Mateo
Lisa Marie D'Angelo	Brandon
Cynthia A. Etienne	Pompano Beach
Heather Lynn Fritz	Sarasota
Joseph Garcia	Orlando
Patricia M. Genito	Boynton Beach
Jorge Ricardo Gonzalez	Miami Beach
Richard Gutierrez	Pompano Beach
Taryn R. Henbest-Ott	Mc Alpin
Vanessa Herard	Coconut Creek
Ashley N. Hooper	Lutz
Elizabeth G. Janik	Tequesta
Judith Marie Johnson	Naples
Melissa Jurado	Miami
Natalia Limeira	Tamarac
Pamela Moyer	Tallahassee
Jennifer A. Myers	Jupiter
Jennifer Marie Parianos	Tallahassee
Nicole A. Robishaw	Land O Lakes
Ana Maria Romero	Homestead
Katrin Russ	Tallahassee
Pedro I. Sanchez	Miami
Suzanne Michelle Schmidt	Tallahassee
Amanda C. Suarez	Miami
Angela Swan	Bonita Springs
Fabia R. Trump	Waynesville
Christina Marie Veit	Chipley
Eliane H. Xynidis	Daytona Beach

September New Members

Heather M. Adams	St Augustine
Dafne Algarin	Land O Lakes
Erica N. Barry	Jacksonville
Tawana Bennett	Tallahassee
Wayne A. Brack	Port Saint Lucie
Heidy S. Brittain	Venice
Robin Butkowitz	Hollywood
James H. Cao	Saint Petersburg
Ana Cristina Carrasco	Doral
Iliana M. Castellanos	Miami Beach
Maria Cherundolo	Venice
Kelly Shannon Clack	Saint Petersburg
Tina Michelle Claybourn	Edgewater
Kristen L. Conwell	Palm Beach Gardens
Robin Corley	Eglin Afb
Melissa Daal	Deerfield Beach
Elaine D. Davis	Steinhatchee
Kevin DeFosset	Fort Pierce
Jessica Lee Demko	Altoona
Melissa K. Dice	Greenville
Benjamin Andrew Doerr	Gainesville
Christi Doolittle	St Petersburg
Arlene D. Everett	Fort Lauderdale
Tamara Gibbs	Hollywood
Tonika A. Griggs	Tallahassee
Susanna Denham Hagler	Tallahassee
Kimberly Susan Heninger	Orlando
Ana Silvia Hernandez	Tampa
Brenda Ithier-Nayak	Orlando
Diane Junker	Venice
Kelsey Kerr	Haines City
Maria A. Larson	Miami Beach
Amelia T. Luycx	Bradenton
Pericles John Maillis	Fort Lauderdale
Terry J. McIntire	Clearwater
Laura Ann McLeod	Edgewater
Monica Morales	Key Biscayne
Kerry Stephen O'Neal	Debary
Laurie R. Ottombrino	Coral Springs
Ella Owen	Hawthorne
Chandra M. Peck	Tallahassee
Kristy Polackwich	Vero Beach

Jim Pschandler	Gulf Breeze
Jose Rodrigues	Mulberry
Daniel Rodriguez	Hialeah
Zoraida Cruz Sanchez	Miami
Sara Elizabeth Schumacher	Clearwater
Valeria Simoens	Miami Beach
Jessica Staton	Pinellas Park
Tobi A. Swartz	Palm Beach Gardens
J. Cesar Tapia-Guzman	Miami
Laura TeHennepe	Gainesville
Christopher "Duke" Ja'veon Thorpe	Tallahassee
Robert Vernon	Tampa
Hannah Kimball Warwick	Gainesville
Victoria Windham	Bellevue
Jennifer Winegar	Ocala
Seon Wha Yoo	North Palm Beach

October New Members

Richard E. Baugh	Davie
Ruben Caceres	Orlando
Eugenio Casares	Lake Worth
Christina Dickerson	Englewood
Amy Rene Dodson	Tampa
Teresa Lee Dunlap	Ocala
Erin G. Elliott	Riverview
Corinne Forrester	Tampa
Jessica Ann Gourley	Sarasota
Denise A. Grinnan	Fort Myers
Donna Gross	Sarasota
Charlotte Haenel	Naples
Andrew Irizarry	Tampa
Hannah Kaye Jones	Orlando
Abraham Khan Jr	Riviera Beach
Amanda Lanham	Bradenton
Bethanie Leatherman	Crawfordville
Lara-Jo Lewis-Houghting	Fort Lauderdale
Mauricio Lorenzo	Miami
Nahiby Mesa	Miami
Manuel F. Moreno	Miami
Michelle R. Pascuma	Ocala
Kim Marie Patey-Keniston	Tampa
Lauren Shara Peltz	Sarasota
Nestor M. Perez	Miami

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Mary Tracy Williams	Lakeland

August Transfer Members

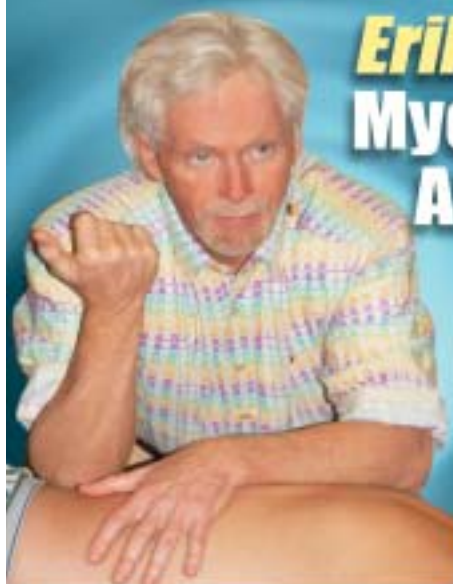
Heather Rae Adams	Parrish
Sarah Bell	North Fort Myers
Irene Clark	Daytona Beach
Bonnie J. Gill	North Port
Julie Therese Klutarich	Tampa
Marcus McCarty-Towers	St Petersburg
Catherine C. McGuire	Clarksville
Cindy Roestenberg	Fort Lauderdale
Sandy Sisson	New Smyrna Beach
Karen D. Vann	Altamonte Springs

September Transfer Members

Erica N. Barry	Jacksonville
Kathleen Louise Grubb	Lake City
Natalie Kuwik	North Port
Pamela Lee	Palm Harbor
Jenal N. Menola	Fort Lauderdale
Franklin David Miranda	Deltona
Jennifer Gayle Pratt	Orlando
Rafael I. Rehac	Fort Myers
Carl W. Stearns	Juno Beach
Michael Ser	Hollywood
Teresa A. Trisler	Ocala
Mike Ward	Gainesville
Corrie Wickland	Kissimmee

October Transfer Members

Dafne Algarin	Land O Lakes
Wayne A. Brack	Port Saint Lucie
Richard Bruner	Jacksonville
Andrea E. Burrell	Pensacola
David Charland	Lake City
Kimberly DeGroat	Lakeland
KatherineENZ	Lake Wales
Ashley Fleetwood	Fort Lauderdale
Tamara Gibbs	Hollywood
Tina M. Glover	Venice
Thomas A. Grubb	Lake City
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Ryan Holland	Orange Park
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Chad M. Sutphin	Hollywood
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Indian Champissage™

“Using Your Head”

by M. Susan Walsh, CMT, NCTMB, LCICI

Indian Champissage™ is a safe, simple, holistic therapy developed by Narendra Mehta. He introduced this new therapy at the 1981 Mind, Body & Spirit Exhibition in Olympia, England, and he founded the London Centre of Indian Champissage™ Internationale in 1995 to further his work. The Centre’s aim is to make a person aware of his or her own potential healing power and ability to balance energy through touch.

But what exactly is Indian Champissage™? “Champi” is an original Indian word meaning “head massage.” Based on the ancient Ayurvedic healing system, Indian head massage has been around for at least a thousand years as part of a strong tradition of family grooming. Grandmothers, mothers and daughters combined this technique with various oils to keep their long hair strong, healthy and lustrous, and they passed this knowledge down from generation to generation. Champissage™ takes this family tradition two steps further. One, the therapy now extends beyond the hair to the face, neck, upper arms, and shoulders — those areas where everyday stress and tension accumulate. Two, Champissage™ also includes a more subtle form of massage which affects the energy centers, or chakras. In his research, Mr. Mehta discovered that working on the three higher chakras (Vishudha, Ajna, and Sahasrara) can bring the energy of the entire body back into balance. This element of massage is unique to Champissage™.

In his research, Mr. Mehta discovered that working on the three higher chakras (Vishudha, Ajna, and Sahasrara) can bring the energy of the entire body back into balance. This element of massage is unique to Champissage™.

The head, neck, and shoulders are important areas of the body where stress and tension reside. This tension can manifest as stiffness, eye strain, headaches, or hair loss. A Champissage™ treatment gently, firmly, and rhythmically helps to relieve this uncomfortable buildup of tension. Champissage™ stimulates scalp circulation which in turn relaxes and tones up the subcutaneous muscles, and stretches and mobilizes the tissues of the neck and shoulders. The end result is not just a physical release.

The head, neck, and shoulders are important areas of the body where stress and tension reside.

This tension can manifest as stiffness, eye strain, headaches, or hair loss.

This therapy also works on an emotional level as well. It calms the spirit, promotes relaxation, and relieves stress.

A typical Champissage™ treatment lasts a full thirty minutes. This technique eases muscle tension in the upper body, increases the efficiency of the circulatory and lymphatic systems, disperses toxins, and restores flexibility and fluidity. As the massage unfolds, the client relaxes and breathes deeply as more oxygen is supplied to the tissues of the body. The chakra energy balancing is an added benefit. The client receives a boost at all levels. Clients usually leave a session finding it easier to smile. An ancient proverb states:

“A happy mind is medicine, no better prescription exists.”

Champissage™ is ideally suited for the business environment because it requires no special equipment, no undressing, and no oils or creams. There is a specially adapted, 20-minute version of Champissage™ designed for the workplace. Those who depend on computers at home or in the office have found that Champissage™ is the perfect tool to reduce the tension, strain, and frustration which can accumulate after hours in front of a screen. A Champissage™ treatment received before an important interview, meeting or exam can leave the client relaxed, yet alert, and able to produce quality work without the usual stress or fatigue.

“The sense of relaxation and well-being that head massage brings helps considerably to counteract the many stresses and strains of modern living.

Yoga & Health, May 1992

Champissage™ as it is known today was developed over several years by Narendra Mehta. Born in Bombay, India, and blind

Champissage™ is ideally suited for the business environment because it requires no special equipment, no undressing, and no oils or creams.

There is a specially adapted, 20-minute version of Champissage™ designed for the workplace.

since the age of one, Mr. Mehta enjoyed the traditional family-oriented head massage as an important part of his daily life. When he moved to England in 1973 to train as a physical thera-

pist, he sadly discovered that head massage was not generally available. In 1978, Mr. Mehta returned to India to research and master this ancient art.

He studied with barbers who focused on the scalp and with female family members who focused on the hair. Mr. Mehta concluded that he needed to formalize these highly individualized techniques. He applied his heightened sensitivity to touch in order to differentiate how parts of the body reacted to specific movements. At this point, Mr. Mehta extended the treatment to include the face, neck, upper arms and shoulders. He completed his new therapy by introducing the Ayurvedic element of upper chakra balancing.

Indian Champissage™ has experienced a positive acceptance throughout the world since its introduction in the United Kingdom in 1981. The London Centre of Indian Champissage™ Internationale is committed to developing people's awareness of Champissage™ in the hope that it becomes an integral part of everyday life.

Resources:

INDIAN HEAD MASSAGE, *Discover the Power of Touch*, by Narendra Mehta, Thorson's, London, 1999

Indian Head Massage, An Ancient Tradition for Modern Times, by Kamala Thiagarajan, **MASSAGE Magazine**, Issue 115, May-June 2005

<http://www.indianchampissage.com>

Champissage™ is the registered trademark of Narendra Mehta.

M. Susan Walsh, CMT, NCTMB, LCICI, is a Certified Massage Therapist in Burke, Virginia. She studied Indian Champissage™ with Narendra Mehta in Chicago, Illinois, and she received her practitioner's diploma and teacher certification at the London Centre of Indian Champissage™ Internationale. Susan may be reached by phone at (703) 425-3331, or by email at susan@msusanwalsh.com. Website: <http://msusanwalsh.com/champissage>



This is the first follow-up thanks I've written after a CEI course because your passion is so contagious. Thank you for doing your work and making it known to us so we can spread the word.

-J.W. Boston

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Bleed It Out



Half a century ago marketing consultant, James Vicary, pulled a hoax on the American people as a way to promote his advertising agency. He reported that he flashed the words “Drink Coca-Cola” and “Eat popcorn” on the screen for a millisecond during a movie in a theater, and caused large numbers of people to visit the concession stand. He called the effect Subliminal Advertising. Subliminal means that the effect functions below the threshold of consciousness. Years later, when others failed to duplicate his results, he admitted that he made the whole thing up. Nevertheless, the myth continues.

So, is there any advertising that does work below the threshold of consciousness? Yes. Much of advertising is clearly designed to speak to you on a subconscious level. Ads are created to get you to relate to the setting; the background music; the age, race and gender of the actors; their clothing; and the activities in which they are involved. The idea is that you will recognize yourself in these people and, in turn, make the connection, “Ah, this is my kind of product.” You don’t think it... you feel it. And, feelings move us to act.

A few years ago I was involved in non-profit fund-raising for a Christian Mission in Africa. In order to learn what type of appeal would bring in the most money, we conducted a series of focus groups. We asked, “Which would you be more likely to do: A. Give money to feed starving babies; or B. Give money to teach people how to grow drought resistant crops that would end starvation in their community.” The answer they gave was almost universally: B. The comments we heard frequently included the proverb: “Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for life.”

We then tested both appeals. Oops, the focus groups were wrong. The appeal for feeding starving babies won by a landslide. The lesson we learned was that the emotional appeal to save the life of a child is much more powerful than a logical appeal for teaching a village survival skills that would eliminate starvation. From that point forward, the heart-tugging stories of babies dying headlined every ad we ran.

Emotion trumps logic every time.

Emotion trumps logic every time. Take for example, Nick Ut’s 1972 photograph of a 9-year-old Vietnamese girl who was

naked, shrieking and running away from her village that had just been bombed with napalm. Fear, despair and suffering were written all over her face. More than anything it was her complete vulnerability that captured our attention. One snapshot revealed the gut-wrenching horror of war, and millions of people, whose hearts were touched, turned their attention toward ending the Vietnam War.

Perhaps you recall hearing these potent words in a speech by Jesse Jackson back in 1984: “These hands... these black hands... these hands that once picked cotton will now pick presidents.” Thrilling words. Exciting words. I remember them well. And, even though I wasn’t his target audience, they created a powerful image in my mind, and when he finished, all I could say was, “Wow!” Meanwhile, for millions of African Americans, it was the motivation needed to put apathy aside and go to the ballot box.

*even though I wasn’t his target audience,
they created a powerful image in my mind,
and when he finished, all I could say was, “Wow!”*

We are charged and moved by many emotions. Here are just a few: acceptance, amusement, anger, angst, annoyance, anticipation, arrogance, awe, anxiety, bitterness, calmness, caution, confidence, courage, determination, disappointment, discontent, disgust, desire, delight, elation, embarrassment, envy, excitement, fear, friendship, frustration, gratitude, grief, guilt, hate, happiness, impatience, inadequacy, irritability, inspiration, joy, jealousy, kindness, loneliness, love, lust, modesty, negativity, nostalgia, paranoia, patience, pity, pride, regret, resentment, sadness, self-pity, serenity, shame, surprise, timidity, torment, worry, yearning, and zeal.

Which ones move you?

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert’s programs please visit www.jumpstartyourmeeting.com.



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Achieving Greatness: The Value of Association

by Don Yaeger

Association leaders and corporate executives have long recognized that great lessons — lessons in leadership, team building, handling adversity, and managing success — can be learned from their peers in the world of sports.

This explains why some of the most sought after public speakers at corporate events are sports greats — Miami Heat President Pat Riley, Duke basketball coach Mike Krzyewski, former Pittsburgh Steeler running back Rock Bleier and former LSU basketball coach Dale Brown are among the most popular speakers on the circuit. The lessons they teach and exhibit in their world translate perfectly into yours.

In my 20-plus years as a writer for *Sports Illustrated* and author of more than a dozen books, I have been blessed to spend hours interviewing great winners like Riley, Krzyewski, basketball legend Michael Jordan and Hall of Fame running back Walter Payton.

Some of the best lessons I have learned, however, have come at the foot of the greatest winner of them all, the late John Wooden, former UCLA basketball coach and winner of unprecedented 10 NCAA championships. Wooden also was an oft-tapped corporate consultant on the subject of leadership.

Before Wooden's passing, I often traveled to Los Angeles to talk with him about Greatness and the traits of those who have achieved it. One characteristic he was passionate about was that the truly "great" understand that value of association. They know they can only become great if they surround themselves with others who are headed in that direction.

...the truly "great" understand that value of association. They know they can only become great if they surround themselves with others who are headed in that direction.

Just a couple of years ago, the then 97-year-old Wooden, his mind sharp as any 30-year-old I had met, got a twinkle in his eyes when told me he had a story to share, one I would enjoy sharing with others.

"Many people, when they ask me about coaching great players, always ask me about my two most famous centers, Lew Alcindor (who became Kareem Abdul-Jabaar) and Bill Walton," the coach said, "But one of the greatest I have ever coached is a player many wouldn't suspect. It was Swen Nater."

I think Coach enjoyed the look of surprise on my face. I remembered Nater, but just barely. What I remembered was that he was cut from his high school basketball team as because, even at 6-foot-11, he was too clumsy to offer the team any value. He didn't give up, though, and several years later made a community college team. He became talented enough that several four-year colleges offered him scholarships.

At the time, UCLA and Wooden were in the middle of one of the most spectacular runs in all of sports, winning seven of eight national championships. Alcindor had graduated, but Wooden had a new center, Walton, who he thought might be even better.

Nater's community college coach asked Wooden to consider his player. "I was told he could, at the very least, be a great practice opponent for Walton," Wooden recalled. "So I spoke with Swen. I was honest. I told him he could go to a small school and play all the minutes he wanted, or he could come to UCLA, where he likely would never start a game, but where he could play against the best center in the country every day. That's the best I could offer him."

Nater didn't flinch. He accepted the opportunity and, as Wooden had promised, he didn't start a single game at UCLA.

"Swen understood that to become the best he needed to associate himself with the best he could find," Wooden said. "There was no better than Bill Walton."

Or John Wooden.

When his three years at UCLA were complete, Nater had been part of a team that won a record-breaking 88 straight games and had played for three more national championships - all as Walton's backup.

Nater then made history when he became the first player selected in the first round of the professional basketball draft without ever starting a college game. He played 12 years professionally and now is a senior executive in the corporate offices of COSTCO. His career "is absolutely and directly the result of having

made the decision to associate myself with folks who were the very best,” Nater told me. “I learned that you are who you associate yourself with.”

Coach Wooden was succinct: “Mark these words...You will never out-perform your inner circle. If you want to achieve more, the first thing you should do is improve your inner circle.”

“Mark these words...

You will never out-perform your inner circle.

If you want to achieve more, the first thing you should do is improve your inner circle.”

At its core, that is exactly why associations hold annual events. Those conventions are a member’s opportunity to improve his or her inner circle, to learn and associate with the very best.

Like Swen Nater, I hope that each of you have identified those in your profession from whom you could learn, those who share your passion for greatness. Then, while attending your state or national conferences, introduce yourself, spend time asking and learning what it is they do that makes them successful. These lessons are often transferable.

Then take the lessons home with you. Make your aspirations known to your staff and your membership because they want to associate themselves with greatness, too. You’ll be amazed by what you can achieve when you surround yourselves with those headed in the same direction.

At each of these steps you’ll understand why John Wooden agreed that the value of association is one of the most significant traits of greatness.

...the value of association is

one of the most significant traits of greatness.

Don Yaeger is a nationally acclaimed inspirational speaker, *New York Times* best-selling author and longtime associate editor of *Sports Illustrated*. He speaks on the subject of Greatness, taking lessons from the world of sports and translating them to business and professional audiences. He can be reached through his Web site: www.donyaeger.com.



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The DAYBREAK Geriatric Massage Institute is an organization dedicated to enhancing quality of life in order to make living more enjoyable for the elderly by teaching health care professionals the use of skillful hands-on work and current trends in massage modalities for the aging. Hence, this type of massage takes age-related health conditions into account. The institute was founded in 1982 and has been teaching about 40 workshops a year from Nova Scotia to Singapore and from coast to coast in the USA. The Workshops are both beginning and advanced levels and each is approved as a continuing education by the NCBTMB, PSMTA and CMTBC.

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Healing through the Human Energy Field

by Karen Stresau, BSBHS, LMT

Beyond the mind/body connection lays another deeper dimension. The human energy field influences not only how we feel physically and emotionally, it also effects how well we heal.

Today, many massage therapists incorporate energy healing into their practice. Whatever form of energy healing you use, it helps to have an understanding of the human energy field and how it affects your client's health.

The human energy field is composed of many levels, however this article will focus on the first seven levels and their relationship to the seven major chakras. Each level of the human energy field surrounds and penetrates the physical body. Beginning with the physical level, which is the densest level, each successive layer consists of a higher vibration. The odd-numbered levels, 1, 3, 5 and 7 are structured fields of sparkling lines of light, and the even-numbered levels, 2, 4 and 6 are filled with a plasma-like substance. Each chakra is associated with a different level. The first level is associated with the first chakra, the second level with the second chakra, and so on.

The chakras are an important focal point for balancing the energy system. The first chakra is located at the base of the spine and is associated with physical vitality. The second chakra is in the lower abdomen and is related to sexual energy as well as the need for control. The third is located at the solar plexus and is associated with personal power. The fourth is the heart chakra and, of course, relates to our relationships with others, particularly our ability to love and be loved. The fifth at the throat is related to feelings of significance and our ability to speak our truth. The sixth is located at the third eye on the forehead and relates to how we see the world and our ability to visualize concepts. The seventh or crown chakra at the top of our head is our connection to the divine and gives us a sense of purpose in life.

All body systems depend on energy coming in through the chakras to maintain good health. In fact, the more freely energy can flow through our chakras, the healthier we are. Unfortunately, chakras can become blocked in many ways, but mostly due to physical and emotional trauma or perhaps even an invasive medical procedure. As you do your initial client intake you can use whatever illnesses or major surgeries your client has listed to discern the health of their chakras. How a person thinks and feels also tells you a lot about the health of their chakras. For instance, if they talk about never having enough energy you may begin to look for dysfunction in the first chakra. Since each chakra is also associated with a different area of the body, a block in the third chakra could lead to depleted energy in the stomach, liver, gall bladder or pancreas.

Unfortunately, chakras can become blocked in many ways, but mostly due to physical and emotional trauma or perhaps even an invasive medical procedure.

Optimum physical health depends on a healthy energy body. Understanding chakras and energy blocks is one more tool we can use to help our clients move into a greater sense of health and well-being. The goal is always to support clients in their unique personal healing process, and the human energy field can be an integral part of that process.

Karen Stresau, BSBHS, LMT is a graduate of the Brennan School of Healing and a Lomi Lomi Massage Practitioner. Her office is located in Indialantic, Florida. You can contact Karen by phone at 321-543-8587, email at karen@karenstresau.com or visit her website at www.karenstresau.com. (MA #44244, MM #4010)

A Seat at the Table

by Nancy Keeney Smith, LMT, MLD



There I was, sitting at the table with doctors, ARNP's, PT's and others from the research development department at a local hospital. It had taken seven months to get an audience with the coordinator. A seven page proposal was presented on moving forward with research on mature scar tissue. My palms were sweaty; I talked too fast and knew I should have not had the third cup of coffee (TMI?)

The self doubt faded as the conversation at the table turned to how therapeutic massage can help a population with range of motion, scar tissue release and improved pain control. The other voice in my head was non-stop chatter of "Who is this person quoting research?"

As massage therapists in the great state of Florida, we have access to many varied populations with multiple health issues. We have access to research through the AMTA National web site and the Massage Therapy Foundation. It only takes a few minutes to navigate the sites and find information that may be relevant to your client. Or to a doctor you wish to get referrals from.

*While we consider ourselves clinicians,
each time you write down a client's progress
you are a researcher. Don't sell yourself short.*

I am not the sharpest tool in the shed so if I can do it, so can you. While we consider ourselves clinicians, each time you write down a client's progress you are a researcher. Don't sell yourself

short. Are you noticing a pattern with the treatment you are providing? Does one technique effect change in the tissue more than another? Write it down; pass it along to your fellow massage therapists. Come to the AMTA Florida Annual Conference in January and network your heart out with the information you have gathered.

Hope to see you in January. Let's sit at the table together and start sharing our knowledge.

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The Secret for People Who Don't Believe in VooDoo

by Robert Wilson

The latest fad in motivation is the Law of Attraction or more popularly The Secret after the motion picture and book by Rhonda Byrne. The idea being that if you use the power of The Secret you will attract health, wealth and friends to you in abundance.

The Secret takes an old idea and repackages it for our today's society. The core idea is that your thoughts control the world around you. If you have positive thoughts, good things come your way. If you have negative thoughts then bad things come your way. In other words, if you wish hard enough for the things you want — you will get them. Simple. Or is it? If it were simple, then countless people throughout history would have figured it out over and over, and it would not be much of a secret. Perhaps it takes a little more effort than suggested — or perhaps it is just a pipe dream.

If you have positive thoughts, good things come your way. If you have negative thoughts then bad things come your way. In other words, if you wish hard enough for the things you want — you will get them.

We, as modern educated people, need more proof. In order to make it palatable to the skeptic in us, The Secret adds an element of science. We are told that quantum physics has identified that all things at the sub-atomic level exist as both particles and as waves — constantly shifting between being solid matter and being pure energy. It is then proposed that our thoughts create brain waves which in turn influence the sub-atomic waves of the

entire universe. The Secret claims that the more intent you are in your wish the faster the universe will act upon it. Is it real, or is it VooDoo.science?

If real, it sounds wonderful! Now, if I understand correctly, if I wish real hard I can become a concert pianist and play to a sold out audience in Carnegie Hall? I only see one hitch: I've never had a piano lesson in my life.

The Secret also presents the Law of Attraction as if it had been intentionally kept hidden for centuries. That it was suppressed and held by a few conspirators so that they could control all the wealth of the world. Unfortunately, that notion is nothing other than a marketing ploy to generate interest in the book. It also contradicts the concept of Law of Attraction. The idea that a select group of people have kept it away from the masses intentionally preys on the destructively negative emotion of envy.

To the contrary, people who have understood the Law of Attraction have made numerous attempts at sharing it with the world at large. The best example is Andrew Carnegie, who was one of the most successful so-called "Robber Barons" of the Industrial Age. Carnegie hired Napoleon Hill to research the most successful people in the world, how they got that way, and then record his findings in a book. The book is Think and Grow Rich and was published in 1937.

The best thing about Think and Grow Rich is that it takes the mysticism out of the Law of Attraction. So, for those of you who find wishing on a star a bit difficult to swallow as a method for acquiring wealth, here is the real secret:

Identify your goal. Make a written plan to acquire that goal. Work your plan persistently. Give it your attention, energy and focus. The more time and effort you give, the quicker you will achieve it. Visualize it coming to fruition. Draw it, illustrate it, photograph it, then keep it in front of you. Revise your plan as your knowledge grows. Be open-minded to opportunities that arise that may deviate from your plan, but still move you toward your goal.

Identify your goal. Make a written plan to acquire that goal. Work your plan persistently. Give it your attention, energy and focus. The more time and effort you give, the quicker you will achieve it.

The world's most successful people were extremely focused on achieving one goal. Focused to the exclusion of everything else including family, friends, lovers, recreation, entertainment, vacations and hobbies.

Next, tell everyone you know about your goal. Spread the word, so that people who can assist you are aware of your intentions. I

truly believe that positive minded people attract more opportunities to themselves because they are so pleasant to deal with.

The formula is simple, but most of us compromise our goals because we want to enjoy a full life. A life filled with friends, family and good times. We focus on our goals when time allows, and in turn, our goals take much longer to achieve. The secret is staying focused on your goal.

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.



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Managing Your Persistent Fears, Anxieties, and Stresses

by Stanley Popovich

Everybody deals with anxiety and depression, however some people have a difficult time in managing it. As a result, here is a brief list of techniques that a person can use to help manage their most persistent fears and every day anxieties.

When facing a current or upcoming task that overwhelms you with a lot of anxiety, the first thing you can do is to divide the task into a series of smaller steps. Completing these smaller tasks one at a time will make the stress more manageable and increases your chances of success.

Sometimes we get stressed out when everything happens all at once. When this happens, a person should take a deep breath and try to find something to do for a few minutes to get their mind off of the problem. A person could get some fresh air, listen to some music, or do an activity that will give them a fresh perspective on things.

A person should visualize a red stop sign in their mind when they encounter a fear provoking thought. When the negative thought comes, a person should think of a red stop sign that serves as a reminder to stop focusing on that thought and to think of something else. A person can then try to think of something positive to replace the negative thought.

Another technique that is very helpful is to have a small notebook of positive statements that makes you feel good. Whenever you come across an affirmation that makes you feel good, write it down in a small notebook that you can carry around with you in your pocket. Whenever you feel depressed or frustrated, open up your small notebook and read those statements. This will help to manage your negative thinking.

Learn to take it one day at a time.

*Instead of worrying about how
you will get through the rest of the week,
try to focus on today.*

Learn to take it one day at a time. Instead of worrying about how you will get through the rest of the week, try to focus on today. Each day can provide us with different opportunities to learn new things and that includes learning how to deal with your problems. You never know when the answers you are looking for will come to your doorstep. We may be ninety-nine percent correct in predicting the future, but all it takes is for that one percent to make a world of difference.

Take advantage of the help that is available around you. If possible, talk to a professional who can help you manage your depression and anxieties. They will be able to provide you with additional advice and insights on how to deal with your current problem. By talking to a professional, a person will be helping themselves in the long run because they will become better able to deal with their problems in the future. Remember that it never hurts to ask for help.

Remember that it never hurts to ask for help.

Dealing with our persistent fears is not easy. Remember that all you can do is to do your best each day, hope for the best, and take things in stride. Patience, persistence, education, and being committed in trying to solve your problem will go along way in fixing your problems.

Stan Popovich is the author of "A Layman's Guide to Managing Fear Using Psychology, Christianity and Non Resistant Methods" - an easy to read book that presents a general overview of techniques that are effective in managing persistent fears and anxieties. For additional information go to: <http://www.managingfear.com/>

Looking a Gift Certificate in the Mouth

by Coach Cary Bayer

When I was growing up, I often heard the expression from my brother and friends, “Don’t look a gift horse in the mouth.” Today, much to the possible disappointment of licensed massage therapists, I’m going to look a gift certificate in the mouth. And the reason is that, contrary to most LMTs, I am not a big fan of gift certificates.

As a business coach for massage therapists, I’ve been thinking about writing this column for many years, but am finally doing it now because of a recent email I received from a internet marketer which promises LMTs a whopping \$600 per hour. For a therapist who often works her hands off for only a tenth of that, the idea of making \$600 per hour is awfully appealing, to say the least, which is why he immediately gets their attention and got mine, too. The gist of his argument is clear enough: most people who receive your gift certificates have them purchased for them by your clients, and they often don’t redeem them. The example he gave for the “\$600 massage” was a redemption rate of only 10 percent, meaning that if you sell 10 certificates for \$60 apiece, grossing you \$600, and only one person redeems the gift, you will have done one massage and wound up with \$600. On the surface that looks terrific, but let’s look a little deeper.

Let’s use that same model-10 \$60 gift certificates sold, with only 10 percent redeemed, but let’s add to the model one more factor: let’s say that the 10 certificates were purchased by 10 different clients. So there you are thrilled to your core for making \$600 for one massage. But how thrilled are the nine clients who spent 60 of their hard-earned dollars on a gift that wasn’t ever used? I heard last year of a massage therapist in New York State who wound up losing one of her best clients because he was annoyed that his gifts weren’t used. It certainly wasn’t the fault of the LMT that his gifts were not taken advantage of. But in this

...if you sell 10 certificates for \$60 apiece, grossing you \$600, and only one person redeems the gift, you will have done one massage and wound up with \$600. On the surface that looks terrific, but let’s look a little deeper.

client’s case, he had purchased not one, but many gift certificates—I think about six-and none of them were redeemed. He was annoyed at his friends, he was annoyed at himself, and he was annoyed at his therapist. Guess what he did? Two things: he



stopped buying massage gift certificates and he stopped seeing that therapist. In other words, the LMT wound up with about \$360 in “free” income because she didn’t have to do a single massage, but she wound up losing a client who used to see her every week. Now do the math on that: \$60 per week for 50 weeks a year is \$3,000 a year. If that client were to see her for, say, five years, that’s a loss in income of some \$15,000.

I know...you’re saying to yourself, Cary, that’s an isolated example. And yes, you’re right it is. But how isolated would you feel if that isolated example were yours? I’ll admit that my example is extreme, but so too is the example of a 10 percent redemption rate. But there’s a bigger point here that’s below the surface of gift certificates: namely why would a massage therapist be looking to get paid for doing nothing in the first place? Passive income is great—and indeed a future column from this business coach for massage therapists—but there are much better ways of making passive income than ticking off your clients, the lifeblood of your business.

Since low redemption rates are often quite common—at least that’s what the majority of LMTs have told me in the many continuing education classes I’ve taught at their annual state conferences—why would you pursue them in the first place? Remember...the recipient of a gift certificate—even if he uses it—hasn’t paid a penny for the massage. Ask yourself another question: of the low percentage of people who redeem their gift certificates, what percentage come back and become regular paying clients? The answer I’ve been able to compile from the LMTs I’ve queried is infinitesimal—barely worth counting.

So why would you pursue a marketing strategy like gift certificates that yield such a microscopically low percentage of ongoing clients? You’re a massage therapist who’s in business for the long haul, not for some one-shot gifts come Christmas time. Put your marketing efforts into generating long-time clients who are thrilled with your work, not these one-shot efforts that might line your pocket in the short run, but create little ongoing business in the long. And why risk annoying your long-time clients and losing them in the process?

Put your marketing efforts into generating long-time clients who are thrilled with your work, not these one-shot efforts that might line your pocket in the short run, but create little ongoing business in the long.

Cary Bayer, the business coach for massage therapists based in Florida and New York, was keynote speaker at the 2006 AMTA national convention in Atlanta. He’s worked with Oscar-winner Alan Arkin, David Steinberg, and Quality Inns, and ran his own marketing/ PR firm for 18 years. He writes columns on coaching for *Massage Today* nationally, and for massage publications in 14 states, and has created 11 publications and DVDs specifically for LMTs. He’s coached more than 150 massage therapists, and is a faculty member of Massage Business University.

His CE classes on marketing, communications, and success have been presented at annual conventions and chapter meetings, and are certified by the NCBTMB and the Florida Department of Health’s Board of Massage Therapy. His “Build a \$100,000 Annual Massage Business” is very popular among LMTs.

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