

A M T A F L O R I D A

Journal

INSIDE:

*Grow Your Massage Business—
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Unlocking Performance Potential

The Buck Starts Here



Fall 2011 #60 • \$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

AMTA Florida Journal is published quarterly by the Florida Chapter of the American Massage Therapy Association, a non-profit professional massage therapy association. This journal welcomes contributions from the readers. Contributions must be submitted on disk. Include the author's name, address, phone number, and photo.

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Jerry Konrad, JKonrad537@aol.com/1 year term
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Alternate Delegates

Patricia Donahue/2 year term Karen Roth/2 year term

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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Message

G E O R G E S C H W I N D



Welcome to the first “green” issue of your AMTA Florida Chapter Journal. The “green” Journal has the same Chapter events information and instructive articles as the previously printed Journal and is delivered to you in a “Green” (e-mail) format. The Chapter Board is always looking for better, faster and economical ways to communicate with the members and more changes may be just a future issue away.

Our Chapter Education series ended and for the past renewal period some members got top notch, high level education and CEUs for bargain basement prices. We wish all our members would participate in these opportunities to grow and excel in your careers.

Summer is about over and the Chapter year is more than half over and we started planning for the 2012 Annual Meeting. The meeting rotates around the State and the 2012 meeting will be held in the Miami area. The next issue of the Journal will spell out the details of the election and the education offered at the Annual meeting. The Journal will also announce the location and time of the meeting and educational events.

The Chapter is always in need of and looking for dedicated volunteers to help work on various programs. There is a lot of ability, creativity and resourcefulness in the membership and we know this, because we meet many members at the educational events. So, if you have an interest in sharing some of your exceptional talent, please complete the Volunteer Form in this Journal or on our web site.

A handwritten signature in black ink that reads "George". The signature is written in a cursive, flowing style.

George,
for the members of the AMTA Florida Chapter



Welcome NEW FLORIDA MEMBERS

May New Members

Sabrina Alston Kissimmee
 Kristen Anderson Orlando
 Leigh Agnes Andrews Pensacola
 Joni Angulo Miami Beach
 Lauren Bartlett Orlando
 Donna E. Baxter Sarasota
 Alexis Bellovich Sarasota
 Angie Blakemore Gainesville
 Reuben Bontrager Marianna
 Eva Brockington Kissimmee
 Betsey Buxton Sarasota
 Carol Campbell-Norris Kissimmee
 Janis Ellen Carruth Summit
 Rebecca Cason Osprey
 Christianne Latoya Chung Miramar
 Sandy Cruz-Richardson Oviedo
 Linda Davis Kissimmee
 Kelly Donnelly Vero Beach
 Nataly Renate Dragoi Hallandale Beach
 Tamara Fernald Mary Esther
 Claudia P. Fernandez Miami
 Adriana Patricia Florez Sanchez Kissimmee
 Mike Forman Santa Rosa Beach
 Nelly Frometa Miami
 Alexis Garcia-Gamez Tampa
 Veronica Goldin Maitland
 Taylor Marie Griffin Gainesville
 Michelle Hardy Pensacola
 Christine Heffner Orlando
 Mishie Hoskins Plymouth
 Jennifer M. Jamison Englewood
 Jill A. Johnson Santa Rosa Beach
 Ericka Maria King Fort Lauderdale
 Suzanne Kurutz Bradenton
 Benjamin Langford Saint Petersburg
 Juliet Lawton Sunrise
 Julie Leger Cruz Gainesville
 Robin Lofton Tallahassee
 Colleen Lynn Bradenton
 Domenick J. Mastrianna Sarasota
 Valerie C. Matthews The Villages
 Dalila Mella Kissimmee
 Christopher Caine Miller Davenport
 Jamie Lee Miller Deltona
 Christina Montalvo Jacksonville
 Shane William Neumann Sarasota
 Nancy Ostuni Sarasota
 Ellen Randall Panama City
 Robin Roberts Boulder
 Margie Faye Robinson Miramar Beach
 Lynn Marie Rosario Orlando
 Bradley Schultz Clearwater
 Kathleen Ann Segall St Petersburg
 Julienne Marie Shafer West Palm Beach
 N. Leah Sonnenschein Altamonte Springs

Michael C. Speth Sarasota
 Aleta Spotts Miramar Beach
 Thomas Taylor Destin
 Joseph D. Ventura Sarasota
 Deena Washington North Lauderdale
 Claessa Victoria Waters Crawfordville
 Ed Weinstein Sarasota
 Clifford M. Wiggins Crystal River
 Sarah Lindsay Williamson Cape Coral

June New Members

James Annear Jupiter
 Brandy Lynn Barnette Pensacola
 Valerie Biljan Tampa
 Jaime M. Bond Gainesville
 Pierre Browne Wesley Chapel
 Jan C. Buncik Sarasota
 Ngozika Faith Chidoro Orlando
 Terri Denise Coats Chuluota
 Mary Coleman Starke
 Tirzah M. Conrad Tallahassee
 Greer Michelle Creehan Southport
 Hilda Delatorre Hialeah Gardens
 Tammy L. Donaldson Cantonment
 Nicole L. Evans North Port
 Colleen Gordon Winter Park
 Phyllis Gray Greenacres
 Itzia M. Hurtado Fort Pierce
 Natalie Ann Infante Hypoluxo
 Mayte Lopez Miami
 April Rose Mahana Casselberry
 Cinthia Ann Martin Seminole
 Lori Mears Winter Park
 Terry W. Parnell Daytona Beach
 Michal Przygodzki Orlando
 Joel Rayburn Orlando
 Yalili Rizo Tampa
 Sandra J. roberts Ellenton
 Maria Sanchez Hialeah
 Natalie Scoville Winter Park
 Amanda Sexton Fleming Island
 Steve P. Shirah Ormond Beach
 Guillermo Suarez Tampa
 Miguel Angel Tobenas Miami
 Jeanette M. Treuchet Pensacola
 Denise Turbide St Petersburg
 Ernesto David Vazquez Winter Springs
 Heather C. Wagner Ormond Beach
 Jarrod Winchester Jupiter
 Elizabeth Zamora Miami

July New Members

Leana L. Atlas Ft Lauderdale
 Valerie Ayala Orlando
 Yassel Chirino Sanchez Miami
 Sarah Coonan Sarasota

Justin K. Cornell Tampa
 Carolyn Cullity St Petersburg
 Imani Tyree Diop-Byrd Tallahassee
 Jose Luis Echaniz Saint Petersburg
 Miguel A. Garcia Miami
 Lindair Greenberg Tamarac
 Derrick A. Henderson Ocala
 Peggy Ann Jenkins Tallahassee
 Terie S. Joy West Palm Beach
 Carol J. Keeling Panama City Beach
 Hemwattie Khargi Southwest Ranches
 Stacia Levi Freeport
 Eva Licon Riverview
 KristyAnn Kay Long Ocala
 Carlos Mendez Miami
 Eduardo Morgado Davenport
 Shad A. Morin Miami
 Michael A. Ortiz Kissimmee
 Jose Otero Miami
 Joshua Perez Kissimmee
 Jhon S. Rengifo Orlando
 Alan T. Repas Winter Haven
 Alan T. Repas Winter Haven
 Ann F. Richardson Tampa
 Jose Rodriguez Martinez Hialeah
 Maria Patricia Sancllemente Fort Lauderdale
 Adrienne Smith Jacksonville
 Ashley Smoot Port Saint Lucie
 Katie Jolynn Spires Inverness
 Haley Jordan Stockstill Jupiter
 Deidre Tattersall Orlando
 Jennifer L. Twohig Lakeland
 Kimberly A. Vanas Orlando
 Lindsay Vortherms Orlando
 Lisa T. West Clermont
 Katherine Youhn St Petersburg
 Victoria Young Tampa

May Transfer Members

David Charland Lake City
 Janet Drury Palm Beach Gardens
 Emily Field Clearwater
 Stacy D. Fitzgerald Panama City
 Lisa Jeffrey Dade City
 Stacey A. Kent St Augustine
 Torey Demond Mathews Orlando
 Nicole M. Nuhfer Deland
 Diana Jean Soos Brandon
 Donna Waldrop Marathon
 Sandra D. Winogrocki Sarasota
 Deborah H. Young Palm Beach Gardens

June Transfer Members

Lily Ann Vero Beach
 Grace Baggot Vero Beach
 Michelle L. Evans Quincy

2011 FCA LMT of the year



Kathy Reid has been a licensed therapist for 23 years.

She supports the massage therapist and chiropractors working hand in hand together. At Suncoast Massage School she worked closely with chiropractors to ensure students from massage school, once licensed, obtained jobs in the field. She has campaigned for several candidates that support the massage and chiropractic profession and has made many trips traveling to Tallahassee for legislative days to represent massage therapy issues. Kathy continues her efforts to bring awareness to the public and medical professions about the benefits of massage therapy with her service on the American Massage Therapy Association (AMTA) Florida Chapter Board of Directors.



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Cranford C. Sutton	Deland
Susan M. Valkenburg	Hudson
Patricia L. Weinmann	Lake Worth
Charlene A. Will	Saint Augustine

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Zipporah Banyay	Lauderhill
Rebecca Marie Campbell	Niceville
Lynn Carroll	Boynton Beach
Christina L. Cochran	Cape Canaveral
Rosheena Davis	Winter Springs
Sinead Ferguson	Wellington
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Important Changes to the Continuing Education for Pro Bono Services Rule

by Gary Petitjean, LMT

Effective May 5, 2004,
Rule 64B7-28.0095 allows continuing
education credit for providing
pro bono services.

The Rule allows a massage therapist to obtain up to six hours of continuing education each biennial period for the performance of pro bono services. Pro bono services are services performed without payment or compensation of any kind. While providing pro bono services may seem like a charitable act, providing pro bono services in association with a charity does not necessarily meet the requirements of the Rule nor is it a requirement of the Rule. In order for the pro bono services to be accepted by the Board the services must be provided to patients that are indigent, underserved or in areas of critical need. Determining the level of poverty that qualifies a patient as indigent is not left to the therapist or the Board. Only patients that meet strict Federal Poverty Income Guidelines are accepted. What type of patient qualifies as “underserved or in an area of critical need”? Florida Statute

While providing pro bono services may seem like a charitable act, providing pro bono services in association with a charity does not necessarily meet the requirements of the Rule nor is it a requirement of the Rule. In order for the pro bono services to be accepted by the Board the services must be provided to patients that are indigent, underserved or in areas of critical need.

456.013 states in part: The Board or the Dept. if there is no Board, may make rules to define underserved and critical need

areas. The Board of Massage Therapy has not made any rules to define underserved and critical need areas, therefore interested licensees will have to submit an application and wait for a response from the Board. We can however gain some insight regarding the current Board's opinion of underserved and critical need areas by looking at pro bono services the Board approved in the past. Applications that have been accepted include services provided in association with churches as well as other organizations when the patients to be treated were homeless, abused or families in need. Other examples include retirement homes, nursing homes and similar places where massage services are not adequately available. For clarification a copy of the Rule is provided below.

64B7-28.0095 Continuing Education for Pro Bono Services.

- (1) Up to 6 hours of continuing education per biennium in satisfaction of paragraph 64B7-28.009(3)(a), F.A.C., may be awarded for the performance of pro bono services to the indigent, underserved populations or in areas of critical need within the state where the licensee practices. The standard for determining indigence shall be that recognized by the Federal Poverty income guidelines produced by the United States Department of Health and Human Services.
- (2) In order to receive credit under this rule, the licensee must receive prior approval from the Board by submitting a formal request for approval, which must include the following information:
 - (a) The type, nature and extent of services to be rendered;
 - (b) The location where the services will be rendered;
 - (c) The number of patients expected to be served; and
 - (d) A statement indicating that the patients to be served are indigent, underserved or in an area of critical need.
- (3) Credit shall be given on an hour per hour basis.
- (4) Approval for pro bono services is only granted for the biennium for which it is sought. The licensee must request approval for each biennium they wish to receive credit for pro bono services.

An important feature of the Rule is that any and all pro bono work must be pre-approved by the Board.

Specific Authority 456.013, 480.0415 FS. Law Implemented 456.013, 480.0415 FS. History-New 5-5-04, Amended 12-6-06.

An important feature of the Rule is that any and all pro bono work must be pre-approved by the Board. In the past such requests were reviewed and approved only at Board meetings. Effective July 29, 2010 the Continuing Education Liaison reviews and has the authority to pre-approve such requests. This reduces the amount of time a licensee has to wait for an answer to their application. Therapists may have learned that the Board agreed to allow pro bono services for continuing education without prior approval in the event of a disaster such as a hurricane or terrorist event. At the present time this is not possible. All pro bono services, including services provided in the aftermath of any disaster must have prior approval from the Board in order to be counted as continuing education credit.

All pro bono services, including services provided in the aftermath of any disaster must have prior approval from the Board in order to be counted as continuing education credit.

Therapists that are interested in making an application for pro bono services should contact the Board Office for more information. The telephone number is (850) 245-4161. The web address is <http://www.doh.state.fl.us/mqa/massage>. The link for the pro bono services application is http://www.doh.state.fl.us/mqa/massage/firm_Pro-Bono-CEU.pdf

Gary Petitjean has been a Florida LMT since 1988, a teacher since 1995 and has experience with massage school program development and management. Florida Laws and Rules is one of the classes Gary teaches. Email: GaryPetitjean@hotmail.com.

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The Importance of Myofascial Release for Female Problems

by John F. Barnes, PT, LMT, NCTMB



Myofascial Release is very helpful in reducing pain and inflammatory processes in the pelvic area.

The fascial female pelvis is unique due to the inseparability of its structure/function. The woman's pelvic joint surfaces are flatter than the male, therefore more easily moveable. A woman's pelvis is wider and more easily torqueable and traumatized. Every month when a woman experiences her menstrual period, relaxin is released in her system, slacking her ligaments thus making her more prone to trauma.

The American way of delivery is unnatural and can be very traumatic to the woman. Many of the surgeries, even the "exploratory" surgeries, can invoke trauma and cause fascial restrictions. These traumas can produce immediate pain and/or dysfunction or create symptoms that don't become obvious until weeks, months, or years later. After traumas, surgeries, or childbirth, the fascia can tighten becoming a "ticking time bomb" that insidiously tightens over time and eventually produces serious complications and symptoms.

Menopause is an example of the fascia's "ticking time bomb" phenomenon.

Myofascial Release can be very helpful for menopausal symptoms. From the Myofascial perspective, "Menopause" is a label for unrecognized and improperly treated myofascial restrictions. "Menopause" is an effect, a symptomatic complex created by fascial restrictions in the fascia's extracellular matrix (ECM).

Recent research has shown that aberrations in the fascia's extracellular matrix can change the shape of the cell, which can then alter the production and balance of the biochemical and hormonal aspect of a woman's physiology.

Menopause is a label for a cluster of symptoms (effects) caused by an accumulation of myofascial restrictions that have built up over a woman's lifetime. These restrictions can disturb the flow

and balance of the biochemical/hormonal complex and can exert crushing pressure on pain sensitive structures.

Our bodies are over 70% fluid and the fascial system is the container and transport medium of our fluid. A person should receive Myofascial Release soon after trauma, childbirth, or surgery. Otherwise, the fascia's ground substance begins to dehydrate creating enormous pressure on pain sensitive structures all the way down to the cellular level.

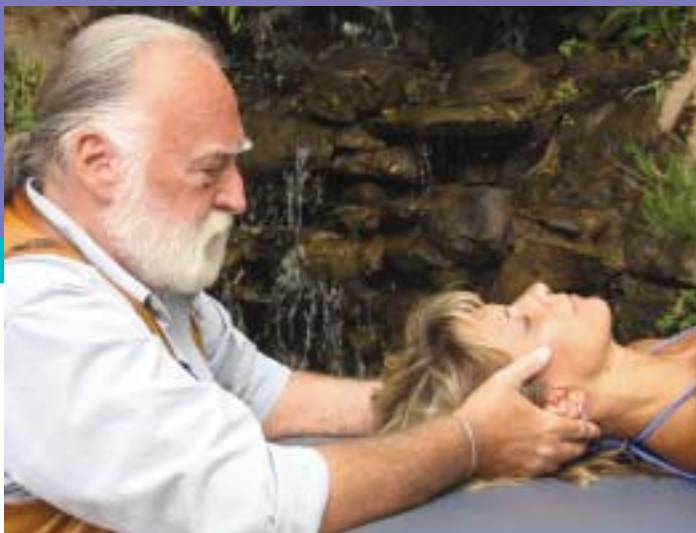
It might be helpful to perceive our mind/body as a beautiful, powerful flowing river of liquid through which energy/consciousness flows. The solidification of the ground substance becomes the equivalent of damming up the river, which results in pain

Myofascial Release can be very helpful for menopausal symptoms. From the Myofascial perspective, "Menopause" is a label for unrecognized and improperly treated myofascial restrictions. "Menopause" is an effect, a symptomatic complex created by fascial restrictions in the fascia's extracellular matrix (ECM).

and the myriad of unpleasant symptoms that too many women have to experience unnecessarily. Despite the restrictions, the powerful energy continues to flow and eventually the dam breaks (hot flashes). So, without Myofascial Release, instead of our energy/fluid flowing freely, it is turning into the equivalent of a swamp with the resultant chaos, mood swings, hot flashes, headaches, pain, etc.

I was giving one of my Myofascial Release seminars a couple years ago and a therapist came up on stage to be a model for a sphenoid release. The sella turcica of the sphenoid bone is the housing for the master gland of our body, the pituitary. The pituitary hangs from a stalk from the brain and a milking action occurs due to the miniscule rocking motion of the sphenoid. This action is essential for proper hormonal function, flow, and balance throughout our mind/body.

The next day in the Myofascial Release seminar the therapist that I had treated on stage asked if she could talk to the audience. I



said, “Sure.” She said, “I have had menopause for a number of years now. It has been horrible. I sweat profusely to the point where I have to change my clothes a couple of times a day. Every night, I have “hot flashes” that wake me up and I have to change my drenched sheets 3 times a night. After John treated me yesterday, the hot flashes and all the other unpleasant symptoms have stopped!”

The sphenoid is connected to the pelvis by the extradural fascia and the dura, which is a fascial tube inside the spine. The dura connects to the second sacral segment (the balance point of the body), surrounds the central nervous system, connects firmly to C2, C3, and the foramen magnum and continues up into the cranial vault to become the covering of our brain.

Fascial restrictions anywhere in the body, particularly in the fascial pelvis, can reach the cranial vault and ultimately produce crushing pressure upon our brain. This abnormal pressure can limit the oxygen our brain desperately needs, minimizing the flow of neurotransmitters and block the outflow of the toxins from the cranial vault creating “mental fogginess”, irritability, depression, and physiological disharmony. This all too common scenario can be the culprit that can cause not only the symptoms of menopause, but also headaches, mental hypervigilance, neck, back, and pelvic pain and dysfunction and Fibromyalgia.

The *Massage Magazine* will soon be publishing my new article titled, “Frequency, Urgency, and/or Incontinence,” I will discuss in more detail how Myofascial Release can help significantly and give hope for the many women suffering from many diagnostic labels including:

- pelvic floor dysfunction
- dysmenorrhea (painful menstruation)
- vulvodynia
- adhesions
- coccygeal pain
- urinary incontinence, urgency, frequency
- Fibromyalgia
- dyspareunia (painful intercourse)
- endometriosis
- interstitial cystitis
- infertility

So, without Myofascial Release, instead of our energy/fluid flowing freely, it is turning into the equivalent of a swamp with the resultant chaos, mood swings, hot flashes, headaches, pain, etc.

I consider Myofascial Release the “missing link” that when added to what you do will take your effectiveness as a therapist to the next level.

John F. Barnes, P.T., L.M.T., N.C.T.M.B., is an international lecturer, author, and acknowledged expert in the area of Myofascial Release. He has instructed over 50,000 therapists worldwide in his Myofascial Release approach, and he is the author of *Myofascial Release: the Search for Excellence* (Rehabilitation Services, Inc., 1990) and *Healing Ancient Wounds: the Renegade’s Wisdom* (Myofascial Release Treatment Centers & Seminars, 2000).

He is on the counsel of Advisors of the American Back Society; he is also on *Massage Magazine’s* Editorial Advisory Board; and is a member of the American Physical Therapy Association. For more information, visit www.myofascialrelease.com

References:

Barral D.O., Jean-Pierre. Merceir D.O., Pierre. *Visceral Manipulation*. Seattle, WA: Eastland Press; 1983, pp 260-261.

Fitzgerald, MP, et al. Randomized Multicenter Feasibility Trial of Myofascial Physical Therapy for the Treatment of Urological Chronic Pelvic Pain Syndromes (Abstract) (http://www.urotoday.com/49/browse_categories/icpbsbps/randomized_multicenter_feasibility_trial_of_myofascial_physical_therapy_for_the_treatment_of_urological_chronic_pelvic_pain_syndromes__abstract06222009.html)

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How Your Dog Can Help You Grow Your Massage Business

by Coach Cary Bayer



A dog is a man's best friend, and may be a massage therapist's best teacher. A dog embodies so many qualities of the Enlightenment described by the world's spiritual teachers that it's hardly coincidental that dog is god spelled backwards. Speaking colloquially...*doggonit*—a canine can help inspire business growth.

Dogs demonstrate a form of *unconditional* love that's hard to find anywhere. I'm not asking you to love each client unconditionally, but, as a business coach for massage therapist, I'd like to give you a massage marketing tip: if you can find it in your heart to express more love for these people who help you pay your bills

...I'd like to give you a massage marketing tip: if you can find it in your heart to express more love for these people who help you pay your bills and enjoy your lifestyle, you'll set yourself further apart from other LMTs.

and enjoy your lifestyle, you'll set yourself further apart from other LMTs. If you haven't seen them in a while, call to make sure they—and their bodies—are feeling all right.

A dog will greet you with a wagging tail and endless licks and kisses. (Does your wife or husband do that? I didn't think so.) You can yell at a dog in anger, and he'll perhaps cower away in fear, but an hour later, he's completely forgiven your cruelty. Most spouses are less forgiving. Here's another massage marketing tip: forgive your clients for their mistakes, like showing up late or forgetting appointments, and they'll feel your love and forgiveness.

Another quality dogs show in abundance is service. Many dogs—if shown how—will retrieve the slippers of their masters on a nightly basis. The service that a dog manifests for his man rivals that of the most refined Jeeves-like butlers. Here's another canine massage marketing tip for you: As you rub your dog's belly tonight, let some of his spirit of service rub off on your hands, and your clients will feel the spirit embodied in those hands, and will feel that much more cared for. You are, after all, in service to

Here's another massage marketing tip: forgive your clients for their mistakes, like showing up late or forgetting appointments, and they'll feel your love and forgiveness.

your clients. Embody that service and they'll want their bodies on your table more frequently.

In his best-seller *The Power of Now*, Eckhart Tolle elucidated the advantages of being in the present moment, as compared to looking over your shoulder at the past, or into the future that hasn't yet come. A dog never dwells in what once was, nor is he obsessed with what may or may not be on its way. He's firmly and resolutely in the present. Even when lying down to catch shut-eye, he'll often keep one eye open to the goings on of the humans around him, just to stay present. Cultivate presence of mind and your clients and staff will feel that presence. Here's another massage marketing tip: Stay in the present during massage and in all other things that you do in your business, and people will enjoy being around you. That will attract them to want to do business with you, as well. And that grows your business.

Enthusiasm, from the Greek *entheos* means "in god." If the wagging tail of a dog doesn't remind you to stay enthusiastic, nothing else can. Retrievers of the Golden and Labrador type are perfect embodiments of an enthusiasm that's hard to rival. A human being can throw the same ball to the same Retriever over and over again but, while the person may soon tire or be bored, the dog never tires. The jaded LMT far too often says, "Been there, done that." But, to a Retriever, the idea doesn't arise. Each new toss is a brand new moment, the first time to fetch. His presence in the moment, and his enthusiasm for chasing the same thing time and again, display a freshness that points to an awakened state of being that our great teachers have both explained and embodied.

Here's a final massage marketing tip: cultivate enthusiasm for clients, for work, for staff (if you have one), and your prospects, and capacity to succeed will be optimized.

Here's a final massage marketing tip: cultivate enthusiasm for clients, for work, for staff (if you have one), and your prospects, and capacity to succeed will be optimized. Greet every client with mental and emotional freshness. Each massage you give them is like the first time. It doesn't have to be the same treatment over and over again. Your dog greets everyone he knows who enters your home as an opportunity for play. So can you.

With all of these things that dogs teach us, *who* really are the masters? Perhaps they love to awaken us so much that *we're* like our teachers' pets.

A Seat At the Table

by Nancy Keeney Smith, LMT, MLD



I felt guilty but highly intrigued when I overheard a conversation about the AMTA Florida Chapter. In line to receive my fix of coffee at an AMTA Education Seminar, the discussion centered on our profession and why the chapter was not addressing a particular issue. One therapist was expressing her view and the other therapist asked if she had brought it to “the powers that be” attention. The therapist admitted she had not. It was their time to order and my time to think.

I invite each of you to hitch up a chair at the AMTA Florida Chapter table. The organization is only as strong as our volunteers. If there is something you are passionate about and wish to make a difference in your community, bring it to the board’s attention. We are six volunteers, also, attempting to make the second largest AMTA Chapter move in the direction you want.

*I invite each of you to hitch up a chair
at the AMTA Florida Chapter table.*

The organization is only as strong as our volunteers.

The 2012 AMTA Florida Chapter Annual Conference will be held in Miami in January. Bring your ideas and a plan. Send us an

email. A couple of hours a month volunteering for your AMTA will make a huge impact. Grab a couple of other like-minded therapists and spread the enthusiasm.

*A couple of hours a month volunteering
for your AMTA will make a huge impact.
Grab a couple of other like-minded therapists
and spread the enthusiasm.*

We just finished a wonderful 12 months of Education Seminars with some outstanding CE Providers. Our next renewal is August 31, 2013. Your AMTA Florida Chapter will bring quality, affordable educational opportunities for our members beginning in 2012. *What would you like to learn? Who would you like to see in the classroom? Where is your practice heading?*

Please, pull up a chair. There is plenty of room at the table for you.

Unlocking Performance Potential

by Don McCann, MA, LMT, LMHC, CSETT

People who use their bodies for almost any endeavor are utilizing their performance potential. This applies to everyone from a professional athlete such as a quarterback on a football team who has many levels of performance, to a “couch potato” who does extensive surfing of the internet (as was volunteered by a participant in one of my recent talks.) While this seems extreme to compare these two, both of them would benefit from having their performance potential unlocked.

One important aspect of performance potential is the development phase for tasks that will be performed during a lifetime. An example of this would be an athlete who must develop strength, flexibility, coordination, and mobility in order to become a professional athlete. Most people are born with the muscles, motor pathways, and structure to stand, ambulate, run, write, type, throw, punch, swing arms, and so on. However, some will perform these activities as well as more complicated tasks at a very high level, while others will never be able to achieve this level of activity. Sometimes heredity will play a major role in this where we can see that many talents were passed through many generations in the DNA. In other instances these lines of heredity show no previous talents for the present performance. This opens up the possibility that high levels of physical performance aren't only dependent upon inheritance and can be developed.

In my work I have been fortunate to work with many individuals who seek not only rehabilitation, but also increased performance in their life task. As mentioned before, this also included a “couch potato” who many of us would exclude from the idea of peak performance. This client came for rehabilitation of a nerve

entrapment of the thumb. Treating the condition that created the nerve entrapment involved working with the entire arm, not just the thumb. This included the pronation of the hand, the internal rotation of the arm, and the medial rotation of the shoulder. During the process of rehabilitating the thumb, the client's entire body improved in its structural alignment. Not only was the nerve entrapment of the thumb resolved, but there was a marked increase in the strength, flexibility, coordination, and mobility of the entire arm. Even though this individual would never go on to professional sports activities, the performance potential of this “couch potato” who surfed the internet and TV channels was maximized.

This client had developed the nerve entrapment due to a collapse of his structural core distortion pattern which caused his shoulder, arm and hand to distort to the point of developing a nerve entrapment syndrome. The result of this nerve entrapment syndrome in the hand/arm/and shoulder was at least a 40% loss of muscle strength creating a strain pattern. With this 40% loss of strength there was also a loss of function and coordination which

One important aspect of performance potential is the development phase for tasks that will be performed during a lifetime.

limited the “couch potato's” performance potential dramatically and led to substantial pain and dysfunction. To effectively release these structural distortions in the hand, arm, and shoulder the Cranial/Structural techniques for the release of the core distortion were utilized. After completion of treatment he was able to maintain structural support with additional strength and coordination that allowed him to work pain free and made him more successful in the activities he enjoyed.

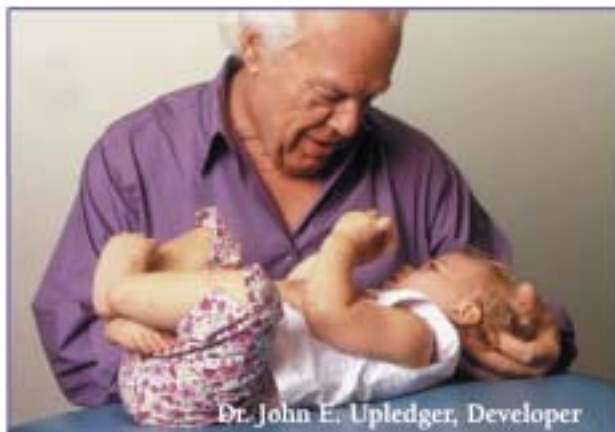
Now let's take a look at massage therapists. Massage therapists need to have their bodies perform with strength, flexibility, coordination, and function. Unlocking your performance potential is very important because it will allow you to apply your skills at a higher level resulting in greater relief from pain and dysfunction for your

Now let's take a look at massage therapists...

Unlocking your performance potential is very important because it will allow you to apply your skills at a higher level resulting in greater relief from pain and dysfunction for your clients.

clients. You need to have a stable, supported structure to allow you to apply various types and depths of massage strokes without causing pain, weakness and dysfunction within your own body.

Many massage therapists begin their careers with structural limitations which will create additional problems down the road. These limitations can be a direct result of the basic structural core distortion. Within the core distortion there is an anterior/posterior ilium relationship, a long /short leg discrepancy, a tipped sacrum, a degree of scoliosis, a high/low shoulder relationship, a medially rotated shoulder, an internally rotated arm, a pronated hand, a tilted head and an anterior neck. Within each of these distortions there are muscles and muscle groups that are at best functioning at 40%-60% strength. Now add the challenge of applying massage techniques which requires coordination, strength, flexibility, and function. If beginning massage therapists could have the benefit of structural support and stability, and



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One of the reasons many therapists have continued in the field is that they continue to develop skills that excite them. When you can make a significant impact in a person's life by assisting them in maximizing their performance potential it is easy to be excited about what you have to offer.

not be limited by the 40%-60% loss of muscle strength and flexibility, how much easier it would be for them to master the skills needed for massage. Unfortunately, they have to experience learning the skills of massage while operating under the handicap of the core distortion. This ultimately slows down and limits their development of their massage skills.

There is another more insidious side to massage for the therapist. Massage therapists spend long hours leaning over a table. Even with the best body mechanics you will slowly but surely collapse further into the core distortion pattern. This can show up in many ways. Some therapists will have painful symptoms in their feet from being on their feet all day with arches that are not supporting them properly due to the imbalances from the core distortion. Others will experience painful symptoms in their legs due to the degeneration of their joints and further weakening of their muscles caused by the uneven wear and tear on their joints from the imbalance of the core distortion. For others it will be felt in the pelvis where again the physical usage of the muscles and joints will overwhelm the weakened muscles from the anterior/posterior rotation relationship of the iliums in the core distortion, further increasing the structural imbalances.

For almost every massage therapist, the scoliosis of the spine from the core distortion and the pelvic distortion will continue to deteriorate and increase with constant bending over the table as well as carrying and moving massage tables. The cervical spine that originally was curved and forward will only increase in distortion with the head further out in front of the body. Arm and shoulder problems will start to develop from the rotations and pronations of the arm, hand and shoulder.

When I see massage therapists leaving the field with short careers not only due to the difficulty of maintaining a business but also due to their bodies giving out and the work being too hard, I'm saddened. The good news is that the scenario described above can be prevented by correcting the structure. This is accomplished with release of the cranial core distortion and myofascial restructuring to release the old structural misalignments. If massage

therapists receive treatment that unlocks their performance potential they will develop skills more quickly, maximize their abilities, rehabilitate from old injuries, and extend their careers. Not only will they be happier, but so will their clients, now and in the future.

One of the reasons many therapists have continued in the field is that they continue to develop skills that excite them. When you can make a significant impact in a person's life by assisting them in maximizing their performance potential it is easy to be excited about what you have to offer. This excitement is contagious when you are describing your therapy to potential clients making it very attractive for these clients. The result could well be having more clients who are excited about massage treatments they are receiving. Success is measured by the difference you make in your client's lives. Success is also measured by personal satisfaction in knowing you have done your best with the effective skills you have learned. Financial success follows.

Jim, a 33-year-old professional baseball pitcher, came for rehabilitation of a rotator cuff that was keeping him on the disabled list, and limiting both the speed and effectiveness of his pitches. He had been in the big leagues for 6 years. The younger pitcher who was called up to take his place had a faster pitching speed, greater effectiveness and more durability.

The professional athlete is very visible when we look at the performance potential. However, everyone has potential regardless of what they do in life, and everyone can benefit from having the restrictions to their performance potential released.

Jim's rotator cuff problems related directly to a medially rotated shoulder, and internally rotated arm which was all part of the core distortion affecting his whole body. He had been functioning with a 40%-60% reduction of strength and flexibility in the muscles of the rotator cuff as well as other key muscles in his body from

head to foot. The application of the Cranial/Structural Core Distortion Release, along with specific myofascial techniques, released and rehabilitated the collapse of the core distortion, which not only rehabilitated his rotator cuff, but also restored his range of motion, strength and flexibility beyond where it had previously been. Jim was able to start pitching within 4 weeks, and the speed of his fast ball increased from 91-92 mph to an amazing 95-96 mph. He also reported more endurance and arm strength.

Even more surprising was the improvement in Jim's fielding. He was moving more quickly to the ball, and turning and throwing faster. These improvements had actually unlocked pitching potential that Jim had never been able to access throughout his career. Every aspect of his game had greatly improved. His potential was expanded and he was able to surpass previous levels

of performance. In addition, when he was being compared to the younger pitcher who had taken his place, Jim was performing at a much higher level and was given a new contract with an extended career.

The professional athlete is very visible when we look at the performance potential. However, everyone has potential regardless of what they do in life, and everyone can benefit from having the restrictions to their performance potential released. Cranial/Structural Core Distortion Releases are the most direct and effective way I have encountered to accomplish this. They have become the foundation for all other soft tissue work I apply with my clients, whether it be rehabilitation from pain, unlocking performance potential for peak performance, or extending ones abilities to perform.

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The Buck Starts Here



Recently I participated in a Murder Mystery weekend at a bed and breakfast lodge. Every guest was given a role to play. There were eight suspects; each of whom had one or more of the following: Means, Opportunity and Motive. Having the Means and Opportunity was very important, but having the right Motivation was the key to solving the puzzle. We interviewed the suspects, collected clues, then presented who we thought was the killer and why. It was great fun, but I failed to figure out *who done it*. I was very logical and surmised that a suspect with a monetary motive was the one. But, it turned out to be one with the emotional motive of anger and revenge.

Never-the-less, money is a powerful motivator. It is the original carrot dangling from the stick.

My friend Bill, the computer wizard, told me years ago, “I always follow the money.” Meaning that he would learn those computer skills that paid the best. I did the same thing in my early years as a writer. I found journalism fun, but that advertising paid better. Subsequently, I pursued advertising work and honed my skills in motivating people to buy.

The exciting thing about money, or more specifically: prosperity, is that it is a great equalizer. Prosperity has a way of eliminating envy, hatred and bigotry. Increased wealth makes people more tolerant and giving. The formula for prosperity is simple: economic freedom plus property rights. In other words, minimal regulation and the right to keep what you earn.

Clearly we all know that money is a reliable method for motivating people. But, if you ever want to discover the motivation behind an action that appears to be random, backtracking the money trail is frequently a good way to find it.

Clearly we all know that money is a reliable method for motivating people. But, if you ever want to discover the motivation behind an action that appears to be random, backtracking the money

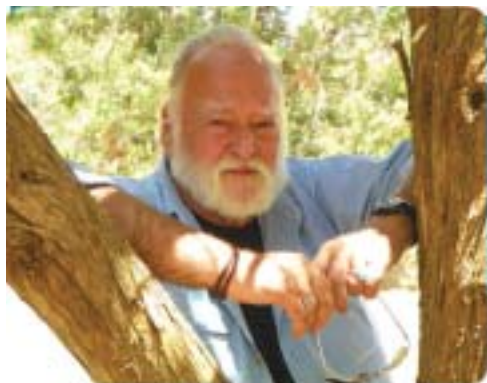
trail is frequently a good way to find it. For example, have you ever noticed one of your favorite products disappearing from the store where you buy it? It probably means that there were not enough customers for it and the store quit carrying it. If, however, you can't find it anywhere, then the lack of users is widespread and the manufacturer discontinued it.

Sometimes, however, the money trail is even longer, and more convoluted. I recall a hot summer day, back in the late 1980s, when, after mowing the lawn, I popped open an ice cold soda pop and drained it in one long gulp. Moments later I was on the floor with a painful spasm in my back. It lasted nearly half an hour, and when it was over I made an appointment with my doctor. It turned out that I was allergic to the corn syrup in the soda.

“How could that be?” I asked. I'd drunk thousands of sodas without having that reaction. What I learned was that up until that can of soda all the ones I'd drunk before were made with sugar. So, I asked, “Why would they switch to corn syrup?” The answer was that the cost of sugar had gone up; and they did not want to raise the price. “Why was sugar more expensive?” Because Congress placed a tariff on imported sugar. “Why did Congress do that?” Sugar growers in Florida asked them to because they did not want to compete with low-cost Caribbean sugar. “Why would Congress comply when it would raise prices on all products made with sugar?” Because the sugar growers donated lots of campaign money to a majority of the members of Congress. The trail ends, and the puzzle is solved.

It turns out that my favorite soda pop is still made with sugar in every country on the planet except the United States. One day, I'm going to get a craving and drive a thousand miles to Mexico. Talk about motivation!

Robert Evans Wilson, Jr. is an author, 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, please visit www.jumpstartyourmeeting.com.



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Thanks for joining our family of massage therapists!

Education Report

The last three education programs of this renewal year offered by your Chapter were held in Daytona Beach, Fort Lauderdale and Orlando. The education programs are held in various locations around the State to minimize the travel distance and travel time for the members.

The programs also are staged to offer diverse topics to help increase your knowledge base and hand-on skills and to provide the courses required to renew your license at affordable prices.

Some pictures of the programs appear as part of this report. We hope you had the opportunity to participate.



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Your Vote Counts!

Be among the professional members that shape our association. Vote for our national leaders. AMTA is the premier professional organization and needs top leadership to be a strong voice and guide us to the future. Your vote is needed to ensure that the organization remains on top and continues to be well represented.

Get to know the candidates by linking up with them on facebook, linked-in or twitter. Ask them questions or read what someone else asked. Find out what their vision and goals are for the future of AMTA and the massage profession. If the candidate established any social media sites, you can access the information at the bottom of each candidate's bio information page found on the AMTA official election website

Your voice counts in this organization. Make a decision to support one of our core values, 'to be a membership driven organization' and vote. That is what 'member driven' means. Join in, become a more informed voter and cast your vote by December 1.

2011 Election Timeline

- November 1-5:** A link to the online ballot will be sent via electronic mail to all voting members.
- December 1:** Completed ballots are due.
- January 1:** Results will be announced no later than January 1 on the AMTA website.
- March 1:** New officers assume office.

Please contact Gail Friedman at 877-905-2700 x168 or gfriedman@amtamassage.org if you have questions.



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