

A M T A F L O R I D A

Greetings from

ORLANDO

AMTA National Convention



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the fun.
Convention is
finally here!
September 23-26, 2009

POST CARD

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Rosen Shingle Creek Resort
9939 Universal Boulevard
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AMERICAN MASSAGE THERAPY ASSOCIATION



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.

Mail contributions to:

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Per Issue Advertising Rates

Contact: Karen Roth
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If your address has changed, please notify the organizations below. Prompt notification will ensure your continued receipt of AMTA and State Board mailings. Mail changes to the following organizations:

AMTA Membership Director

500 Davis St., #900, Evanston, IL 60201

Board of Massage Therapy

4052 Bald Cypress Way BIN #C06
Tallahassee, FL 32399-3256

Fall Advertisement Deadline

August 10, 2009



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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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2009 CE Workshops

June 19 - 21 • Minneapolis, MN
Myoskeletal Engine Tune-up for Neck, Locked Lumbar & Legs - 24 CE's

July 31- Aug. 2 • Panama City, FL
Myoskeletal Alignment for Neck, Sciatic and Leg Pain - 24 CE's

Aug. 21 - 23 • Dallas, TX
Myoskeletal Alignment for Low Back, Legs, Neck & Shoulders - 24 CE's

Sept. 18 - 20 • Atlanta, GA
Myoskeletal Alignment for Neck, Sciatic, & Leg Pain - 24 CE's

OCT. 16 - 18 • Denver, CO
Dirty Dozen, Low Back, Shoulder, Arm & Hand Pain - 24 CE's

Nov. 13 - 15 • Baltimore, MD
Myoskeletal Alignment for Neck, Locked Lumbar and Legs - 24 CE's

For other workshops and details visit:
www.erikdalton.com or call 800.709.5054

Sept. 26 • AMTA National Convention, Orlando, FL
Myoskeletal Alignment for Scoliosis, Sciatic and Sacroiliac Pain - 8 CE's
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Geoffrey Bishop and Paul Kelly, visit...
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"Dalton's impressive new 6 DVD video collection takes you to the heart of many chronic pain conditions. A perfect addition to any sports medicine, structural integration, physical therapy, personal training or bodywork practice."

Darren Allen, PT, ATC, LMT, Los Angeles

"Every puzzle has its pieces and these elaborately produced videos put them together in both style and substance."

Jeff Blatt, founder of Sports Therapy Rehabilitation Center, NY

"Erik Dalton's videos always offer value for money for the working therapist... well produced, clear, down-to-earth... and best of all the techniques are always placed in an integrated context so that, as he says, you don't get stuck 'chasing the pain.'"

Tom Myers, author of Anatomy Trains

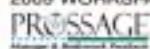
Order DVD sets and courses by calling **800.709.5054**

Freedom From Pain Institute, LLC

Send checks and money orders to: 5801 N. Ann Arbor Ave., Oklahoma City, OK 73122

OR ORDER ON-LINE AT: **www.erikdalton.com**

2009 WORKSHOPS SPONSORED BY:



Welcome

The AMTA-Florida Chapter would like to congratulate Candy Morris in her new role as Florida Chapter President.

We would also like to thank Jackie Kincaid for her years of service to the Chapter and the profession. Jackie has stepped off of the Board to focus on other areas.

Please offer your support to Candy as she takes over this important role within our Chapter, and to the remainder of the Board as they, too, assume new responsibilities and new positions.



AMTA-Florida Board of Directors

Our new Florida Board is:

Candy Morris, *President*

Karen Roth, *1st Vice President*

Dave Kasprzyk, *2nd Vice President*

Greg Hilbert, *3rd. Vice President*

Eileen Newsome, *Treasurer*

George Schwind, *Immediate Past President*

Vacant positions available are:

Secretary

Nominating Chair

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AIS Stretching & Strengthening Advanced Active Isolated Stretching

Instructor: Aaron Mattes - 32 CE \$570

Providership: NCBTMB 042731-00, FL Massage: 50-14, BOC P462,
ACE: CP 126217, NSCA/CSCS E 1011, FL OT: 50-14, AFAA: 2007020,
RKT, Mississippi (MAP)#34, Delaware Massage
Las Vegas, NV - July 23-26 (AIS) Baltimore, MD - Sept 10-13 (AIS)
Orlando, FL - Aug 13-16 (AIS) Orlando, FL - Nov 3-8 (Advanced)

AIS The Spa Method \$320 Hot Stone Massage \$380

16 CE - Instructor: Bruce Baltz

Providership: NCBTMB Provider # 329612-00, FL State #: 50-501
Philadelphia, PA - July 25-26 (AIS The Spa Method)
Bloomington, MN - Sept 12-13, 2009 (AIS The Spa Method)
West Palm Beach, FL - Aug 15-16, 2009 (Hot Stone Massage)
Augusta, GA - Nov 14-15, 2009 (Hot Stone Massage)



CranioSomatics®

16 CE \$265

Instructors: Dallas Hancock, Flo Barber-Hancock

Providership: NCBTMB # 450575-07 Florida # 50-141
Tampa, FL - July 18-19 (Facilitated Pathways Intervention I)
Tampa, FL - Sept 12-13 (CranioSomatic® Foundations II)
Panama City, FL - Sept 19-20 (CranioStructural® Integration I)
Panama City, FL - Oct 17-18 (Facilitated Pathways Intervention I)
Tampa, FL - Nov 7-8 (CranioStructural® Integration I)
Panama City, FL - Nov 14-15 (CranioSomatic® Foundations II)



Lymphatic Balancing

16 CE \$295 - Instructor: Beth ellen-Zang

Providership: NCBTMB 312464-00
Los Angeles, CA - July 25-26
San Antonio, TX - Aug 22-23

Sedona, AZ - Aug 8-9
Sedona, AZ - Nov 7-8



Massage Cupping™ bodywork

(2-Day) 16 CE \$295 & (3-Day) 22 CE \$395

Providership: NCBTMB 312464-00, FL MCE

Columbus, OH - July 18-19 (2-Day)
Asheville, NC - July 25-27 (3-Day)
Bloomington, MN - Aug 1-3 (3-Day)
Arlington, TX - Aug 8-9 (2-Day)

Instructors: Anita Shannon, Beth ellen-Zang, William Burton, Shannon Gilmartin
Boise, ID - Aug 8-10 (3-Day)
Des Moines, IA - Aug 12-14 (2-Day)
Denver, CO - Aug 22-24 (3-Day)
Buffalo, NY - Sept 19-21 (3-Day)

Baltimore, MD - Oct 3-5 (3-Day)
San Antonio, TX - Oct 3-5 (3-Day)
Battle Creek, MI - Oct 9-11 (3-Day)

Shreveport, LA - Oct 17-19 (3-Day)
Sedona, AZ - Dec 11-13 (3-Day)



Massage Cupping™ bodywork & Lymphatic Balancing - 4 Day Intensives

32 CE \$595 Providership: NCBTMB 312464-00

Instructors: Anita Shannon, Beth ellen-Zang

Las Vegas, NV - Aug 15-18

Albany, NY - Sept 17-20

Raleigh, NC - Oct 15-18

West Palm Beach, FL - Nov 12-15



Esalen Massage: Essential Touch

Instructor: Ellen Watson - 18 CE \$445 Providership: NCBTMB 263720-00 Yoga Alliance 26621

Denver, CO - July 10-12 (The Flowing Art of Essential Touch™)
Albany, NY - July 17-19 (Dancing With & On The Body - Essential Touch™)

Orlando, FL - Aug 18-20 (Dancing With & On The Body - Essential Touch™)
Columbus, OH - Nov 6-8 (The Flowing Art of Essential Touch™)

Myoskeletal Alignment

(2-Day) 16 CE \$285 - (3-Day) 24 CE \$395

Provider #'s: The Freedom From Pain Institute is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB Provider # 157429), Florida Board of Health (MCE-249), AMTA, ABMP, and most state massage certifying agencies as a Category A education CE hours provider.

Boise, ID - July 11-12 (2-Day)
Panama City, FL - July 21-Aug 1 (3-Day)
Seattle, WA - Aug 8-9 (2-Day)

Dallas, TX - Aug 21-23 (3-Day)
Memphis, TN - Sept 12-13 (2-Day)
Atlanta, GA - Sept 18-20 (3-Day)

Instructors: Erik Dalton, Geoffrey Bishop, Paul Kelly



Denver, CO - Oct 16-18 (3-Day)
Los Angeles, CA - Nov 7-8 (2-Day)
Baltimore, MD - Nov 13-15 (3-Day)

Visit our website to register: www.TakeMyRegistration.com -or- Call 1-800-766-1942

2009 Convention is here!!!!!!

Save these dates Florida chapter events

Wednesday 7:30pm • Sleuths Mystery Dinner Show
seating is limited so sign up A.S.A.P.

Three wonderful meal selections, these selections are as follows:

Honey Glazed Cornish Hen
With Herbed Stuffing
1/2 Baked Sweet Potato
Vegetables and Cranberry Sauce

Four Cheese Lasagna
(without or with Meatballs)
With Vegetables and
Garlic Bread Stick

Prime Rib (served Medium)
for \$3.20 additional
With Baked Potato
and Vegetables

All meals come with Garden Salad, Bread, Crackers, our Signature Cheese Spread, a choice of Mystery Dessert and Unlimited Beer, Wine and Soft Drinks

Located at 8267 International Drive, in the Gooding's Plaza
(behind Ripley's Believe It or Not).
Transportation can be accessed from hotel either by Cab or Limo

Thursday morning for all Florida AMTA Members
Breakfast on the fly 7:00am to 8:30am

Friday evening 7:00pm Luau Extravaganza
Dress in your tropical wear! Food, drink, and entertainment.

Get ready to meet, greet and party the aloha way.

For complete details or to book these events
with prices and locations and how to pay
please visit our web site at www.amtaflorida.org

**For volunteer opportunities for the
09 Convention please contact:
amtafloridavolunteer@gmail.com**

- Hospitality
- Quiet room
- Chapter store
- Runners

**To become a paid massage
therapist for the massage room
or to schedule a massage:**

amtafloridamassage@gmail.com



Welcome NEW FLORIDA MEMBERS

February New Members

Jennifer Abston	Saint Cloud	Frank Perez	Miami	Russell Fox	Tampa
Katie Alvarado	Deland	Linda Perlain	Sarasota	Jami Frazier	Brooksville
Luz Adriana Arias	Miami Springs	Stacey G. Petito	Pompano Beach	Kenneth Shaun Garner	Homosassa
Marie-Josée P. Armand	Tampa	Todd M. Rondone	Bellaire	Joseph Joshua Geoghagan	Orlando
Deborah Arrondo	Miami	Marina Salib	Kissimmee	Christina Gibson	Lehigh Acres
Rebecca Arthur	Deland	Lauren Schiazza	Orange Park	Marilyn Guess-Reed	Sarasota
Boris Bores	Miami	Jodi Schulman	Hallandale	Shawna Guheen	Pensacola
William C. Boynton	Tallahassee	Debra Lyn Shapiro	Boca Raton	James Jordan Harrell	Keystone Heights
Carlos Brito	Hialeah	Mylene Simoza	Orlando	Valencia D. Hill	Tallahassee
Alaina Bryan	Ponte Vedra	Tim Washburn	Vanderbilt Beach	Garry D. Hill	Gainesville
Yvonne Burdette	Panama City	Leisa Watts	Jacksonville	Belma Hudicourt	Lake Worth
Rachel Butler	Miami	De'Antne Wethington	Jacksonville	Margaret M. Hunter	Gainesville
Tiffany Cason	Jacksonville	Brecque L. Woodke	Carrabelle	Joy Kitsmiller	Orlando
Ines Ciprian	Miami			Sheryl A. Lendo	Gulf Breeze
Deborah J. Curran	West Palm Beach			Margo Lewkow	Gainesville
Brian Davison	Boca Raton			Elizabeth Linton	Tallahassee
Sandra Lee Deis	Bradenton			Adilene Magana	Vero Beach
Patricia Dolan	Saint Cloud			Jacqueline McGriff	Tallahassee
LouisaDuball	Largo			Angela Mick	Floral City
Ronda Fleites	Miami			Isis Monteagudo	Hialeah
Jennifer Flowers	Fort Lauderdale			Robyn Paula Morris	Miami
Kathleen Susan Ford	Key West			Tonya Morris-Pratt	Orlando
Joel Gheiler	Miami			Kelly Morss	Homosassa
Stephen R. Goodman	Venice			Keith Patrick Mulford	Chiefland
Sherika Elise Hill	Winter Haven			Alan M. Navarro	Saint Petersburg
Reta Hogg	Keystone Heights			Susan M. Pelletier	Pinellas Park
April J. Johnson	Gainesville			Jeanette Pierson	Ormond Beach
Kathleen Kaminski	Lady Lake			Mona S. Preston	Miami
Jacquelyn R. Kaplan	Deerfield Beach			Jessica Ramos	Orlando
Glen J. Kemp	Brandon			Kimberly A. Ranshaw	Inverness
Melissa Kinsey	Pensacola			Teresa R. Reddix	Inverness
John Lapierre	West Palm Beach			Jenniffer Reed	Dunnellon
Maria Christina Lee	North Miami Beach			Erica Robillard	Orlando
Ambrosia McAdams	Vero Beach			Catherine Round	Sarasota
Mireya Y. Melendez	Kissimmee			Leanne Rozdeba	Clearwater
Marisa Anne Osterhoudt	Mount Dora			Ailed Daniela Saavedra	Miami
Ofelia Perera	Miami			Renee Samples	Gainesville
				Susana Sanchez	Miami
				Christopher Scalzo	Sarasota

March New Members

Sarah Abruscato	Gainesville				
Siene Allen	Gainesville				
Micah Baldwin	Pensacola				
Genevieve Barrett	Inglis				
Joy Baxter	Live Oak				
Randolph S. Becker	Orlando				
Pedro Bennett	Orlando				
Brenda Booth	Fort Myers				
Sherry L. Bostick	Gainesville				
Judi Brethouwer-Smith	Orlando				
Keina Bryant	Jacksonville				
Magda Calderon	Miami				
Amarilis E. Calvo	Miami				
Theresa J. Campbell	Milton				
Yennifer Maria Cardin	Miami				
Kathy C. Carter	Tallahassee				
Janeth Castro	Miami				
Coral A. Collins	Gainesville				
Gina Maria Conti	Pompano Beach				
Genevieve M. Courtwright	Land O Lakes				
Janina D. Driaza	Gainesville				
Robert Farnell	Trenton				
Barbara Ferrell	Sebring				

Savannah Seaman	Inverness	Luis Obregon	Miami
Carol C. Silva	Lake Worth	Yngrid Ortiz	Miami
Robert E. Stoney	Miami	Tiffany Patton	Longwood
Connie D. Sweat	Crystal River	Nicole Pryor	Miami
Liza Thompson	Kissimmee	Tina Reschke	Land O Lakes
Amy Trinity	Gainesville	Ana Perez Reyes	Miami
Richard J. Vona	Miami	Sonya Romo	Orlando
Susan M. Wickman	Havana	Jacqueline E. Russell	Casselberry
Jill Williams	Gainesville	Vladimir Ryzhy	Jacksonville
Cynthia Wojczyk	Jacksonville	Bobbi Schutz Cohick	Pensacola

April New Members

Maria E. Aceituno	Pembroke Pines	Victoria Veitia	Miami
Hazel Balcaceres	Miami	Eve Wallace	Saint Petersburg
Miranda Benavides	New Port Richey	Lewis Young	Cape Coral
Emily Bluestone	Pinellas Park		
Lisa Boley-Nasr	Miami		
Amy R. Bramlett	Saint Cloud		

February Transfers

Cheryl Brennan	Jupiter	Indira Evelyn-Sherman Wesley Chapel	
Terry A. Brown	Leesburg	Joyce M. Falese	Lake Worth
Brenda J. Burke	Spring Hill	Liliam Paternina	Miami

March Transfers

Sheree Ganske	Cudjoe Key	Shellie Fraddin	Delray Beach
April Dawn Harvey	Orlando	Lorrie Ross	Punta Gorda

April Transfers

Fiona E. James	Ocoee	Elisa S. Godfrey	Jupiter
Linda Jones	Orlando	Martha Harrison	Miami
Linda Leslie	Orlando	Melissa Jury	Miami
Alessandar R. Linder	Fort Lauderdale	David MacGillivray	Orlando
Misty Mahoy	Sorrento	Edna Marie Moore	Sun City Center
Christen Makan	Clearwater	Abbie Norman	Hollywood
Orlando Perez Meneses	Miami		
Charity K. Nelson	ChIPLEY		
Melanie Neumann	Seminole		
Jamie O'Neill	Orlando		

July

- 9-11** CVOP in Evanston Illinois
- 24-26** Educational CEU seminar (Fort Lauderdale)
- 29-Aug 2** FSACFP Medical Convention
- 30-31** Board of massage meeting
- 31-Aug 2** Educational CEU seminar (Sarasota)

August

- 27-29** Chiropractic convention in Orlando
- 29** FCA Dinner and award

September

- 10-13** FOMA in Tampa
- 23-27** National convention in Orlando

October

- 29-30** FL Board of massage meeting

Unit News

T H E R A P I S T S I N A C T I O N !

Heart of Florida Unit

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jiova18@yahoo.com

Monroe Unit

Carlos DiMount
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cdimont@careercollege.edu

Pembroke Pines Unit

Vacant

Pensacola Unit

Suzann Bradley
Suzannamta@cox.net

Pinellas Suncoast Unit

Vacant

Southwest Unit

Vacant

West Palm Unit

Vacant

First Coast Jacksonville

Vacant

Sarasota Unit

Vacant

**What's
the news
from your
Unit?**

Miami Unit

The Russell Life Skills and Reading Foundation was founded by Twan Russell, former UM and Miami Dolphins Linebacker, who currently serves as the Director of Youth Services for the Miami Dolphins. This foundation has seven centers and serves over 450 underprivileged children during the school year and over 1,000 children during the summer program, teaching them specialized reading skills with the motto of "opening books to open doors."



AMTA volunteer setting for the "Links for Literacy" event.



AMTA Mia volunteers with Twan Russel (left) and former Dolphin Joe Rose, (right).



A Florida AMTA Mia volunteer working at the "Links for Literacy" event.



AMTA volunteers at the "Links for Literacy" party.

FAIRCHILD TROPICAL BOTANIC GARDEN

April 1, 2009

Dear Nina,

I would like to thank you for your participation in our first Food & Garden Festival at Fairchild. It was a great event as evidenced by our many happy guests. The compliments have been pouring in both by phone and e-mail regarding the wonderful massage service provided by your students and instructors from the American Massage Therapy Association. It was a nice addition to the spa area of our festival.

We had 1700 people in attendance on Saturday and 1900 on Sunday. It was a comfortable group both days and we felt those to be respectable numbers considering this was a first time event. I hope that it was a good experience for you. I thank you for the good energy that you brought to this event and I look forward to working with you again. Please pass along our thanks to the volunteers named on the attached list.

Regards,

Marnie Valent
Special Events Associate
Fairchild Tropical Botanic Garden

10901 Old Cutler Road, Coral Gables (Miami), FL 33156-429

Telephone 305.667.1651 Fax 305.6618953 www.fairchildgardens.com

A Florida Nonprofit Corporation

Participating Volunteers

Carlos DiMount	Meillin Mesa
Sara Garcia	Claudia Pereira
Miguel Fuentes	Sara Palmer
Angela Rodriguez	Vilma Pico
Sergio Pombo	Johana Mills
Jose Manso	Hazel Balcaceres
Luis Tapia	Castro Miguel
Amarilis Calvo	Jiovannina Ramos



AMTA Mia volunteers at the Food and Garden Festival at Fairchild Tropical Botanic Garden.

Cervical Injuries & Treatment Strategies

by George P. Kousaleos, LMT

“Swan neck.” “Bull neck.” “No neck.” “Pencil neck.” “Rubber neck.” “They’re running neck and neck.” “She stuck her neck out.” “You’re a pain in the neck.”

Often used to demonstrate physical characteristics or the human condition, the neck is one of the most important and distinguishable regions of the human body. It has multiple responsibilities, including support for the head and face, and coordination of movement between the cranium and thorax. It houses the cervical portion of the spinal cord, seven delicate vertebrae, major arteries and veins, lymphatic vessels, lymph nodes, a myriad of muscles, and connective tissue that wraps, envelopes, and interconnects all of the above.

As massage therapists quickly learn, pain in the neck affects thousands of people each day. Indeed, neck and back pain are probably the two most common complaints by those who suffer soft-tissue injuries and seek massage therapy as a primary treatment. These pains are commonly caused by automobile accidents, athletic injuries, overuse, or postural distortions. This article will look at the anatomy of the neck, and treatment strategies that include relaxation techniques, clinical procedures, and exercise options for some of the most common client complaints.

“Neck sprain or strain is the most common cervical injury that massage therapists treat... sprain usually refers to ligament damage and ... strain refers to muscle damage.”

Common Neck Injuries

Neck sprain or strain is the most common cervical injury that massage therapists treat. These injuries are often caused by impact or contact with another person, object, or surface. Neck sprain or strain is most frequently associated to sports accidents, but can easily occur in falls or automobile accidents. Neck sprain usually refers to ligament damage and neck strain refers to muscle damage. The common symptoms of neck sprain/strain are:

- Pain in the neck that increases with movement
- Muscle stiffness and decreased range of motion
- Delayed pain in neck (24 to 48 hours) following accident
- Headache associated with neck pain
- Tingling or numbness in arms or hands

Massage therapy treatments can be safely administered once a physician has evaluated the injury and ruled out more serious damage to the vertebra and intervertebral disks.

Whiplash occurs when there is forceful impact from behind, causing the neck and head to violently move forward and back in an abrupt motion. While many whiplash injuries are caused from rear-end automobile accidents, there are also lateral whiplash injuries that occur from violent side impact. The common symptoms are:

- Neck pain and stiffness
- Headaches
- Pain in the shoulders or upper back
- Difficulty concentrating
- Blurred vision or ringing in the ears
- Irritability and fatigue

Like neck sprain/strain, a physician should evaluate the whiplash injury. Based on the severity of the symptoms, MRI or CAT Scans may be useful in determining the severity of the injury. Once structural damage has been ruled out, any massage therapy treatment can be enhanced with the use of ice (for acute stage), or contrast (for chronic stage) therapies.

Overuse and Postural Distortions

Overuse injuries to the neck are often caused by daily activities that are repetitive in nature, or create undue strain for extended periods of time. These can include carrying heavy backpacks or purses, work-related repetitive motion with the arms and shoulders, or sitting at a desk in a strained position that holds the head and neck forward of the body. The common symptoms are:

- Neck pain and stiffness
- Pain that radiates from neck to shoulder
- Tenderness at the base of the skull
- Chronic, dull pain throughout the neck and upper back
- Tension headaches

Massage therapy treatments are even more beneficial if the client can change the repetitive pattern that may have caused the injury. Carrying a lighter backpack or purse in a more balanced

“Chronic tightness of the fascia and muscles of the upper neck is one of the primary causes of tension headaches.”



position, or changing the workstation to allow for better body mechanics are all necessary for an optimal outcome.

While forward head position is common in the computer age, postural distortions of the neck may also be caused by distortions in the back, pelvis, or legs. Chronic tightness of the fascia and muscles of the upper neck is one of the primary causes of tension headaches.

Treatment Strategies

Every discipline of massage therapy can have a positive effect on diminishing neck pain. From Swedish to Shiatsu – from neuromuscular to myofascial – from sports massage to structural integration – a treatment plan that incorporates the

following criteria should improve the soft tissue dysfunction found in common neck injuries. The criteria are:

- Treat the whole body – all soft tissue is connected through the multiple layers of fascia that surround and support the body.
- Spend considerable time warming the soft tissues of the neck before applying deeper pressure.
- Balance the treatment of the neck by working with posterior, lateral, and anterior regions of the neck.
- Address any corresponding issues in the paraspinal tissues of the thoracic and lumbar regions.
- Test range of motion of the neck before and after treatment.

- Teach safe stretches for the neck and back and encourage the client to practice alignment exercises that improves posture.
- Massage therapy is most effective when delivered in a progressive series of sessions that gradually works deeper with less sensitivity.
- Go slow, improving the parasympathetic reflexes of the autonomic nervous system.

Treat the whole body

The best session strategy is one that incorporates a thorough treatment of legs, pelvis, back, abdomen, chest, and arms, as well as the neck, head, and face. Some massage therapists prefer to start the session with treatment for the extremities and trunk before moving into the neck, shoulders, and skull. Others prefer to start with more general work on the neck, then move to other regions of the body, followed by deeper work for the neck, shoulders, and skull. If time is limited and a full-body treatment isn't possible, at least work on the paraspinal, chest, and shoulder tissues that attach below the neck, and the cranial tissues that attach from the skull.

“Warming the tissues prior to specific work assists the body to nourish and cleanse the affected area.”

Warm the tissues

Tight, contracted, or shortened tissues do not allow for full circulatory response of blood, lymph, or interstitial fluid. Warming the tissues prior to specific work assists the body to nourish and cleanse the affected area. This increases the solubility of the ground substance, or matrix, of the dense fibrous connective tissues, which starts the process of diminishing adhesions and reducing spasm.

Balance the neck treatment

No matter where the neck injury is, plan a balanced treatment to work with posterior, lateral, and anterior tissues. The older the injury is, the more likely that compensation has built from the opposite side. Work with the client in prone, supine, and side-lying positions to achieve maximum benefit on each area.

The Anatomy

The deepest structure of the neck is comprised of seven cervical vertebrae. The atlas, or C1, is where the head attaches to the neck. It is different from the other six in that it lacks a vertebral body. The atlas has two arches, anterior and posterior, which allow it to sit atop the axis, or C2.

The axis allows for the atlas and head to rotate on its unique structure, known as the *odontoid process*. The *odontoid process* sits upright, allowing the foramen of the atlas to surround this tooth-like process.

The other five vertebrae (C3-7) have a more traditional formation with vertebral bodies, transverse processes, and spinous processes. All of the cervical vertebrae support and protect the spinal cord within the *vertebral foramen*, an opening that is posterior to the vertebral bodies.

Between each vertebra is an intervertebral disk, which consists of a dense outer *annulus fibrosus*, and a soft, jelly-like *nucleus pulposus*. Because the intervertebral disks act like shock absorbers, there are many injuries that can affect the condition of the disk. Some compression injuries tear the annulus fibrosus, while more serious injuries force the jelly-like nucleus into the vertebral foramen. These injuries can endanger the spinal cord or individual spinal roots or spinal nerves.

The muscles of the neck can be divided into three regions – posterior, lateral, and anterior. The deepest muscles in the posterior region include the *erector spinae*, which are comprised of lateral and medial components. The *longissimus* and *splenius* portions form the superficial and deep muscles respectively. The *longissimus* are responsible for erect posture and the *splenii* are responsible for rotation. There are also *spinalis* muscles, which attach spinous processes of the upper thoracic and lower cervical vertebrae to the spinous processes of the upper cervical vertebrae. The *semispinalis capitis* is one of the strongest muscles of the neck, attaching from thoracic and cervical transverse processes to the

occipital bone of the skull. Some of the important, shorter muscles of the posterior neck include the *rectus capitis posterior major and minor*, which attach the atlas (minor) and the atlas (major) to the occipital bone. Other important muscles of the posterior neck include *trapezius* and *levator scapulae*, which are often considered as head and shoulder muscles, as they attach to the clavicle and scapula, respectively, from the occiput.

The most important lateral muscles of the neck include the *sternocleidomastoid* (SCM) and the *scalene* group (*anterior, medius, and posterior*). These muscles either turn the head (SCM) or tilt the head to the side (scalenes). The scalenes are also muscles of quiet inspiration, as they lift the first two pairs of ribs at the superior part of the thorax. Between the anterior and medial scalene is the scalene opening, which allows for passage of the *brachial plexus* and the *subclavian artery*.

The anterior muscles of the neck are also called prevertebral muscles. Most anatomy books include the scalenes in this group, but for our treatment strategies we will view them as lateral muscles. The prevertebral muscles also include the *longus capitis*, *longus colli*, and the *rectus capitis anterior*. These muscles combine to bend the neck and head forward (bilaterally) or tilt the head and neck to the side (unilaterally).

The final important soft tissues of the neck consist of three investing layers of cervical fascia and the *epimysium* of each muscle. These fascial tissues are dense and fibrous and surround the full outer layer of neck musculature, a deeper layer surrounding intrinsic musculature, and the deepest layer, which surrounds the vertebral column. Following injury, the *epimysium* of each muscle will often be the site for adhesions and thickening. These layers of fascia are richly innervated with sensory neurons and are often the primary site of strained or injured soft tissues.

Address paraspinal tissues

Because the neck is a part of the spinal column, spend quality time during the session reducing hypertonicity that is common in the superficial and deep muscles of the back. If obvious kyphosis or lordosis is apparent, utilize corresponding methods that improve the alignment and support of the chest and pelvis. Remember that the thoracolumbar aponeurosis is the densest tissue in the back and can restrict the release of tissues in the mid and lower back.

Test range of motion

Testing the range of motion of the neck prior to treatment will give the therapist and the client a starting point to measure the effectiveness of the treatment. Use forward flexion and hyperextension, lateral flexion to both sides, and rotation in either direction. Have the client attempt each movement with light to moderate effort, as neck pain can increase during movement.

Test the same range of motion following the session, again with minimal pressure. Hopefully, the client will have increased their range of motion and will have decreased any painful sensation caused by movement.

Teach stretches

Along with the cervical range of movement used prior to the treatment, it is also beneficial to instruct the client to stretch the full spinal column through a series of flexibility exercises. Like the neck, the back and trunk should steadily become more pliable.

The most common series of stretches include forward flexion (from standing or sitting), side bending (from standing or kneeling), moderate hyperextension (from prone position), and spinal twists (from standing or supine position).

Important aspects to consider when teaching flexibility exercises includes teaching the client to use light to moderate effort, to

use a full and even breathing cycle, and to use slow and thoughtful movements.

Progressive series

Whether treating neck injuries, or injuries to any part of the body, the best results often happen with a progressive series of sessions that engage increasingly deeper layers of soft tissue. Many clients who are experiencing neck pain can initially handle only light pressure. Progressive sessions also allow the client to practice self-help exercises or other home treatments (ice or contrast) that will expedite recovery. Still other clients have either time or financial restraints that limit the amount of massage therapy that is affordable or practical. For all of these reasons, establishing a progressive series of 3 to 6 treatments will support the recovery from most common neck injuries.

Go slow

Many disciplines of massage therapy teach, “To go deeper, go slower.” Since most neck injuries include strain or spasm of both extrinsic and intrinsic layers of fascia and muscles, the need to manipulate multiple layers of tissue is apparent. Whether it is the first treatment session or the sixth of a progressive series, it is important to remember that by applying pressure too quickly sympathetic responses can easily be stimulated. Most people in pain experience higher levels of fear and anxiety. Controlling the application of pressure through slower stroke speed is critical to successful outcomes.

“Whether treating neck injuries, or injuries to any part of the body, the best results often happen with a progressive series of sessions that engage increasingly deeper layers of soft tissue.”

George P. Kousaleos, LMT, is the founder of the CORE Institute in Tallahassee, FL. He has practiced and taught Structural Integration, Myofascial Therapy and Sports Bodywork for the past 30 years. George has served as a member of the Florida Board of Massage Therapy and was Co-Director of the International Sports Massage Team for the 2004 Athens Olympics.

Quick Pain Relief: Happy Clients – Same Money, Less Time

by Richard Rossiter

One of my favorite stories about massage therapy goes like this: A client visited her massage therapist because of a painful shoulder. The therapist asked the woman to lie on a mat on the floor and, using her foot, performed a Rossiter System shoulder technique for quick pain relief. The massage therapist fixed the client's sore shoulder in less than 5 minutes.

The client, thrilled with the results, got up off the floor and reached for her wallet to pay for the session, but the therapist politely declined, telling the client they still had 55 minutes of work to do.

What's wrong with this picture? Who decided (and why?) that massage sessions have to last at least an hour, maybe more? And who decided that massage therapists have to charge by the hour?

In truth, there's nothing magical about 60-minute sessions. I'm suggesting that it's time for a shift. Therapists who are interested in truly helping their clients, have a great opportunity in thinking, acting and charging differently for their services.

Can we retrain ourselves to entertain the idea of charging for massage based on results delivered, rather than time scheduled? If a contractor finishes a one-day home repair job ahead of schedule, do you make him stay until the end of the day? Of course not. So why do we? Do we pay him less because he finished quickly? Not usually. Sometimes, we even pay him more!

"Can we retrain ourselves to entertain the idea of charging for massage based on results delivered, rather than time scheduled?"

The modality called "The Rossiter System," provides quick, powerful pain relief by employing two-person stretches that loosen and elongate connective tissue. Massage therapists use their feet instead of their hands, and clients are active participants in the stretching sessions that repair their own bodies.

If massage therapists can provide effective pain relief to clients, the only thing that's holding them back from charging for results, rather than time, is a prevailing mindset about their own worth/value. Therapists who can provide effective pain relief – no mat-

For Elbow Pain...



First, start in this position, lying on a mat comfortably. Allow the Coach to apply weight to your arm just above the elbow and try to take as much weight as possible. It should be uncomfortable, just not screaming hard. The weight is applied while the arm is bent and touching the leg. The PIC (person in charge-on the floor) lies with her legs down.

ter how many minutes – can charge accordingly AND carve out a new role in the nation's ever-changing health-care system.

Indeed, if massage therapy is about prevention and recovery, therapists should be able to correct pain-related problems before those problems become larger and more profound. And if clients are willing to pursue new modalities in pursuit of pain relief, massage therapists should be willing to make changes as well, both in how they deliver pain relief and how they place a value on it. So my question is: What's keeping you from stepping out of the mold?



After the weight is applied, the PIC slides their other hand across the floor and stretches the fingers towards the ceiling 90 degrees away from the body, she then curls her toes back towards her nose, heels extended. This stretches the connective tissue all over the body while working in the elbow. Then she starts her hand peeling down away from the leg towards the floor.



When she gets near the floor, she rolls her hand over while keeping the hand stretched out and lays it on the floor, flat palm down. Do this three times and check out your elbow!

Why not learn to fix your client's pain in less time? Isn't that why most clients seek out massage...for pain relief? (Note: if most of your clients are interested only in relaxation massage, you needn't read further.) Clients who are active, like to move and get things done, deserve a different approach, one that makes sense for their busy lives, and one that increases your ability to boost your income. How about a different way of providing and charging for massage therapy services?

What's wrong with charging \$50 or \$60 for a 15-minute session focused solely on pain relief? Is there a problem with charging

the same for fixing an elbow or shoulder, whether it takes 10 minutes or 60 minutes?

What's in it for you when you take this approach in your practice? Great opportunities for more income. Consider this: If you can schedule 2-3 clients an hour instead of one, you're able to schedule and handle more clients. The math works for you. In addition, because you don't lose as much time, you won't be as negatively impacted if a few clients cancel each week.

Perhaps, equally important, you can better plan the rest of your massage career, whether it's a first-line career, a second sideline career or supplemental career. New massage therapists can benefit from more profitable practices, and experienced therapists can quit asking, "How much longer will my hands hold out?" With The Rossiter System, you don't wear out your own body in pursuit of pain relief for your clients, and it's perfectly OK to charge for results, not time.

In every profession, new ways of thinking, doing and working are producing great results. Isn't it time for the massage therapy profession to catch up? The Rossiter System – with its emphasis on effective pain relief and unique focus on the body mechanics of the therapist – is a first step in the process.

Richard Rossiter is an innovator and connective tissue specialist who created The Rossiter System as the result of his own painful injuries and rehabilitation. He became a certified, advanced Rolfer in 1987 and by 1990 he had created a highly evolved series of stretches and pain-relief techniques, which he called "The Rossiter System." In 2002, Rossiter began offering workshops around the world to teach his techniques to massage therapists, body workers, athletes and athletic trainers, nurses, the lay public, chiropractors, personal trainers, coaches and anyone interested in getting out of pain without the risky effects of drugs, splints, shots and surgery. He can be reached through his website: www.TheRossiterSystem.com

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The Economy: Teaching Clients to Treat Themselves First Class

by Coach Cary Bayer

Since the current recession has deepened, a number of licensed massage therapists in different parts of the country, whom I privately coach, have recently reported that their session numbers are noticeably down. Even some of these LMTs who are normally extremely busy – that is to say, booked a week or sometimes, even two, in advance – are starting to advertise to get new clients. These therapists hadn't needed to advertise at all in the past. Moreover, they've cited the strained economy as the major reason for this sudden and unexpected decline.

"...when people are stressed... they need all the stress management help they can get. Massage is one such means."

Having personally owned a marketing and PR firm for 18 years, until 2001, when I became a full-time life coach, I experienced a similar phenomenon in the early '90s. Even when competitors were hurting or going out of business, my firm was actually thriving. The inner work that I had been doing to elevate my prosperity consciousness and create success, no doubt, had shielded me from this downturn for quite some time.

Eventually, however, the inter-related economy hit my bottom line, too. It just took a lot longer. Within a matter of weeks, I started to hear one client after another, voice a similar message, "You're doing a great job for us, Cary, but we have to make some cuts to save some money, and marketing and PR are places we can cut."

I tried to get them to see that if their competitors were making similar cuts, that my clients could enjoy a competitive advantage by raising their profile at a time when others were laying low. But when companies get scared, they react in a panic mode and don't think rationally. Often, these same enterprises, ever alert in good times to grasp any opportunity, no matter how small, fail to see the short- and long-term huge opportunities in front of them when the economy declines.

Massage clients often have similar thoughts. With the sub-prime crisis, record home foreclosures, and high credit card interest rates, many people are looking for ways to cut their expenses. Some are cutting back on massage; some are cutting out massage. Most therapists simply shrug, accept their fate, and say, "I understand."

It's far better for LMTs to get their *clients* to understand, for example, that when the going gets tough, the tough get massaged. In other words, when people are stressed out because of a troubled

economy, they need all the stress management help they can get. Massage is one such means. Train clients to recognize that, if their dollars have to be carefully spent, they should do so for products and services that deliver a high return on their investment.

If you'd like to perform an eye-opening service for your clients, ask them to write a list of the 10 things that they did the previous month that gave them their greatest joy, peace or relaxation. I assure you that getting massaged will be on probably *every* list and not just in the top 10. Chances are strong that it's in the top five and may even be number one on quite a few lists. So, at a difficult economic time, why should they eliminate the number one source of their joy or peace?

During the Great Depression of the '30s, Hollywood nearly saved this country. Michelle Pautz wrote in *Issues in Political Economy* just a year after the 9-11 tragedies, "During the Depression, cinemas provided an escape from life and the plague of problems that accompanied it in the tough time. A major function of the cinema was a source of entertainment and a way for people to forget their troubles with stories that almost always had happy endings." Even at the Depression's depths, 60 to 80 million Americans attended the movies *each week*, and, in the face of doubt and despair, films helped sustain national morale. No medium contributed more greatly than the motion picture industry to the maintenance of our collective consciousness during the worldwide Depression. In other countries, where access to movies wasn't as readily available as it was in ours, revolution, riot and political turmoil resulted.

"...at a difficult economic time, why should they eliminate the number one source of their joy or peace?"

For those who take advantage of it, massage therapy provides more than just an escape from the problems of the day; it profoundly promotes health and peace. And if there is something people need more than health and peace during today's difficult economy, please let me know.

Cary Bayer (www.carybayer.com) was keynote speaker at the 2006 AMTA national convention. A Life Coach, CE provider licensed by NCBTMB and Florida Dept. of Health's Board of Massage Therapy, and faculty member of Massage Business University, he writes for *Massage Today*, and AMTA publications in 15 states. His 27 publications include ten specifically for massage therapists. He has coached some 150 LMTs.

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A Growing Population Needs Your Services: Massage Therapy in Eldercare and Hospice

by Ann Catlin, LMT, OTR

I bring good news to you if you wish to serve elders and individuals in hospice care. Long-term care facilities (nursing homes) and hospice organizations are seeking our services at greater rates than ever before. Serving this special population can be a viable area of specialization in your practice and also profoundly rewarding work.

"The doors are now opening for massage therapists to work in eldercare and hospice as the growing body of evidence supports how touch and massage improves the quality of life."

As our population ages – the fastest growing segment of our population is 85 years and older – greater numbers of people are seeking ways to live well longer or to find relief from symptoms of conditions affecting them. If you have the knowledge, skills and sensitivity to meet these needs, there is potential for your practice to thrive. Perhaps, even more importantly, you will feel more confident in your abilities as a skilled professional.

Without question, those massage therapists who have a desire to serve people in eldercare or hospice, have a keen awareness that this is work of the heart. Take Carol, for example, who said, "I feel like this is my calling." But as she anticipated actually going out to do the work, she became acutely aware of her fears: fear about how to interact with clients with speech impairment or how to communicate with other staff and caregivers; fears about working with the dying person or the person with dementia; fears about working in an unfamiliar environment, whether it be a nursing home or a hospice patient's home. For Carol, these fears stifled her confidence and prevented her from taking action toward her stated desire. So what can someone like Carol do to move past the fears to feel confident and empowered?

Be Informed. Knowledge gives you a foundation to act from. When you are informed, you can offer your services with confidence and ease. You can let go of fears that lead you to question your skills. It is essential to be informed about age related changes, ie: "normal" physical and functional changes of aging versus changes that are manifestations of a disease process. A basic understanding of these conditions and precautions, and knowing how to modify your approach, will ensure that you provide safe, effective and meaningful service.

Develop your skills. Directors of hospices and long-term care facilities expect the massage therapists they hire to have advanced skills and training in working with this special population. While being skilled in massage techniques is important, working with individuals in eldercare and hospice requires creativity and flexibility because of environmental barriers, positioning needs or communication challenges.

Deepen Your Self-Awareness. Your healing presence is, perhaps, the greatest gift you can offer those you serve. Working with those in later life stages will challenge you to face your own attitudes and beliefs. It will teach you about the profound nature of compassionate service.

"It is essential to be informed about age related changes ie: "normal" physical and functional changes of aging versus changes that are manifestations of a disease process."

The doors are now opening for massage therapists to work in eldercare and hospice, as the growing body of evidence supports how touch and massage improves the quality of life. Keep in mind that nursing homes and hospice organizations are businesses, too, and they are continually looking for innovative programs to attract customers in their changing and competitive market. Bringing a massage therapist on board does just that. But don't just take my word for it!

"For years, our hospice has had a massage therapy program and we've witnessed the powerful impact of touch and massage therapy in providing comfort, compassion, and improving the quality of life experiences."

KATHLEEN EGAN-CITY, EXECUTIVE DIRECTOR,
SUNCOAST INSTITUTE AT THE HOSPICE
OF THE FLORIDA SUNCOAST

"...nursing homes and hospice organizations are ... continually looking for innovative programs to attract customers in their changing and competitive market."

"Massage and Compassionate Touch are skilled, non-pharmacological interventions that provide an additional level of comfort and allow one-on-one focused attention with our residents."

DON SPALDING, EXECUTIVE DIRECTOR
ZBUENA VIDA ESTATES,
WEST MELBOURNE, FLORIDA

The good news is that the potential for you to successfully expand your practice will only increase. What's more, working with individuals in this special population gives you the opportunity to serve others in a way that is profound and can be the most uplifting and deeply rewarding work you will ever do.

Ann Catlin, LMT, OTR has 30 years experience with elders in facility care, persons with disabilities and the dying as an occupational and massage therapist. She is the owner/director of the Center for Compassionate Touch LLC, an organization that provides Compassionate Touch® training across the nation. She is the author of numerous professional articles, online courses. Ann is the creator of an instructional DVD: "Sensitive Massage: Reclaiming the Human Touch in Caregiving" and co-founder of Hand in Hand 2009: A Symposium Celebrating Massage Therapy in Eldercare and Hospice. Her vision is a world where a healing presence, in the form of touch, is commonplace and where every elder, ill and dying person has access to the benefits of Compassionate Touch®. She may be reached at www.compassionate-touch.org.

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What's Research Got to Do With It?

by Lisa Curran Parenteau, BA, LMT

“For the love of God, why waste money on more research? We know massage works! Lets spend the money on people and places that need massage and perhaps can't afford it or don't have access to it!”

This is a bit of a paraphrase, but a mentor of mine uttered these words, somewhat loudly, a few years ago as she led a workshop. The value of research, versus “just doing the work,” is an age-old debate. In this workshop, we were discussing the integration of massage and mainstream healthcare and someone (I think it may have been me ;-)) raised the importance of outcome-based research and documentation to the traditional healthcare culture.

Healthcare professionals...want to see research proving that massage therapy will be a good return on their investment.”

As the marketing and training consultant for the Center for Compassionate Touch, I work with folks on the “other side” of the table all the time. Nursing Home Administrators and Executive Directors, Volunteer Coordinators, Education Specialists and CEOs of hospice organizations are among those interested in learning more about incorporating massage into their communities. Most traditional healthcare professionals live in a world of measurable and measured outcomes. They are tied to outcome-based program evaluation.

As massage therapists, we know our work has measureable outcomes, but have you considered the importance of educating yourself and others about the *impact* of massage therapy? In other words, to qualify and quantify, to postulate, test, measure and report about the art and science of our work? Healthcare professionals want evidence. They want to see research proving that massage therapy will be a good return on their investment.

Where can we find this research and how do we even start looking for it? Fortunately for us, the answer lies with the Massage Therapy Foundation. <http://www.massagetherapyfoundation.org>

The Massage Therapy Foundation is an awesome resource for massage therapists, as well as a rich resource for the communities we touch with massage. The Foundation provides direct consultation to the medical and research communities and education to massage therapists about the world of research. It

further carries out its mission by receiving donations and granting funds for research, community service, educational initiatives, and conferences.

“The Massage Therapy Foundation provides direct consultation to the medical and research communities and education to massage therapists about the world of research.”

In August of 2008, the Foundation also announced the launch of the new electronic journal, the International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice (IJTMB). The IJTMB is an online, peer-reviewed, open access, scientific journal for the therapeutic massage and bodywork profession. It is available for free and there are no contributing author charges. <http://www.ijtmb.org>

Another valuable service provided by the Foundation is the Community Service Grant Program. As a member of this year's review committee, I will share two important bits of information: First, it is NOT difficult or complicated to apply for a Community Service Grant, and second, if you understand and address the purpose (in bold below), you have a really good chance of being considered for one of these seed money grants.

Are you currently working with a special population or have an innovative idea to share with the world and need a few thousand dollars to get it started? Past recipients have used these grants to develop programs for many underserved populations including elders, the homeless, those in hospice care and their caregivers, and orphans in Uzbekistan.

The Foundation Community Service Grants are awarded to organizations that seek to **provide massage therapy to communities or groups who currently have little or no access to such services**. This program is designed to promote working partnerships between the massage therapy profession and community-based organizations. It benefits the recipient, the massage therapist, and the sponsoring organization by **building stronger relationships between these parties**. The Community Service Grant application deadline is April 1, annually. The normal award for 12 months is \$500-\$5000 and must be used in the specific time period for which it has been awarded. More information can be found at http://www.massagetherapyfoundation.org/grants_community.html

I invite you to learn more about the Massage Therapy Foundation and its message of Research. Education. Community Service. In their 2007 Annual Report, President Diana L Thompson states, "...remember that your hands are among those shaping the future of massage therapy, changing the lives of those touched by it, and contributing to informed decision-making in massage clinics throughout the profession." Have you considered expanding your role as an ambassador of our profession? Help us shape the future of our profession, one massage at a time.

"The Foundation Community Service Grants are awarded to organizations that seek to provide massage therapy to communities or groups who currently have little or no access to such services."

Lisa Curran Parenteau, BA, LMT, is a specialist in marketing and practice development. A certified *Compassionate Touch®* Practitioner, she serves as marketing consultant for the Center for Compassionate Touch LLC and contributes to curriculum and program development. She holds a degree in sociology and secondary education and was recently an instructor of business practices at Cortiva Muscular Therapy Institute in Watertown, MA. Lisa serves the American Massage Therapy Association as the 3rd VP, co-chair of the Massachusetts Chapter website committee and will serve as a 2009 Massachusetts Delegate to the 2009 national AMTA conference, where she will be presenting a Position Statement to the 2009 House of Delegates. She also serves the Massage Therapy Foundation as a member of the Community Service Review Committee and the newly formed Marketing Committee. Lisa enjoys volunteering for hospice near her home on Cape Cod. She can be reached at bodyworkbusiness@gmail.com or lisa@compassionate-touch.org.

Massage Therapy Foundation Resources

<http://www.massagetherapyfoundation.org>

International Journal of Therapeutic Massage & Bodywork (IJTMB)

<http://www.ijtmb.org>

Info about the Community Service Grants

http://www.massagetherapyfoundation.org/grants_community.html

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Florida AMTA Members

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need of
volunteers
for the
National
Convention
committee.

If you are a and AMTA Florida member and are interested, please contact David Kasprzyk, AMTA Florida Membership Committee Chair at 914-924-7369, amtadavid@verizon.net

AMTA Florida Offers Great Education Opportunities

by Eileen T. Newsome

On the weekend of April 3-5, the AMTA Florida Chapter hosted the first of four education workshops. These workshops have been scheduled to offer LMTs a low cost way to obtain the quality continuing education required for renewal of their 2009-10 Florida Massage License.

On day one of the workshop, Gary Petijean, LMT, presented a refreshing and innovative approach to the required AIDS, Law, Ethics, and Medical Errors subjects. Participants commented, saying, *"This was the best workshop on the required topics that I have taken so far!"* and *"I learned so much that I did not know."* These are just two examples of how well Gary's presentation was received.

Bruce Baltz, LMT and founder of SpiriPhysicals, followed Gary with a wonderful two-day AIS, The Spa Method workshop. This hands-on workshop took participants through luxurious stretching routines that covered the neck, shoulder and lower body. AIS, The Spa Method consists of fluid therapeutic techniques that every LMT should know to successfully address clients' needs. Enthusiastic comments like *"Thank you Bruce!"* and *"I can't wait to use these stretching routines with my clients!"* were heard over and over again, as students immersed themselves in the AIS Spa Method. Both during lunch, and after the workshop, our oceanfront location provided a delightful chance to stroll along Daytona Beach or play in the gentle blue waters of the Atlantic.

As we go to press, our **next workshop has been scheduled for Memorial Day weekend at the Emerald Coast Conference Center, Fort Walton Beach. Workshops three and four will be held in Fort Lauderdale and Sarasota, respectively.** These timely, well-priced workshops, brought to you by FL AMTA, are just a few of the ways we are responding to your request for a more active chapter. Please see the registration form on the next page to choose the best location to obtain your continuing education for license renewal. Space is limited, so please act now.



Most importantly, I wish to thank the education committee members who work enthusiastically to create this wonderful education experience. It is through the dedication to detail by George Schwind, our Immediate Past President, and David Kasprzyk, our Third VP, that we have been able to have to achieve our goal to bring you quality education at an affordable price.

Please see the registration forms on the next two pages to choose the best location to obtain your continuing education for license renewal.

GET YOUR **MASSAGE CEUs**

IN FORT LAUDERDALE AT THE SHERATON CYPRESS CREEK

July 24, 25 & 26, 2009

REGISTRATION FORM

Name Phone
PLEASE PRINT
Address City State Zip
E-mail Address
Florida LMT # AMTA Student Member # AMTA Professional Member #

THE REGISTRATION FORM AND PAYMENT MUST BE RECEIVED BY JULY 20, 2009

We will send you a confirmation upon receipt of this form and your payment. Please include your e-mail address so we can send your confirmation e-mail. If you do not hear from us contact us at 866-268-2352 (866-AMTAFLA)

The Sheraton Suites Cypress Creek, 555 NW 62nd Street • Fort Lauderdale, FL 33309

	AMTA MEMBER	NON-MEMBER*
July 24, 2009 HIV, Law, Ethics & Medical Errors / 7 CEUs	\$ 50.00	\$ 75.00
July 25 & 26, 2009 CORE Myofascial Therapy: "Back Specific" and "Chest, Neck & Head" / 14 CEUs	\$100.00	\$300.00*

* The cost of the CORE Seminar includes (if you wish to be a member) a One Year Membership with the American Massage Therapy Association as a Professional Member. A membership application will be provided when you come to the seminar. Information about this seminar and membership can be obtained by calling 866-268-2352 (866-AMTAFLA). Students - See Information Below.

Make Checks Payable To: AMTA Florida Chapter

Mail To: George AMTA - FL

5260 Boxwood Way
Naples, FL 34116

No Credit Cards Accepted. An additional \$50.00 will be added if registering at door.

Bring your license with you and, if applicable, your AMTA Membership card.
Class check in begins at 8:00 AM. All classes are from 8:30AM - 5:30PM

For information, call 1-866-268-2352, leave a message and time you can be reached. Cancellations received by 7/20/09 will be charged a \$25.00 fee; no refunds after that. Cancellations received after July 20, 2009 and No-Shows will not be given a refund. Please wear seminar appropriate clothing. See below for details.

AMTA Student Members

The Cost for AMTA Member Students is \$10⁰⁰ per day payable at the door by cash or check - Make check payable to AMTA Florida Chapter. Please bring proof of your Student and Membership Status.

Non - AMTA Students

The Cost for NON-AMTA Students is \$200⁰⁰ payable at the door by cash or check - Make check payable to AMTA Florida Chapter. Please bring proof of your Massage Student Status. You will be given an AMTA Student Membership Application to complete when you sign up for the course.

ABOUT THE CLASSES & SPEAKERS

HIV, Law, Ethics & Medical Errors / 7 CEUs - Florida Approved Course #2796

Presented by Gary Petitjean, LMT. Florida Provider #50-800 NCBTMB Provider # 286-518-00

Mr. Petitjean has been a licensed massage therapist in Florida since 1988. He has 14 years experience in both entry level instruction and professional continuing education. Mr. Petitjean has a refreshing, innovative approach to these subjects. All these courses are needed for license renewal. This is a lecture only course, no table or special clothing is required.

CORE Myofascial Therapy: "Back Specific" and "Chest, Neck & Head" / 14 CEUs

Presented by George P. Kousaleos, LMT Florida Provider # 50-451 NCBTMB Provider # 450170-06
Back #20-9464 Chest, Neck and Head #20-21424

He is the founder and President of the CORE Institute School of Massage Therapy & Structural Bodywork in Tallahassee, FL. He has been a national leader in the development of professional and educational standards and he has taught advanced certification courses in Myofascial Therapy, Structural Integration and Sports Bodywork throughout the US, Canada and Europe.

CORE Myofascial Therapy: "Back Specific" and "Chest, Neck & Head" This 2-day seminar will focus on myofascial therapy and structural integration techniques for two vital regions of the body. "Back Specific" teaches a clinical protocol for the paraspinal region, including shoulders, hips and pelvis that will improve balance, structural alignment and movement potential while decreasing chronic pain patterns. "Chest, Neck & Head" focuses on improving the structural mechanics of respiration, shoulder and neck alignment and mobility, and reducing stress patterns in the myofascial tissues of the cranium and face. This seminar is a part of the 6-day certification program in CORE Myofascial Therapy. Class size is limited. Please bring 2-piece bathing suit or loose athletic shorts and tube top for women, and bathing suit or loose athletic shorts for men. Massage table, linens, bolsters or pillows for side-lying. No lubricants other than cocoa butter or shea butter. CORE Institute will have CORE Butter on sale at a discount.

GET YOUR MASSAGE CEUs

IN SARASOTA

AT THE HELMSLEY SANDCASTLE HOTEL

July 31, August 1 & 2, 2009

REGISTRATION FORM

Name Phone
PLEASE PRINT
Address City State Zip
E-mail Address

Florida LMT # AMTA Student Member # AMTA Professional Member #

THE REGISTRATION FORM AND PAYMENT MUST BE RECEIVED BY JULY 28, 2009

We will send you a confirmation upon receipt of this form and your payment. Please include your e-mail address so we can send you our confirmation e-mail. If you do not hear from us contact us at 866-268-2352 (866-AMTAFLA)

The Helmsley Sandcastle Hotel, 1540 Ben Franklin Drive • Sarasota, FL 34236

	AMTA MEMBER	NON-MEMBER*
July 31, 2009 HIV, Law, Ethics & Medical Errors / 7 CEUs	\$ 50.00	\$ 75.00
August 1 & 2, 2009 Relief from Head, Neck, and Shoulder Pain / 14 CEUs Quick Release Technique / 2 CEUs	\$100.00	\$300.00*

* The cost of the McCann Seminars includes (if you wish to be a member) a One Year Membership with the American Massage Therapy Association as a Professional Member. A membership application will be provided when you come to the seminar. Information about this seminar and membership can be obtained by calling 866-268-2352 (866-AMTAFLA). Students - See Information Below.

Make Checks Payable To: AMTA Florida Chapter

Mail To: David AMTA - FL
3610 Kingston Blvd
Sarasota, FL 34238

No Credit Cards Accepted. An additional \$50.00 will be added if registering at door.

Bring your license with you and, if applicable, your AMTA Membership card.
Class check in begins at 8:00 AM. All classes are from 8:30AM - 5:30PM

For information, call 1-866-268-2352, leave a message and time you can be reached. Cancellations received by 7/28/09 will be charged a \$25.00 fee; no refunds after that. Cancellations received after July 28, 2009 and No-Shows will not be given a refund. Please wear seminar appropriate clothing. See below for details.

AMTA Student Members

The Cost for AMTA Member Students is \$10⁰⁰ per day payable at the door by cash or check - Make check payable to AMTA Florida Chapter. Please bring proof of your Student and Membership Status.

Non - AMTA Students

The Cost for NON-AMTA Students is \$200⁰⁰ payable at the door by cash or check - Make check payable to AMTA Florida Chapter. Please bring proof of your Massage Student Status. You will be given an AMTA Student Membership Application to complete when you sign up for the course.

ABOUT THE CLASSES & SPEAKERS

HIV, Law, Ethics & Medical Errors / 7 CEUs - Florida Approved Course #2796

Presented by Gary Petitjean, LMT. Florida Provider #50-800 NCBTMB Provider # 286-518-00

Mr. Petitjean has been a licensed massage therapist in Florida since 1988. He has 14 years experience in both entry level instruction and professional continuing education. Mr. Petitjean has a refreshing, innovative approach to these subjects. All these courses are needed for license renewal. This is a lecture only course, no table or special clothing is required.

Relief from Head, Neck, and Shoulder Pain / 14 CEUs - Florida Approved Course #1914

Quick Release Technique / 2 CEUs - Florida Approved Course #2078

Presented by Don McCann, MA, LMT, LMHC Florida Provider # 50-1023
NCBTMB Provider # 037660-00.

He is the founder of Structural Energetic Therapy®, developed intermediate and advanced level trainings, and has over 32 years experience and is a frequent presenter of this technique around the country.

Relief from Head, Neck and Shoulder Pain: In this workshop you will learn specialized techniques proven to effectively relieve conditions related to headaches, neck, shoulder, and upper back pain, limited range of motion in the neck and shoulder, fibromyalgia, sprain/strain injuries, flexion/extension injuries, and more. This protocol can be used in its entirety, or be integrated into other massages routines.

Quick Release Technique: will relieve headaches, neck, and shoulder pain, quickly relaxes uptight clients, and prepares clients for deeper work. The protocol takes 10-15 minutes to apply - great practice builder! This can be integrated into massage routines, or applied as a complete therapy.

Please wear Bathing Suits - Ladies 2 piece bathing suit or loose shorts and sports bra. Participants should bring massage table,liners, oil/lotions and towels.

Progress for Spanish Speaking Massage Therapy Students

by *Nina Ramos, LMT*

From April 16 to 19, 2009, a meeting was held in the NCBTMB headquarters in Oakbrook Terrace, IL, for validation of NCBTMB's new Spanish language examinations. Fourteen educators and a bilingual massage therapist, all of whom speak and write Spanish, were chosen from across the country to help with the final stages of converting the current exams for Spanish-speaking students.

As a member of the group, I found that one of the great benefits of this assignment was the help each member provided by creating and implementing the following three "C's" system that allowed for a successful meeting.

Cooperation played a big part in working as a group because the assignment was completed and everybody received credit for their work.

Compromise was very important because having more than one person giving input created an unbelievable brainstorming atmosphere.

Communication was probably the most important because talking to each other and combining ideas made the work clear and fruitful.

After such a rewarding experience, NCBTMB has created two professional and educational exams in Spanish to test entry-level *knowledge* and *competency* in massage therapy, and massage therapy *and* bodywork. Both tests will be available by July of 2009 in states that allow their use.

Congratulations to everyone who participated and supported this project!



Volunteers who worked on converting the current NCBTMB exams for Spanish-speaking students.



Nina Ramos LMT, is the Miami Unit liaison for AMTA Florida. She was one of the massage therapists who participated in Spanish language exam-conversion process.

Progresos Para Los Estudiantes de Masaje Terapia de Habla Hispana

by Nina Ramos, LMT

En Abril 16 al 19, 2009, se realizó una reunión en las instalaciones del NCBTMB en Oakbrook Terrace, IL, con el fin de realizar la validación del nuevo examen en español del NCBTMB. Catorce educadores y masaje terapeutas bilingües quienes hablan y escriben español, fueron escogidos en diferentes estados para ayudar con la revisión y pasos finales en la conversión del examen dirigido a los estudiantes de habla español.

Como parte de ese grupo, puedo afirmarles que fue una reunión exitosa porque los beneficios alcanzados al cumplir con esa asignación, fue la contribución de cada uno de sus miembros al crear e implementar el siguiente sistema de las tres "C"

Cooperación la cual jugó un papel muy importante al trabajar en equipo. Porque el proyecto se completó y todos recibirán crédito por su trabajo.

Compromiso fue muy importante porque al tener más de una persona dando ideas se creó una increíble atmósfera de cerebros pensantes.

Comunicación quizás la parte más importante, porque el dialogar unos con otros y compartir ideas hizo que el trabajo fuera claro y fructífero.

Después de una experiencia tan gratificante, NCBTMB ha creado dos exámenes profesionales y educacionales en español, uno para examinar el conocimiento y competencia en la terapia de masaje y el otro para examinar las terapias de masaje y los trabajos corporales. Los dos exámenes estarán disponibles en Julio del 2009 en los estados que así lo permitan.

Felicitaciones a todos aquellos que participaron y apoyaron este proyecto.



NCBTMB headquarters in Oakbrook Terrace, IL.



Educators and a bilingual massage therapist, who speak and write Spanish, working on the new NCBTMB test.

Nina Ramos LMT, es la coordinadora de la Unidad de Miami para AMTA Florida. Nina fue uno de los terapeutas de masaje que participo en el proceso de conversión al español del examen Nacional

Headache Relief

Effective Techniques to Address Head, Neck and Shoulder Imbalances

by Don McCann, MA, LMT, LMHC, CSETT

Headaches, as well as neck and shoulder pain are compelling reasons that clients seek massage treatment. Clients suffering from full-blown headaches, high levels of stress, or other symptoms leading to headache patterns or chronic headaches, are looking for *immediate* relief. In fact, the quicker the symptoms of the headache can be relieved, the more confidence a massage client will have in the massage therapist, and the more successful the therapist.

"Headaches are often the result of a stressful lifestyle, or body structure in need of attention..."

While the media and drug industry push pills to eradicate headache pain, the truth is, headaches are often the result of a stressful lifestyle, or body structure in need of attention, and can be better addressed over the long term by a trained massage therapist.

There are several different kinds of headaches – some are easy to treat, and some can be quite challenging. Headaches due to stress and tension are usually, successfully treated with a relaxation massage. Headaches resulting from structural imbalances, injuries, car accidents, and trauma, are more challenging. These types of headaches respond well to specific protocols that address, and release, structural imbalances found in the head, neck and shoulder areas.

When you are treating headaches, prior to doing any soft tissue work, the application of "Quick Release Techniques" will address stress, trapped energy and the structural imbalance associated with the head, neck and shoulders, including any cranial jamming. These symptoms can be found in most headache situations.

...initially, apply soft tissue techniques that will release the head, neck, and shoulders back into structural alignment..."

The Quick Release Technique will dissipate the majority of stress headaches within 10-15 minutes. When this is followed by an

effective head, neck and shoulder soft tissue protocol, such as described below, most headache symptoms will disappear.

Stress seems to be a trigger for the onset of just about any type of headache, so it is important to recognize and effectively release the areas of soft tissue and muscle contractions. The back of the neck and tops of shoulders are normally tight and are typical areas of complaint in almost any headache situation. However, if you only work the back of the neck and shoulders, you could increase the structural imbalance that is often the underlying cause.

Since the head and neck are usually already protruding forward in 90% of the people with headaches, the cervical vertebrae are not effectively supporting the head, forcing the muscles in the back of the neck to contract and tighten. To successfully address the headache triggers on the tops of the shoulders and the back of the neck, you need to initially apply soft tissue techniques that will release the head, neck, and shoulders back into structural alignment, before working on the contracted muscles on the top of the shoulders and back of the neck. The work on the soft tissue of the back of the neck and tops of shoulders can then be deeper and more effective with less sensation for the client, which clients like.

"...structural improvement increases the flow of cerebral spinal fluid and circulation of blood to the cranium and brain. This often leads to long-term headache relief..."

When the headaches are more severe, such as clusters and migraines, there is a two-fold effect when working the anterior chest and neck first, followed by treating the tops of the shoulders and the back of the neck. Not only will the triggers found in the spasmed muscles of the neck, shoulders and rhomboids dissipate, but the structural improvement increases the flow of cerebral spinal fluid and circulation of blood to the cranium and brain. This often leads to long-term relief of the client's migraine or cluster headache syndromes.

The following is the sequence that I have found to be most effective in accomplishing the structural changes. First, work the pectoralis major and minor, then the subclavius directly under the clavicle, followed by working the SCM and all three scalene

muscles. This allows the cervical vertebrae to shift back into alignment.

Rotate the head as you work the individual strokes on the scalenes, working from front to back, to restore full range of motion in the rotation of the head, and allow a more direct release from the strokes on the tightened musculature. **Caution: Massage therapists must always be aware of the contraindications for treating these areas.**

"...structural improvement increases the flow of cerebral spinal fluid and circulation of blood to the cranium and brain. This often leads to long-term headache relief..."

After releasing this musculature of the anterior shoulders and neck, the tops of the shoulders are addressed. **It is important not to put a shearing pressure on the cervical vertebrae in this position.** Then, work the posterior fibers of the neck from the base of the cranium into the tops of the shoulders, being very careful not to put a shearing pressure on the cervical vertebrae, followed by releasing the tightened fibers directly under the ridge of the occiput. This will release the atlas/axis and occiput relationship. It is not uncommon for clients to identify this area as causing their headaches.

To learn more about these effective soft tissue techniques and treatment protocol for headaches, neck and shoulder conditions, there is a workshop: "Relief of Head, Neck and Shoulder Pain and the Quick Release" sponsored by the Florida Chapter of the AMTA on August 1-2, 2009.

Don McCann, MA, LMHC, LMT, CSETT developed *Structural Energetic Therapy* (over 32 years ago). He is a Licensed Massage Therapist (MA3267), Licensed Mental Health Counselor (MH705) with a Masters in Counseling Education, and is certified in Postural Integration, Reichian Release, Cranial/Structural Therapy, Bioenergetics, Rebirthing, Gestalt, Hypnosis. Don is a presenter and instructor for AMTA, FSMTA, universities, conventions, and schools. He teaches workshops and a one year intensive SET Training. He has produced videos and authored three published books on *Head, Neck, Shoulders, Carpal Tunnel, Low Back Pain.* (MM3717)



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- Shiatsu Massage for Neck and Shoulder Pain: Table or Futon
July 11th / 9am - 6pm / 8 hrs
- Sports Injury: Shoulder and Upper Extremity
July 18th / 9am - 6pm / 8 hrs
- Flexibility 1
August 1st - 2nd
9am - 5:30pm / 14 hrs
- Carpal Tunnel Syndrome
August 8th / 9am - 6pm / 8 hrs
- Bamboo Fusion™
August 15th - 16th
9am - 6pm / 16 hrs
- Sports Injury: Neck and Back
August 22nd / 9am - 6pm / 8 hrs

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From the Website Chair...



Hello from the web site chair.

As all of you may or may not know I am Karen Roth web site chair for the Florida chapter.

I wanted to reintroduce myself to all of you and let you in on some of the great things we are doing on the web site. First of all let me make it easy and post you all our link www.amtaflorida.org

I encourage everyone to bookmark and save this link as it can and will become very useful to all of you.

Please take a peek, look around see all the exciting things we are trying to start up for you our esteemed membership. As you browse don't forget to check upcoming events. This is where all the upcoming educational events will be along with the registrations, times, dates and things you will need to know. It will also be followed up on our calendar of events. As you go to our calendar events there you will find everything that's going on with our board. Board calls with the information, medical conventions, unit events, our own national convention, and educational events.

Our gallery is awesome, take a look and see pictures of our Jacksonville annual meeting and elections, medical conventions with all of our great students from all around Florida, our West

Palm annual meeting and elections, and now I will be starting a gallery of educational events, awards, and unit events with pictures. I am so proud of all the great participation from all of you. I have also put a volunteer sign up on there as well, so all of you can have the opportunity to partake in all these wonderful things.

There are all kinds of useful links, please again take a peek. Sometimes it's as simple as going thru the web site that will answer most all of your questions. Life becomes very hectic and busy and we all need a little help and guidance, that is why this web site has been designed .

If there are any questions you have that the site just doesn't help you with please contact us.

All of us on the board are here to help and serve each and every one of you. Without you there would be no Florida chapter.

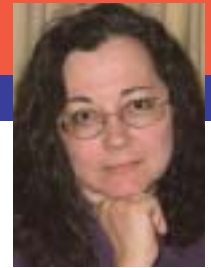
Please remember we are the host chapter for the upcoming convention in Orlando and we are looking for members to help out and volunteer. We are all looking so forward in seeing you all at convention, so if you see any of us please introduce yourself. We always look forward to meeting new members .

Sincerely,

Karen Roth
1st VP AMTA Florida chapter
Web Site chair
Medical Liaison/Public Relations
Journal Ads & PR/liaison

The 2009 Legislature: It's Over... When Did It Begin... and What Happened, Anyway?

by Carolyn Pardue



The Florida Legislature came to Tallahassee with a slew of new members who wanted to “take something home” to their districts and had no money to spend. In fact, when legislators returned home a week or so ago, it was to face school districts laying off teachers, cities closing parks, towns reducing numbers of fire-fighters and law enforcement.

The federal stimulus money, which many legislators opposed so adamantly is the “bucket that saved the boat.” Thanks to federal stimulus money coming into Florida, the state will remain afloat for another year. HOWEVER, it is anticipated that 2010 will be very painful, as revenues are not expected to rise. Since 2010 is also an election year, it is doubtful that legislators will attempt anything courageous.

What did the Legislature do with regard to revenues? Fees will be raised on many services, as will the cost of cigarettes and fines on traffic tickets (so quit smoking and drive safely!) There will be a compact for gambling with the Seminole Tribe of Florida. Agency trust funds were eliminated. Basically, rather than dealing with the long-term revenue challenges to Florida, the Legislature decided to “look under the couch cushions” for change.

Hey??? What about LMTs? What happened to us? In a strange attempt to eliminate those unlicensed persons who advertise massage, but really are part of the sex trade, two legislators offered an amendment. The amendment gave lurid descriptions of what constituted “non-massage therapy.” While the intention was good, the amendment was poorly worded and was shot down without much discussion.

As the year progresses, AMTA will be observing Board of Massage actions for attempts to increase fees and/or fines. Then, as the legislators begin coming to Tallahassee to plan for next year's session, AMTA will continue to note attempts to raise fees or change licensing laws in a way that will be harmful to practitioners.

As of the 2009 Legislative session, the profession was not discussed or on the block. Let's hope it remains that way.

Carolyn Pardue, lobbyist for AMTA Florida, ran her own government relations and association management company for 30 years. Her area of interest was health care. She resides in Tallahassee.

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2009 Florida Schedule
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November 13-15, 2009 Tampa

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Dec 3-6, 2009 Orlando
Ann and Lisa will be attending our 2009 AMTA National Conference in Orlando-Hope to see you there!

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Report From the Florida Board of Massage Therapy

Plus: URGENT Note –
New “Live Hours” Requirement Begins in 2009

by Michael Garcia R. N., L. M. T.

The 352nd General business meeting of the Florida Board of Massage Therapy was held April 23-24, 2009 at the Crowne Plaza Orlando Universal, Florida.

Board members present included: Lynda Solien-Wolfe, LMT, Chair; Lorena Haynes, LMT, Vice chair; Irene Andriole, consumer member; Bob Smallwood, LMT; Bridget Burke-Wommack, LMT; Karen Ford, LMT; and William Stoehs.

Representing the board staff were Christy Robinson, Program Operations Administrator; Paula Mask and Executive Director: Kaye Howerton. Board Counsel, Allison Dudley, Esquire and Sam DiConcilio, Esquire, prosecuting attorney were also present.

The board heard two informal hearings. The individual licensed therapist was fined \$450.00 and ordered to pay costs in the amount of \$585.66 for violating section 480.046(1)(n), Florida Statutes (2007), which provides that practicing massage at a site, location, or place which is not duly licensed as a massage establishment constitutes grounds for which disciplinary action may be taken by the Board of Massage Therapy. The establishment license at the business where he worked expired, but he continued to practice massage there for approximately eight months before a current license was obtained. The Board also voted to place a reprimand on his license.

The second informal hearing was an establishment. This business had a delinquent establishment license, but continued to offer massage services. The business owner also failed to provide proof of liability insurance during the inspection. There was a fine of \$250 imposed, with costs of \$1,373.30 imposed.

There were 39 Settlement agreements presented. These are cases where the prosecuting attorney's office and the therapist or business owner have agreed to terms for the violations. Fines and costs for these agreements were as high as \$5,204.00.

The offenses were varied, and included: being convicted of prostitution; engaging in various insurance fraud practices; failing to report arrests and convictions to the board within 30 days after each conviction; practicing at an unlicensed establishment or operating an unlicensed establishment [27 cases]; obtaining a massage therapist license by fraud [2 cases]; failing a continuing education audit; practicing with an inactive or delinquent license; failing to practice massage with the level of care, skill, and treatment that is recognized by a reasonably prudent massage therapist as being acceptable under similar conditions and circumstances.

There were 11 Voluntary Relinquishments.

Determination of Waiver are cases in which the respondent has been determined to have waived their right to an informal hearing. There were 18 presented. Five had fines and costs below

\$1,000 [specifically: \$473, \$553, \$661, \$788, and \$873]. Six more resulted in fines and costs of \$1,339 \$1,340, \$1,633, \$1,732, \$1,859, and \$1,913. Two cases had fines and costs between \$3,000 and \$4,000.

Two cases had fines and costs over \$6,000. These cases involved working in an unli-

censed establishment or operating an unlicensed establishment [4 cases]; sexual act by an unlicensed person; practicing with a delinquent license [2cases]; violating a final order of the board [4 cases]; sexual misconduct by a licensed person 3 cases]; refusing an annual inspection; failing to comply with PRN [2 cases]; obtaining a license by fraud.

The Board reviewed 13 applicants for licensure. Ten applicants were granted their licenses, either unconditionally or contingent on an evaluation and agreement to terms by PRN, and two applicants were denied their license. One was continued until the next meeting.

All massage establishment applications were approved.

“This is the first year that massage therapists are required to have 12 hours of ‘live’ continuing education hours... It is required in order to renew your license and...must be completed before August 31, 2009!”

There were five petitions for variance or waiver. These are requests for a waiver of an existing rule or law. One request was granted and one therapist was asked to appear at the next board meeting. The rest were denied. Most of the petitions asked for a waiver of the continuing education requirement of 12 hours of live courses.

New “Live Hours” Requirement for License Renewal

This would be a good time to remind all therapists that August 31, 2009, this year, is the expiration date for all massage therapist licenses and all massage establishment licenses. Ask your boss or establishment owner to send in their renewal fee and paperwork as soon as possible. Do the same for your personal license. Don't wait until the license has expired!

Additionally, this is the first year that massage therapists are required to have 12 hours of “live” continuing education hours. These 12 “live hours” must be in massage therapy techniques, which may include history of massage therapy, human anatomy, physiology, kinesiology, and/or pathology.

CEU courses on communications, insurance billing, record keeping, documentation, massage practice management, HIV/AIDS, Florida laws, ethics, prevention of medical errors may not be used to satisfy the 12 hours of “live” hours.

The HIV/AIDS, prevention of medical errors, Florida laws and ethics are still required courses for renewal! They may be taken as home study or on-line and counted as such, but will not count toward the required 12 “live” hours.

Please make sure you take the 12 hours of “live” courses. This has never been required before, so I am hoping therapists do not ignore this new rule, thinking “I've never had to do that before, so I probably don't really need to do it this year.” *It is required in order to renew your license and the hours must be completed before August 31, 2009!*

The Board of Massage has accepted a settlement agreement with the National certification board concerning the examinations that may be used for Florida licensure. That means that we now have three approved tests that can eventually be used

for licensure in Florida. The old NCBTMB test can be used and is currently in effect. The new NCBTM test is approved, but not yet in effect. The Mblex is approved, but not yet in effect.

Stay well, practice safely within the law, and always remember the following three quotes:

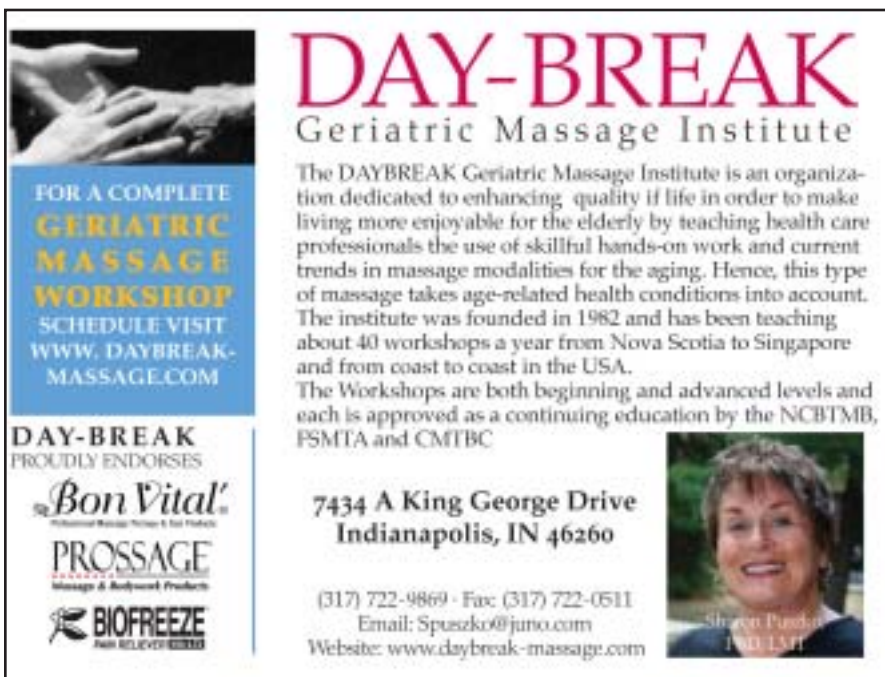
“Ignorance of the Law is no excuse!”

“Education cures ignorance!”

“It is your responsibility to know your Laws!”

Disclaimer: *This information is not the official transcript or minutes of the Board of Massage Therapy. The official minutes can be found on the Board's website at www.doh.state.fl.us/mqa.*

Michael Garcia R. N., L. M. T., is the Chief Academic officer at Alpha School of Massage in Jacksonville, Florida and a Florida approved C. E. U. provider for Medical Massage and other courses. His e-mail address is michaellgarcia@comcast.net. (That's Michael with 2 L's)



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Professional Membership

- \$235 + _____ chapter fee = \$ _____
Please check and submit documentation for one of the following:
- Photocopy of diploma or proof of graduation from a minimum 500 in-class hour entry-level massage therapy training program.
- Photocopy of National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) certificate or confirmation of passing score.
- Photocopy of current AMTA-accepted city, state or provincial license.

Student Membership

You must be enrolled in a 500 in-class minimum entry-level massage therapy program.

- \$79 + _____ chapter fee = \$ _____
- Yes, I'm currently enrolled in a 500 in-class hour minimum entry-level massage therapy training program.

School Name _____
School Address _____
City _____
State _____ Zip _____
Total Program Hours _____
Anticipated Graduation Date _____

Code of Ethics Agreement

I am familiar with the requirements of membership in the American Massage Therapy Association and agree to abide by the Bylaws and Code of Ethics upon acceptance of my membership. I understand that violation of the Bylaws or Code of Ethics can be grounds for termination of my membership. I attest that I have never had a permit or license related to massage therapy revoked, suspended or voluntarily surrendered. I am not currently under any disciplinary action on a complaint resolved or unresolved in this state or any other location.

_____ Date
I have read and agree to the above (signature)

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