

A M T A F L O R I D A

Journal

GOING GREEN

Inside:

IMPORTANCE OF
MYOFASCIAL RELEASE

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APPROACH FOR CLIENTS

MASSAGE BUSINESS
VS MASSAGE PRACTICE



Summer 2011 #59 • \$4.00

Mission:

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

Managing Editor

Karen Roth

Publisher

AMTA Florida Chapter

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Pat Donahue Kathy Reid Karen Roth

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

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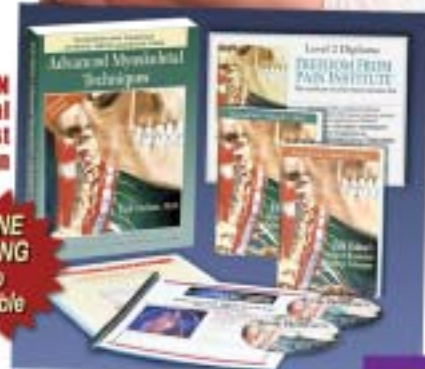
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Message

GEORGE SCHWIND



This is the last regular issue of your AMTA Florida Journal that you will receive in printed form. We have been working on the change over to a GREEN AMTA Florida Journal for some time and now it seems to be here in a rush. If you do not have e-mail capability, please complete and mail the form which can be found in this Journal and we will mail you a copy. Do it now so you won't miss any important Chapter information.

The 2011 Legislative session ended with no bills affecting the practice of massage being passed. See the article in this issue.

There are still four CEU seminars planned for this license renewal period. The first "Orthopedic Massage for Lower Body Conditions" is presented by James Waslaski for 16 hours of hands-on CEUs, in Fort Lauderdale, Saturday and Sunday, July 23 and 24, 2011. The cost for this seminar is \$100 for AMTA members.

The second is "Posturology 101 - Integrative Neurosomatic Therapy" presented by Kevin Wade in Orlando for 19 hand-on CEU hours, on Saturday and Sunday, August 6 and 7, 2011. The cost for this seminar is also \$100 for AMTA members.

The third and fourth seminars are the courses required to renew your LMT license - Laws, Ethics, HIV and Medical Errors. These four courses provide the 7 CEU hours necessary for LMT license renewal. The package of four subjects are presented by Gary Pettitjean on Friday, July 22, 2011 in Fort Lauderdale, and on Friday August 5, 2011, in Orlando. The cost for the package of 4 required subjects is \$50 for members. Register early because space is limited and some members have been turned away from previous seminars.

The Chapter presents these CEU Courses to keep the members in good standing for license renewal but also to offer top notch education to help members improve their skills and grow their practice. See our web site at www.amtaflorida.org for Registration Forms for the seminars and look under "Education."

The AMTA National Convention is being held October 19-22 , 2011 in Portland, Oregon. Save your pennies and go. It will be a valuable experience and a great opportunity to meet therapists from other states and to participate in a super event.

For the AMTA Florida Chapter Board and Chapter volunteers



George



Welcome NEW FLORIDA MEMBERS

February New Members

Lee E. Barnes Deerfield Beach
 Milva Barragan Miami
 Christa M. Bennett Coconut Creek
 Anne Veronica Branker Ocala
 Barbara R. Briggs Lake Worth
 Kerry T. Brigham Palm Springs
 Tammy Lea Brock Homosassa
 Meredith Whitney Brooks Thomasville
 Robert C. Clark Tallahassee
 Tanya K. Collas Daytona Beach
 Cheryl Denise Colvin-Herring Jacksonville
 Kevin Dean Darnell Tallahassee
 Ingrid DeJesus Riverview
 Maria Antonia Delfi-Lopez Tampa
 Kalin E. Delfino Sarasota
 Dagoberto Dominguez Kissimmee
 Ashley Erbe Palmetto Bay
 Sebastian Espinosa Harmony
 Maria Narcisca Garcia Cors Key Biscayne
 Tamarra Nicole Geno Anna Maria
 Justin M. Geronimo Port Richey
 William (Andy) Randolph Hudgins Cocoa
 John William Johnson Inverness
 Dora Lynn Jordan Homosassa
 Michelle D. Lyon North Port
 Nikki R. Lyons Beverly Hills
 Ginger Sue Marinell Alva
 Erik Scott Martens Miami Beach
 Maria Medina Orlando
 Ismel Melean Pompano Beach
 Michele Lyn Miller Palm Beach Gardens
 Iona Lynn Morgan Perry
 Shamiyallah Malikh Muhammad Casselberry
 David Palero West Palm Beach
 Aimee Penado Lehigh Acres
 Connie Lee Perry St Petersburg
 Barbara Pileggi Port Richey
 Stacy R. Potter Live Oak
 Paula Procko Stuart
 Russell W. Protzman Doral
 Bernard Oswald Reul West Palm Beach
 Tanicha Christine Rhaburn West Park
 Rebecca Ann Rhoden Dunedin

Steven Salters Orlando
 Amaury Sanchez Miami
 Mona Schwall Okeechobee
 Heather Ann Slagle Oviedo
 Adriana Taylor West Palm Beach
 Maite Tomavo Miami
 Timothy Tomb Lake Worth
 Sandra V. Vascones Hollywood
 Michael Ventrone Boynton Beach
 Lori L. Verhunce Largo
 Jody Lee Vogel Gulf Breeze
 Travis White Inverness
 Jason Wriglesworth Orlando

March New Members

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 Dana Joy Althouse Deerfield Beach
 Jeannie Bautista Port St Lucie
 David E. Bench Orlando
 Brandy Jordanna Benton Tallahassee
 Markus Bischof Naples
 David Bonilla Tampa
 Gerolyne Bronte Orlando
 Shawn Carmichael Pompano Beach
 Debbie Carter Sunrise
 Patricia Ann Coffman Orlando
 Marie E. Cona Seffner
 Jennifer Crawford Spring Hill
 Stacey Cuttler Delray Beach
 Pamela Dino Deerfield Beach
 Charlene Dyche Ocala
 Carl E. Epps Orlando
 Kindra Evans-McLean Sumterville
 Gail E. Farrell Summerfield
 Alicia Fuente Key Biscayne
 Regan Fuller Clearwater
 Katherine Ann Gadsby Tampa
 Yariza Garcia Miami Springs
 Jessica Green St Augustine
 Teresa Malia Hanley Pensacola
 Laura Kay Harrell Miami
 Bonnie Heidel Naples
 Michael Hoffman Land O Lakes
 Megan C. Johnson Brooksville

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 Colleen Larsson Spring Hill
 Crystal Marie Levell Winter Park
 Joseph Lewkow Gainesville
 Valerie Macri Sparr
 Lisa Malwitz Tallahassee
 Heather McMahon Fort Walton Beach
 Gladys Medina Hialeah
 Clare Marie Merkle New Smyrna Beach
 Matthew R. Messer Jacksonville
 Claire Miller Tierra Verde
 Tara Nichole Murray Lake Panasoffkee
 Christopher John Neilson Lakeland
 Jacqueline Nieves Cocoa Beach
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 Donna Papaleo Sarasota
 Angela Michelle Paris Tarpon Springs
 Tatiane Passoni da Silva Miami Beach
 Bobby Allan Pena North Miami Beach
 Jheny Perez Miami
 Adam Raisley Pensacola
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 Rebecca Taylor Miami Beach
 Alex Terrero Winter Garden
 John Hubert Troup North Port
 Mandalee M. Villar Orange City
 Mercedes Vinals Pembroke Pines
 Milagros Vinas Miami Springs
 Julie C. Wilson Sebastian

April New Members

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Irene Attridge	Stuart
Fawn Bloom	Belle Isle
Mary Lou Boyle	Oviedo
Quincy C. Brown	Orlando
Zarron Brown	Miami
Stephanie Caland	Sarasota
Lindsay Elizabeth Castrillo	Tallahassee
Kerri Deyeso	Sarasota
Jody-Anne Douglas	Orlando
Vernon J. Fox	Panama City Beach
Herb Gleason	Coconut Creek
Janett Gonzalez	Altamonte Springs
Krystina Elizabeth Hernandez	Pembroke Pines
Benjamin Hodges	Jacksonville
Carole A. Jastremski	Altamonte Springs
Janett C. Kasnikow	Miami
Sharon Kohler	St Petersburg
Jeremy Lauseng	Largo
Brett M. Lawler	Sarasota
Michele Northrup	Boynton Beach
Laura Oddo	Delray Beach
Jessica Christine Owens	Sarasota
Deborah Yvonne Pritchard	Spring Hill
Eldeliza I. Quevedo	Miami
Mary Rogers	Winter Haven
Charles Salgado-Gouker	Pembroke Pines
Lisa A. Shenton	Gulfport
Mary S. Siegel	Casselberry
Lisa Smith-Johnson	Saint Cloud
Nibila Sullivan	Ferndale
Johana Toro	Orlando
Joseph Arthur Vickers	Gainesville

February Transfer Members

Amy Elizabeth Carter	Crescent City
Kalin E. Delfino	Sarasota
Marisa Donnell	Naples
Kathryn Gilbert	Middleburg
Natalie Kuwik	North Port
Gina Manley	Tallahassee
Leanne Melang	Miami
Heidi M. Mirisola	Delray Beach
Deborah Molise	Saint Petersburg

Marlon Davis Papa Naidas	Miami
Dorry Renquist	Port Saint Lucie
Carol R. Rich	Palm Bay
Michael Ventrone	Boynton Beach
Patrick Lee Wolfe	Jacksonville

March Transfer Members

Kristi Anderson	Miami Beach
Mary Athow	Mount Dora
David Bonilla	Tampa
Annette Bouchard	Pensacola
Jean Denis A. Cherfils	Miami
Joseph T. Cote	Tallahassee
Moises Cueva	Winter Park
Arleen Damera	Asheville
Olga King	Holiday
Erika Lorraine LeBlanc	Debarry
Darby Line	Coral Springs
Christen Makan	Clearwater
James Molise	Saint Petersburg
Anna K. Myers	North Palm Beach
Mary R. Patterson	Davenport
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Barbara J. Richison	Homosassa
Tracy Rickard	Orlando
Pamela Sowers	Odessa

Mary Helene Spring	Key West
Loretta J. Tamba	Fort Walton Beach
Teresa A. Trisler	Ocala
Karen D. Vann	Jacksonville
Rose S. Watts	Lakeland


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Carolyn A. Berryhill	Palm Coast
Andrea E. Burrell	Pensacola
Sherry S. Cello	Clearwater
Janet Drury	Palm Beach Gardens
Stacy D. Fitzgerald	Panama City
Katherine R. Honig	Naples
Christen Makan	Clearwater
Yarimar Marquez	Winter Haven
Joel Franklin Mitchell	Panama City Beach
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Unit News

THERAPISTS IN ACTION!

AMTA Heart of Florida CALENDAR OF EVENTS 2011-2012

Location:

Withlacoochee Technical Institute
1201 West Main Street
Inverness, Florida 34450

Tuesday, September 13, 2011

Presenter: Rex Young, LMT
Topic: "Championship Chair Massage"
www.integratedtouchschools.com

Tuesday, October 11, 2011

Presenter: Elisa DiFalco MS, OT
Topic: MLD "Lymphlift(tm) of the Head, Neck & Face"
www.mldinstitute.com

Tuesday, November 8, 2011

Presenter: Kevin Wade, LMT, CNMT, CINT
Topic: "Simple Solutions to Scoliosis, the Neurosomatic Approach"
www.neurosomaticeducators.com

Tuesday, January 10, 2012

Presenter: M. Susan Walsh, CMT, NCTMB, LCICI
Topic: "Indian Champissage"
www.msusanwalsh.com

Tuesday, February 7, 2012

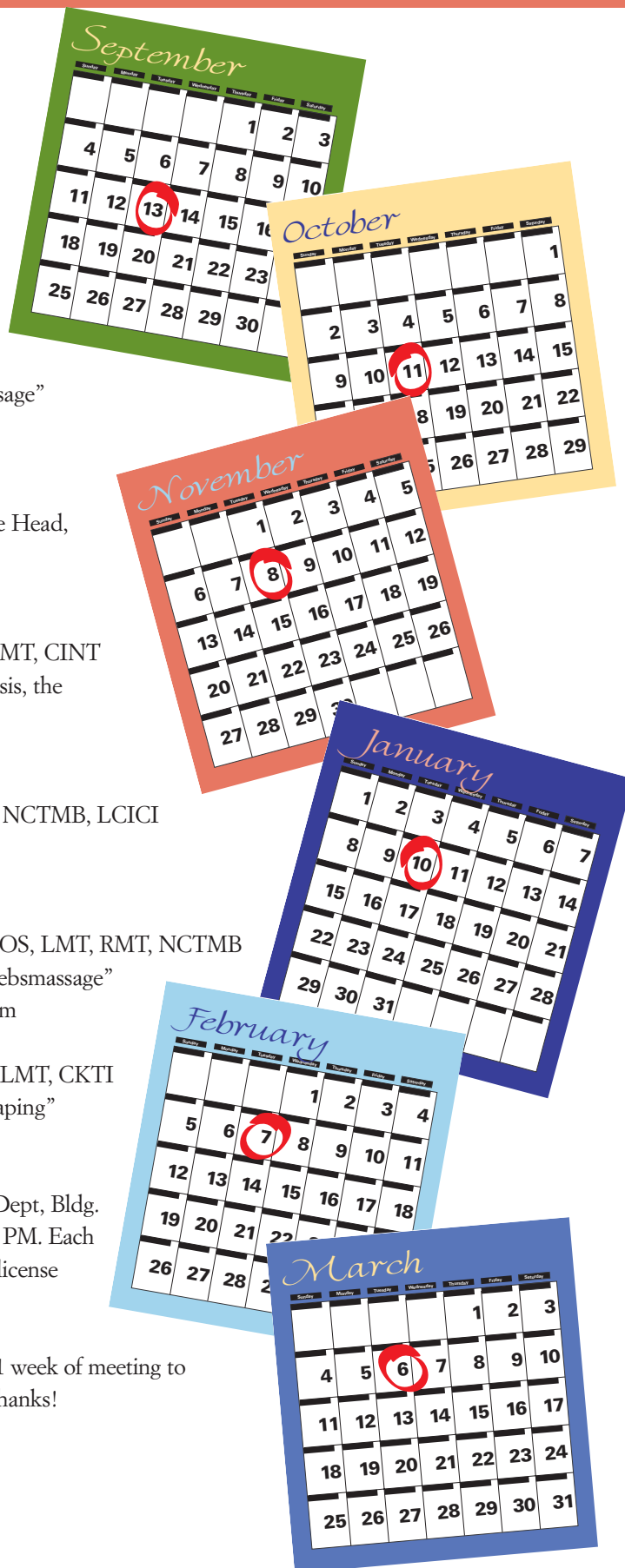
Presenter: Patricia M Donohue, AOS, LMT, RMT, NCTMB
Topic: "Introduction to Bindegewebsmassage"
www.ctm-bindegewebsmassage.com

Tuesday, March 13, 2012

Presenter: Pete Pfannerstill, PhD, LMT, CKTI
Topic: "Introduction to Kinesio Taping"
www.ultrasportsmassage.com

Meetings at 5:45 PM with networking/snack in the Massage Therapy Dept, Bldg. 300, Room 301. AMTA unit meeting 6-6:30 PM, Presentation 6:30-8:30 PM. Each presentation provides 2 CE credits; all qualify as hands-on/live for FL license renewals.

Non-members may attend up to 4 meetings @ \$10 each. RSVP within 1 week of meeting to emilyantonen@yahoo.com to allow for adequate snacks and seating. Thanks!



The Importance of Myofascial Release

by John F. Barnes, PT

Myofascial Release is at the forefront of a new paradigm that is energizing and will lead to the acceptance of the massage therapy profession and its importance in authentic healthcare.

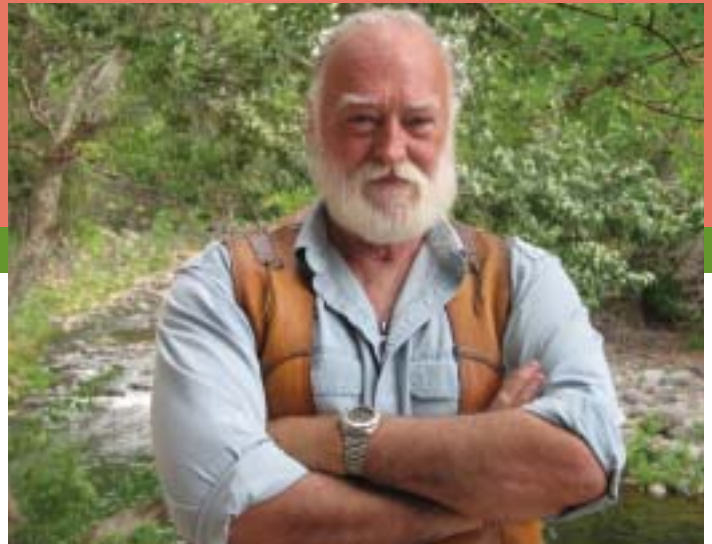
You and I were taught logical theories that explained how the various techniques accomplished their goals. Theories are stories we make up in an attempt to explain phenomena. I graduated from the University of Pennsylvania as a physical therapist. I am a very logical person and accepted the theories taught in school and in scientific texts as factual. My entire belief system was then violently ripped apart in an instant when I experienced a life changing injury. I had been a good athlete; sprinted the 100 yard dash in track events, threw the shot put, played football, skied, drove motorcycles, swam, and excelled at competitive karate and weightlifting. But after being injured, my strength was tested both mentally and physically.

Let me go back to the trauma that changed my life, my belief systems, and radically expanded my mind and view of healing. I was training for an upcoming weight lifting competition and went to the gym to work out. There was no one else there to help “spot” me. I was doing high repetition squats with over 300 pounds and I got to the point where I couldn’t get up from my

*In that horrible instant,
the things that I loved the most,
motion and competition, were taken from me!*

last repetition. I had been a gymnast when I was younger. So, I decided to do a “back roll” to get out from under the weight, forgetting that when your hands are grasping a bar with over 300 pounds on it, your hands can’t let go. I crashed on the ground with tremendous force, herniating the disc at L5 and ripping my lumbar ligaments. I laid on the ground stunned and unable to move.

I felt numb from the waist down. After the numbness and the shock subsided, the pain began to run through my body and my body shook violently. In that horrible instant, the things that I loved the most, motion and competition, were taken from me!



Life became a struggle. I tried every form of therapy available only to be disappointed with temporary results. No one wanted to get better more than me, but I felt trapped by the pain. I was in worse shape than most of my patients. An orthopedist recommended spinal surgery and fused my L5 area. The surgery helped decrease the intensity of the pain, but I still had constant pain, fatigue, and limited motion.

There was a point when I realized that nobody was going to help me but me. I started to lie on my living room floor and treat myself. I found that if I put pressure into the areas that hurt or felt hard, that it helped to relieve the pain. But, I was still very strong and was trying to “force” my way through the restrictions. Over time I learned to be gentler and more patient when I was treating my tight and painful areas. I learned that the problems were not at the “end range” as we were taught. The real problems were in the fascial restrictions that lie before the “end range” which created symptoms, limitation of “end range” and the resultant pain.

As I continued to treat myself, I made such a dramatic recovery that I realized that I had stumbled onto something very important! I had to share this knowledge with my patients and my fellow therapists. I found as I put sustained pressure into the tightness, I started to have strange sensations that went far beyond the origin and insertion of a particular muscle. I eventually realized that the principles that I was developing must be releasing the connective tissue, the fascia. It was during this time that I also fully realized how vital the mind/body connection is in the healing process.

As any athlete knows, the mind/body connection is fascinating and important. I went to physical therapy school to further my knowledge in this area, only to be stunned to discover that physical therapy school did not teach anything about the mind/body connection. Now, here we are and close to fifty years have passed and there is still very little appreciation of the mind/body connection.

In the late 1930's, Max Planck, the discoverer of Quantum Physics, said, "Science progresses one death at a time." Science gives a lot of "lip service" to growth, but actually seems to have built into it an attitude that actually retards growth. Unfortunately, traditional science tends to reject any new theory or paradigm that does not match the prevailing belief system.

I will go into more depth about the model of reality that we are taught and the new emerging paradigm that I believe will be the fundamental basis of therapy and authentic healthcare in the future. While I certainly would not have chosen all the pain, I realized it was nature's way of helping me look deeper into myself. That trauma, so long ago, initiated a journey. This fascinating "inner journey", continues at this moment, into a deep level of consciousness.

While I certainly would not have chosen all the pain, I realized it was nature's way of helping me look deeper into myself. That trauma, so long ago, initiated a journey. This fascinating "inner journey", continues at this moment, into a deep level of consciousness.

This deeper consciousness, I believe, is the root of authentic healing and living life fully. My goal in these articles and in my Myofascial Release seminars is to help you achieve these deeper levels of awareness to enhance your abilities as a therapist and the quality of your life. I have traveled around the world to experience a multitude of healing approaches, so that I can speak from experience, not just empty theorizing. I have learned many excellent techniques from many cultures. I also saw that many techniques were "blind alleys", overburdened with ritual or just plain "fluff".

I hope to share with you the principles that I have developed from my own personal experience and gleaned from clients from around the world over decades. We will explore an exciting new paradigm that is emerging and the important concepts of

piezoelectricity, fiber optics, mechanotransduction, fluid dynamics, quantum physics, fractal geometry, complexity and chaos theory, and cellular consciousness.

Healthcare is undergoing a massive shift and you and I are the pioneers of an exciting change that will lead to a higher quality of care.

My goal in these articles and in my Myofascial Release seminars is to help you achieve these deeper levels of awareness to enhance your abilities as a therapist and the quality of your life.

John F. Barnes, P.T., L.M.T., N.C.T.M.B., is an international lecturer, author, and acknowledged expert in the area of Myofascial Release. He has instructed over 50,000 therapists worldwide in his Myofascial Release approach, and he is the author of *Myofascial Release: the Search for Excellence* (Rehabilitation Services, Inc., 1990) and *Healing Ancient Wounds: the Renegade's Wisdom* (Myofascial Release Treatment Centers & Seminars, 2000). He is on the counsel of Advisors of the American Back Society; he is also on *Massage Magazine's* Editorial Advisory Board; and is a member of the American Physical Therapy Association. For more information, visit www.myofascialrelease.com

For more information about Myofascial Release, you can now access two separate excerpts from the Fireside Chat with John F. Barnes, PT DVD on 'You Tube' with the following links:

Part 1 <http://www.youtube.com/watch?v=PWRuS9xAbMo>

Part 2 <http://www.youtube.com/watch?v=W4QrVlwtBOU>

To find us on Facebook, use the following link:
www.facebook.com/myofascial.release

Do You use a Fluid Approach for Your Clients?

by Bruno Chikly, MD DO, LMT

Everyone knows that water is the primary component in your client's body.

Should this fact influence your treatment approach?

Yes! Unfortunately, many practitioners neglect to address body fluids during treatment. Why? Primarily because it is not easy to work with fluid without specific training. Try to squeeze fluid or force it and not much will happen. It is much easier to work with a body using a solid model, pulling and pushing on the hardest part of the tissue to achieve the best release possible. Historically this "solid" model has been the most emphasized and developed in the Western world.

However, adding fluid techniques to your practice may be the "missing link" for your client's health and longevity.

Consider that most body information and signals are transported through fluids inside and outside the body cells. In fact, 40 % of an adult's body fluid is intracellular. The interstitial fluid and lymph are the 2nd most important fluid components comprising 15% of total body mass (approximately 10.5 liters). Amazingly, in a newborn, the extracellular fluid is greater than the intracellular fluid (45% versus 30%, respectively).

...adding fluid techniques to your practice may be the "missing link" for your client's health and longevity.

So what conditions can be improved with fluid techniques?

Many! Lymph Drainage Therapy (LDT), which works with lymph, interstitial fluid and many other fluids in the body, can be safely and noninvasively applied to most tissues of the body, from skin to muscles, the periosteum, with all thoracic and abdominal or pelvic viscera, as well as the central nervous system (pia, dura). Some techniques use the synovial fluid to naturally release joint problems and articular problems; other techniques help circulate the fluid of the eyes or inner ear. These techniques beautifully complement other techniques and can be easily integrated into your existing practice.

Among the conditions LDT addresses are edema and lymphedema, inflammation of various origins, burns, scars, headaches,

These techniques beautifully complement other techniques and can be easily integrated into your existing practice.

chronic pain, eczema, dermatitis, wrinkles, tinnitus, sinusitis, pediatric infections, geriatric degenerative conditions, chronic fatigue, fibromyalgia, detoxification, insomnia, stress, and more.

The Chikly Health Institute's' LDT curriculum focuses on how to detect and palpate the specific rhythm, direction, depth and quality of lymph flow anywhere in the body, consistent with recent scientific discoveries. You'll learn how to work with flat hands, using all of your fingers to simulate gentle, specific wave-like movements. These subtle manual maneuvers activate lymph and interstitial fluid circulation as well as stimulate the functioning of the immune and parasympathetic nervous systems. As you progress through the curriculum, you'll refine your touch and anatomic understanding so you will be able to manually "map" the lymph and interstitial fluid pathways.

For more details on the LDT workshops, visit www.IAHE.com or call 800-311-9204. Upcoming Florida workshops are LDT1 in Sarasota, August 4-7; LDT2 in Palm Beach, December 1-4, and LDT3 in Palm Beach, June 16-19.

Bruno Chikly, MD, DO, LMT, is a graduate of the Medical School at Saint Antoine Hospital in France, where his internship in general medicine included training in endocrinology, surgery, neurology and psychiatry. Dr. Chikly also earned the United States equivalent of a master's degree in psychology from Paris XIII University, France. His doctoral thesis, which addressed the lymphatic system, its historical evolution and the manual lymphatic drainage technique, was awarded a Medal of Medical Faculty of Paris VI, a prestigious acknowledgment for in-depth work and scientific presentation.

In his definitive text, "Silent Waves: Theory and Practice of Lymph Drainage Therapy," 2nd Edition, Dr. Chikly addresses the applications for lymphedema, chronic pain and inflammation. "Silent Waves" is the first comprehensive book on the lymphatic system and lymphedema in North America.



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Going Green

Dear Membership,

I am so happy and honored to tell you the great news that the Florida Journal will be going GREEN.

It's time we get with the times and start having our awesome journal be seen electronically. You still will get all the great articles, advertisements and up to date news about what's going on with the Florida chapter.

Also as an added benefit you will be able to click on all the great advertisements and it will take you directly to their web sites. The benefit of that is you will ALWAYS be up to date with all their great products and educational seminars they have going on around our beautiful state.

You also have the option to opt out if you don't have computer access, but it's extremely important that you sign up on the bottom of this page and mail it back to me with your correct mailing address. If I do not receive your correct address and name then it will be assumed that you wish to view the journal on line.

There will always be 1 issue that gets mailed out and put on the web site. That issue will always be our Special issue that contains the proposed budget and elections. It will also contain where and when our annual meeting will be held.

On behalf of the Florida Board Members we wish this to be a smooth and easy transition.

Welcome to the electronic age. Spring and Summer will be your last paper issues. The FALL will be able to be viewed on the web and then of course our annual meeting issue will again be mailed.

Sincerely,

Karen Roth

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Journal Editor
778 North Lake Blvd
Tarpon Springs Fl.34689

Upcoming CST Programs Offered in Florida

With its headquarters in Palm Beach Gardens for more than 25 years, Upledger Institute International and its continuing education workshops in CranioSacral Therapy are well known by most Florida practitioners.

Active in the state and national AMTA, John E. Upledger, D.O. and many UII instructors and clinicians have been presenters, sponsors, and exhibitors at our conventions and gatherings over the years.

Because UII is in our “backyard,” it frequently schedules the core curriculum classes (CranioSacral Therapy 1 & 2, Somato Emotional Release 1 & 2) in many of the cities throughout the state. In just the next six months, there will be classes held in Tampa, Miami, Palm Beach, Orlando, Sarasota — all just for CranioSacral Therapy 1! Upper level and specialty CST workshops ranging from obstetrics to Sensory Integration to Unwinding Meridians also are on the FL class schedule providing Florida’s manual therapy practitioners with a treasure trove of educational choices.

Well attended by UII alumnus worldwide is the Beyond The Dura Research conference; the next one will be held April 19 - 22, 2012 in Palm Beach.

Well attended by UII alumnus worldwide is the Beyond The Dura Research conference; the next one will be held April 19 - 22, 2012 in Palm Beach. It’s the 11th such event and promises to be yet another exceptional program reuniting CranioSacral practitioners in their exploration of established and new applications of this effective modality. Of particular note, this occasion will celebrate Dr. Upledger’s 80th birthday and the 30th anniversary that his groundbreaking text, CranioSacral Therapy, will be in print.

This event underscores the exciting evolution of CranioSacral Therapy under the guidance of developer of Dr. Upledger, and the journey of the Upledger Institute International under the helm of Dr. Upledger’s son, John Matthew Upledger, who has helped chart the Institute’s growth for many of its 25+ years.

From a dozen workshops a year in 1985, to hundreds of worldwide workshops today (attended by practitioners from more than 100 countries), UII has steadfastly navigated the dynamic environment of complementary healthcare and has stayed true to its original tenet that the work should be offered to all healthcare providers — from bodyworkers to MDs to social workers to family members of the patient.

Having trained over 100,000 practitioners of varying disciplines, it is accurate to say that Dr. Upledger has fulfilled his desire to “get the work out there to help those who need it.”

Testaments to the efficacy of CranioSacral Therapy can be found in the book *Working Wonders, Changing Lives with CranioSacral Therapy*. Over 150 therapists participated in the book’s development by submitting the stories of patients and their often remarkable results using CST. Case studies detail improvement for a wide range of medical problems including headaches, neck and back pain, Temporomandibular Joint Syndrome (TMJ), central nervous system disorders, motor-coordination impairments, orthopedic problems, neurovascular or immune disorders, fibromyalgia and other connective-tissue disorders, learning challenges such as ADD and ADHD, emotional difficulties, and many other diseases and ailments.

Testaments to the efficacy of CranioSacral Therapy can be found in the book Working Wonders, Changing Lives with CranioSacral Therapy. Over 150 therapists participated in the book’s development by submitting the stories of patients and their often remarkable results using CST.

Because of its light touch (about the weight of a nickel) and noninvasive technique, CST can be safely used on patients of all ages, from newborns to senior citizens — and on those with varying degrees of pain. Patients find the technique extremely relaxing...and the soft approach reduces the strain on the therapist's body.

As The Upledger Institute International's reputation has garnered attention worldwide and the benefits of CranioSacral Therapy have become widely accepted, The Upledger Clinic has attracted many high profile patients including well-known actors, musicians, professional athletes, and politicians. While CranioSacral Therapy is the mainstay of the therapies offered at The Clinic, the diversity of the professional trainings of the clinicians

(osteopathic, chiropractic, bodyworkers, physical therapists, and psychologists) enhances treatment outcomes. Precisely what Dr. Upledger had in mind when he opened the therapy up to practitioners outside of the osteopathic profession.

For more information on CST, go to www.upledger.com. For dates of upcoming workshops, to register for a workshop or browse UI's products, go to www.IAHE.com or call 800-233-5880. The Upledger Institute is a founding member of the International Association of Healthcare Educators (IAHE), an organization specializing in healthcare workshop management for leading providers such as UI, Barral Institute (BI) and Chikly Health Institute (CHI).

CHI



Bruno Chikly
MD, DO

Lymph Drainage Therapy (LDT)

Addresses body fluid systems; lymph, interstitial fluid and synovial fluid. Developed by Bruno Chikly, MD, DO, LDT is the first lymphatic techniques that teach how to attune to the specific rhythm, direction, depth and quality of the lymph flow, consistent with scientific discoveries.

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- Tinnitus, sinusitis
- Pediatric infections
- Geriatric degenerative conditions
- Chronic fatigue, fibromyalgia
- Detoxification, insomnia, stress

Lymph Drainage Therapy 1 (LDT1)

Jul 28-31 Philadelphia, PA
 Aug 4-7 Sarasota, FL
 Sep 10-13 Atlanta, GA
 Dec 8-11 Washington, DC

Lymph Drainage Therapy 2 (LDT2)

Dec 1-4 Palm Beach, FL

Lymph Drainage Therapy 3 (LDT3)

Jul 28-31 Houston, TX
 Aug 4-7 Boston, MA

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Dec 22-27 Miami, FL

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Announcing the New Performance Health Massage Therapy Treatment Manual

Manual extends therapists' services with safe, effective pain-management treatments.
Available at www.biofreeze.com

Akron, Ohio - April 27, 2011 – With the new Performance Health Massage Therapy Treatment Manual in hand, therapists can extend their services with safe and effective massage treatments using Biofreeze® Pain Reliever and Prossage(r) Heat. This exceptional treatment manual includes modalities ranging from pain relieving practices to sports massage to deep tissue stone treatments, as well as a self-care series, retailing tips and a resource reference.

Biofreeze Pain Reliever is the #1 clinically-used and recommended topical analgesic. It delivers targeted pain relief with the benefits of cryotherapy (cold therapy). Prossage Heat is a deep tissue oil specifically formulated for myofascial release and trigger point therapy.

The treatments outlined in the manual were designed by professional massage therapists with experience using Biofreeze and Prossage products. “I’d like to thank the distinguished industry experts that contributed to this manual,” stated Jeff Mathers, Product Manager, Performance Health. “Because of their input and effort, I’m confident that this manual will become an indispensable tool for even the most experienced therapist.”

The contributing authors are James Waslowski, LMT; Michael McGillicuddy, LMT, NCTMB; Teresa M. Matthews, LMT, CPT; Bruce Baltz, LMT, NCTMB; Lorena Haynes, LMT; and Lynda Solien-Wolfe, LMT, NCTMB.

In addition to expanding their practice with new services and protocols, a therapist can increase revenue by selling Biofreeze products. “After experiencing the benefits of Biofreeze, we know clients welcome and appreciate the opportunity to purchase the product from their therapist,” stated Lynda Solien-Wolfe, Director of Clinical Education for Performance Health. “Our Build Your Practice program makes selling our products simple



and rewarding. This program includes free sampling, countertop displays, event sponsorships, a patient education DVD, and a Where-to-Buy online referral service.”

Therapists can view the new Performance Health Massage Therapy Treatment Manual at www.biofreeze.com. A free printed copy of the manual is available to registered Where-to-Buy members. Members simply log into their account at www.biofreeze.com/loginGIRR.aspx and request a copy, which will be sent to them within four weeks. Those who are not registered can do so at this same web address.

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Featuring leading brands like Thera-Band and Biofreeze, Performance Health offers a broad portfolio of products for the therapy, rehabilitation and wellness markets. In addition to market-leading products, Performance Health provides evidence-based protocols, education and pain management solutions.

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You Have a Massage *Business* -not a Massage *Practice*

by Coach Cary Bayer

The large amount of time that you studied massage—probably in the range of 500 to 750 hours—prepared you expertly in the art of giving massage. I refer to this part of your knowledge as your massage practice. I use the word *practice* because you literally practiced it many times before you mastered it. One of your assignments as your education unfolded was to practice on a table what you were taught in the classroom. Some lucky guinea pigs were glad you did.

But speaking of practice, I'm reminded of the classic old joke where the tourist says to the New Yorker, "How do you get to Carnegie Hall?"

And the street-smart local answers, "Practice, practice, practice."

Everything you do on your table is your massage practice. On the other hand—no pun intended—everything that you do that gets people to your table is your massage business.

In massage school, you learned different modalities, different strokes, anatomy, and so forth. Taken together, this knowledge, coupled with all your years of experience, comprises your massage practice. Everything you do *on* your table is your massage practice. On the other hand—no pun intended—everything that you do that gets people *to* your table is your massage *business*.

Another way of saying this is that everything that you do *outside* of your massage room is your massage business. If you were lucky, maybe you had five to seven and a half hours of training on this in massage school. That would account for one percent of your total training. Most therapists were not so lucky to get even this.

Swedish, deep tissue, Shiatzu are all part of a massage practice. Marketing, pricing, and networking are all part of a massage business. Too many massage businesses are all practice and no business. These are also the businesses that are most likely suffering the most financially.

...the Law of Attraction works whether you're putting your attention on writing affirmations or doing visualizations for your business as it does if you're networking for your business.

Wherever I teach my CE classes—in particular, "Build a \$100,000 a Year Massage Business in Just 1 Hour a Day," many arms go up when I ask LMTs if they've heard of *The Secret*. The best-selling book and DVD trumpets the power of the Law of Attraction, the universal principle that states that whatever you focus on expands, or where attention flows, energy goes. So it should come as no surprise, even for those who are versed in the Law of Attraction, that if you devote only a tiny amount of time to your massage business, that you'll likely only receive a tiny amount of growth. However, a more generous amount of time dedicated to your massage business should—and does—yield some generous results. Another way of saying it is that the Law of Attraction works whether you're putting your attention on writing affirmations or doing visualizations for your business as it does if you're networking for your business.

If you're like many of the dozens of massage therapists, whose handiwork I've sampled in many of these united states of ours, as well as in different countries from the Caribbean to southeast Asia, you are exceedingly generous to your clients in your massage practice. If you're like many of those same dozens of massage therapists, however, you're very stingy with yourself regarding your massage *business*. Decide to spend some generous time on your massage business, and you will have more clients than ever before on your table to perform your massage *practice*.

This is a matter that's actually close to my heart. My wife and I both happen to know a number of massage therapists who have terrific massage practices. Now if you read this sentence, without having read the first paragraph in this article, you would naturally assume that these were thriving LMTs. Sadly, nothing could be further from the truth. These are therapists—at the moment, *former* therapists—who had to give up their massage *practice* because they no longer had a viable massage *business*. In other words, they didn't have enough clients to pay their bills and

Legislative Session Summary

by George Schwind

*Some times it takes a personal loss
to take positive action to create change.*

sustain themselves. So they took what most people call “straight jobs” to pay their monthly expenses and, tired from these labors, ran out of the physical and psychic energy it takes to support clients on their table. In time, they stopped doing massage at all. And that was a great loss for us and everyone else who benefited from their healing hands.

The reason that these extremely talented therapists were out of the massage business was because they put almost all of their attention on becoming great therapists, and almost no attention whatsoever on becoming successful therapists. It was their loss— actually *our* loss at not being able to work with them any longer— that helped inspire me to dedicate myself to helping LMTs becoming wiser about supporting their massage businesses. Some times it takes a personal loss to take positive action to create change.

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

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

The primary effort of the Chapter this legislative session revolved around stopping S584 by Flores and H49 by Fresen. These bills were pushed by a few massage therapy schools in South Florida. The bills would have allowed a graduate of a massage therapy school to practice massage therapy under the supervision of a licensed massage therapist before taking the licensure exam. This bill was especially difficult to stop in the Senate because the bill’s sponsor was Senator Anitere Flores from Miami. She is the Majority Whip and part of the Senate’s leadership team. Legislators tend not to vote against leadership bills and S584 barely passed the Senate on a vote of 19 to 18. It died in the House because H49, due to procedural reasons, was not available to be voted on.

Many massage therapists, AMTA members and other LMTs, had a tremendous impact to stop these bills by emailing and calling legislators asking them to oppose the bills. Even the AMTA National office sent a letter opposing the bills. A similar bill was presented and defeated during last year’s Legislative session and I personally expect a similar bill will be back next year for consideration.

Other bills that might have impacted the massage business also did not pass. S246 and H 477 related to Human Trafficking did not get out of committee and was not heard. The proposed bill required operators of massage establishments to maintain valid work authorization documents on the premises for each employee who is not a United States citizen and require presentation of such documents upon request of a law enforcement officer. A person, firm, or corporation operating a massage establishment may not knowingly use a massage establishment for the purpose of lewdness, assignation, or prostitution. Provides various levels of criminal violations of the act.

S528 and H115 related to the creation of a Department of Health and Human Services did not get out of committee and was not heard. The proposed bill creates a Department of Health and Human Services. Transfers the Department of Health, including Medical Quality Assurance which regulates massage therapists, and the agencies for Persons with Disabilities and Health Care Administration to the new department. Creates administrative regions and program divisions with each region.

Leadership vs. Power



King George III asked Benjamin West, his American painter, what George Washington would do if he prevailed in the Revolutionary War. West replied, "He will return to his farm." The British monarch incredulously said, "If he does that, he will be the greatest man in the world." On December 23, 1783 Washington did just that and retired to Mount Vernon - despite the encouragement of many to stay in power. Despite the willingness of Americans to crown him king. Thirteen years later, he would do it once again.

In 1787, Washington was coaxed back to Philadelphia to attend the Constitutional Convention. While there he provided the leadership necessary to get the fractious delegates to settle down and complete the work of designing a new constitution. Afterwards, in 1789, he was elected the first President of the United States. He reluctantly ran for a second term in 1792. He refused to run for a third term, setting a precedent that lasted

*...leadership is something that you give — not take
— and that power should be used responsibly.*

150 years, and retired once again to his farm.

Abraham Lincoln said, "If you want to test a man's character - give him power." George Washington passed that test. Twice in his life he walked away from power and proved that he was indeed the greatest man in the world. He demonstrated that leadership is something that you give - not take - and that power should be used responsibly.

Washington died in 1799, the year that Napoleon Bonaparte became the ruler of France. In contrast to Washington, Napoleon could not acquire enough power. His legendary lust for command drove him to take over much of Europe. "Power is my mistress," he once claimed, "I have worked too hard at her conquest to allow anyone to take her away from me."

Years later, having lost all power and living in exile, he lamented "They wanted me to be another Washington."

History is rife with stories of people who abused their power. Abuse of power, however, is not just reserved for politicians and tyrants. It can be abused by managers, spouses, parents, peers and the list goes on. It is the lure of dominance over others, when it motivates people toward leadership roles, that is revealing. It reveals uncertainty, lack of confidence and fear.

*History is rife with stories of people
who abused their power. ...It is the lure of
dominance over others, when it motivates people
toward leadership roles, that is revealing.
It reveals uncertainty, lack of confidence and fear.*

It is said that power corrupts, but more often than not, it is a corrupted individual who is attracted to power. It is a feeling of inferiority, sometimes called a Napoleon Complex, that drives someone to control other people and to micro-manage their surroundings. Today we call such a person a Control Freak. Science fiction author, Robert Heinlein noted, "Anyone who wants to be a politician shouldn't be allowed to be one."

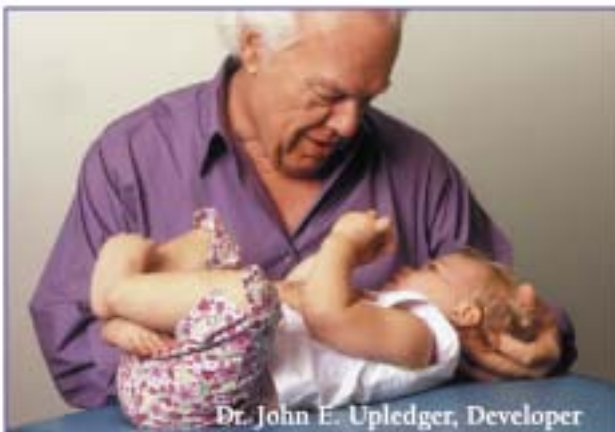
When we look at Abraham Maslow's hierarchy of Human Motivation (Survival, Safety, Social, Esteem, Fulfilment), we see that someone who hungers for power is stuck in the second to bottom level which is Safety. A true leader has self-esteem and self-confidence and does not seek power to bolster his or her feeling of self worth. Thomas Jefferson observed that, "An honest man can feel no pleasure in the exercise of power over his fellow citizens."

A true leader is motivated by a goal. A goal common to his group whether that group is a company or a country. If you find yourself attracted to leadership, stop and check your motivation. Are you driven to share your gift of understanding in the

endeavor of achieving a goal, or are you motivated by perquisites of position and the power you have over others? As John Quincy Adams said, "If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

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

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Personal Data

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I am interested in working with the following committees:

- Awards Committee** oversees the Chapter Awards Program and presents nominations to the Chapter Board for approval.
- Conference Coordinator** plans and implements a designated Chapter conference.
- Education Committee** recruits and communicates with potential education presenters, makes recommendations to the Chapter Board, and ensures that all events meet a high standard. Assists at education events if needed.
- Government Relations Committee** monitors legislation and regulation that might influence the practice of massage therapy and makes recommendations to the Chapter President and Board. Leads the Chapter effort to affect legislation and regulation when directed.
- Membership Committee** plans, coordinates, and implements Chapter activities related to member recruitment and retention.
- Communications** plans and coordinates the production and dissemination of paper and electronic Chapter communications and ensures that they meet appropriate quality and standards.
- Outreach Team** provides awareness and visibility for the Chapter and the profession by providing seated massage to the general public and to specific groups.
- National Convention Delegates** are elected at the Annual Chapter Meeting to represent the Chapter at the National Convention the following year. Besides having a vote at the House of Delegates meeting, delegates attend Chapter meetings to garner member opinions.

Involvement preference:

- single-day(s) short-term (more than 1 day but for a finite period) ongoing

Skills & Talents *(check all that apply):*

My skills include:

- accounting computer expertise writing and/or editing communications
 marketing organizing motivating people photography

Please list any additional special skills you have that you believe would be of value to your organization.

Return To:

American Massage Therapy Association-Florida Chapter
 Kathy Reid
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 Brandon, FL 33511
 813-689-0860
 kathyjreid@hotmail.com

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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.

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

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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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Thanks for joining our family of massage therapists!

Necessity is Still the Mother of Invention

by Cindy Ballis

I've been telling people how the Sacro Wedgy® can help with a variety of back pain issues for over 20 years now. I'm proud to say my father is the inventor and this is truly a small business. He started this concept back in the late 1950s when an osteopath friend explained how holding the sacrum could possibly help some of his athletes suffering from back pain. Not only did this simple technique help them, it started helping their family members and compelled him to create a product that would mimic how his hand would lift the sacrum allowing gravity to do most of the work of relaxing the surrounding muscles. The beauty of the Sacro Wedgy® is how it gives anyone a chance to improve posture and help with painful symptoms such as sciatica, back pain, hip pain, leg pain and more.

The beauty of the Sacro Wedgy® is how it gives anyone a chance to improve posture and help with painful symptoms such as sciatica, back pain, hip pain, leg pain and more.

Now, after participating in more than 15 FSMTA Conferences, and countless AMTA Conferences, we listened to the many requests to develop a class that we call Sacrology®—study of the sacrum utilizing the Sacro Wedgy®. Each therapist will first receive their own complete demonstration to address any “issues” common to this very physical and demanding work. Then, the exchange of routines concentrate on gentle techniques to release the psoas, piriformis and sartorius muscles. Since gravity does most of the work, the theme is to “work smarter, not harder.” So far, the classes I've taught have been well received and a lot of fun. If anyone would like to schedule a class to become a “Sacrologist” please call 1-800-737-9295.

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