

A M T A F L O R I D A

# Journal

# Miami



## Here We Come!



Annual Meeting  
January 22, 2012



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**Mission:**

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

**Managing Editor**

Karen Roth

**Publisher**

AMTA Florida Chapter

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

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**Board of Massage Therapy**

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**Spring Advertisement Deadline**

February 10, 2012




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**Education**

Vacant

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**Massage Therapy Awareness**

Jerry Konrad  
JKonrad537@aol.com

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## 2011 AMTA-Florida Chapter Delegates

Raul Izquierdo, randeinfl@earthlink.net/2 year term  
Nancy Keeney Smith, gvilleamta@aol.com/2 year term  
Elissa Kast, ELK490@aol.com/2 year term  
Jerry Konrad, JKonrad537@aol.com/1 year term  
Estrellita Izquierdo, randeinfl@earthlink.net/1 year term

**Alternate Delegates**

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

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

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Holidays!

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# Miami

## Here We Come!

**A warm breeze with a tropical feel awaits AMTA Florida members for the Annual Meeting in Miami on Sunday, January 22, 2012.**

With 40% of our membership in the south Florida area, it was not hard to make the leap to Miami for our annual meeting. We are very happy that Educating Hands School of Massage will be our host for the annual meeting.

For those planning to attend, you will have the opportunity to learn from some of the top instructors in our state. Iris Burman, Director of Educating Hands, will teach a business class; Ed Wilson will explore the wonders of reflexology and Richard Schekter will teach an introductory course in Lymphatic Drainage.

### **The agenda for the day is:**

8:30-9:00 am

**Registration**

9:00-11:00 am

**Business for the Massage Therapist**

11:15 am-1:00 pm

**AMTA Florida Chapter Annual Meeting.**

This meeting includes elections of officers and delegates. More information is contained in the Journal and on your AMTA Florida web site — [www.amtaflorida.org](http://www.amtaflorida.org).

*The meeting is open to all AMTA Florida members. Lunch will be served during the meeting.*

1:00 pm - 3:15 pm

**Reflexology**

1:00 pm - 3:15 pm

**Introduction to the Lymphatic System and Lymphatic Bodywork**

*Your AMTA Florida Board of Directors hopes you can join us!*

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### **Calling All AMTA Volunteers!**

AMTA Florida Chapter Volunteer Election Form

Please complete all fields

Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

**I am interested in applying for the following positions:**

- President     2nd Vice President     3rd Vice President (1 Year Term)  
 Secretary     Delegate

My qualifications are: \_\_\_\_\_

*Thank you for your continued support of the AMTA Florida Chapter!*

**Please fill out this form and mail it to: Cheryl Back Steinke, PO Box 3552, Seminole, FL 33775-3552**

**Or copy it into an email, then fill it out and submit it to: Cheryl Back Steinke at [LMT@Back2BackTherapies.com](mailto:LMT@Back2BackTherapies.com)**

# Message

GEORGE SCHWIND



By the time you read this message the Chapter year will be almost over and, as you will see as you get into this issue, it is Annual Meeting time. The year always seems to go too fast and there are always more things to do than there is time.

Annual Meeting time is also election time and the open positions descriptions for Chapter officers, two delegates and alternate delegates, as well as the position qualifications for each position are detailed in this issue. If you wish to run for an open board or delegate position, use the form that appears in this issue or the form that appears on our Web site. Please include your vital information and identify the Board or delegate position for which you would like to volunteer. If your qualifications fit, your name will be placed on the ballot.

If you wish to volunteer for a committee and not the Board, use the volunteer form in this issue or on the Chapter web site. Complete and send the form. You will be contacted after the Annual Meeting when the incoming board sets the programs and committees.

This year the 2012 Annual Meeting will be held in Miami at the new Educating Hands facility in downtown Miami. The cover of this issue features a photo of the Educating Hands facility. The Annual Meeting is held in various parts of the State so eventually all our members can attend a meeting without excessive travel. The format for this year's Chapter Annual Meeting has been modified to give the members a variety of educational opportunities rather than only one educational program as was offered in past years.

This license renewal year the Chapter invested member resources primarily in Education so every member would have the opportunity to be qualified for license renewal and get quality seminars to help in their practice. This year we also went in a different direction with our Massage Therapy Awareness activities by focusing on veterans and veterans care givers. See the articles on Massage Therapy Awareness Week in this issue. It is expected there will be opportunities for you to volunteer for this program in the future and we are hopeful we can make this activity a continuing program for our veterans and veteran care givers rather than keeping it to a Massage Awareness event. This is a super way of using your massage experience and skills to show appreciation to those persons who help keep us free.

This year the Florida Chiropractic Association recognized Kathy J. Reid, your 3rd Vice President as "Massage Therapist of the Year." This is a wonderful tribute to Kathy and a wonderful recognition of the quality of members on your AMTA Board.

At the time of this writing, the Board had not made the budget for next year but based on the strategic planning meeting and our Chapter history, there will be improvements in Chapter member programs and Chapter operations.

This past Chapter year the newer Board members were given exposure to AMTA National operations and policy by attending training sessions at the Chapter President's Council, CVOP (Chapter Volunteer Operations Program) and Leadership Training Program offered by AMTA National at the National Convention as well as on the job training. The benefit of attendance at these programs and the on the job experience was reflected during the planning meeting for the next Chapter year and will become obvious to the members as the new chapter year unfolds

*On behalf of the Chapter Board, I wish you the best for the coming New Year.*

**George,**





# Welcome NEW FLORIDA MEMBERS

## August New Members

Lauren Adkins	Hallandale Beach	Fidel Machin	West Palm Beach
Michele R. Albon	Bradenton	Richard Markie	Bellevue
Alice Alves	Orlando	Jessica Anne McGuinness	Gainesville
Jaime Arto	Palm Harbor	Olive Lorraine Mckee	Jacksonville Beach
Leslee Elizabeth Barthle	Pembroke Pines	Vasilica Median	Greenacres
Brandy Beckford	Sarasota	Stephanie Medina	Orlando
Alain Bello Alduncin	Miami	Gustavo Medosky	Plantation
LisaAnn Benham	Tallahassee	Mary D. Michael	Sarasota
Scott Bervin	Burlington	Lolita Moore	Okeechobee
Donna J. Buttafuoco	Altamonte Springs	Tracey Nickens	Bradenton
Pedro Camos	Miami	Nubia Norato	Wellington
Scott Coleman	Orlando	Johanny Nunez	Sunrise
Jean Connor	Gulfport	Jeff Overstreet	Boynton Beach
Cynthia Donahue	Boynton Beach	Drewell Peralta	West Palm Beach
Rene DuClau	Jensen Beach	Julio C. Perez	West Palm Beach
Mrkanda D. Fitch	Alachua	Tammy Phillips	Tampa
Allen M. Fortier	Port Saint Lucie	Jennifer Polanco	Orlando
Dale Patrick Franks	Palmetto Bay	Hector Ramirez	Hialeah
Michelle Galli	Hollywood	Joshua Ratliff	Jacksonville
Jessica Garcia	Bradenton	Beverly A. Roberts	Wilbur By The Sea
Robert L. Grayson	Port Saint Lucie	Maria Rodriguez	Plantation
Yusimil Gutierrez	West Palm Beach	Jason Robert Rosado	Oakland Park
Matt Hagar	Altamonte Springs	Tracee Russell	Palm Beach Gardens
Brittney L. Henneberger	Chipley	Jennifer Schlede	Lake Alfred
Valerie Herrel	Ocoee	Galina Shchavinskaya	North Port
Dexter K. John	Orlando	Erica Nicole Sheats	Tallahassee
Deborah A. Joseph	Coral Springs	Steven Shumelda	Fort Pierce
Bethany Lynn Kloster	Tallahassee	Jamie Spencer	Haines City
Valentina Kneppers	Ft Lauderdale	Anna L. Stearns	St Augustine
Yudith Llufrío Cabrere	Miami	Paula Steere	Satellite Beach
Karen E. Lorence	Islamorada	Maria V. Terjesen	Dania
Mary Lovely-Metz	Jacksonville	Leslie Thibodeau	Pompano Beach
Jessica Lumm	Longwood	Gabrielle Y. Tunnage	Lauderdale Lakes
		Johens R Ubiera	Kissimmee

Carroll L. Vincent	Sarasota
Allen Walterman	Wilton Manors
Sophia Wong	Miami

## September New Members

Amir J. Agemy	Safety Harbor
Flo Barber-Hancock, Ph.D.	Tampa
Amanda Lynn Beresic	Jupiter
Christin Carver	Yalaha
Lina M. Chunn	Boca Raton
Randall Worthe Clark	Clearwater
Matthew Collom	New Smyrna Beach
Sandra J. Cooper	Crystal River
Zahilyn Cote	Naples
Lenon Ariel Diaz	Miami Beach
Megan Deanna Dill	Pensacola
Theresa Duncan	Indialantic
Marybeth M. Dyckes	St Augustine
Leslie Forrester	Gibsonton
Leslie Forrester	Gibsonton
Gretel Garcia	Miami
Annelis Garrote	Miami
Carrie K. Gilder	Pensacola
Lela Fay Gonzales	Miami Beach
Jamie Hanuka	Tallahassee
Charles Edward Hunt	Jacksonville
Harlyn M. Jimenez	Orlando
Carlos Ignacio Lacayo	Miami
Susan D. Lee	Dunnellon
Jill R. Mitchell	Tallahassee
Robert Monahan	Tallahassee
Jonathan E. Moore	Miami
Lori palileo	Pensacola
Meghan G. Pomrenke	Nokomis

Erika M. Reyes	Hialeah	Lisa Marie Hunt	Lehigh Acres
Nancy Grace Richardson	Brandon	Ronda Mack	Plant City
Orelbis Rodriguez	Miami	Eduvier Marquez	Miami
Omar Roig	Hialeah	Mallory Martino	Windermere
Belkys Guadalupe Salas	Miami	Kara McFadden	Oldsmar
Belkys Guadalupe Salas	Miami	Czarina Merchant	Jacksonville
Aimee M. Scannapieco	Delray Beach	Lisa Messenger	Sarasota
Mary Clare Smith	Ormond Beach	Teresa Oliver	Sarasota
Monique Spencer	Kissimmee	Glenn Taylor Redman	Lake Mary
Alexandria Sullivan	Belleair Bluffs	Holly Sroka	Kissimmee
Heather A. Takacs	Camden	Kathleen Varga	Pinellas Park
Zackary Teeter	Ocala	Rhianette Viera	Port Orange
Nelida Thomas	Coral Gables	Lourdes Margaret Vila	Miami
Jenny Maritza Vallejo	Tamarac	Yolanda Visbal	Aventura
Meghan M. Vandagriff	Valrico	Stephanie Watson	Alachua
Rachel M. Wandishin	Homosassa	Amy N. Watson	Gulf Breeze
		Charlene F. Young	Sarasota

### October New Members

Debbie Badamo	Windermere
Barbara Barrow	Pensacola
Crystal Lynn Brantner	Mulberry
Cindy Brue	Apopka
Michael E. Caldarella	Oakland Park
Megan Campbell	Milton
Donald L. Canterbury	Callahan
Heaven Colon	Ocala
Angela Diaz	Orlando
Christopher Allen Drozd	Apopka
Don Duncan	Sun City Center
Brenna M. Franco	Lake Worth
Dawn Goldstein	Coral Springs
Maria Gonzalez	Orlando
Tammy Renee Hall	Safety Harbor
Alexandra Shell Hoxworth	Crawfordville

### August Transfer Members

Ivonne Bessil	Palm Harbor
Mary Elizabeth Cook	New Smyrna Beach
Donna M. Dunn	Defuniak Springs
Karen M. Gersch	Boca Raton
Bonnie J. Gill	North Port
Janis M. King	The Villages
Julie Therese Klutarich	Tampa
Kimberly M. Morris	Pensacola
Iraide Muino	Coral Gables
Barbara J. Nash	Leesburg
Janet L. Overly	Melbourne
Shaun William Reynolds	Tampa
Cindy Roestenberg	Fort Lauderdale
Ruth Laura Soper	Lutz
Charlene A. Will	Saint Augustine

### September Transfer Members

Heather Rae Adams	Parrish
Sarah Bell	North Fort Myers
Sandra J. Cooper	Crystal River
Samantha Dawn Karlish	Middleburg
Pamela Lee	Palm Harbor
Charlie Menger	Sarasota
Jane Marie Miller	The Villages
Myrna Silva	Lake City
Carl W. Stearns	Juno Beach
Eric M. Stephenson	Delray Beach
Michael Ster	Oakland Park
Jeannette Sweeney	Tallahassee
Corrie Wickland	Kissimmee

### October Transfer Members

Melissa Bardachino	Sarasota
Wayne A. Brack	Port Saint Lucie
Gretchen Haswell	Weeki Wachee
Susan M. Hughes	Debarry
Lynne Martin	Rockledge
Alexandrea McAllaster	Fort Walton Beach
Czarina Merchant	Jacksonville
Ethan Nobbs	Ft Lauderdale
Dawn C. Schulz	Gainesville
Rebecca Anne Smith	Fort Lauderdale
Jeannette Sweeney	Tallahassee
Anna Winkler	Pensacola

# Commission on Candidacy Nominating Committee Flowchart

At any board meeting prior to the Annual Chapter Meeting, the board elects either a Nominating Committee or a Commission on Candidacy.

The Nominating Committee consists of three (3) or more members and elects its own chair. Members of the Chapter BOD may not serve.

The Commission on Candidacy consists of one (1) or more members and elects its own chair. Members of the Chapter BOD may not serve.

The Committee receives applications for candidacy.

The Commission receives applications for candidacy.

After reviewing submitted applications, the Committee chooses at least 1 qualifying applicant for each office to be filled.

After reviewing submitted applications, the Commission places all qualifying applicants for each office to be filled.

The Nominating Committee report is read at the Chapter Annual Meeting.

The Commission report is read at the Chapter Annual Meeting.

Nominations may be made from the floor at the time of the Nominating Committee report.

Nominations may be made from the floor at the time of the Commission report only if no eligible candidates have submitted applications within 5 days prior to the annual meeting date.



# Annual Meeting Education Opportunities

## Set yourself free: Is self-employment for you?

**Instructor:** Iris Burman

**Course Description:** Many, if not most, enter the field of Massage Therapy with visions of being their own boss and managing their own businesses. The images are exciting: Set your own hours, work when and how long you wish to, choose who you work with, make more money per session, be the master of your universe.

A few have business background and feel ready to lead themselves to success. Others are limited by fear or feel they lack the confidence and know-how to make this kind of venture work.

Do you have what it takes to have a private practice? Do you know what it takes?

This class will present the foundational characteristics that are needed to be successfully self-employed and some strategies for moving from your current job situation to one of independent practitioner. It will present the pros and cons of being an entrepreneur and provide some inspiration to those who really connect with the idea. Are you ready to "take the leap"? Come discover if this is the path for you.

---

**Iris Burman, Director, L.M.T., N.M.T.** Iris is a co-founder of Educating Hands and has been practicing Massage Therapy for over thirty-three years. She has attained certifications in Swedish Massage, Sports Massage, Milton's Psychophysical Integration, Neuromuscular Therapy and has studied numerous other Modalities. Iris's background includes Gestalt Therapy and Psychology. She has, over the years, taught every element of the program. Currently, Iris concentrates on curriculum development and teaching Massage and Business. She is co-author of *TouchAbilities*®.

## Reflexology

**Instructor:** Ed Wilson

**Course Description:** Reflexology is a gentle, non-intrusive form of touch therapy applied to the feet and hands in order to assist the body's own healing abilities. This powerful, unique and effective form of therapeutic bodywork is an important aspect of preventative health care.

The benefits of Reflexology which are universally recognized are the following: Reflexology can reduce stress, encourage deep relaxation, cleanse the body of toxins, improve circulation, increase energy, enhance productivity and encourage creativity.

In recent years, Reflexology has become increasingly popular as an excellent way to improve and maintain health. This valuable form of natural health therapy can have a beneficial effect on every part of the body by reducing tension and relieving pain.

As we become more conscientious about and involved in looking after our own health, it becomes increasingly more important to use those natural approaches which enable us to heal ourselves. Reflexology does that. It is a natural form of health insurance. REFLEXOLOGY WORKS!

---

**Ed Wilson, Ph.D., L.M.T.** Ed comes with 20 years teaching experience in the university system at Syracuse University, Virginia Tech and Florida State University, where he specialized in teaching courses in the field of marriage, family relations and family therapies. Since joining the bodywork community, he has accumulated 26 years worth of experience in Swedish Massage, Reflexology and Neuromuscular Therapy. Ed has developed a certification program in Reflexology, which he teaches in our continuing education offerings. He also teaches massage, Florida Law and History.

## Introduction to the Lymphatic System and Lymphatic Bodywork

**Instructor:** Richard Schekter

**Course Description:** This course will have lecture, demonstration, and hands-on portions. We will be review the anatomy and physiology of the lymphatic system, and introduce lymph drainage oriented therapy. The discussion will include the organs of the lymphatic system and their functions, a description of lymph and its role in human homeostasis, a description of major lymphatic vessels and their locations, and the appropriate integration of this knowledge into bodywork.

There will be a demonstration of lymphatic drainage therapy to highlight some significant aspects of appropriate pressures and intentions in lymphatic work.

Although limited by time constraints, participants will be encouraged to practice and experience limited hands-on work in either a seated position or on massage tables. Bring some basic linens if you want to experience the table work (two sheets and a hand towel, or sheet, bath towel and hand towel). No lubricant will be used.

---

**Richard Schekter, LMT,** A former scientist and Educating Hands School of Massage graduate, Richard has been teaching the anatomy and physiology of the lymphatic system since 1997. He serves as part of the core faculty there, not only in the science program, but also in the massage program. He most often teaches classes in A&P, regional massage, effects of massage, indications & contraindications for massage, commonly encountered conditions, and case studies.

His continuing education class in Deep Tissue Massage is highly acclaimed. Richard will also offer an 18 hour CEU course, *Introduction to Lymphatic Bodywork*, in the present biennium.

# AMTA Florida Chapter National Massage Therapy Awareness Week

*by Jerry Konrad*

The AMTA Florida Chapter's National Massage Therapy Awareness Week's (NMTAW) focus was on United States Military veterans health care. The Chapter had a one (1) day NMTAW event at the Fisher House ([www.fisherhouse.org](http://www.fisherhouse.org)) at Bay Pines VA Healthcare System, Bay Pines, FL on Wednesday, October 26, 2011 from 10:00 AM to 2:00 PM. An email request for volunteers was sent out to all AMTA Florida Chapter Members in Hillsborough and Pinellas counties. Tina Reschke & Kevin C. O'Dunn volunteered along with Chapter BOD members George Schwind, Nancy Keeney Smith, Elissa Kast & Jerry Konrad at this event.

Our NMTAW event lead to a request from the VA Caregivers Support Services at Bay Pines for chair massage at the Bay Pines VA Healthcare System Family Caregiver Symposium on November 14, 2011 at Bay Pines VA Healthcare System (Cobb Auditorium). Tina Reschke, Kevin C. O'Dunn and Gretchen Fieri volunteered along with Chapter BOD members Elissa Kast & Jerry Konrad at this event.



# AMTA Florida Chapter Annual Meeting Minutes January 16, 2011

## Meeting was called to order at 1:33p.m.

**Board members present:** George Schwind, *President*  
Karen Roth, *1st VP*  
Vilma Pico, *2nd VP*  
Nancy Keeney Smith, *3rd VP*  
Kathy Reid, *Secretary*  
*Treasurer*, vacant  
*IPP*, vacant

**Motion 1-16-11;#1** A motion was made by Karen Roth to approved the agenda as in the journal with amendment. Second by Emily Anton. *Motion passed.*

**Motion 1-16-11;#2** A motion was made by Cheryl Back Steinke to approve the minutes of the February 7, 2010 Annual Meeting. Second by Nancy Keeney Smith. *Motion passed.*

George Schwind gave a report on the financial report ending November 2010. Jerry Konrad made a motion to accept the report as read.

**Motion 1-16-11;#3** Pat Donahue made a motion to add a new line item to the 2011/2012 budget to support the Massage Therapy Foundation at a rate of .50 for professional members. Second by Estrellita Izquierdo. *Motion passed.*

**Motion 1-16-11;#4** Motion was made to reduce the education expenses by \$3100 to go to the Massage Therapy Foundation. Second by Estrellita Izquierdo. *Motion failed.*

**Motion 1-16-11;#5** A motion was made by Jerry Konrad to accept the amended budget. Second by Pat Donahue. *Motion passed.*

## Cheryl Back Steinke reported the results of the elections as follows:

<b>1st</b>	Karen Roth	unopposed	Accepts
<b>3rd</b>	Nancy Keeney Smith	unopposed	Accepts
<b>Treasurer</b>	Jerry Konrad	unopposed	Accepts

## Delegates - 3 for a 2 year term

Jerry Konrad  
Alisa Kast  
Nancy Keeney Smith

## 2 for a one year term

Vilma Pico  
George Schwind

## Alternates are:

1st	Pat Donahue
2nd	Kathy Reid
3rd	Karen Roth

**Nominating committee** consisted of Cheryl Back Steinke (supervisor), Estrellita Izquierdo and Jessica Spiddle.

**Motion 1-16-11;#6** A motion was made by Joe Ferguson to destroy the ballots. Second by Pat Donahue. *Motion passed.*

## The chapter gave awards to the following members:

Meritorious	Jeffery Woods
Outstanding Group Volunteer	Emily Anton
Volunteer of the Year	Cheryl Steinke Back
Distinguished Service	Laurel Freeman

George gave the membership and update on the committees and what has been proposed new for next year.

Laurel Freeman wanted to state for the record how much she loved the new format of the last Journal and her excitement that the AMTA Florida Chapter is going green.

Laurel Freeman installed new officers and delegates.

**Motion 1-16-11;#7** A motion was made by Karen Roth to adjourn the meeting. Second by Cheryl Back Steinke. *Motion passed.*

**Meeting adjourned at 3:43p.m.**



# AMTA-FL Chapter Position Descriptions

## **Position Title:** Chapter President

### **Purpose**

The Chapter President sets the direction and pace of the Chapter's activities based on the vision that has been determined by the Chapter membership, Chapter Board of Directors, and other Chapter Officers. The Chapter President serves as a leader, planner, mentor, mediator, and facilitator.

### **Eligibility**

In addition to being a Professional member in good standing and signing the Chapter Volunteer Code of Conduct, she/he must meet one or more of the following requirements:

- Completed one term year as a Chapter Board member within the last three years.
- Completed one term year as a Chapter committee chair within the last two years.
- Completed one term year as a National Standing Committee Chair or National Board member within the last two years.

### **Authority**

The authority of the Chapter President is conferred by the Chapter membership through election, as the highest-ranking elected officer in the Chapter, and as specified in the National AMTA Bylaws, Policy, and Chapter Standing Rules.

### **Accountability**

The Chapter President is accountable to the Membership by virtue of election and to the Chapter Board, the Chapter membership and the AMTA National Board through reporting activities. The Chapter President agrees to uphold and abide by National AMTA Bylaws, Policy, Job Description, Chapter Volunteer Code of Conduct, and Chapter Standing Rules (if applicable), and Financial Policies & Procedures.

### **Term of Office**

The Chapter President shall be elected every even year for a term of two (2) years or until a successor is elected, not to exceed two (2) consecutive elective terms.

### **Relationship**

The Chapter President works most closely with Chapter Board members and appointees, Chapter staff or consultants, and National AMTA staff. The Chapter President also communicates with Chapter members, other Chapter Presidents, the Chapter Relations Committee, Chapter Relations Department, and/or other National volunteers, as appropriate.

### **Responsibilities**

1. Is a voting member of the Chapter Board of Directors.
2. Prepares the agenda for Chapter membership and Board meetings, and provides the agenda and all supporting documentation to Board members and appropriate appointees at least one week prior to the Board meeting.
3. Attends and presides over, or delegates authority, maintains order, and expediently conducts business at all Chapter meetings and Board meetings; and is familiar with Robert's Rules of Order.
4. Delegates authority to the 1st VP (or next officer in succession) when incommunicado for more than one week.
5. Shall not be the Chair of any committee, sub-committee, special committee, or workgroup.
6. Serves as ex-officio (non-voting) member of all Chapter committees.
7. May temporarily assume/delegate the responsibilities of vacant volunteer positions while working with the Chapter Board, Chapter Relations Committee and staff to fill the vacancy.
8. Attends (or delegates attendance) to regional and national meetings of the Association, at the Chapter Board's direction, as per policy, and/or as budgeted.
9. Identifies, recruits, cultivates, and mentors future Chapter leaders.
10. Appoints standing committee, subcommittee, special committee, and workgroup chairs (except the nominations committee), with the approval of the Chapter Board.
11. Approves appointments of committee members made by committee chairs.
12. Supervises the affairs of the Chapter.
13. Prepares and submits appropriate information for Chapter newsletter.
14. Reviews documents and records produced by the Chapter, including:
  - a) Minutes from Chapter Board of Directors meetings.
  - b) All contracts.
  - c) Legislative activities.
  - d) Financial Reports.
  - e) Committee Reports.
  - f) Newsletter or other communications such as e-mail announcements etc.
15. Oversees Chapter's budgeting and financial activities.
16. Receives direct feedback from members and answers their questions about actions of the Chapter Board.
17. Directs and refers members to volunteer and staff contacts as appropriate.

18. Reports to the membership at the Chapter meetings.
19. Ensures Chapter operations are consistent with the AMTA Strategic Plan.
20. Fulfills the fiduciary, due diligence, and other responsibilities of Chapter Board members as described in National Bylaws and Policy.
21. Maintains orderly records of issues and actions taken during her/his term and supplies the incoming President with those records.
22. Facilitates the efficient, positive, and productive activities of the Chapter through consultation with other Chapter officers, National volunteers, and/or National staff.
23. Once a Chapter President has served two consecutive terms, in the event that no eligible candidate steps forward to run for the office of Chapter President, the current Chapter President remains in office until a successor is elected during a “special election” at the next scheduled business meeting and elections.
24. Is a signatory on all Chapter accounts per AMTA Policy.

### Time Commitment

The time commitment is approximately 5 - 15 hours per week, depending on Chapter activities.

The time commitment may be higher before and/or during certain National or chapter events or activities.

### Vacancy and Succession

A vacancy in the President’s position will be filled according to AMTA Bylaws, Policy, and Chapter Standing Rules.

### Removal from Office

An officer may be removed from office for failure to:

1. Fulfill her/his duties and responsibilities (dereliction of duties).
2. Abide by the National AMTA Bylaws, Policy, Job Description, Chapter Volunteer Code of Conduct, Chapter Standing Rules, Financial Policies and Procedures.
3. Keep AMTA membership dues current.

Removal shall occur upon recommendation from a Chapter Board member with a two-thirds vote of the entire Chapter Board.

The Chapter President, as a Chapter volunteer, is also subject to the Chapter Volunteer Conflict Resolution Process.

## Position Title: Chapter Vice President (1st, 2nd or 3rd)

### Purpose

The Chapter Vice President will assist the Chapter President in achieving Chapter goals and effecting policies and/or decisions made by the Chapter Board of Directors.

### Eligibility

In addition to being a Professional member in good standing and signing the Chapter Volunteer Code of Conduct, she/he must meet one or more of the following requirements:

- Completed one term year as a Chapter Board member within the last three years.
- Completed one term year as a Chapter committee chair or member, within the last two years.
- Completed one term year as a National Standing Committee Chair or National Board member within the last two years.
- Completed two years of AMTA membership.

### Authority

The authority of the Chapter Vice President is conferred by the Chapter membership through election, and as specified in the National AMTA Bylaws, Policy and Chapter Standing Rules, (if existent).

### Accountability

The Chapter Vice President is accountable to the Membership by virtue of election and the Chapter Board, the Membership, and the AMTA National Board through reporting activities. The Chapter Vice President agrees to uphold and abide by National AMTA Bylaws, Policy, Job Description, Chapter Volunteer Code of Conduct, Chapter Standing Rules (if existent), and Financial Policies & Procedures.

### Term of Office

The First and Third Vice Presidents shall be elected every odd year for a term of two (2) years or until successors are elected.

The Second Vice President shall be elected every even year for a term of two (2) years or until a successor is elected.

### Relationship

The Chapter Vice President works most closely with Chapter Board members and appointees, Chapter staff or consultants, and National AMTA staff. The Chapter Vice President also



communicates with Chapter members, other Chapter Vice Presidents, the Chapter Relations Committee, Chapter Relations Department, and/or other National volunteers, as appropriate.

### **Responsibilities**

1. Is a voting member of the Chapter Board of Directors and is familiar with Robert's Rules of Order.
2. In the temporary absence or incapacity of the Chapter President, the 1st, 2nd or 3rd Vice President, in that order, serves in the place of the President.
3. In the event the office of the President becomes vacant, may succeed to the office of President according to AMTA Bylaws and Policy.
4. Accepts responsibilities for Chapter/Association assignments as delegated by the Chapter President.
5. May have signature registered with the bank servicing the Chapter and with any other financial institution serving as depository of funds.
6. May temporarily assume the responsibilities of vacant volunteer positions while working with the President, the Chapter Relations Committee and staff to fill the vacancy.
7. Shall not be the Chair of more than two (2) committees, sub-committees, special committees or workgroups.
8. Attends Chapter Board, Chapter membership, and any Chapter committee meetings for which the Vice President has responsibility, and, whenever possible, regional and national meetings of the Association.
9. Identifies, cultivates and recruits future Chapter leaders.
10. Makes recommendations to the Chapter President for committee appointments.
11. Directs and refers members to appropriate volunteer and staff contacts as needed.
12. Is available to receive direct feedback from members for input to the Chapter Board, and to communicate to inquiring members, appropriate information regarding actions of the Chapter Board.

13. Maintains communication with Chapter membership through regular reports via Chapter newsletter, and reports at Chapter membership and Chapter Board meetings.
14. Fulfills the fiduciary, due diligence, and other responsibilities of Chapter board members as described in National Bylaws and Policy, Chapter Volunteer Code of Conduct and Chapter Standing Rules and Policies.
15. Maintains orderly records of activities and timelines relevant to her/his position during the term and supplies the incoming Vice President with those records to ensure a smooth transition.

### **Time Commitment**

The time commitment averages approximately 5 - 8 hours per week, depending on Chapter activities. The time commitment may be higher before and/or during certain Chapter events or actions.

### **Vacancy and Succession**

A vacancy in the Vice President's position will be filled according to AMTA Bylaws, Policy, and Chapter Standing Rules (if existent).

### **Removal from Office**

An officer may be removed from office for failure to:

1. Fulfill her/his duties and responsibilities (dereliction of duties).
2. Abide by the National AMTA Bylaws, Policy, Job Description, Chapter Volunteer Code of Conduct, Chapter Standing Rules, Financial Policies and Procedures.
3. Keep AMTA membership dues current.

Removal shall occur upon recommendation from a Chapter Board member with a two-thirds vote of the entire Chapter Board.

The Chapter Vice President, as a Chapter volunteer, is also subject to the Chapter Volunteer Conflict Resolution Process.

## Position Title: Chapter Secretary

### Purpose

The Chapter Secretary is the official keeper of the Chapter records and is responsible for maintaining and updating Chapter records during her/his term of office.

### Eligibility

In addition to being a Professional member in good standing and signing the Chapter Volunteer Code of Conduct, she/he must meet the following requirement:

- Completed one year of AMTA membership.

### Authority

The authority of the Chapter Secretary is conferred by the Chapter membership through election, as specified in the National AMTA Bylaws, Policy and Chapter Standing Rules (if existent).

### Accountability

The Chapter Secretary is accountable to the Membership by virtue of election and, to the Chapter Board, the Membership and the AMTA National Board through reporting activities. The Chapter Secretary agrees to uphold and abide by National AMTA Bylaws, Policy, Job Description, Chapter Volunteer Code of Conduct, and Chapter Standing Rules (if existent), and Financial Policies & Procedures.

### Term of Office

The Chapter Secretary shall be elected every odd year for a term of two (2) years or until a successor is elected.

*Proviso: Effective January 1, 2009, the Secretary shall be elected for a term of one (1) year or until a successor is elected.*

*Commencing in 2010, the Secretary shall be elected every even year for a term of two (2) years or until a successor is elected.*

### Relationship

The Chapter Secretary works most closely with Chapter Board members and appointees, Chapter staff or consultants, and National AMTA staff. The Chapter Secretary also communicates with Chapter members, other Chapter Secretaries, the Chapter Relations Committee, Chapter Relations Department, and/or other National volunteers, as appropriate.

### Responsibilities

1. Is a voting member of the Chapter Board of Directors and is familiar with Robert's Rules of Order.
2. Acts in the place of the Chapter President in the absence or incapacity of the Chapter President, 1 st Vice President, 2 nd Vice President and 3 rd Vice President.
3. Distributes announcements of Chapter Board meetings and Chapter membership meetings in accordance with National AMTA Bylaws, Policy and Chapter Standing Rules (if applicable).
4. Attends Chapter Board and membership meetings and ensures that attendance, votes and the proceedings of the meetings are recorded, maintained and retained according to the National and Chapter record retention guidelines.
5. Submits required reports to the National Office.
6. Distributes minutes of Chapter Board meetings to Board members and Chapter meetings to the Chapter membership as soon as possible following the meeting, but no later than three weeks following the meeting unless otherwise stipulated in the Chapter Standing Rules (if existent).
7. Accepts responsibilities for Chapter/Association assignments as delegated by the Chapter President.
8. Forwards Chapter rosters to the National Chapter Relations staff Administrator, in accordance with Policy. Updates must be received by the National Chapter Relations staff Administrator per Policy.
9. In cooperation with the Chapter President and the Chapter Treasurer conducts the regular day-to-day business affairs of the Chapter.
10. May temporarily assume the responsibilities of vacant volunteer positions while working with the President, the Chapter Relations Committee and staff to fill the vacancy.
11. Shall not be the Chair of more than two (2) committees, sub-committees, special committees or workgroups.
12. Identifies, cultivates and recruits future Chapter leaders.
13. Makes recommendations to the President for committee appointments.
14. Directs and refers members to appropriate volunteer and National AMTA staff contacts as needed.
15. Is available to receive direct feedback from members for input to the Chapter Board and to communicate to inquiring members, appropriate information regarding actions of the Chapter Board.
16. Fulfills the fiduciary, due diligence and other responsibilities of chapter board members as described in AMTA Bylaws, Policy, Chapter Volunteer Code of Conduct and Chapter Standing Rules (if existent).

17. Maintains orderly records of activities and timelines relevant to her/his position during the term and supplies the incoming Secretary with those records to ensure a smooth transition.

**Time Commitment**

The time commitment is approximately 2 – 4 hours per week, depending on Chapter activities.

**Vacancy and Succession**

A vacancy in the Chapter Secretary’s position will be filled according to AMTA Bylaws, Policy and Chapter Standing Rules (if existent).

The Chapter Secretary, as a Chapter volunteer, is also subject to the Chapter Volunteer Conflict Resolution Process.

**Position Title:** Delegate to the House of Delegates (HOD)

**Eligibility**

- Must be a professional member in good standing of the Chapter to which they are assigned.
- Must sign the AMTA Chapter Volunteer Code of Conduct.
- Agrees to uphold and abide by National AMTA Articles of Incorporation, Bylaws, Policy, Code of Conduct, Rules of Engagement, and Job Description.
- Shall not be an AMTA National Board member.

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

**Lymph Drainage Therapy 1 (LDT1)**

Feb 9-12, 2012	Albuquerque, NM
Feb 9-12, 2012	Seattle, WA
Feb 23-26, 2012	Palm Beach, FL
May 31-3, 2012	Edmonton, AB
Jun 7-10, 2012	Wichita, KS
Jul 19-22, 2012	Philadelphia, PA
Aug 9-12, 2012	Boulder, CO
Aug 9-12, 2012	St. Louis, MO
Sep 13-16, 2012	Lexington, KY
Sep 13-16, 2012	Austin, TX

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### **Authority**

Delegate is given authority by National Bylaws and Policies and through election by the Chapter membership.

### **Accountability**

Delegate is accountable to the members of the Chapter by virtue of election, and to the Chapter Board by virtue of funding, where applicable.

### **Term of Office**

The delegate shall serve a term of office of two years, beginning at the same time as chapter officers' terms. The delegate shall serve no more than three consecutive elected terms

### **Purpose**

Delegate represents her/his Chapter members in the HOD and related activities, informs the Chapter of timelines, and facilitates the Chapter's influence in the HOD.

### **Relationship**

Delegate works with her/his Chapter members and fellow Chapter Delegates, as well as Delegates from other Chapters and the House of Delegates Operations Committee (HODOC), to follow timelines and carry out the assignments and charges applicable to the HOD function.

### **Responsibilities**

1. Delegate, in communication at all Chapter Meetings and through other means available, initiates member involvement in discussion of matters that may or will come before the HOD.
2. Delegate responds to Chapter Board and member communications on a regular and timely basis via phone, e-mail, or other appropriate means.
3. Delegate provides written reports to the Chapter Board as directed by the Chapter Board.
4. Delegate attends all Chapter membership meetings, and reports to the members and Chapter Board at those meetings.
5. Delegate maintains a working knowledge of materials provided for the HOD meeting.
6. Delegate prepares and reviews all necessary materials prior to meetings.

7. Delegate attends and participates in the HOD orientation and meeting and casts informed votes.
8. Delegate reports the actions of the HOD to the Chapter membership.
9. Chapters may assign additional Chapter responsibilities to delegates.

### **Time Commitment**

- The time commitment averages about 2-4 hours per month.
- Delegate attends the Chapter Annual Meeting, Chapter membership meetings, Chapter Board meetings (as requested by the Chapter Board), Chapter Leadership Training, (as requested by the Chapter Board), the Delegate Orientation Meeting and the HOD Meeting at the National Convention. Time commitment will be considerably higher during the annual convention.

### **Use of Organizational Resources**

Resources related to carrying out the duties of this office:

- HODOC provides materials and training.
- Chapters may provide reimbursement according to Chapter Policy.

### **Vacancy and Succession**

In the event of a vacancy, the alternate with the next highest number of votes in the previous election will assume the Delegate position.

### **Removal from Office**

A Delegate may be removed from office for failure to:

1. Fulfill her/his duties and responsibilities (dereliction of duties).
2. Abide by the AMTA Articles of Incorporation, Bylaws, Policy, Code of Conduct, Rules of Engagement, or Job Description.
3. Keep AMTA membership dues current.

Removal shall occur in accordance with the AMTA Chapter Conflict Resolution Process.



# Time to Vote

## Offices Open for Election

### Chapter Positions Open for Election:

#### Two Year Terms

President  
2nd Vice President  
Secretary  
Delegates

#### One Year Term

3rd Vice President

The information in the above mentioned Job Descriptions and Duties of the AMTA-FL Chapter Board is significant because if you are unable to dedicate and commit the time and energy to being a Board Member you block the progress of the Chapter and will feel personally challenged by your inability to timely perform.

The above is stated not to scare you away from running for a position on the Board but to give "Fair Notice" that there are some strict time deadlines as well as flexible deadlines. You should know that unforeseen opportunities and unplanned challenges can interrupt your otherwise peaceful life. Further you should consider out of town travel as part of your duties and that the stated numbers of meetings in Section V is minimal and more may be needed.

Please do not feel discouraged if you wish to serve — there are also many Committees and special events that will require your time and talent. Please volunteer for those Committees and events if you cannot put in the time to be a Florida Chapter Board Member.

Please note on your application that if you are not elected, or wish not to be elected to a Board position that you would be willing to serve as a Committee Member or for a Special Event.

### The Nomination Process

The Board appointed Cheryl Back Stienke, Chair of the AMTA-FL Chapter Commission on Candidacy. You may submit your application along with the Code of Conduct form by mail or email to:

Cheryl Back Stienke, PO Box 3552,  
Seminole, FL 33775-3552

LMT@Back2BackTherapies.com

As the Chair of the Commission on Candidacy, all correspondence related to this election and your application and signed Code of Conduct should be mailed to Cheryl at the P.O. Box address above. This year there will be no nominations from the floor so it is necessary for you to make certain that the Commission on Candidacy receives your application for the position of your choice (Hint: don't volunteer for a position for which you don't have the qualifications) and a signed Code of Conduct five (5) business days before the Annual Meeting. Therefore, since the Annual meeting is Sunday, January 22, 2012 and Saturday, January 21, 2011 is not a business day, Cheryl needs to have your application and a signed Code of Conduct before Monday, January 16, 2012. No exceptions are permitted.

### Voting

Voting by Professional Members of the AMTA Florida Chapter will be done in person at the annual meeting on January 22, 2011. The professional members eligible to vote must be professional members by 11/1/2011. The person receiving the majority of the votes cast will be declared the winner. If there are more than two (2) for an open position and there is no clear majority there will be a run off election of the top two (2) vote getters.

Voting will be by secret ballot and a three person counting committee will be appointed at the meeting.

### Swearing In

The successful Board Members and Delegates will be sworn in after the votes are counted at the annual meeting January 22, 2011.



# “Inner” Vitamins for Massage Therapists

by Coach Cary Bayer

Recently, preparing for a road trip in the South, teaching a variety of continuing education seminars for massage therapists, I was packing my multi-vitamins for the two weeks that I'd be on the road, and noticed the minimum daily requirements label on each jar. As a licensed massage therapist, you're probably aware of the need for taking vitamins regularly. But I bet that you're aware of your minimum daily requirements for *inner* vitamins.

What I'm talking about are the all-important qualities like appreciation and acknowledgment that are needed everyday. Did you know that the word “vitamin” didn't appear in Webster's dictionary until 1912? That means, for centuries, we didn't know about these “organic substances that are essential in minute quantities to the nutrition of most animals.” That's Webster's talking, not me. Similarly, for centuries, we didn't know of the need for analogous *emotional* substances. *That's* me talking. Webster's speaks like a dictionary; I speak like a business coach for massage therapists.

Fortunately, many of you who nurture people professionally on a daily basis finally *do* understand the need for emotional support. Perhaps before the end of 2012, medical doctors will also recognize the inner role that they play in keeping us healthy.

“Inner vitamins” can be obtained easily enough through a simple process that involves you and another person, and it takes only two to four minutes. (That's right; just two to four minutes, about as much time as it takes to take out your jars of “outer” vitamins, apportion your daily requirement, pour a glass of water and swallow them.) It's a terrific exercise that you can do with anyone in your life—your family, your friends, your colleagues, even your clients and prospects, to connect to them deeply. Here's how to get vitamin A1 (Appreciation) and vitamin A2 (Acknowledgment): appreciate the person you're working with, while she says,

*“Inner vitamins” can be obtained easily enough  
through a simple process that involves  
you and another person,  
and it takes only two to four minutes.*

“Thank you.” The process looks something like this:

- You:** “Something I appreciate about you is your commitment to personal growth.”  
**Her:** “Thank you.”  
**You:** “Something I appreciate about you is your pretty blue eyes.”  
**Her:** “Thank you.”  
**You:** “Something else I appreciate about you is how much you care about the people in your life.”  
**Her:** “Thank you.”

And so on. After a minute or two, switch and have her acknowledge you, as well. You may need to remind her not to say, “If you knew me better you'd never say such nice things about me.”

As a certified massage therapist, you're a professional giver, so it's quite likely that you often have a difficult time *receiving*—*especially* appreciation and acknowledgment. Being comfortable taking in the energy of appreciation from people has an enormous influence in being comfortable taking in the energy of money

*Being comfortable taking in the energy of appreciation  
from people has an enormous influence in being  
comfortable taking in the energy of money from clients  
and potential clients, for the simple reason that  
self-worth is linked to net worth.*

from clients and potential clients, for the simple reason that self-worth is linked to net worth. In other words, how you feel about yourself has a connection to how much money you have.

Difficulties in receiving usually show up in a number of ways: it can mean discomfort receiving acknowledgment and compliments; it can mean being uncomfortable receiving love and respect; it can mean having a hard time receiving new clients; and it can mean having a difficult time receiving proper fees for your professional talents, especially increasing your fees.

I have seen so many therapists have a difficult time simply taking a compliment on the clothes they wear. How many times has someone acknowledged a dress you were wearing, only to have you reply, "This old thing?" Or "I got it at Marshalls for 50 percent off." These kinds of comments serve to deflect the compliment, as if to invalidate it. As a result, it's as if the appreciation never really came through; consequently, it did nothing to enhance your self-worth. Enhancing your self-worth can help you enrich your net worth. Her appreciation of you might look something like this:

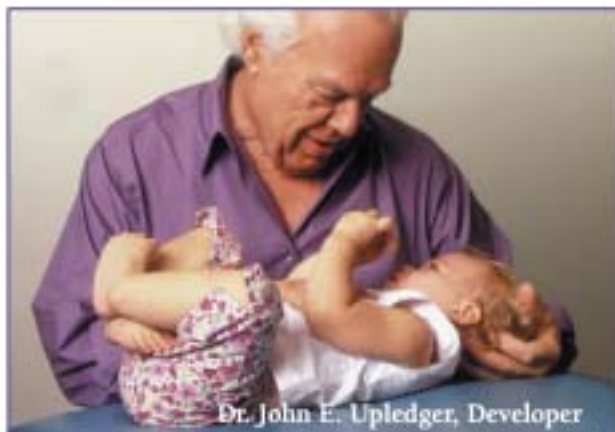
**Her:** "Something I appreciate about you is how dedicated you are to helping people heal."

**You:** "Thank you."

**Her:** "Something else I appreciate about you is what a deeply therapeutic massage you give every time that I'm on your table."

**You:** "Thank you."

Then thank each other for providing your minimum daily requirements of appreciation. Vitamins A1 and A2 aren't the only inner vitamins that you need each day. Some of the others include Vitamin E1 (Enthusiasm); Vitamin H (Happiness), Vitamin H1 (Hugs); Vitamin K1 (Kindness); Vitamin L (Love); and Vitamin R (Respect). If you'd like *real* health, add these essential inner vitamins daily with the different people in your life—from your mate and kids to your co-workers and clients. If you live alone, you can also do this exercise over the telephone.



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### CranioSacral Therapy 1

Sarasota, FL January 12-15  
Palm Beach, FL April 26-29

### CranioSacral Therapy 2

Palm Beach, FL January 19-22

### SomatoEmotional Release 1

Palm Beach, FL May 3-6

### CranioSacral Therapy Applications for Conception, Pregnancy and Birthing

Palm Beach, FL February 9-12

### Ethics In Action

Palm Beach, FL April 19

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# Calling All Volunteers!

## AMTA-FL Chapter Volunteer Information Form

### Personal Data

Name \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

Tel (Home) \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell) \_\_\_\_\_

### 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.

### 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.

---

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### Return To:

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

**Thanks for choosing AMTA.** We're delighted to have you join us! Simply return this completed form to AMTA via mail or fax to 847.864.5196 and you can begin to reach professional excellence.

**Member Contact Information**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Work Phone \_\_\_\_\_  
 Home Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

**Membership Confirmation**

If you provide a current e-mail address above, we'll confirm your membership via e-mail.

**Professional Membership**

- \$235 + 20 chapter fee = \$ 255  
*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 + 20 chapter fee = \$ 99
- 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)

**Opt-Out Options**

**Mailing Lists**

- The AMTA membership list is occasionally made available to selected organizations and mailers of quality products. If you wish to receive such mailings, please check box at left.

**E-mail Addresses**

- If you do not wish to receive e-mails from AMTA, please check box at left.

**Fax Numbers**

- If you do not wish to receive faxes from AMTA, please check box at left.

**Payment Options**

- Check enclosed, payable to AMTA  
 Charge my  MasterCard®  Visa®  Discover®

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_  
 Cardholder's Zip Code \_\_\_\_\_  
 Cardholder's Signature \_\_\_\_\_

AMTA is not responsible for fees resulting from bounced checks, stop-payments, overdrawn accounts or exceeded credit limits. Dues are nonrefundable.

**Mail or Fax Your Completed Application to:**



**AMTA Member Services**

500 Davis Street, Suite 900  
 Evanston, IL 60201-4695  
 Fax: 847.864.5196

*Thanks for joining our family of massage therapists!*



# Be Successful Using Deep Tissue Techniques

by Don McCann, MA, LMT, LMHC, CSETT



Ann, a 35 year-old airline stewardess, had been suffering for six months from cervical flexion/extension injuries as a result of a motor vehicle accident. She had experienced a tremendous amount of pain in her sessions with another massage therapist doing deep tissue work and felt she was only getting worse, so she was extremely hesitant to have any more deep tissue work. Her friends assured her that all deep tissue therapists were not the same and, based on their experience, they convinced her that she could recover with the Structural Energetic Therapy® techniques saying that she would not feel excruciating pain during the sessions.

Structural evaluation showed that her head was forward and there was a reverse curvature of her neck. Also, on her intake form Ann had shaded the back of the neck and top of the shoulders as her principal pain areas. She was amazed to learn that the treatment was going to start with addressing the pectoralis major and anterior neck first before addressing the top of the shoulders and back of the neck where she was feeling the pain. In the past only the painful areas of the shoulders and back of the neck had been treated with deep tissue therapy. During her first session she was very pleasantly surprised that she was not in excruciating pain even though the work felt as deep as the other deep tissue work had been. In fact, when the back of the neck and tops of the shoulders were treated after the tension in the front of the shoulders and anterior neck had been released, she noted that the treatment was much less painful and the area felt ready to be worked. After only four sessions, Ann was out of pain and able to resume her normal life activities.

The important thing to learn from this scenario is that it is crucial to have a strategy for applying deep tissue massage techniques that is structurally based. Deep tissue therapy, whether it is myofascial release, myofascial unwinding, myofascial stretching, or deep trigger point release, will result in significant structural changes. If these releases and changes do not contribute to structural balance and normalization of structural function, then they are likely to exacerbate structural distortion patterns and structural dysfunction which tend to create worsening conditions and increased client pain.

In Ann's case, the tension was released from the musculature of the anterior shoulder and anterior neck first which allowed the shoulders and neck to move back. This also facilitated the initial structural improvement. As the shoulders and neck were moved back, the spasms in the tissues in the back of the neck and top of the shoulders began releasing even before any direct therapy

was applied to those areas. Consequently, she experienced less pain during the session. If the therapy had been applied on the back of the neck and top of the shoulders first — her primary areas of pain — the tightened musculature in the anterior neck and pectoralis muscles would have pulled the head further forward as the posterior musculature was released. The structure would have worsened by releasing into increased misalignment, and Ann would have experienced increased pain. Thus, it is very important for therapists who use deep tissue therapy to always be aware of the structural consequences and ramifications when releasing fascia, adhesions, and shortened muscles.

*If these releases and changes do not contribute to structural balance and normalization of structural function, then they are likely to exacerbate structural distortion patterns and structural dysfunction which tend to create worsening conditions and increased client pain.*

Ann had also been concerned about the excruciating pain during her previous deep tissue therapy sessions and she felt the therapist was more intent on the depth of the work rather than working within her pain tolerance level. The deep tissue protocols of Structural Energetic Therapy® all incorporate a **three-step approach** to working deeply in the soft tissue, and all three steps are used in each session.

## The Three-Step Approach:

The first step is to release the fluids, toxins, and ischemia. This reduces the inflammation and clears some trigger points. Tissues swollen with toxins, fluid and inflammation are extremely sensitive and painful to touch, so light slow gentle strokes are applied until there is a reduction in the general swelling and fullness of the muscles. As these changes take place there is a reduction in the sensitivity of the tissues, which allows palpation of the tissues without major discomfort. The tissues are now ready for deeper work.

The **second step** is to use directed myofascial unwinding strokes to release the holding pattern of the fascia that maintains the



structural dysfunction, and to further clear trigger points. These strokes are **very slow**. You sink in, sink in, sink in, until the resistance in the tissue is met, and then hold constant pressure until the resistance starts to melt. Then, you follow the tissue as it melts keeping the pressure slow, steady and constant. When applying these strokes in this way, many layers soften and release much deeper than where the actual pressure is. It cannot be stressed strongly enough that these strokes must be **very slow**, and only move when the tissues release. (THE DEEPER YOU GO, THE SLOWER YOU GO!) In Ann's case, she noted that she was not experiencing any major discomfort like she had before. She also noted that these strokes appeared to release tissues more deeply than all the deep tissue therapy she had had in the past, and yet she was not in severe pain and was able to relax with the work. These strokes released most of the myofascial holding pattern that held the structural distortion within Ann's neck and shoulders. However, there was some residual structural distortion and some specific tightened fibers that had not responded completely to the deep slow directed myofascial unwinding strokes. These were now ready for more specific deep work.

The **third step** releases deep fascia, adhesions, scar tissue, and atrophied tissues locked in the soft tissue. Many of these deep adhesions and scar tissues entrap nerves and lock the structure into distortion. To release these tissues deep, specific fiber strokes are applied, again moving **very slowly**. As with the directed myofascial unwinding strokes in step two, you sink in very slowly and only move with the release of the tissues. (THE DEEPER YOU GO, THE SLOWER YOU GO!) For Ann, these specific deep fiber strokes were applied with the head and neck positioned in the correct structural alignment. Thus, as the tissues were releasing, they were promoting and supporting structural balance. Anne was able to receive these strokes without being in distress since they were well within her pain tolerance levels. Not only did Ann's neck and shoulder pain disappear, but she experienced improved structural balance and increased range of motion.

Ann's treatment was completely successful because a deep tissue strategy had been implemented that moved her progressively into structural balance, and worked layer by layer into the deeper tissues within her body while staying well within her pain tolerance levels rather than overpowering her with the strength and depth of the strokes. By using Ann's case as an example of the progressive

*...using Ann's case as an example of the progressive application of deep tissue therapy, it is my hope that I have expanded your awareness of applying deep tissue techniques in a way that will accomplish the greatest gains with the least amount of discomfort...*

application of deep tissue therapy, it is my hope that I have expanded your awareness of applying deep tissue techniques in a way that will accomplish the greatest gains with the least amount of discomfort, and of the necessity of being very mindful of the structural implications of using deep tissue therapy. You will ultimately become much more successful with this work if you keep these points in mind. The same three-step approach can be used wherever you apply deep tissue therapy on the body, and all three steps can be applied in each therapy session.

If you feel that you are not adequately trained to work with structural distortions and structural balancing, please seek additional training. There is no shortage of clients who can benefit from well-trained massage therapists who will apply deep tissue therapy in appropriate ways. Again, I encourage you to remember to move slowly into people's bodies as you work — it is an honor and a privilege to touch someone deeply. Try this three-step approach and notice how your clients will appreciate you and your very effective work. What a fantastic way to maintain job security — your clients will return for more, and be a great referral source.

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**Don McCann, MA, LMHC, LMT, CSETT**, is Founder of Structural Energetic Therapy, Licensed Massage Therapist (MA3267), Licensed Mental Health Counselor (MH705), SET Therapist 35+ years, has a Masters in Counseling Education, is trained in Bioenergetics, Rebirthing, Gestalt, Hypnosis. He is a past FSMTA President, instructor of his intensive 1 year SET Training and developed several intermediate workshops, has taught in Universities, Conventions, Schools; produced DVD and authored / published books on Head, Neck, Shoulders, Carpal Tunnel, Low Back Pain. (MM3717)



# AMTA Chapter Volunteer Code of Conduct

**Allegiance and Diligence:** While volunteering for my AMTA Chapter, I will conduct myself in a professional manner in all activities related to AMTA.

**Duty of Leadership:** I will promote, support, and follow the AMTA Mission and strategic plan, as they pertain to my Chapter.

- make myself aware of AMTA policies pertaining to Chapter financial reporting obligations.
- become familiar with the bylaws, policies, Chapter standing rules, and other documents pertaining to the operations of the AMTA.
- devote the time necessary to stay current and to participate in Chapter board meetings and conference calls.

**Duty of Obedience:** I will ensure that my actions are within the scope of authority as it has been delegated to the Chapters. This requires:

- Good faith, responsibility and diligence.
- Notifying the National Chapter Relations Department, if I become aware of any activity that is outside the scope of authority that has been delegated to the chapter.

**Duty of Loyalty:** I will act in the interest of the entire membership and not allow my personal interests to prevail over the interests of AMTA or my Chapter.

**Duty of Care:** I will be diligent and prudent in managing the AMTA's affairs at the Chapter level.

**Conflict of Interest:** I will:

- Act in the best interests of the AMTA Chapter in which I serve.
- Be honest and fully disclose actual or perceived conflicts of interest that I have regarding any matters that come before the Chapter Board.
- Follow the AMTA's Conflict of Interest policy.

To avoid conflict of interest with respect to my fiduciary responsibility, I will:

- Not use my position(s) to obtain employment for myself, family members, and/or close associates.
- Recuse myself from dialogue, deliberation, and vote, when the Chapter Board business deals with a conflict of interest that directly affects me.

I will not exercise individual authority over National AMTA or my Chapter except as explicitly set forth in the bylaws, policy, and approved Standing Rules, including during interactions with the public, media, or other entities. I recognize the limitations set forth in policy and/or bylaws and will not speak on behalf of or for the Chapter Board except to repeat explicitly stated Chapter Board decisions.

**Confidentiality:** I will respect confidential information acquired in the course of my service as a Chapter volunteer except when authorized by the AMTA National or Chapter President, or when legally required to disclose such information.

- I will treat as AMTA's intellectual property, all work that is generated as part of any AMTA sponsored project including, but not limited to, National or Chapter Board and committee work and deliberation.
- I will only publicly comment on matters of fact that have been approved to be released.
- I will not use confidential information for my personal and/or professional advantage.

**General Application of the Code:** I understand the National Board of Directors will regularly review the scope and implementation of the code of conduct to ensure that the code remains appropriate for AMTA Chapter volunteers.

**Authority:** I understand that any violation of this code of conduct may result in my removal from my volunteer position.

**Return of AMTA Property:** When requested, I will return National or Chapter AMTA property (information, tools or equipment) within 10 business days.

## Statement of Commitment to the Code of Conduct

As a volunteer for the American Massage Therapy Association (AMTA), I have read and I understand the above stated code of conduct. I agree to abide by the AMTA Chapter Volunteer's Code of Conduct, Code of Ethics, and Standards of Practice.

Signature \_\_\_\_\_ Date \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Member ID \_\_\_\_\_

Email Address \_\_\_\_\_ Chapter \_\_\_\_\_ Position Title \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_



# AMTA House of Delegates Code of Conduct

**Allegiance and Diligence:** While volunteering for my AMTA Chapter, I will conduct myself in a professional manner in all activities related to AMTA.

**Duty of Leadership:** I will promote, support, and follow the AMTA Mission and strategic plan, as they pertain to my position as a Delegate to the House of Delegates (HOD).

- Make myself aware of AMTA policies pertaining to the HOD.
- Become familiar with the bylaws, policies, Chapter standing rules, and other documents pertaining to the operations of the HOD.
- Devote the time necessary to stay current and to participate in meetings as required by my position.

**Duty of Obedience:** I will ensure that my actions are within the scope of authority as it has been delegated to delegates. This requires:

- Good faith, responsibility and diligence.
- Notifying the National Chapter Relations Department, if I become aware of any activity or action taken by a Delegate to the House of Delegates, in the course of their duties, that is outside the scope of authority of the delegates.

**Duty of Loyalty:** I will act in the interest of the entire membership and not allow my personal interests to prevail over the interests of AMTA or my Chapter or the HOD.

**Duty of Care:** I will be diligent and prudent in managing the AMTA's affairs regarding the HOD.

**Conflict of Interest:** I will:

- Act in the best interests of the AMTA Chapter in which I serve as a delegate.
- Be honest and fully disclose actual or perceived conflicts of interest that I have regarding any matters that come before the HOD.
- Follow the AMTA's Conflict of Interest policy.

To avoid conflict of interest with respect to my fiduciary responsibility, I will:

- Not use my position(s) to obtain employment for myself, family members, and/or close associates.

- Recuse myself from dialogue, deliberation, and vote, when the HOD business deals with a conflict of interest that directly affects me.

I will not exercise individual authority over National AMTA or my Chapter or the HOD except as explicitly set forth in the bylaws, policy, and or approved Standing Rules, including during interactions with the public, media, or other entities. I recognize the limitations set forth in policy and/or bylaws and will not speak on behalf of or for the HOD or Chapter Board except to repeat explicitly stated HOD or Chapter Board decisions.

**Confidentiality:** I will respect confidential information acquired in the course of my service as a delegate except when authorized by the HOD or AMTA National or Chapter President, or when legally required to disclose such information.

- I will treat as AMTA's intellectual property, all work that is generated as part of any AMTA sponsored project including, but not limited to, HOD Business, National or Chapter Board and committee work and deliberation.
- I will only publicly comment on matters of fact that have been approved to be released.
- I will not use confidential information for my personal and/or professional advantage.

**General Application of the Code:** I understand the National Board of Directors will regularly review the scope and implementation of the code of conduct to ensure that the code remains appropriate for a Delegate to the House of Delegates.

**Authority:** I understand that any violation of this code of conduct may result in my removal from my volunteer position.

**Return of AMTA Property:** When requested, I will return HOD or National or Chapter AMTA property (information, tools or equipment) within 10 business days.

## Statement of Commitment to the Code of Conduct:

As a volunteer for the American Massage Therapy Association (AMTA), I have read and I understand the above stated Code of Conduct. I agree to abide by the AMTA HOD Delegate Code of Conduct, Code of Ethics, and Standards of Practice.

Signature \_\_\_\_\_ Date \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Member ID \_\_\_\_\_

Email Address \_\_\_\_\_ Chapter \_\_\_\_\_ Position Title \_\_\_\_\_

Start Date \_\_\_\_\_ End Date \_\_\_\_\_



# AMTA Florida Chapter 2012 Annual Meeting Registration Form

**Your annual meeting will be held at Educating Hands School of Massage at 3883 Biscayne Blvd. Miami, FL 33137 on Sunday, January 22, 2011.**

We will be offering three two hour CE Classes along with the annual meeting where you will be electing a President, 2nd and 3rd Vice President, Secretary, two delegates and alternate delegates. Classes are free for AMTA members. Non-AMTA members will be required to pay \$25 per class to attend and students \$10 at the door. **YOU MUST PRE-REGISTER IN ORDER TO ATTEND THE CLASSES.**

You may go to your AMTA Florida Chapter web site at [www.amtaflorida.org](http://www.amtaflorida.org) and register or fill out the form below and mail to AMTA Florida Chapter 2012 Annual Meeting 3819 NW 68th Place Gainesville, Florida 32653. **Your registration must be received no later than Monday January 2, 2012.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

**Are you an AMTA Member?** Yes  No  If yes, what is your AMTA Member Number? \_\_\_\_\_

- Will you be attending:**
- Yes  No  9:00 am – 11:00 am Business for the Massage Therapist
  - Yes  No  1:00 pm – 3:15 pm Reflexology
  - Yes  No  1:00 pm – 3:15 pm Intro to the Lymphatic System and Lymphatic Bodywork
  - Yes  No  11:15 am – 1:00 pm AMTA Florida Chapter Annual Meeting.

*This meeting includes elections of officers and delegates. More information is contained in the Journal and on your AMTA Florida web site— [www.amtaflorida.org](http://www.amtaflorida.org). The meeting is open to all AMTA Florida members and only AMTA members in good standing as of 11/1/2011 may vote. Lunch will be served during the meeting.*

**Did you attend any of the AMTA Florida CE Seminars during 2010-2011?** Yes  No

**How far are you willing to travel to take a CE Seminar?**

0-25 miles  26-50 miles  51-90 miles  90 plus miles

**What type of CE Seminars would you consider taking?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Thank you for registering and we will see you in Miami!*



# Did You Fail To Renew Your License By August 31st?

by Gary Petitjean, LMT

Therapists that fail to renew their massage therapy license at renewal time suffer a variety of consequences. There is a penalty for failing to renew the license. There are even greater penalties if the therapist continues to work as a massage therapist after failing to renew the license.

Every massage therapist must renew their license by August 31st of each odd numbered year. At that time the therapist may alternatively choose to change the status of their license to inactive or retired. Once on inactive status the licensee must renew their inactive status license by August 31st of each odd numbered year. Any active or inactive status license that is not renewed by August 31st of each odd numbered year is termed "delinquent."

Any massage therapist with a delinquent license must renew or change the status of the license before August 31st of the next odd numbered year. If this is not done the license will become null and void. A null and void license cannot be renewed and a therapist is prohibited from working with a null and void license. In addition to the usual license renewal fees or fees for changing licensure status, the delinquent licensee must pay a \$100.00 delinquency fee. For clarification a copy of the relevant Rule follows...

## 64B7-28.0043 Delinquent Status License.

- (1) The failure of any license holder to either renew the license or elect inactive status before the license expires shall cause the license to become delinquent.
- (2) The delinquent status licensee must affirmatively apply for active or inactive status during the licensure cycle in which the license becomes delinquent. The failure by the delinquent status licensee to cause the license to be renewed or made inactive before the expiration of the licensure cycle in which the license became delinquent shall render the license null and void without further action by the Board or the Department.
- (3) The delinquent status licensee who applies for license renewal or inactive status shall:
  - (a) Apply to the department for either license renewal as required by Section 480.0415, F.S., or inactive status as required by Section 456.036, F.S.

- (b) Pay to the Board either the license renewal fee as set forth in Rule 64B7-27.006, F.A.C., or the inactive status fee as set forth in Rule 64B7-27.010, F.A.C.; the delinquency fee as set forth in Rule 64B7-27.015, F.A.C., and the change of status fee as set forth in Rule 64B7-27.016, F.A.C., if applicable; and
- (c) If renewal is elected, demonstrate compliance with the continuing education requirements found in Rule 64B7-28.009, F.A.C.

*Specific Authority 456.036(6), (7), 480.035(7), 480.0415 FS. Law Implemented 456.036(6), (7), 480.0415 FS. History-New 9-18-95, Formerly 61G11-28.0043.*

In addition to the \$100.00 delinquency fee, therapists that work with a delinquent license are subjected to even more penalties. First time offenders that are delinquent for 30 days or less are generally issued a \$250.00 citation in lieu of disciplinary proceedings. In addition to the citation the delinquent licensee must also pay the states investigative and attorney fees. These fees could be hundreds of dollars. Therapists that practice with a license that is delinquent for more than 30 days are subjected to an administrative proceeding before the Board of Massage Therapy. If the violation is upheld, section 64B7-30.002 of the disciplinary guidelines dictates that the delinquent licensee pay \$100.00 for the first month of delinquency and \$50.00 for each additional month or part thereof. This licensee would also be required to pay the states investigative and attorney fees. The states fees would likely be significantly higher in this example compared with the previous. The delinquent licensee in this last example could ultimately pay more than \$1,000.00 or 2,000.00 in fees, penalties and costs related to their violation. Depending upon the individual circumstances of each case, further penalties could be imposed including reprimand, probation, suspension or revocation. Rule 64B7-30.004 describes which of these violations can be resolved through the issuance of a citation...

## 64B7-30.004 Citations.

(3)(f) Practicing with a delinquent license in violation of Section 480.047(1)(a), F.S., when the license, has become delinquent automatically for failure to renew, so long as the license is reactivated within 30 days of becoming delinquent, shall result in a penalty of \$250.00. Practice for more than 30 days after a license has become delinquent shall not be a citation violation.

As stated previously, a therapist that does not remedy their delinquent license will ultimately have their license become null and void. If such a therapist chooses to become licensed again they must meet the current licensure requirements and apply for a license. This may be a challenge because licensure requirements have changed over the years. Of particular importance in this example is the change in the educational requirements. A minimum 500 hour program has been required for many years but the breakdown of those 500 hours changed on April 25, 2010...

**Shown below are the minimum 500 hours required for a massage school program effective April 25, 2010.**

Anatomy and Physiology .....	150
Basic Massage Theory and History.....	100
Clinical Practicum .....	125
Allied Modalities .....	76
Business .....	15
Theory and Practice of Hydrotherapy .....	15
Florida Laws and Rules .....	10
(Statutes 456, 480 and Rule Chapter 64B7)	
Professional Ethics .....	4
HIV/AIDS .....	3
Medical Errors .....	2

Any therapist that completed a minimum 500 hour program prior to April 25, 2010 may not be able to meet the current educational requirements for licensure in the state of Florida. The most significant of the changes in the minimum 500 hours appears to be the addition of 15 hours of Business. Any null and void licensee that met the educational requirements for licensure in the past but does not meet the current educational requirements may be frustrated by the process of obtaining a license again. Simply determining how to proceed may be confusing and complicated. Such a therapist may have to contact a Board Approved Massage School or a Board Approved Continuing Education Provider to complete any hours they are lacking. The process of meeting the educational requirements and reapplying for licensure may be costly, complicated and time consuming.

In summary, the massage therapist should avoid the \$100.00 delinquency fee by renewing or changing the status of their license before the renewal deadline. Working with a delinquent license is a violation of the Laws and Rules. Therapists that are revealed as working with a delinquent license will likely pay hun-

dreds of dollars in penalties and be left with a blemish on their license. Therapists that fail to remedy their delinquent license will ultimately lose the license and find it difficult and or costly to become licensed again.

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

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# Compelled by an Idea



I was leaving my last class for the day when I saw my friend, Ken Frankel, working out in the hallway with one of those pistol-grip label makers. I stopped and asked what he was doing.

“The Dean asked me to put the room numbers up in Braille so the blind students can find their classrooms.”

As I watched Ken work, I thought of some of the blind students I knew there at Georgia State University. Suddenly the devil got into me and I asked, “Does that thing do the alphabet as well?”

“Yes.” Ken replied.

“Excellent! Let's take it over to the men's restroom in the Student Center and put up some graffiti in Braille!”

So we did. The next day we made a point of running into our blind friends, and asking them if they had been keeping up with the graffiti that people were putting up in the stalls.

The typical answer was, “Come on man, why are you asking me that when you know I can't see it?”

So we replied, “Next time you're in there, feel above the toilet paper dispenser.”

They did, and within 48 hours every blind student on campus had heard about it. Then they were after us to put up some more! They told us, “This stuff is great!”

*As we looked at our collection,  
we came to two conclusions:  
first that we'd had way too much beer,  
and second that we should keep collecting graffiti  
until we had enough for a book.*

Feeling obligated to get some new material, we hit the bars for inspiration. One night we found the mother lode the men's room

at Moe's & Joe's a 50 year old pub where they never painted over the witticisms scrawled on the walls.

Several mugs of beer and several trips to the restroom later, we filled several sheets of paper with funny bathroom graffiti to take back with us. As we looked at our collection, we came to two conclusions: first that we'd had way too much beer, and second that we should keep collecting graffiti until we had enough for a book.

Little did we know how long that would take! After a few days of active searching we had little to show for our efforts. Somewhat frustrated, we made a decision to just collect new material whenever we happened upon it.

A decade passed, but it was an idea I couldn't forget. It still made me laugh every time I thought of it. I kept the idea alive, and we kept collecting. Finally, 15 years later, our collection was

*Sometimes an idea is so exciting  
that we can't leave it alone.  
We have to see it to fruition.*

big enough and we found a publisher who agreed with us that it was a very funny idea.

Sometimes an idea is so exciting that we can't leave it alone. We have to see it to fruition. I've been compelled by ideas to start new businesses, erect buildings, write novels, and even create new recipes.

My friend Jordan Graye, a radio personality in Atlanta, became energized by an idea when she learned that the actual inventor of radio, Nikola Tesla, never got credit for it in his lifetime. Like many people in radio, she believed that Guglielmo Marconi was the man who discovered it.

As she read more about Tesla, she learned that he was also the inventor of alternating current electricity — the type of electricity that powers our homes and offices. She became incensed that history had forgotten this real-life Prometheus; and made it her mission to remind the world of his gifts.

She thought the best way to restore Tesla's fame would be in a film. That she had never made a movie before (and knew next to nothing about making one), did not deter her one bit.

Jordan did her research and composed a story. She then hired writers, actors, camera operators, and lighting people. She committed her time, energy and a sizable portion of her life savings to realizing her dream. Three years later, MegaHertz was complete and Nikola Tesla's life revived.

**What idea is motivating you? Are you working on it?**

---

**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's programs please visit <http://www.jumpstartyourmeeting.com>

**Chikly Health Institute** 16

**The Upledger Institute, Inc.** 20

**The Washington DC Centre  
of Indian Champissage** 31

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**Want to place a classified ad?**

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Please contact Karen Roth at [karen@amtaflorida.org](mailto:karen@amtaflorida.org)





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# REMEMBER

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report it!!!

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anonymous.