



# Massachusetts Chapter AMTA

## News, Resources, and Ideas for Massage Therapists

Volume 25, Issue 2

September 2007

[www.massamta.org](http://www.massamta.org)

## President's Letter

Dear Mass Chapter Members,

I hope you all had a great summer and are now looking forward to fall. I wish all our student members well as they begin school and take the next step toward their career as massage therapist.

We have made the transition from the AMTA office in Leominster to the "virtual office". So far, so good. The closing of the Leominster office has begun to free up some cash and we will soon be able to place some of our money in safe interesting bearing accounts. There will be more information regarding investments in the next newsletter and at the annual meeting. Our extra cash will also allow our chapter to participate in the "dollar per member" program for the Massage Therapy Foundation. As most of you know, the Foundation provides grant money to qualified individuals doing research on the benefits of massage. This year I will be giving a check to the Foundation that will be a gift from each of you members.

Many of you have contacted the Chapter office to find out how our state massage licensing law is progressing. For any of you that might have missed it, the massage therapy licensing bill was voted into law. I was hoping to be able to tell you in this letter who the members of the state massage therapy board are but the as I write this letter, the board still has not been appointed. I keep hearing that the governor will appoint the various board members SOON. None of us will receive our state massage licenses until the board is formed and begins to accept applications. Keep checking the law and legislation link on our Chapter web site [www.massamta.org](http://www.massamta.org) for updates.

And speaking of our web site, there are more changes on the way. Our site is getting a new look and is becoming even more user friendly. Mary White, our 1<sup>st</sup> VP has been the person in charge of our web design and promises that the new version will be ready this fall. The site address will remain the same. On behalf of the Chapter Board and myself, I want to thank Mary for all the extra time and effort that she has put into this project.

I would like to once again take the opportunity to invite all of you to offer suggestions for workshop presenters. The Chapter workshops are for your benefit and we want help meeting your educational needs. I have asked Greg Hurd, our education chairperson, to begin thinking beyond next year's presenters. He's already scheduled the popular Ralph Stevens, Carole Osborne Sheets, and, Mark Bigelow (who presented at NERC earlier this year). I want him to begin planning for the next three to five years. If we want to have presenters such as Leon Chaitow, Judith (Walker) DeLany, Bob King, or any other well known person in our field, then we need to get them under contract as soon as possible. These people are often booked up for years to come. So please help us help you. Who would you like to see and learn from? E-mail or call Greg Hurd with you list of favorite presenters.

Onward,  
Richard Wedegartner

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**Your  
Massachusetts  
Chapter of the  
AMTA  
has a new mailing  
address!!**

From now on, please  
send all correspondence,  
including the Library to:

Mass. Chapter AMTA  
P.O. Box 1044  
Worcester, MA  
01613

Have a Question,  
Comment, Request?

### MOVING?

WE CANNOT  
PROCESS ADDRESS  
CHANGES THROUGH  
THE CHAPTER  
OFFICE.

YOU WILL NOT  
RECEIVE YOUR  
NEWSLETTER  
UNLESS YOU  
REMEMBER TO SEND  
YOUR CHANGE OF  
ADDRESS TO:

### AMTA

NATIONAL OFFICE  
500 DAVIS STREET,  
SUITE 900  
EVANSTON, IL 60201

**Toll-Free 1-877-905-2700**  
**Phone 847/864-0123**  
**Fax 847/864-1178**

E-MAIL:  
info@amtamassage.org

WEB-SITE:  
www.amtamassage.org

**Mass. Chapter AMTA**  
**P.O. Box 1044**  
**Worcester, MA 01613**

*Tel: 978-534-8888*

*Fax: 978-534-3387*

E-mail:  
info@massamta.org  
http://www.massamta.org

## DEADLINES

All articles and advertisement submissions must meet the deadline listed below.

Deadlines are firm. Articles received after the deadline will be published in the next issue. Advertisements received after the deadline or that do not meet the proper size requirements will be returned. There will be no more than 1/3 advertisements in each newsletter.

### *Schedule for deadlines and publications:*

Deadline:	Publication:
Oct. 15, 2007	Dec. 1, 2007
Dec. 15, 2007	Feb. 1, 2008
April 15, 2008	June. 1, 2008
July 15, 2008	Sept. 1, 2008

## CLASSIFIED ADS

Mass Chapter members may run thirty (30) word classified ads for \$15.00. Abbreviations and telephone numbers count as words. If you need additional verbiage, words cost an additional \$1.00 per word, with a maximum of 50 words per classified ad.

Classified ad non-member: \$ 50.00

Yearly subscriptions

non-member: \$ 40.00

Make all checks payable to AMTA, Mass Chapter and include your membership number on your check.

## ARTICLES

There is a two page maximum for all advertising/articles.

Full page ad: 10" x 7.5" \$250.00

Full page ad: 10" x 7.5" \$350.00

(right side request)

Half page ad:

horizontal 4.5" x 7.5" \$150.00

vertical 10" x 3.75" \$150.00

Quarter page ad: 4.5 x 3.75" \$ 90.00

For advertising, articles, subscriptions or other inquiries call the Mass Chapter Office, 978-534-8888.

Oct. 15, 2007

Dec. 1, 2007

## ADVERTISING POLICY

Send your ad with its mechanical art or photographs (black & white) fully prepared for printing to the editor by the deadline date to the left. A sample ad can be clearly typed or a very clean layout of words. Your local printer can help you prepare camera-ready copy, or send attachment via e-mail with any graphics to info@massamta.org. Graphics should be saved and sent as JPEG or PDF file.

We do not accept credit cards. Please make checks payable to:

AMTA, Mass Chapter  
Mass. Chapter AMTA  
P.O. Box 1044  
Worcester, MA 01613

## EDITORIAL POLICY

The American Massage Therapy Association (AMTA), Massachusetts Chapter, and the Mass Chapter news reserves the right to edit and/or refuse any submitted article or advertisement and assumes no responsibility for errors, omissions or corrections.

Neither the AMTA Mass Chapter, nor Mass Chapter News guarantees, warrants or endorses any product, service or referral advertised herein, nor do they express any opinion in regard to the legality of the use of any product advertised herein in connection with the practice of massage therapy.

Mass Chapter News is published as a service to Mass members of the AMTA. We welcome contributions from readers of the publication. Please submit articles to the editor.

## Meet Your Chapter Board and Committee Members

### **Richard Wedegartner - President & Law and Legislation Chair**

Mass AMTA President Richard Wedegartner has been a member of the Mass Chapter of the AMTA for over 15 years. He holds NMT Certification from both Paul St. John and Judith (Walker) DeLany. He lives and has his massage Practice in Greenfield, Massachusetts. Richard has served the Chapter as the Public Relations Chair, the Law and Legislation Chair, and the Education Chair. He has been elected to the positions of Third VP, Second VP, First VP, and he now serves as Chapter President. Richard has represented the Mass Chapter at five National AMTA conventions as a delegate. Contact Richard by email at [rwedegartner@massamta.org](mailto:rwedegartner@massamta.org)

### **Matthew Olds - Immediate Past President and Treasurer**

Matthew has been a member of the Massachusetts Chapter of the AMTA since 1993 and is a graduate of the Bancroft school of Massage Therapy. He has a practice in Webster Ma and in Worcester Ma. Matthew has served as the third and first Vice-president of the chapter, served on the New England Regional Conference Planning Committee, The Law and Legislation Committee, the Touch Line committee and as Delegate to the National Convention four times. Matt has trained with Bob King in myofascial release. He is a First Degree Reiki practitioner. He has trained with Dr. William Maykel D.C D.I.B.A.K. in Applied Kinisology and has studied the Terese' Pfrimmer technique in deep tissue massage. Matthew can be reached at [molds@massamta.org](mailto:molds@massamta.org)

### **Mary White - First Vice President – This year's President's Award**

Mary White has been a member of the Mass Chapter of the AMTA since she

joined as a student in 1990. Prior to her Massage Therapy education at the New Hampshire Institute for Therapeutic Arts she earned a degree in Sports Management in Ireland where she grew up. Mary ran a successful practice for 15 years in central Mass. before moving to the Cape in 2006 where she is now building a new practice. Her background is in neuromuscular, myofascial therapy and sports massage. Mary is also a Reiki 1 practitioner and is nationally certified in therapeutic massage and bodywork. Mary has been secretary to the New England Regional Conference planning committee for 3 years, 2nd VP & chapter secretary one year & is currently serving as chapter secretary as well as Membership Chair and 1st Vice president. To contact Mary write to [mwhite@massamta.org](mailto:mwhite@massamta.org)

### **Second Vice President & Continuing Ed Chair Greg Hurd – This year's Meritorious Award**

Greg Hurd, 2<sup>nd</sup> VP for the Mass. Chapter AMTA, graduated from Bancroft School of Massage Therapy in 1984. He is a certified neuromuscular therapist, a Reiki II practitioner and has a Master's Degree in Expressive Therapy from Lesley College. Greg was a delegate for the Mass. Chapter AMTA at the 2005 AMTA National Convention and has been elected to be a delegate for the 2007 AMTA National Convention. Greg's massage experience includes being the Health & Recreation Director at a retirement community, working at the Bancroft Health Center, and working at other massage therapy practices. He has also taken several continuing education courses through the years including many courses in myofascial therapy. He is currently the Director of Career Development and Outreach at Bancroft School of Massage Therapy and has a private massage practice.

Greg has served as 3rd VP & education chair for one year & is now serving as 2nd VP as well as Education chair. Contact Greg at [ghurd@massamta.org](mailto:ghurd@massamta.org)

**Sister Pat Dowler - Third Vice President. Awards & National Massage Awareness Week Chair**

Sr. Pat is a Sister of the Presentation, graduated from Bancroft School of Massage Therapy in 1998, has been a member of the AMTA since 1997 and is Nationally Certified in Therapeutic Massage and Bodywork, a Reiki II practitioner and does CranioSacral therapy. She has been an instructor at Bancroft School of Massage Therapy since 1998 and is the Education Director and Clinic Director there. Sr. Pat has a small private practice in Leominster. She is currently 3rd VP and Awards Chair. In 2006 she participated as a Delegate to the National AMTA Convention in Atlanta and looks forward to the 2007 and 2008 conventions. [email Sr. Pat at pdowler@massamta.org](mailto:pdowler@massamta.org)

**Allissa Haines – Continuing Education Committee (with Greg Hurd)**

Allissa has been a member of the AMTA since joining as a student in January 2005. She is Nationally Certified and is licensed in Plainville MA where she has a private practice. Prior to attending Massage Therapy School at Bancroft School of Massage Therapy Allissa attended Westfield State College where she received her BA in Science & liberal studies. Allissa graduated from Bancroft in March 2005 & has since received her certification in pre & post natal massage, she also has a special interest in how massage can aid people

dealing with anxiety and depression issues. This is Allissa's first year volunteering with the MA chapter. She is serving on the education committee & is a rep to New England Regional Conference

**Lisa Santoro – Membership Committee (with Mary White)**

Lisa Santoro is a licensed and nationally certified massage therapist. She has been an AMTA member since 1994. She is the founder of all the massage programs at the University Health Services at Harvard University, and the seated massage program at the Harvard Business School's Shad Hall. She has been a massage therapist for twelve years. Lisa is an instructor at the Muscular Therapy Institute in Watertown (formerly in Cambridge), MA where she also did her preliminary massage training. Her work in deep tissue massage also includes injury assessment and treatment via connective tissue work (myofascial). She is a Reiki Master, and a certified infant massage instructor. She is also certified in pre and post natal massage for pregnancy, and oncology massage. One of her specialties is working with repetitive strain conditions (carpal tunnel, etc) and scar tissue repair. Information about Lisa and her practice can be seen in the AMTA Journal Spring, 2003 "Making Massage Grow Like Ivy" by Karen Futral, and in Massage and Bodywork Magazine, February 2005, "Hands Free Chair Massage." To Contact Lisa write to [lisasantorolmt@yahoo.com](mailto:lisasantorolmt@yahoo.com) **See her article in this newsletter!**

Nourish Yourself and Your Business  
 By Lisa Curran Parenteau, LMT  
 bodyworkbusiness@gmail.com  
 September 2007



Greetings from a massage table on beautiful Cape Cod. Hope your summer was warm, breezy and stress free! As I mentioned in my first column in the last issue, selling, marketing, promotions and business in general have come very naturally to me. I found this was not the case for many of the massage professionals I have the pleasure of knowing. So I thought I may be able to provide a service by creating this Q&A forum for bodyworkers. Please continue to email me your sales/marketing/business questions and I'll try to suggest some creative, perhaps unusual, solutions.

Email [bodyworkbusiness@gmail.com](mailto:bodyworkbusiness@gmail.com) and include your name and where you practice. Confidentiality will be honored if requested.

**NEW FEATURE!!** Web Marketing - **Web Buzz**

*Q: I would like to discuss cancellation policies. Early in my business, after a bad month of last minute cancellations and no-shows (totaling \$600.00 lost revenue), I implemented a Cancellation Policy that basically states, "24 Hour notice for cancellation or a fee will be incurred". It is posted in my office and is part of my in-take form that the client signs. It is also on my business cards. I just wondered what the general consensus was out there on this policy. Do people find it works or causes more problems? How do you tell the client they now owe for the missed appointment? How far does one go to collect an outstanding bill? On the one hand the policy gives respect to my time, on the other hand it can piss off a client and they never return (but do I want a client who disrespects my time and is tentative about showing up for appointments?). LS- Hopkinton, MA*

Dear LS,

Thanks for the thoughtful and prickly question! Many of us see the issue of cancellation policies-setting them, ...enforcing them, as a huge hornets nest. I'd like policies as an opportunity to explore, define and



communicating them, and...ahem... to suggest that we see cancellation affirm a critical business

#### Web Buzz -

#### Build It For Speed!

It's a fact - people are in a hurry. Nowhere is that more true than on the Internet.

Nothing is ever fast enough! I SCAN web pages-I don't read them. And then I click on the link that will probably get me closer to what I am looking for in the first place. I *satisfice*- a term coined by economist Herbert Simon that is a cross between satisfying and sufficing. When we design web sites-we add content like we are writing the next great American novel-but people don't read web pages like books! So what does this mean for your website? You have between 5 and 30 seconds to capture your potential customer's attention. If you don't draw them in-if they can't read about your bodywork practice in that time, they will be clicking off to somewhere else. To keep your load time short, keep graphics small. Compress them where possible. Use flashy stuff like Flash and streaming audio and video only if you *have* to. Otherwise-post your video to YouTube and just place an HTML link on your site!

boundary.

First- the *Whys*: Your healthy and thriving business is successful by earning more income (hopefully a lot more!) than you are paying out in expenses. If you are like most bodyworkers I know, you **ONLY** get paid when you perform a treatment on a client. So...if your clients are making appointments and canceling them and you **DON'T** have an enforceable cancellation policy-you are not getting paid and your business can't thrive and be successful! When viewed in this light- a well published and enforced cancellation policy is not only a smart business strategy, but in my opinion, central to your success. Setting and publishing (like on LS's intake form for example) a policy is easy. It is *enforcing* it that becomes a challenge. We don't want our clients to be mad at us or resentful because we are asking them to pay for a service that they have not received. We are tempted to 'make an exception just this time' and let 'no shows' slide once in a while. Tempting...but don't go there!!

What if we stopped viewing boundaries as protections against others? What if we saw them instead as a sturdy rose covered fence that defined a spacious and lush yard in which you can do your best work? Allow your boundaries to create professional definition. Create them with care, and make them your own. Be proud of the structure you have created, stick with it and know that you honor *all* professionals.

Change your perspective – instead of seeing your policy enforcement as a punitive measure towards your client-see it is as saying "yes" to yourself and to the importance and value of your time and energy. Boundaries exist to protect you and define your comfort zone- professionally and personally. I don't think your boundaries should be negotiable. If you believe this too, then you must communicate that gently, yet firmly, to your clients and implement/enforce your policies.

Now the *HOWs*: This is accomplished by informing your clients of the policy, like LS, having them sign off on it during your initial intake and then implement it. Post it somewhere in your office (in an attractive frame of course!). When you set boundaries for your business and yourself and you respect the boundaries of others, you are actually building stronger relationships. When a client is a no show, or cancels at the last minute-don't hesitate to remind them of the policy and send them a bill for the missed appointment. If you choose to wait until you see them at their next appointment, communicate your cancellation charge without anger. Be clear and respectful. Say something like; "The charge for today will be \$150, \$75 for today's session and \$75 for the missed appointment last week. I appreciate your time as I know you respect and appreciate mine." Use language that feels comfortable to you. Keep in mind that you are saying "no" to a behavior (albeit unintentional), not to the person as an individual. You are simply holding them accountable for their behavior! How far to go to collect? Send a bill and hope for the best. If the client makes another appointment-it may be time to take a credit card number over the phone-as a security measure. Having a CC on file is a great business boundary technique. You will be able to implement your cancellation policy-and my bet is that your clients will suddenly keep their appointments and be on time!

Exceptions can and will present themselves-just know in your core that your commitments to your business boundaries are commitments to yourself and to your profession. This is not selfish; its merely practical-healthy boundaries are at the core of a thriving and successful business and a life of

I mentioned in the last column that I would like to consider these areas for upcoming columns-

- *Web/Hosting Services*- I would like to keep a file of web hosting services and experiences you have had. PLEASE email me and let me know who you use and why!
- *Business and Spirituality*- business is generally looked down upon by spiritual people, and business people see spirituality as impractical. I believe we can successfully incorporate our spiritual beliefs into our bodywork business. Send in your thoughts on the topic.
- *Client Newsletter and E-zines*-Regular contact with your clients and offering the added value of an educational service goes a long way in creating and keeping loyal clients. Have you found a great template or service? Send in your experiences with client newsletters-both sending and receiving.

### *Nourish Yourself and Your Business*

Lisa Curran Parenteau, LMT  
bodyworkbusiness@gmail.com



### **Join us at the 2007 National Convention in Cincinnati**

Create new connections at the AMTA 2007 National Convention in Cincinnati, September 26-29. You can boost your career with up to 19 continuing education hours while networking with your peers in the profession! Whether you're new to the field of massage therapy or a seasoned practitioner, there are classes designed for your level of expertise.

AMTA has rounded up some of the best and brightest educators in the industry to lead you through in-depth demonstrations of techniques and lively discussions of issues you face as a massage therapist.

George Kousaleos will teach AMTA's first-ever pre-convention workshop, "Sports and Performance Bodywork—A Four System Approach" as a 16-hour course on Tuesday, September 25 and Wednesday, September 26. Be sure to sign up early for this specially priced workshop because it will certainly sell out.

This is only one of the many great education offerings this year (see below). We've also expanded our education track for massage therapy school teachers.

Registration is available to all AMTA members at the special rate of \$484 for the full convention. Many classes do sell out, so the sooner you register, the more likely you are to get into all the classes you want.

We make it easy to register! Just go online to [www.amtamassage.org](http://www.amtamassage.org) and click on the link to the AMTA 2007 National Convention for more information and an online registration form. You can also request a convention brochure by calling 877-905-2700, ext. 143.

#### Education at a Glance

- Bryan Born – Massage Precautions for the Newest Conditions and Medications Facing our Aging Population
- Bryan Born – Pharmaceuticals and Massage: Confidence with Today's Aging Clients
- Joan Borysenko – Compassionate Presence
- Leon Chaitow – Manual & Therapeutic Management of Dysfunctional Breathing
- Leon Chaitow – Massage Therapy Foundation's Post-Convention Workshop: Advanced Muscle Energy Techniques for Massage Therapists
- Clint Chandler – Protocol Development & Research Measurements
- Cheryl Chapman – Mastectomy Massage
- Mike Dixon – An Integrative Approach to the Wrist & Hand (SOLD OUT)
- Michael Hamm – Case Reports in Massage: Why They're Important & How to Submit Your Own
- Lori Hutchinson, Jenean LaRoche, Randy Schreck, Diane Trieste – The Making of a Spa Professional: Career Coaching from the Experts
- Glenn Hymel – Understanding the Research Process & Research Reports: Knowing What to Look For, and Why!
- L. Frank Jarrell – Spinal Reflex Analysis, Level One
- Robert K. King – Know Thyself (SOLD OUT)
- George Kousaleos – Sports & Performance—A Four System Approach
- Doug Nelson – The Mystery of Pain
- Dianne Polseno – Ethics for Educators
- Dianne Polseno – Everyday Ethics
- Dennis Price – Neuromuscular Evaluation & Treatment Plans
- Fiona Rattray – Identify & Prevent Injuries Before They Occur
- Pamela Rose – Designing Significant Learning Connections for All
- Kay Rynerson – Highlights of Thai Massage (SOLD OUT)
- Meir Schneider – Addressing the Needs of an Aging Population
- Jenn Sommermann – Mouth Marketing: How to Promote Yourself Verbally
- Ravensara Travillian – Best Practices for the Massage & Bodywork Profession
- Allison Vidimos – Assessment of Common Benign & Malignant Skin Lesions & Cutaneous Infections
- Nancy Toner Weinberger – Evaluating Student Performance—Are They Getting It?
- Ruth Werner – Massage Therapy & Pathology: Psychiatric Disorders
- Ruth Werner – Teaching Pathology from the Heart
- Elizabeth Wetzig – Coordination Pattern Training: Release, Repattern, Renew
- Pete Whitridge – Business Skills (Intermediate and Advanced)
- Various Speakers – Research and The Profession

**NATIONAL MASSAGE  
THERAPY AWARENESS WEEK**  
**October 21-27, 2007**

***You are invited to  
"CELEBRATE"***

***C***elebrate with doing chair  
massage

***E***mployees of the corporate world  
crave stress reduction techniques

***L***end a hand to your Mass Chapter  
volunteer some time

***E***ducate the public about our  
profession

***B***enefits for everyone ~ you,  
clients, the profession

***R***ecruit new, revisit former  
clients, reach out to the public

***A***ction: take action to promote  
professional massage

***T***ouch in the form of massage is a  
gift you can give

***E***veryone is invited to participate  
in some way

*We are asking Mass Chapter members  
to volunteer for one event during this  
week. Work alone or with a group of  
therapists.*

*The July/August Hands on newsletter  
gives a wonderful description of the  
week.*

*For more information/ideas contact:  
Sr. Pat Dowler, NMTAW chair (MA)  
at [we3pbvm@verizon.net](mailto:we3pbvm@verizon.net)*



**Do You Enjoy Writing and  
Organizing Newsletters???**

**Here is your chance to have  
some fun while volunteering  
for the MA Chapter!**

Imagine, you and your friends  
could see your name on each  
and every MA Chapter newsletter  
as "Editor."

We want the MA Chapter to be  
better than ever and we want  
our newsletter to be the best.

Therefore, we are looking for an  
editor for the Chapter newsletter.

All who are interested can  
contact us at our website,  
[www.massamta.org](http://www.massamta.org), email  
[info@massamta.org](mailto:info@massamta.org) or call 978-  
534-8888.

## *Empowering Skills for Growing our Membership*

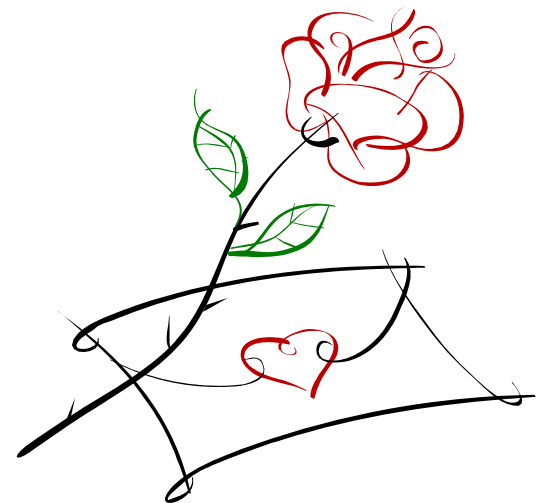
*By Lisa Santoro*

There's a feeling when you go to a spectacular workshop of, "WOW! I can't wait to get back to work and try this!" Coming back from the Chapter Volunteer Orientation Program (CVOP) workshop, "Empowering for Membership Growth" got me excited and motivated to try out some of the presentation skills I learned. The Massachusetts chapter was one of only eight states chosen to participate in this workshop facilitated by Janine Sergay at the AMTA home office in Evanston, IL. Going in to different schools to recruit new members has a list of challenges. Presenting oneself in a professional yet approachable manner can be the first step to guiding students toward the supportive network that is the core of our organization.

The workshop guided the participants in preparing for an interaction and/or presentation by doing a short preliminary introduction in front of the group. We were given feedback on our skills, body language, and voice/personality projection. I'm an admitted ham, and have no qualms about public speaking (not a surprise to those I've met). The feedback from the group and facilitator Janine was extremely helpful in helping me hone my "ham" skills. The guidance was especially helpful in supporting those that are shy or reticent to speak in front of groups to teach them about being themselves and projecting their best assets. Some people are better with one on one communication, and the workshop was helpful in playing up individual strengths. One participant felt uncomfortable about speaking to groups and the facilitator's feedback guided her in using her voice more effectively. We all did a final presentation and by the end of the class this same participant could really present herself strongly yet retain her natural poise.

We worked in groups to design and prepare content suitable for varied audiences, how to make a good initial impression, and appropriately using visual aids. The group was a mix of those who had done many presentations as well as those who were about to start. I got so many good ideas about following up with schools, and how to maintain and continue a growing relationship to widen our network of possible recruitment areas.

During meals at the New England conferences, I've had many inspiring conversations with members who are excited about what they do, and why they do it. So many of you have incredible stories to tell. While you're enjoying one of the unique benefits of the AMTA—the ability to network with others and get continuing education I've often been struck by how much I personally have grown from being a part of the AMTA. If I were in the ABMP or just bought my liability insurance elsewhere, I wouldn't have the opportunity to meet so many people across the country who do what I do and love it. Come join me in visiting schools! Why not share why **you** are excited about this work, and being part of the AMTA. "By the members for the members" doesn't ring true unless we have the members to make it happen. Sharing the skills I learned at this workshop could empower many of you to volunteer and influence our membership by joining me in visiting massage schools in Massachusetts. If you're interested please call me at 617-312-2302 or email me at [lisasantorolmt@yahoo.com](mailto:lisasantorolmt@yahoo.com).





Mass. Chapter AMTA presents:

[www.massamta.org](http://www.massamta.org)

## Ruth Werner

*Author of "A Massage Therapist's Guide to Pathology"*

### ***Fibromyalgia and the "Invisible" Diseases and The Ethics of Client Communication: Talking to Clients about Their Health***

September 15, 2007

Best Western Royal Plaza, Marlborough, MA -  
Lunch Included for the Chapter Meeting at Noon!!

#### **Fibromyalgia and the "Invisible" Diseases**

**8 a.m.-Noon - 4 NCBTMB Contact Hours**

This class will examine current thinking about the etiology of fibromyalgia, along with its most common "partners in crime": conditions that have a huge overlap with FMS, or that may contribute to a misdiagnosis. These include myofascial pain syndrome, irritable bowel syndrome, chronic fatigue syndrome, and others. Participants will emerge with a new understanding about how these conditions fit together, and how bodywork might be used in these situations for the best possible benefit. Come prepared to learn and to share your experiences with other therapists.

#### **The Ethics of Client Communication: Talking to Clients About Their Health**

**2-6 p.m. - 4 NCBTMB Contact Hours**

This class addresses the delicate art of communicating professionally and with open hearts when we have concerns about our clients' well being. Topics discussed will include: medications that may influence bodywork choices, visual or palpatory signs that are red flags, maintaining boundaries for client safety. Students will develop the skills to make responsible, professional, client-centered choices with their work—even when those clients may have diseases or conditions that make many types of massage impractical.

### **The Instructor**

Ruth Werner is a massage therapist, writer, and educator with a passionate interest in the role of massage for people who are *not* in perfect health. She is the author of *A Massage Therapist's Guide to Pathology*, and a columnist for *Massage Today & Massage and Bodywork* magazine.

Ms. Werner has presented at many State and National AMTA Conventions and is known for being a passionate, energetic, and enthusiastic teacher.

Please complete and return with payment to: Mass Chapter AMTA, PO Box 1044, Worcester, MA 01613

Make checks payable to **Mass. Chapter AMTA**

Questions? Call (978) 534-8888 or e-mail Greg Hurd at [ghurd6170@charter.net](mailto:ghurd6170@charter.net)

Name \_\_\_\_\_ AMTA Member # \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_ E-mail \_\_\_\_\_

Check appropriate selection \_\_\_\_\_ Both classes, \$150. \_\_\_\_\_ only Fibromyalgia and the Invisible Diseases \$80, 8am-12pm. \_\_\_\_\_ only Ethics of Client Communication \$80, 2pm-6pm

**Many Massage Therapists struggle in Massage because of their lack of Business knowledge. Here's a seminar for YOU!**

**Growing Your Business Organically:  
Effective Marketing Strategies Using the Mind and Body**

**November 3, 2007 from 9-1**

**Chapter Meeting from 1-3 with lunch**

**Location in the Springfield area and the price to be announced**

This interactive workshop teaches participants effective ways to market their healthcare practices using their knowledge of the holistic treatment model and applying it to business grow. Learn to:

1. Honor your authentic self while promoting your business
2. Identify and overcome promotional phobia
3. Articulate your business dream
4. Use your values and vision to sell your practice
5. Increase your income while maintain work/life balance.
6. Use word of mouth marketing to grow your business organically

**Kathleen Burns Kingsbury** is a CTI trained coach, licensed mental health counselor, national speaker and an internationally published co-author of the book Weight Wisdom. She has a bachelor's degree in finance from Providence College and a master's degree in counseling psychology from Lesley University. Kathleen worked in banking, healthcare, management and marketing, before launching her first referral based business in 1997. Over the last decade she has helped hundreds of women find their voice and reach their full potential. In 2006, she officially launched KBK Connections, Inc., a company dedicated to connecting professionals to the work that they do. She is thrilled to be currently coaching attorneys, financial advisors, healthcare providers, sales professionals and entrepreneurs. KBK Connections is the culmination of Kathleen's dream to combine her business, counseling and coaching expertise to help women in leadership positions make a BIG difference in the world. Kathleen is an active member of the South Shore Women's Business Network and the President Elect for the BNJ South Shore Business Exchange.

**And for those who do Seated Massage, we have the seminar for you!! December 2<sup>nd</sup> from 9-1 with a Chapter Meeting, with lunch, from 1-3. Location on the Cape and price to be announced**

**Greg Hurd**, your MA Chapter 2<sup>nd</sup> VP, who has over 20 years experience as a Massage Therapist, will be presenting a seminar about the many aspects of seated massage:

- More ideas as to how to do seated massage including stretches
- Review the different types of seated massage
  - Relaxation
  - Rejuvenating
  - Injury/pain treatment
  - The 5-minute expo massage that still makes a difference
- Ideas of massaging in a regular chair
- Marketing and networking seated massage – get clients; refer to others

# Classifieds

[www.healermaxine.com](http://www.healermaxine.com) **Seminars:** Thai massage on the Table/ MAT since 1993. 5 Element Cupping massage. 3 hours. Maxine Shapiro, NCBTMB, Lic. Ac. Practical Feng Shui. 617-965-5251, Sept., Nov., Dec. [thai@fixitmaven.com](mailto:thai@fixitmaven.com)

**Lexington Office Space for Rent** – ½ mile from Route 95/128. Unfinished room in established massage office suite available for \$650/month. Plenty of parking, all utilities (including phone) and fees included. Lexington Health Collaborative – Sonja 781-862-0898 ext. 3.

\*\*\*\*\*

## Thailand Traditional Massage Certification Course

**56 NCTBMB Ce hours ♦ Begins September 15<sup>th</sup> - 16<sup>th</sup>  
Boston, Ma ♦**

**With Yaron Gal Carmel *L.C.M.T, P.S.I.P***

### Program Schedule:

**\*1<sup>st</sup> weekend: September 15<sup>th</sup>-16<sup>th</sup> 2007 9am-5pm 14 Ce Hr's**

**SUPINE 1** \$295.00 *\*Prerequisite for subsequent parts*

You'll learn the different techniques applied in Thailand Massage.

You'll practice the supine feet and legs treatment part of the Thailand Massage.

Overview associated anatomy, Ethics and Contraindications.

**2<sup>nd</sup> weekend: October 20<sup>th</sup> -21<sup>st</sup> 2007 9am-5pm 14 Ce Hr's**

**SUPINE 2 & PRONE** \$295.00

You'll learn & practice the torso, arms, neck, face in supine

& back in prone treatment parts of the Thailand Massage.

Overview associated Anatomy and Contraindications.

**3<sup>rd</sup> Weekend: November 3<sup>rd</sup> -4<sup>th</sup> 2007 9am-5pm 14 Ce Hr's**

**SIDELYING & SEN ENERGY LINES** \$295.00

You'll learn & practice the side laying treatment part of the Thailand Massage.

You'll learn about the 10 main Sen Lines.

Overview associated Anatomy and Contraindications.

**4<sup>th</sup> Weekend: December 8<sup>th</sup> -9<sup>th</sup> 2007 9am-5pm 14 Ce Hr's**

**SITTING POSITION & THAI TABLE APPLICATIONS** \$295.00

You'll learn & practice the sitting treatment part of the Thailand Massage.

You'll learn & practice application of the Thailand Massage on the massage table.



This course will be a great start if you're looking to enrich the scope of your practice and reinvent the ways in which you can treat your clients on or off the massage table.

**For more details and to register Call: 617.776.2345 or Visit: [www.thai-si.com](http://www.thai-si.com)**

# Your clinical success is our goal. Theory comes alive through practice.

Over 2,000 students have attended  
Myofascial Release Massage Seminars.

75% of this seminar is hands-on practice. In *Part I, Upper Body*, you will learn 32 myofascial release strokes (some suitable for on-site application). The instructor and teaching assistants give each student individual attention for every stroke taught so that the work can be used immediately. It can be easily integrated into your existing routine, offered as a stand-alone myofascial massage, or used to relieve common complaints such as low back pain and repetitive use syndromes. *Derived from Hellerwork.*

*Part I, Upper Body*, is a pre-requisite to *Part II, Lower Body*, and *Part III, Advanced Strokes/Evaluation and Treatment*. Certification is available after taking *Part II*.



The Myofascial Release Massage is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. The seminars are also approved for 20 hours of continuing education by the the State of Maryland, AMTA, ABMP, Board of Certification of the National Athletic Trainers Association, the American Medical Massage Association, and the International Massage Federation.

*"Great hands-on course, and fun to learn."*

*"Howard's extensive experience, attention to detail, and explanation of procedures are outstanding."*

*"Howard has simplified Hellerwork and Roling into deep therapeutic massage for chronic stress and pain."*

## Schedule for Part I, Upper Body

Includes a professionally prepared workbook with instruction and 150 photographs of specific strokes taught in the course.

**Bancroft School of Massage  
Worcester, MA  
Dec. 1-3, 2007  
(508) 757-7923, Cost \$350**



Myofascial Release Massage

Save the Dates! November 3, 2008  
HowardRental.com



Save the Dates!  
November 3 in Springfield,  
Business Coach Kathleen Burns-Kingsbury presents  
"Growing Your Business Organically: Effective Marketing  
Strategies Using the Mind and Body"

December 2 on Cape Cod,  
Advance Chair Massage Techniques with Greg Hurd and MORE!

Watch for more info on these workshops and an exciting 2008  
schedule with Ralph Stevens, Mark Bigelow, & Carol Osborne-Sheets!

**Who do you want to have for seminars??? On what days would  
you like to have the seminars??? Email Greg at  
[ghurd6170@charter.net](mailto:ghurd6170@charter.net) or call 978-534-8888**

# Welcome New Members

Giesela Alpheis  
 Jamie Benson  
 Lidiana Brito  
 Jennifer Burg  
 Sarah Carver  
 Melissa Chan-Ng  
 Denise Chaney  
 Lynne Chase  
 Jennifer Chin  
 Julie Cimino  
 Jenny Cordio  
 Amy Corrigan  
 Lynn Croteau  
 Brianna Donovan  
 Janice Drake  
 Jenna DuBeau  
 Sarah Duncklee  
 Rhoda Galiguis  
 Alexandra Graham  
 Amy Gregory  
 Nancy Gura  
 Erin Hansen  
 Amy Higgins

Louise Angelini  
 Michele Ayers  
 Jefferson Bartley  
 Joseph Best Jr.  
 Elizabeth Bishop  
 Stacey Boisvert  
 Beth Bournazian  
 Felicia Brodeur  
 James Busconi  
 Arben Cenkolari  
 Stephanie Chevarie  
 Danielle Colby  
 Kelly Collins  
 Christina Conway  
 Eric Cordeiro  
 Tracy Dankwah  
 Darlene DeForest  
 Courtney Denning  
 Keith Deveau  
 Elizabeth Drottar  
 Rita Epifania  
 Alice Estremera  
 Misty Fitts  
 Monica Forcier

Tina Hubbard  
 Karen Kearney  
 Elizabeth Kelley  
 Jazmin Kellis  
 Deborah Killeen  
 Catherine Kittredge  
 Jennifer Lackett  
 Scott LaForce  
 Fu Zhi Lan  
 Michelle Langlois  
 Jacqui Lapierre  
 Robert LeGrow  
 Sylvia Lessa  
 Scott Malnati  
 Heidi May  
 Amanda McElroy  
 Regina Brunssen McIver  
 Debra McKee  
 Jennifer Melchin  
 Nabhan Nasryiah  
 Lindsay Lee Nickerson  
 Cindy Northrup  
 Karen O'Connor

Jenny Foss  
 Brigitta Francisco  
 Derek George  
 Joseph Golden  
 Xiurong He  
 Joan Howard  
 Ellen Hunt  
 Stephanie Jaklitsch  
 Michael Kane  
 Mara Keener  
 Tara LaScola  
 Lina Lauber  
 Nikita Lauture  
 Tommy Le  
 Kendra Lennartson  
 Michele Linder  
 Jun Ying Liu  
 Carrie Luhmann  
 Migdalia Luhrs  
 Zhuo Yi  
 Lindsey McNeil  
 Linda Milliken  
 Kori Morin  
 Nicole Myette

Jessica O'Rourke  
 Emily Ortman  
 Nicholas Pace  
 Lisa Pargoli  
 Crystal Pickersgill  
 Carol Quink  
 Florence Rawnsley  
 Ross Robarge  
 Janet Rushton  
 Holly Sobchuk  
 Mary Sullivan  
 Stephanie Sweet  
 Maria Taranto  
 Michelle Tejada  
 Beth Ann Ultsch  
 Donna Wallace  
 Lari Walter  
 Jennifer Wardle  
 Sharon Woodbine  
 Beverly Woods  
 Chang Yuan

Yuki Nagatoshi  
 Deborah O'Neil  
 Sheryl Obrien  
 Nelia Pereira  
 Sharon Phillips  
 Rachel Pittari  
 Luanna Ribeiro Carrancho  
 Kellie Romanus  
 Lizzette Rosario  
 Chrissy Sasso  
 Deborah Schiff  
 Marilyn Schonholz  
 Sarena Stein  
 Elaine Stroud  
 Jennifer Tardiff  
 Keisha Tariela  
 Jeanne Thomas  
 Amanda Thompson  
 Jill Watkins-Zwicker  
 Joanna Wheatly  
 Hong Xia Wu  
 Katie Zettek



American Massage Therapy  
Massachusetts Chapter  
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