



Keeping in Touch

Summer 2010

The Art of Massage

Part I - Contact

Before even placing your hands on a client, you will make contact with them. More than a relative proximity, true contact is a conscious act of fully connecting with another. I'm reminded of the movie Avatar when the two main avatars look at each other and say "I see you." It implies, "I'm here with you in your being-ness."

First, you must be fully present with yourself. Staying in contact and being fully present requires practice. I'll be the first to admit that on those long days at the spa, my mind can start to wander. If you've ever meditated, you'll be familiar with pulling the mind back over and over to remain present... and that can be the work of staying in contact, too.

Contact can be intimidating to some and you must watch boundaries. Modulating your level of contact by staying in a neutral presence can have a calming effect. We're just meeting the client where they are.

Why is contact important? I'll bet everyone has had bodywork with a therapist whose mind is a million miles away - and you can feel it. You may be receiving bodywork, but no one is there! Now think of a bodywork session with a practitioner who was totally present the whole time. Didn't you feel supported, safe, and nurtured? Contact with the client can make a difference between an 'ok' massage and a 'great' massage. Give it a try in your massage practice and in all aspects of your life!

— Karen Rarick

President's Message

I hope everyone had a happy summer! The Vermont Chapter of AMTA is moving forward and not looking back!

I am very excited to introduce a new chapter volunteer - Joan Milgram. Joan is also new to our chapter as a recent graduate from massage therapy school. She will be teaming up with Terye Wohnus as our second representative to the New England Regional Conference (NERC) Planning Committee. I am happy to have had an opportunity to meet and spend time with Joan as we carpoled down to the May NERCPC meeting together. I look forward to working with both Terye and Joan in helping to create a great communication network between the NERCPC, our representatives, and the Vermont Chapter Board. Thanks very much for stepping up, Joan! You can read more about Joan in her introduction in this newsletter.

Legislation within the state of Vermont continues to be a huge focal point of our chapter board as Chris Widlund continues to rock the legislative process. We have regular teleconference meetings with a few massage therapists from Vermont, Sally Hacking (our legislative consultant), and government relations representatives from both the AMTA & ABMP. The Sunrise Survey will have been submitted by the time this newsletter hits the stands! Please take a look at Chris' report for more detailed information.

We are now entering the age of video conferencing. By the time this newsletter comes out, your volunteer representatives (both elected and appointed) will have had the first-ever video conference! The ability to video conference will allow your chapter board to meet "face to face" beyond the three established "drive-to" board meetings. This will enable us to complete any unfinished business as well as address any

business that we need to discuss in a timely fashion. The bottom line is that it will allow the board and other chapter volunteers to better serve the members.

At this point in time, we will have also completed our membership phone call campaign. We will be discussing and creating action items from the feedback we received from you during the aforementioned video conference.

Remember that we are disbanding our DVD/video library as a chapter fundraiser. All DVDs and videos will be sold, so take advantage of this going out of business sale. If you are interested in any of the educational materials from the library, please contact Karen Rarick. Karen is our awesome Membership Chair, Video Librarian (until the library is completely disbanded at our annual meeting in November) and Secretary and Historian (until some fantastic new volunteer steps up to take this over for Karen!).

OK, so this is my first plug for the annual meeting. We will have Marjorie Brook presenting AIS Stretching. Marjorie is one of Aaron Mattes' (the developer of AIS Stretching) ace instructors. See additional information on this great workshop inside. We will also have a super big White Elephant Silent Auction which will include a Golden Ratio Signature Portable Massage Chair, DVDs, Videos, Books, music, and many other massage-related products. We will also have some door prize giveaways! See you November 5-7 at the Stoweflake. Special Stoweflake rates will be available. Lastly, we hope you enjoy your new AMTA-Vermont logo decal. Thank you all for your input on the design!

— George Glass, President

Proprietary Therapists:

Fear and Loathing in the Massage Profession

I have been caught more than once complaining about how much I do not like massage therapists. Here's the conundrum. I am a massage therapist. No this not some sort of self-loathing but rather an ideological schism with many of my colleagues.

The problem, as I see it, is that as massage therapist we are so protective of "our" clients, "our" techniques, and "our" way of doing things. Thus, we are not very nice to be around if you are also a massage therapist. Don't get me wrong; massage therapists are generally nice, caring individuals who want the best for their clients. But that does not always carry over into their profession.

Why is it we think that a client will leave us if we give them a referral to a great physical therapist or chiropractor? What about if we refer a client to another massage therapist? Why don't we share the specifics of what works for us in running a business? Why are we scared of talking about money?

When I was in massage school almost ten years ago, a teacher once said, "If you make the mistake of thinking that you are the one to fix someone, your career will be short and full of disappointment." She went on to explain that as massage therapists we are simply a glimpse in someone's life. We might happen to be present when they make a big transformation or leap forward. But just because we were witness to this does not mean that we caused this change. And if we are not present, we may still have been a part of the process.

Why do we think we own our clients? I always refer clients out to other healthcare professionals (including other massage therapists) if I think it is in the client's best interest. 90% of them come back to me with such great thanks for helping them along their path to health. And better yet, they send me a new client.

We must work together for the betterment of our clients and our profession and subsequently our own practice. As Margaret Mead said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." As massage therapists, we can be that "group of thoughtful, committed citizens" and we can change the fear and loathing in our profession.

*This article originally ran in Writing a Blue Streak
<http://writingabluestreak.com/> on June 24, 2010.*

Did You Know... that National AMTA
has a new strategic focus for 2011?

FOCUS #1: Advocacy and Influence: Establish greater visibility, participation and influence of AMTA in the healthcare community.

So far this year, 31 chapters have indicated they are interested in participating in state events of the American Academy of Family Physicians (AAFP). Three chapters (NH, MA and OK) have participated this year and eight chapters are in the process of participating in AAFP regional events this year (NY, NC, MD, AZ, VT, MT, CA and RI). AMTA staff attended the Hospital Based Integrative Care Conference: Transforming Health Care Practice July 26-29 in Minneapolis. The four day conference provided an overview of current best practices in key areas of integrative health. The Penny George Institute for Health and Healing put on the conference.

FOCUS #2: Member Experience: ... AMTA's exceptional benefits that contribute to members' professional success.

The Facebook social networking toolkit was launched in July. We also began creating a Twitter toolkit to help members use social networking to promote their practices. This will launch in August/September. Other initiatives are in the works to launch new benefits in the upcoming year, beyond the work done by the member needs workgroup. A new affinity program for printing materials such as business cards and letterhead was also launched. Staff contracted with a presenter for an AMTA webinar for school members and teachers was presented in August. A webinar for professional members about marketing their practices also took place in August.

FOCUS #3: Professional Competency: Gain agreement for the definition, scope and entry level education for the massage therapy profession.

The MTBOK Stewards met for their last monthly conference call on July 28. Topics discussed included comments from the profession, upcoming encore MTBOK webinar (co-hosted by AMTA and ABMP), upcoming face-to-face meeting in Minneapolis in September, Task Force recognition plaques and stipends, and a letter to the editor of *Massage Today*. The Stewards conference calls will now be quarterly with the next call scheduled for January 26, 2011. Former Task Force member Kevin Pierce will be presenting an MTBOK Update education session at convention in Minneapolis. Registration numbers are strong for this presentation.

AMTA 2010
NATIONAL
CONVENTION
Minneapolis MN
September 22-25

balance



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Attention Teachers!

Let amta pay for your professional membership!



As you prepare future massage therapists for their path to success, refer your students to amta along the way and **renew for FREE!**



what **you** get:

Receive a **\$15 credit** per referred **student** towards your next professional membership renewal when you refer a massage therapy student to **amta student membership**.

Receive a **\$50 credit** per referred **professional** towards your next professional membership renewal when you refer a massage therapist to **amta professional membership**.

Refer enough students and professionals and your next membership renewal will be **FREE!**

how **you** get it:

Just tell your friends about amta's refer-a-friend program. Then go to www.amtamassage.org/referafriend to enter your friends' contact information and we'll take it from there!

When your friend joins, you will receive credit towards your next professional membership renewal.

Meetings of the Board of Directors are always open to the membership, and we have recently tried meeting via webcam and conference call. We have compiled notes from our formal meetings as well as the activity of our emails throughout a quarter. If you'd like to catch up on our chapter activities, please check out the AMTA-VT "Board" website section. Check the Google calendar for upcoming meetings or contact Karen at secretary@amta-vermont.org if you'd like to participate!

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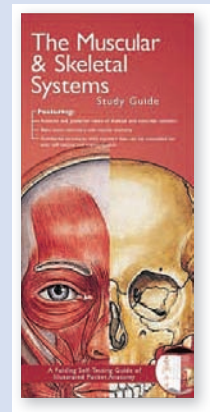
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AMTA-VT Government Relations Report

Vermont State Legislation Subcommittee Report - March 2010 through June 2010

I was thinking about the amazing group of individuals I have had the pleasure of working with. Starting January 2010, the Vermont Initiative for Massage Standards (VIMS) grew from the two original founders, Janet Kahn and myself, to a total of six massage therapist from Vermont (adding Michelle Robbins, Bonnie Woodford-Potter, Eve Baker, George Glass), a Government Relations consultant hired by AMTA-Vermont (Sally Hacking), AMTA-National Government Relations Program Manager (Joe Roth) and ABMP Government Relations Director (Jean Robinson). We were committed to the task of completing the Sunrise Application for Massage Therapy, the preliminary step toward regulation massage in Vermont.

The VIMS group met biweekly via phone conference to complete the Sunrise Application. It was very important to us that there was time for expression of concern and discussion before any answers were reached. We invited anyone interested in this project to join us. Occasionally, a couple of other massage therapists were on the phone calls. The Sunrise process is unique to only a handful of states. The purpose of this process is to determine if there is need for regulating the profession. The Sunrise process is not the legislative process but instead a preliminary step prior to the legislative process.

The State's primary concern is public harm. Is there harm to the public without the state regulating the profession? We believe the answer is "yes" and here is why.

"The massage therapy community proposes a state licensure program for massage therapists in order to define a scope of practice, establish clear titles that the public will understand, provide for the issuance of a certificate and license number for licensees that members of the public can ask to see in order to verify a therapist's legitimacy, and allow for a process in which practitioners would be held accountable for harmful or inappropriate treatment of a client. Regulation would provide clear avenues for public complaint and allow the state to better control inappropriate practice."

To answer this question, we focused specifically on the following issues:

Consumer Vulnerability

1. Untrained, unqualified practitioners are often unaware of the following aspects and thus can unwittingly harm the consumer.
 - a. Clarity of professional boundaries
 - b. Awareness of when to refer to another specialist
 - c. Knowledge of contraindications education and training in the basic massage therapy education curriculum
2. Adding to the public safety for the consumer is education on the role of the massage therapist as a healthcare professional.
3. In the absence of statewide massage therapy regulation, the citizens of Vermont currently have no recourse or resource available to them in the event that they encounter an inappropriate experience, injury, or unethical business practice with massage therapy.

Vulnerability of the Massage Therapist

Massage therapists are also citizens of Vermont and are as vulnerable to harm, or potential harm, thus should be offered protection, as are other citizens. In the context of a country that exhibits a good deal of confusion

about touch, massage therapists are sometimes harassed and/or assaulted by "clients" seeking "massage" for the wrong reasons or outcomes.

Vermont's Sunrise process includes a 23-question application. The questions include:

- Existing licensing or certification processes for massage therapy
 - Other states regulation of massage therapy
 - Scope of Practice for massage therapy
 - Demonstration of harm to public if massage therapy were to remain unregulated
 - Benefits public could expect with regulation of massage therapy
 - Public protection through means other than regulation
 - Type of regulation
 - Other regulated professions that perform similar services to massage therapy
 - Number of massage therapist in Vermont and practice settings
- Education requirements
 - National examination for massage therapy
 - Continuing education
 - Grandfathering provisions for current practitioners
 - Proposed legislation
 - Statistical data on disciplinary actions for massage therapy in other states

We have also attached 16 exhibits to the application both to answer some of the questions and also to provide addition pertinent reference material. If you would like to read the complete Sunrise Application, it is available on the AMTA-Vermont website.

I am extremely proud to announce that the Sunrise Application was delivered to the Vermont State Office of Professional Regulation (OPR) on June 30th. I had a wonderful meeting with Chris Winters, director of OPR. Larry Novins, legal counsel for OPR, has been assigned the task of reading the almost 1000-page application.

The next step is a public meeting to hear oral comment on the application and whether there is public harm with the profession of massage therapy without state regulation. The date for this public meeting has not been set yet but is expected to happen in September or October of 2010.

We invite you all to attend this public meeting. In conjunction with ABMP, we hope be holding several free educational forums around the state to answer questions about the Sunrise process and the public meeting. If you are unable to attend the public meeting, OPR will be accepting written comment for ten days following the public meeting.

Our work is not done yet. Do you want to be a part of this amazing process? You can play as big or small a part as you want. If so, please email me at chris@amta-vermont.org.

– Chris L. Widlund, Government Relations Chair

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."
– Margaret Mead

AMTA-VT House of Delegates Report

March 2010 through June 2010

What is the House of Delegates?

The House of Delegates (HOD) is a representative body of the membership from all chapters. Each state chapter has at least one delegate and one alternate delegate. The number of delegates is based on the size of the chapter. AMTA-VT chapter has one delegate, Chris Widlund, and one alternate delegate, Michelle Robbins.

The purpose of the House of Delegates is to act as a bridge between chapters and the National Board of Directors. A delegate has two primary functions:

1. Approval of AMTA Position Statements
2. Make recommendations to the National BOD regarding AMTA bylaws, AMTA mission & goals, and business of the Association in general.

A Position Statement is generated by a member, must be supported with facts and research, and it will represent the will of the assembled Delegates. When approved, a Position Statement becomes the public position of AMTA.

An individual member or group of members can develop a recommendation. Recommendations should be discussed at a Chapter Meeting (if not possible at least a Chapter Board Meeting) and then authorized to be submitted by a majority vote of the Chapter or the Chapter Board of Directors.

Proposed House of Delegates Position Statements

1. It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective in reducing low back pain.

2. It is the position of the American Massage Therapy Association that there should be fair and consistent licensing of massage therapy in all states that can lead to portability of practice.
3. It is the position of the American Massage Therapy Association (AMTA) that those who participate in athletic training and exercise programs will benefit from massage therapy.
4. It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective in managing fibromyalgia syndrome.
5. It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective in reducing tension headaches.
6. It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective in reducing anxiety.

Proposed House of Delegates Recommendations

1. AMTA Membership Criteria proposed by AMTA-Arizona

House of Delegates Meeting

The 2010 House of Delegates Meeting will take place on Thursday, September 23, 2010 at the AMTA National Convention in Minneapolis, MN.

– Chris Widlund
House of Delegates Representative

AMTA-VT Treasurer Report

April 2010- July 2010

FY 2010/2011 Budget

We have voted to extend Sally Hacking's contract from July 15th to November 15th. The Board voted on funding that extension. The contract is for \$1000.00 per month. Thus the extension totals \$4000.00.

Law and Legislative Assistance Program (LLAP)

The LLAP provides an annual grant up to \$20,000.00 to chapter seeking financial assistance with their legislative efforts. The grant looks at chapter finances and reserves. It asks how much in matching funds the chapter is willing to put forward. It is not expected that the chapter match the grant 100%, but the program will not exclusively pay for the chapter's legislative efforts. We are requesting \$20,000.00 of assistance from the grant to help with the following:

1. GR Consultant contract
2. GR Consultant travel expenses for Sunrise Review hearing and legislative hearings
3. Lobbyist expenses for 10/11 legislative sessions.

We are the proud recipients of a \$13,000 grant to pursue regulation of massage therapy in Vermont.

Chapter Reserves & Spending Status

The Profit & Loss for the first quarter of fiscal year of 2010-2011 and the Balance Sheet as of May 31, 2010 are available on line.

– Chris Widlund,
Treasurer

Meet the Board of Directors

We will be holding elections for open positions at the November annual meeting. Open positions are: President, Historian, Secretary, and 2nd VP. Anyone interested in details about the positions or interested in helping with the chapter should contact amy@amta-vermont.org.

Board of Directors

George Glass, President
Amy Holibaugh, 1st VP
Michelle Robbins, 2nd VP
Andrea Altman, 3rd VP
Chris Widlund, Treasurer
Karen Rarick, Secretary
Jennifer Smith, Honorary Immed
Past President

Committee Chairs

Andrea Altman, Education Chair
Amy Holibaugh, Communications Chair
Karen Rarick, Membership Chair
Michelle Robbins, Public Relations
Chair/House of Delegates Alternate
Chris Widlund, Government Relations
Chair/House of Delegates Representative

Chapter Volunteers

Terye Wohnus, NERC Representative
Joan Milgram, NERC Representative
Rich Royer, Photographer
Karen Rarick, Video Librarian/Historian



George Glass has been a practicing full time massage therapist for over 15 years.

Since graduating from the Connecticut Center for Massage Therapy in 1992, George has logged over 1,500

hours of advanced training. George's focus as a massage therapist is in the realm of injury, chronic pain & health maintenance while empowering clients to take care of themselves.

George has been an active professional volunteer in massage therapy since 1993. His first position was Sports Massage Chair for the Vermont Chapter of the American Massage Therapy Association (AMTA.) Since then, George has held the elected positions of 1st Vice President, President, and currently Treasurer of the Vermont chapter. He also represented the Vermont chapter as a member of the AMTA New England Regional Conference Planning Committee (NERC) from 1996-2003.

Nationally, George acted on the AMTA National Sports Massage Education Council/ Committee from 1996-1999 and was a member in good standing of the AMTA's National Sports Massage Team from 1995-2000.

George also served as a Nominations Committee member for the 1999 & 2000 elections of the National Certification Board for Therapeutic Massage & Bodywork.

In 2001, George purchased the building now housing Mountain Healing Arts and spent nearly two years renovating the beautiful 150 year old namesake of Bonnet Street. Now Mountain Healing Arts is home to "a diverse group of health care practitioners established to cooperatively promote optimum wellness for our patients."

George adds: "I am very lucky to have a wonderful family with two daughters, a beautiful wife and a mutt named Magic. Ayana Lily entered our life on August 8, 2004, and Giselle Courtney recently joined us on May 7, 2008. Lori Ann and I were married twice in 2006!

My passions outside of bodywork are all outside; I like hiking, cycling, skiing, snow shoeing, skating, sledding, soccer, and running around the house and through the woods after Ayana (and soon Giselle!). This past year I have taken to commuting to and from Mountain Healing Arts on what my clients have termed my "station wagon", or commuter bicycle.

My favorite book is John Irving's *Cider House Rules*. Our favorite vacation spot is Taos, New Mexico, where we love to ski, hike and look at art.

At home I enjoy doing renovations on our old ski house, when time and children permit, as well as cutting and splitting fire wood. At the moment, I am truly reveling in sitting in a rocking chair in front of the wood stove with a good book and great jazz playing in the background."



Amy R. Holibaugh serves as the Vermont chapter 2nd Vice President and Newsletter Editor. She has been interested in complementary health practices since her first herb garden when she was in third grade!

After completing her Master's degree in social psychology from the University of Connecticut, she worked with an international market research firm in Connecticut and tried to find a way to attend massage school.

That opportunity arose when she moved to Vermont to marry her husband, Ian Turkle, and to begin a career with the Community College of Vermont. She completed her Associate Degree in Massage Therapy and Bodywork in 2004 and received national certification in the same year. As a full-time employee of CCV, she's had the great joy of working with faculty, practitioners, and students to develop massage curriculum, teach massage courses, and participate in an educational program that has a science-based focus and approach. She also coordinates CCV's online offerings in allied health, psychology,

and social work and works with CCV faculty to integrate technology that benefits teaching and learning in the face-to-face classroom. Amy currently provides massage at the Stoweflake Mountain Resort and Spa in Stowe and at state and national conferences throughout the year.

When Amy is not teaching classes, she's taking Ph.D. coursework in educational psychology or undergraduate coursework in the health or computer sciences fields. She also enjoys snowboarding, swimming, mountain biking, hiking, geocaching, cooking with local and home-grown products, and creating a home teaching environment with Montessori materials.

Amy lives in Hyde Park with Ian, their 3 year-old daughter Rowan, and their 1 year-old daughter Lyra.



Michelle Robbins serves as the Vermont chapter 2nd Vice President, and Public Relations Chair, and House of Delegates Alternate. She is the owner of Inside Out Body Therapy, a

practice which combines therapeutic bodywork with digestive and environmental health. She has been a massage therapist since 1999 when she began as an intern with her mother, Beata Golau. Michelle graduated from the Utah College of Massage Therapy in 2003, and has since practiced massage in a variety of settings.

Currently, she is the massage supervisor at the Green Mountain Inn in Stowe, and maintains her private practice in Morrisville. She is also an instructor at the Community College of Vermont, teaching Introduction to Massage, Swedish Massage, Professional Self-Development for Bodyworkers, and a course in word processing and spreadsheets.

Michelle's passion for bodywork is two-fold: She loves the deep quality of interacting with clients in session and the outreach opportunities inherent in instructing future therapists and working with groups of current therapists.

Michelle is excited to combine her experiences in massage and teaching with her public relations chair position to promote awareness of massage and enhance the professional public image of therapists in Vermont.



Andréa Altman is a Nationally Certified Massage Therapist, Colon Hydro-therapist, and a Nutritional Consultant. She graduated from Johnson State College with a BS in Environmental Science and has a MS in Nutrition from the University of Bridgeport. She graduated from the Scherer's Academy of Natural Healing in 1996, and has been practicing bodywork for the past 14 years.

Her private practice, Connecting Rhythms Bodywork, is located in Hyde Park and offers a variety of services such as massage, colonics, and nutritional consultations.

She currently teaches a variety of classes at the Community College of Vermont, and at Johnson State College in the Wellness Alternative Medicine program.

Andréa has facilitated numerous workshops on massage, reflexology, stress reduction, relaxation, and wellness. She enjoys teaching others how to massage, so that everyone can experience the power of touch and the benefits of bodywork.



Chris L. Widlund is a Licensed Massage Practitioner specializing in reducing pain and increasing mobility for people of all ages. As a graduate of the Brian Utting School of Massage in Seattle, WA, she was

privileged to receive training of the highest standards in both academics and techniques of massage. She has been in private practice since 2003. She has continued to expand her understanding of the human body and its response to touch through advanced studies in Craniosacral, Myofascial Release, Orthomassage and pregnancy massage. She also works closely with several medical doctors in Chittenden County to facilitate their patients' recovery from injury or chronic pain.

Chris' passion with the abilities and limitations of the human body began at an early age. As a professional modern dancer with a BFA from

the University of Illinois, she discovered that massage and other types of bodywork addressed her body's need to heal quickly and completely from various injuries. With a love of and respect for the human body, the medical field attracted her. She has worked as a Surgical Assistant, a Health Care Associate in Women's Health, and for a rural ambulance service as an Emergency Medical Technician (EMT). Chris has also taught Wilderness Emergency Medicine. Chris is a Professional Member of the American Massage Therapy Association (AMTA) and serves as your 1st Vice-President and Government Relations Chair for the Vermont AMTA chapter. It is Chris' professional hope to create an increased working relationship with state legislators as she works toward the creation of a Vermont state license for massage therapy.



Karen Rarick's fascination with the workings of the human body and compassionate touch led her to study massage therapy at Bridgewater Therapeutics in Vermont in 1990. As a Nationally Certified and N.H. licensed therapist, variety is the spice of life for Karen. In the winter, she is a therapist at the Spa at the Woods at the Killington ski area, and in the summer, she works at the New Life Hiking Spa at Killington. Time at her Rutland office affords Karen the opportunity to work with a variety of clients utilizing her learned skills to help facilitate relaxation, reduce pain, and restore balance to body and spirit.

Graduating with a Bachelor's Degree in Healing Science from the Brennan School of Healing in 2006, Karen is able to add a whole new dimension of full-spectrum healing to her bodywork treatments. This healing work also fits nicely with her work with cancer clients. Her passion for animals and work as a veterinary technician naturally draws her to hands-on work with all creatures.

She's an avid biker, hiker, and enjoys snow-shoeing. When not working on her little red farmhouse in Ira, you'll find Karen wild-gardening or playing with her six Cavalier King Charles Spaniels and two cats.

In the past, Karen has been a member of the Vermont Sports Massage Team and volunteers at Vermont sports events each year. In 2007, she became Secretary for the Vermont AMTA chapter. In 2008, she also became Membership Chairperson and video/DVD Librarian. Karen says, "It's been a delight, an honor, and a lot of fun to serve on the Vermont Chapter Board of Directors."



Terye Wohms

I got into massage therapy after I had my son. I did not want to return to work and have to ask a "suit" for time off because my son was sick, or to leave early because he was sick at school and needed me to come get him.

My husband suggested I become a massage therapist. It is the best decision I ever made - I haven't looked back once! I went to school at Greenfield Community College's Stillpoint Program for two years, graduated in July 2005 and received NCBTMB certification a year later. I opened Centered Healing Therapeutic Massage immediately after I graduated. I like doing deep tissue, neuromuscular therapy, and myofascial release. I also offer infrared sauna sessions with and without massage. My practice is in Brattleboro and I also serve on the planning committee for AMTA's New England Regional Conference for massage therapists.



Joan Milgram

I am a recent graduate of Kripalu School of Massage, realizing my longtime wish to serve others in a dynamic way that expresses my varied interests. Ranging from "spa-bliss" serenity to the

healing arts, meditation and yoga, herbalism and nutrition, my goal is to continue to become the best therapist I can be, to network with like-minded body-workers and represent our community with pride and enthusiasm.

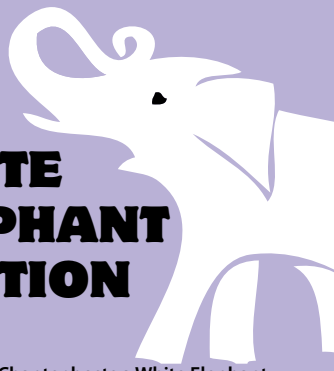


Rich Royer

For the last 10 years, I have been volunteering at North Country Hospital in Newport and at Circus Smirkus. I just completed 1000 volunteer massages between the two organizations. Feels good! I also

do Relay for Life, the local recreation center, and two cancer survivors' organizations. (At the time of publication, Rich was also working the Orleans County Fair!) Rich earned a Bachelor of Science degree in Marketing from the University of Illinois and a certification in therapeutic massage from the New England Academy of Therapeutic Sciences in New Hampshire.

WHITE ELEPHANT AUCTION



Each year, the Chapter hosts a White Elephant Silent Auction at its Annual Meeting. Please bring any massage or business-related supplies to donate to the auction when you arrive on Friday. Meeting attendees have the opportunity to bid on your donated items throughout Friday and Saturday. The highest bidder for each item will be announced on Saturday evening. Winners will pay for their items by cash, check, or credit card on Saturday evening and all proceeds will go into the Chapter scholarship fund to support the Perry Plouffe scholarship. This scholarship provides full registration for one AMTA-VT member to attend the New England Regional Conference (NERC) each year.

Thank you for supporting our Chapter's dedication to continuing education!

Janet Kahn, Ph. D., NCTMB joined us at the New England Regional Conference as the 2009 Perry Plouffe scholarship recipient. Among many career accolades and her ongoing research in complementary and alternative medicine (CAM), Janet works on Vermont Massage Therapy licensure legislation, reviews articles for AMTA's International Journal of Therapeutic Massage & Bodywork (IJTMB), is a member of the Strategic Plan Task Force for the National Institute of Health (NIH), National Center for Complementary & Alternative Medicine, has practiced massage therapy for 30 years, and advocates for CAM at the federal level through the Integrated Healthcare Policy Consortium (<http://www.ihpc.info>) Janet's experiences and reflections follow below:

I am so grateful to the Vermont Chapter for allowing me to attend the New England Regional Conference (NERC) as the 2009 Perry Plouffe Scholarship recipient. What a great conference that was!

Why was it so great? Well, first of all, it was wonderfully friendly and high-spirited as NERC has been each of the few times

may reflect how friendly and hug-ready massage therapists tend to be, but I think there is also something special about New Englanders seeing each other at the tail end of winter. I think this conference is also a wonderful size – large enough to attract top-notch presenters and to produce the excitement and networking potential of a bustling conference – and yet small enough to be human scale, and to foster a sense of mini-community over those few days. If you are shy, as I actually am, it is a good conference to attend. Of course, it also helped to have warm greetings from George Glass and other Vermont attendees!

Being a researcher, and given my history with the AMTA Foundation, it is a rare and precious event for me to go to a conference at which I am not presenting or attending a board meeting. By awarding me the Perry Plouffe Scholarship, the Vermont Chapter allowed me to actually get my CEU's and mingle with people. I had never taken a course from James Waslaski, so that is what I loaded my weekend with by taking two two-session courses from him. One was on complicated cervical conditions and the other on treating pelvic and knee injuries. I had high hopes for these sessions and I was not disappointed. At the first session, I buddied with a woman from Cape Cod and we worked so well together that we continued for all four sessions. One of the things that I so appreciated about Waslaski was his passion for our profession and the lengths he goes to in ensuring that everyone in the class can see what is going on and that he has gotten his material across. He had two giant screens going all the time. One would show real-time video of him demonstrating what we were to do, and the other would show anatomical slides that would clarify exactly where you were supposed to be working. That - plus the nine teaching assistants who readily came to our tables to assist - meant that we really got to practice. Thus, when I got home and was ready to try things out on my partner Rosi, I had some real kinesthetic memory as well as my notes and the books I had

picked up. I also appreciate how persistent Jim Waslaski has been in pursuing his own education and understanding in great detail the common syndromes we humans develop.

The other workshop I took was a great one with Nancy Dail of Downeast School of Massage on Dimensional Massage for Headaches. I will be putting what I learned from both Nancy and Jim to work immediately.

As some of you may know, I have been working with Chris Widlund and others on moving Vermont toward massage licensure. This conference turned out to be helpful for that effort, too. I joined a table of New Hampshire folks at lunch on Saturday. Serendipitously, one of them was Richard Pickwick, a member of the New Hampshire Advisory Board of Massage Therapy. There were also people from Massachusetts and Maine, and we launched into a discussion of their "lessons learned" – what has gone well with their laws and what they would do differently. I have shared this with Chris and others on that licensure work group. Richard Pickwick and the others encouraged us to reach out to them, and to others, as we go through this process.

Another highlight for me was watching the New England region contribute over \$2,000 to the Massage Therapy Foundation. As a former president of the foundation I know how much it means to the current officers and staff to have support – moral and financial – coming from the grass roots of the profession. I thank you for your generosity and your vision in contributing to that.

A weekend conference like this has so many memorable moments – seeing old friends, learning new techniques, stocking up on equipment and supplies, sharing food and laughs. I thank you for giving me this opportunity and I encourage others in the chapter to attend NERC whenever you can.

*– Janet Kahn,
Perry Plouffe Scholarship Recipient*

2010 Perry Plouffe Scholarship Application

To be eligible you must: • be in good standing with the AMTA-VT. • be a Professional Member for at least one year.
• have not been chosen for the scholarship in the past ten years.

Complete the application below and email or snail mail it to the AMTA-VT Awards Chair:

George Glass, PO Box 2722, Manchester Center, VT 05255, (802) 362-3344 x1, President@amta-vermont.or1

All applications must be postmarked by October 15, 2010.

Name: _____

Street: _____ City: _____

State: _____ Zip: _____ Phone: _____

Email: _____ AMTA Membership # _____

1. Please list volunteer services you have done in the last year:

2. Please give a reason you would like to attend New England Regional Conference this year:

3. How long have you been practicing massage? _____

4. How long have you been an AMTA member? _____

AGREEMENT

If selected for this scholarship, I hereby agree (1) to participate as a volunteer throughout the conference, (2) to attend all classes I have signed up for at the 2010 New England Regional Conference and (3) write an article for the Vermont Chapter's "Keeping In Touch" newsletter regarding my experiences at the conference to be submitted to the AMTA-VT Communications Chair by May 15 of the conference year. If I unable to fulfill the above responsibilities (1,2,3), I agree to reimburse the AMTA-VT for the full amount of the scholarship.

Signature _____ Date _____

History

Perry Plouffe was the driving force behind the creation of the AMTA New England Regional Conference (NERC.) Perry was also involved in the organization of the AMTA National Convention as well. In the early days of the AMTA NERC he was the Conference Coordinator and worked tirelessly on all aspects of the conference. In short she did it all. While on a scouting trip for a Vermont Hosted AMTA NERC Perry hit some black ice on Rte 89 and died as a result of the ensuing one car accident. Shortly after Perry's death the AMTA NERC Planning Committee (PC) decided to institute a scholarship in her name. Currently, each AMTA New England Chapter offers at least one scholarship to one of their members which pays for a full pre-registration to attend the AMTA NERC.

Pre-requisites for Selection

- Must be in good standing with the AMTA-VT Chapter.
- Must be a Professional Member for at least one year.
- Must have not been chosen for the scholarship in the past ten years.
- Must sign & date with snail mail and email address.
- Must complete and return Perry Plouffe Scholarship Application by email or snail mail.
- All applications must be postmarked by October 15.

Considerations for Selection

- Any volunteer service
- Subjective: Reason(s) applicant would like to attend AMTA New England Regional Conference.
- Number of years in practice as a massage therapist.
- Number of years as Professional Member of the AMTA-VT Chapter.
- Subjective: financial need.

Responsibilities of the Scholarship Winner

- Must agree to participate as a volunteer throughout the conference
- Must attend all classes they have signed up for at the (year) AMTA New England Regional Conference.
- Must write an article for the Vermont Chapter, AMTA's "Keeping in Touch" newsletter regarding their experience at the AMTA New England Regional Conference to be submitted to the AMTA-VT Chapter Communications Chair by May 15 of the conference year.
- Must reimburse the AMTA-VT Chapter for the full amount of the scholarship if unable to fulfill these responsibilities.



On August 8-9 at Castleton College, members of AMTA-Vermont gave their time and skills to cyclists raising money for the 24th annual Green Mountain Getaway sponsored by the Greater New England chapter of the **National Multiple Sclerosis Society**. The weather was perfect and the enthusiasm for the event was overwhelming! There were 165 riders on Saturday and slightly fewer on Sunday. There were five massage therapists who donated over 70 massages during the event. The MS Society puts on a wonderful event every year with the hopes of raising money for research to prevent the disease and raise awareness of its effects. This year, our collective efforts raised over \$154,000! Whether it was the riders, volunteers or professional staff members, everyone was working together to make the world MS-free!

I look forward to this event every year and love to see familiar and new faces all working together for a cure. This event is special because MS is a disease that has in some way or another touched many of us. Whether it's a family member or a friend-of-a-friend, most of us are volunteering in honor of or in memory of someone with MS. If you are interested in participating in this event in the future, please let me know!

Leanne Tapley
ljillson33@aol.com

For more information check out:
<http://www.amta-vermont.org/Summer2010/-FacebookGuide.pdf>

why is social networking important to your practice?

it helps you to:

- stay connected to current clients and reach out to prospective clients
- keep your clients updated about openings in your schedule and emergency closings
- supplement and drive traffic to your current website
- share news about self-care and other topics of interest
- promote your practice, events and specials



why facebook?

There are over 400 million facebook users in the world according to ashable.com and the network just keeps growing! Odds are your clients and prospective clients are on facebook. Utilizing facebook can only help your practice!

- it's free - absolutely no financial investment
- it's fast
- everyone is using it!

personal profile, groups and pages, what's the difference?

There are a few different kinds of accounts on facebook: personal profile, groups and pages.

- users can create personal profile pages to connect with friends on a social basis - they post personal information, current events and pictures.
- groups are an extension of your personal profile, administer a group with common interests and have your group activity and information linked to your personal profile
- facebook pages are completely different. a facebook page is ideal for your massage practice as it allows you to connect with users, but the messaging is all about your practice and less about your personal life.

personal profile	page for your practice	group page
post pictures of your family and travels	post helpful articles and inspirational pictures	acts as an extension of your personal profile - all posts will be posted on your personal profile and will appear as if they are coming from you personally.
update your status and let your friends know about your current gripes	update your status about specials, closings and open time slots	you can limit your group so you invite people to join or approve their request to join
list personal information, like your email and cell phone number	list your business location, hours and phone number	not searchable on google or other search engines
get posts from your friends talking about the latest gossip	your clients will choose to be a fan of your page - showing their support and endorsing your services	fewer options to personalize
you choose who you are friends with	get posts from clients asking questions or saying how they enjoyed their session!	
businesses can't have personal profile pages, they will be removed		

Social Networking Tips

Before doing anything, check out others' listings. You will want to have prepared a brief bio and description for your online marketing that can be tailored just slightly to each site, creating uniqueness for each listing. Also, have a picture ready.

You will want to think of a username that you can repeat on these sites, something that makes you easily recognizable in repeat hits. And remember to keep a record of every username and password you create!

Make your own list of possible keywords. These will vary with each website—some will require you to choose from their list, some will allow you to type in your own. Have at least 10 ready; create prioritized descriptors of your style of work.

If you choose to put yourself onto any social networking site, be ready to check in on it/them at least a couple times a week. Just listing yourself won't do you any good—you have to be active (and not all about business) for them to truly be of benefit.

Some of these listings take a while to appear—because the organization is verifying your information, or just because it is “free” (therefore not their top priority)... so be patient. Some listings may take a couple of weeks or longer before they are available.

And don't go blind sitting at the computer for hours on end(!). Remember to take a break every 20-30 minutes.

Have fun checking out this compilation of online marketing resources!

– Michelle Robbins,
Public Relations Chair



AMTA-Vermont chapter members participated in the **2010 Prouty Bike Ride & Challenge Walk & 3rd Annual Prouty Ultimate Back-to-Back Century Ride** in Hanover, NH on Saturday, July 10.

Participants in The Prouty and The Prouty Ultimate come together to celebrate and support the courage of cancer patients and survivors everywhere and to raise money for crucial cancer research and important patient services at this nationally-recognized cancer center.

To date, they have now raised over \$2.3 million!

Thanks so much to Sheila Armen at the Strongs House Spa in Quechee, VT for her help in coordinating this event.

Find a Massage Therapist

The new AMTA website has just launched, with enhanced capabilities to help you promote your practice and take advantage of your other member benefits! Now is the time to update your profile and listing in AMTA's Find a Massage Therapist® (FAMT) national locator service.

What do you do?

The new FAMT locator service gives you a wide array of new features to put your practice before potential clients. Most important to update now is your practice location, because the new system lets users find you via Google Maps. Initially, the system hides your street address. To take full advantage of the locator, you will need to decide if you want to let potential clients see that specific address, rather than just your city and state. So, take these steps now:

1. Log on to the AMTA website and into your member profile.

2. Verify the street address information listed for the FAMT locator service.
3. Decide if you want to display the street address or not and check the Hide my street address from searches checkbox if you only want to display your city and state. (Keep in mind that checking the box means your listing will not appear in the Google Maps search results.)
4. Until September 13, AMTA will hide practice location street addresses. Then, every member listed in the service, who has provided a practice location, will have their information displayed in searches by potential clients.
5. If you practice in a state that requires your license number to be included in any advertising, you need to include your state license number in your profile.

Tell More about Yourself by Updating Your FAMT Profile

- Check all the other new features of your profile to explain your practice to potential clients.
- Add a photo
- Describe your areas of specialty
- Explain your approach to massage therapy
- Fill in any missing information, updating your FAMT Profile address if you've moved

Update your profile now, and remember to check back regularly to keep it up to date. Attract new clients and help build your practice. AMTA's Find a Massage Therapist national locator service is a free benefit of your AMTA Professional membership. There are more than 730,000 searches of the service each year of people looking for an AMTA massage therapist. Help them find you and increase your number of clients.

Membership Update

WELCOME New Student Members

Justin Evans	Strafford
Andrea Larson	Florence
Linda Mitchell	Pittsford
Catherin Solsaa	Rutland
Rachael Wnukowski	NH

WELCOME Members New to Vermont

Timothy Callahan	Morrisville
Heather Haynes	Essex Junction
Anna Jorgensen-Terry	Windsor
Ninette Sage-Vargas	Canaan

WELCOME New Professional Members

Rachelle Ackerman	Brattleboro
Devin Bingham	Lyndon Center
John Gingras	Wolcott
Haly Pham	S. Burlington
Katelyne Powers	Westford
Mary Prenosil	West Rutland
Kimberly Timlege	Brattleboro

Your Vermont AMTA Chapter is now 196 members strong. It's been a pleasure for the board members to speak with so many of you during our phone call campaign. As always we appreciate your feedback! Board members can be reached via the contact information on the www.amta-vermont.org website.

Refer-A-Friend allows you to **save up to \$250 off your membership dues** by referring other therapists to AMTA. Your dues will be reduced \$50 for every therapist who joins AMTA because of you. Direct your referrals to the national website at www.amtamassage.org. Remember, AMTA is the only massage therapy association with local chapter support!

Be sure to keep your AMTA contact information and profile current for the "Find A Therapist" site at the national website. Update any changes at www.amtamassage.org.

– Karen Rarick,
Membership Chair

balance

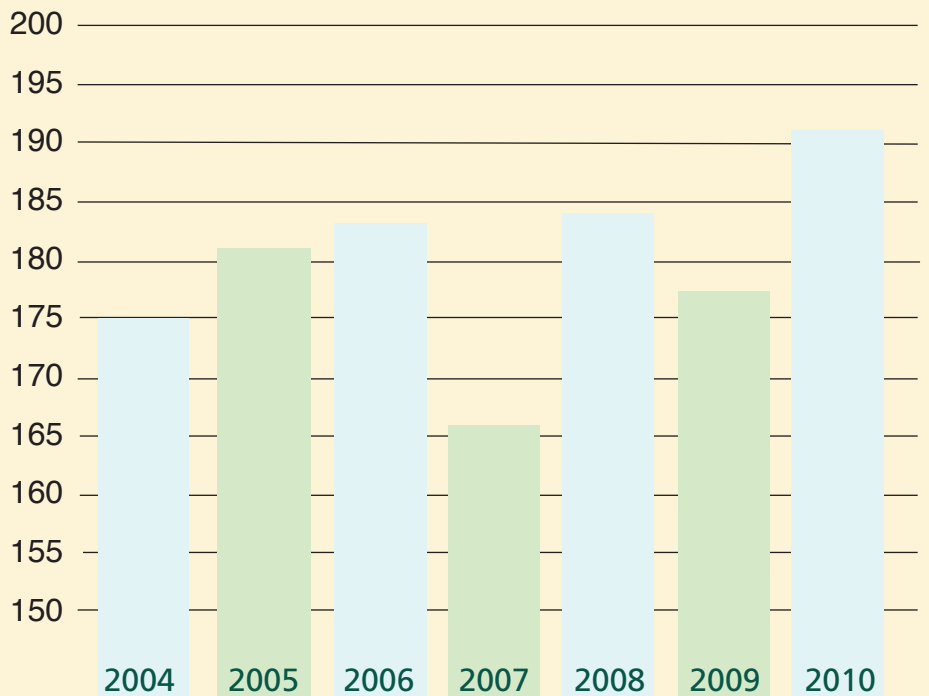
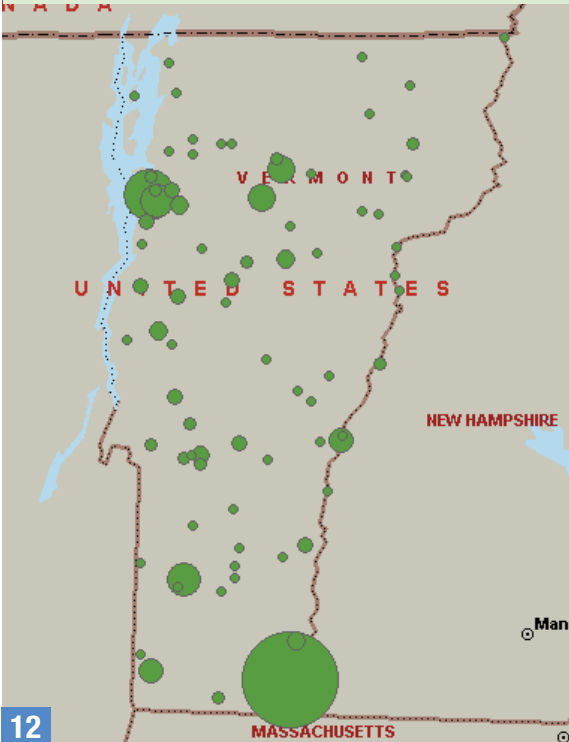


AMTA 2010 NATIONAL CONVENTION

Minneapolis MN • September 22-25

register now!

Membership Distribution @ Growth



Member Spotlight



As a longtime resident of Middlebury, Vermont, **Pat Schmitter** had been an elementary school teacher, offered daycare out of her home, and owned a wallpapering business with a friend before heading to massage school in Burlington almost 22 years ago. Upon graduation from massage school, Pat worked on clients out of her home and later provided massage at two different beauty salons along with working on students at the Breadloaf School of English for 10 summers. Pat spent many years in a leadership role with the AMTA-Vermont Chapter, including as its president. Although semi-retired, she still does massage for some of her long-time clients and is considering

becoming a “granny-nanny” to fill those grandmothering urges. Pat’s daughter Amanda, also a nanny, lives in Denver and her son Hans is a graphic designer who has lived in Argentina.

Currently, Pat’s primary modalities include relaxation Swedish massage that also utilizes Emotional Freedom Technique (EFT). Pat feels that many of us never received enough nurturing and she appreciates Swedish massage for its nurturing effect along, deep breathing, and focus on the client. In the past, she has taught infant massage to parents which helped create a bond with their babies.

Pat is pleased to see the continually changing attitudes about massage moving in a positive direction since she first began in the field. With wider acceptance of bodywork among the general public, the older associations of massage have moved more toward a focus on health.

Pat cautions those new to the massage profession to take care of yourself, don’t overwork, and get massage regularly. Remember to not make yourself worse while making someone else feel better!

Her most recent reads have been *Women, Food & God* by Geneen Roth and *Puttin on the Ritz*, a biography of famous dancer Fred Astaire.

And, just for fun...Listen to this! For all you Dancing With the Stars fans, Pat was gifted with a dance lesson with Maks Chmerkovskiy. She said he was indeed charming and they spent the 45 minutes practicing the waltz and the cha-cha. Along with a joy for ballroom dancing, Pat enjoys interior decorating, bargain-hunting, and Sudoku. She also enjoys the fellowship of the UU church in Middlebury. The dancing must serve her well - if you see Pat in October, you can wish her a happy 70th birthday!

– Karen Rarick,
Membership Chair



Eva Peterson, a 23-year member of AMTA, graduated in 1978 from a 500-hour course at the Swedish Institute in New York. The following year, she studied Deep Tissue Therapy with

Therese Pfrimmer in Canada. While there, she met and studied equine massage with Jack Meagher, who pioneered that field. Eva received her Masters of Education in Sports Science from Castleton State College in 1988. With degree in hand, she created Bridgewater Therapeutics, a massage school in Bridgewater, Vermont. During this time, Eva was one of the first presidents of the Vermont Chapter of AMTA. Eva was also a test writer for the first NCBTMB written exam while on the board.

It was her career as a racetrack groom in NY that she got her first taste of massage as she watched other grooms massaging the horses. From there, she headed off to the Swedish Institute with a desire to make massage therapy her career. Eva has studied nearly every modality offered in massage as well as a full summer cadaver class at Dartmouth College. Her latest venture is becoming certified in orthopedic massage with James Waslaski. Over the years, Eva has worked at a variety of resorts, spas and offices and currently provides massage at the Woodstock Inn’s Fitness Center when she’s not working on horses!

Eva loves the immediate results and feedback she receives from clients. She relieves stress and helps put clients back on top of their world. “It’s just short of a miracle what massage does,” Eva claims. Seeing the results of the work is the best gratification, and she can make a living at it, too.

Her equine practice is her biggest passion. She travels all over the northeast, Cape Cod, and even Florida to massage horses and their owners at private barns and a variety of equine venues.

Eva’s advice to new massage therapists is to “diversify. The more training and education you have the more attractive you are to employers in this competitive market. Learning is the best diet you can be on.”

– Karen Rarick,
Membership Chair

The Annual AMTA-VT Meeting and Educational Event
will be held at the Stowflake Mountain Resort & Spa on November 5-7, 2010.

Marjorie Brooks is presenting 16 CEU's of **Active Isolated Stretching for the Lower Body**.

Cost of workshop:

*Early registration -
30 days before event or earlier:*
\$225 for members and students
\$275 for non-members

Fewer than 30 days before event:
\$275 for members and students
\$325 for non-members

Schedule:

Friday ~ 10 am-4:30 pm AMTA-VT BOD meeting with lunch
5:00-6:00 pm Registration for AIS Workshop
6:00-8:00 pm AIS Workshop

Saturday ~ 8:00 am-noon AIS Workshop
noon-2:00 pm Catered Lunch and Annual Chapter Meeting
(cost covered by AMTA-VT)
2-6:00 pm AIS Workshop
6:30 pm Winners of White Elephant Silent Auction* announced

Sunday ~8 am-noon Workshop
noon-1:30 pm Lunch (please provide your own)
1:30-3:30 pm AIS Workshop

Details:

Hotel Rooms are at a special rate of \$119.00 + tax per night. This can be for single, double, or even triple occupancy. Shared occupancy is up to the individual.

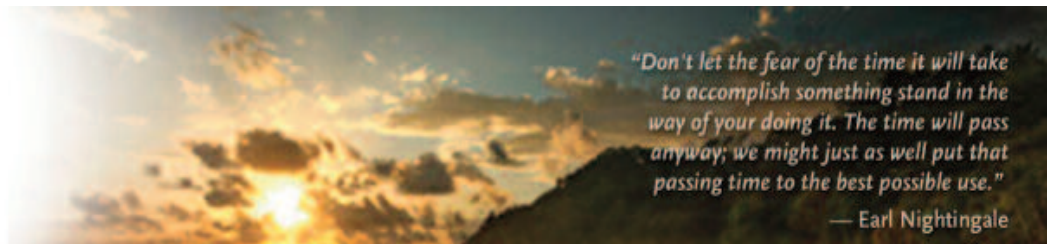
You need to book your own rooms by calling 802-253-7355 or 1-800-253-2232, and asking to speak with Reservations. Please say you are booking for the "AMTA-VT group" (that is the name in the computer), so you can receive the discounted rate. There is another group booking rooms at the Stowflake over that weekend, so please call as soon as you can to confirm a room.

AMTA-VT members will receive a generous discount of 25% off all Spa Services for the weekend. Spa treatments can be booked by calling 802-760-1083. Advanced reservations are recommended. As a hotel guest you will have free, unlimited access to the Sports Club with its full weight room, sauna, steam room, hot tub, swimming pools, and locker rooms. If you choose to book a Spa treatment, you will get additional free Spa access, which includes the Spa Sanctuaries, the Mineral Soaking Tub, and the Waterfall.

If you are planning to eat at Stowflake's on-site restaurant for Sunday lunch, please ask if an AMTA-VT discount is available at that time.

— *Andréa Altman*

*Each year, the Chapter hosts a White Elephant Silent Auction at its Annual Meeting. Please bring any massage or business-related supplies to donate to the auction when you arrive on Friday. Meeting attendees have the opportunity to bid on your donated items throughout Friday and Saturday. The highest bidder for each item will be announced on Saturday evening. Winners will pay for their items by cash, check, or credit card on Saturday evening and all proceeds will go into the Chapter scholarship fund to support the Perry Plouffe scholarship. This scholarship provides full registration for one AMTA-VT member to attend the New England Regional Conference (NERC) each year. Thank you for supporting our Chapter's dedication to continuing education!



Chapter Volunteer Orientation Program (CVOP)



Wow! Want a free weekend to Evanston, Illinois? Want a great opportunity to get away from your daily routine to connect with other therapists in a small setting and talk about massage in Vermont? Go to CVOP!

I had the privilege of being selected to go to CVOP (Chapter Volunteer Orientation Program) this year, and I was even more pleased that National AMTA paid for the whole thing! I felt like it was my first time really understanding how our work in Vermont connects with the national level of AMTA, and it was wonderful hearing other states' successes and challenges.

When I was a new AMTA-VT member, I thought only the long-standing members or those folks on the Board of Directors could take advantage of things like CVOP...or the Meritorious Award or the Perry Plouffe Scholarship. I've come to realize in the past two years that was a misconception. If you have any interest in volunteering with the Vermont chapter, you can go to CVOP, too! There were folks with and without "titles" from all over the U.S. at the conference, and the first table of folks I sat with had all been volunteering for fewer than 2 years! So, please don't discount yourself from this awesome benefit – just let us know you're interested and we'll chat!

Honestly, I walked away with a longer "want-to-do" list than I ever could have imagined, but I also left knowing that there is a small group of dedicated professionals at the national office in Evanston who are committed to AMTA being the best professional organization to represent the many needs of all of our states' chapters.

That aside, I have to relay a short story. Out of all the wonderful folks I met in our small group activities and after-hours jaunts to Chicago, the representative from Nevada will be an AMTA buddy for years to come, I have a feeling. He and I were both on the same page with all the technology gizmos that can help therapists market themselves and also play a role in building our sense of connection among Vermont therapists. David happens to be from Las Vegas, and was notoriously dubbed "Vegas" for the rest of CVOP. I never thought "Vegas" and "Vermont" would cross paths so quickly, easily, and amusingly!

CVOP was held in Evanston July 8-11. Seventy-one chapter leaders representing 48 chapters attended. Attendees focused on the incredibly valuable resources of the chapter community and the leadership community. Education session topics included purposeful play, risk management, creating outstanding education events for members, conflict management and volunteer management.

-Amy Holibaugh,
First Vice-President

UPCOMING EVENTS

On August 24, AMTA-VT Education Chair, Andréa Altman, participated in a planning meeting to discuss Senator Sanders' upcoming **Alternative/Complimentary Health Conference** on Saturday October 16th. The conference will be held at Vermont Technical College in Randolph. Please contact Phil Fiermonte, Outreach Director for the Office of US Senator Bernie Sanders for more information about the conference and how it can serve the needs of alternative/complimentary health care providers and consumers.

Wellness Lecture Series at Johnson State College (Ellsworth Room)-7:00 PM

Each fall, the Wellness and Alternative Medicine Department hosts a weekly speaker series, giving practitioners in alternative healing a chance to share their insight with members of the college and surrounding communities. To view topics and speakers, go to www.jsc.edu/academics/BehavioralSciences/WellnessAndAlternativeMedicine/LectureSeries.aspx

Leaf Peepers 5K and Half Marathon

October 3, 2010 at the Waterbury State Complexes. Interested in volunteering at the event? Please contact Roger Cranse at rcc59@comcast.net or 802-223-6997.

AMTA's 14th annual **National Massage Therapy Awareness Week®** (NMTAW)

is Oct. 24-30, 2010! Join AMTA members across the nation as they raise public understanding about the benefits of massage by attracting media attention and by demonstrating their professionalism and skill.

You are encouraged to share your expertise through massage demonstrations, volunteer opportunities and by displaying AMTA's awareness poster (to be released with the fall issue of mtj). We accomplished a lot with NMTAW 2009, and we aim to exceed those accomplishments this year!

Please see the planning and coordination guide at: <http://www.amtamassage.org/member/nmtaw.html>

Publicize your community event. Contact Amy at communications@amta-vermont.org or check out the calendar at <http://www.amta-vermont.org/events.html>.

Treatment of Knee Arthro-fibrosis and Quadriceps Insufficiency after Patellar Tendon Repair: A Case Report Including Use of the Graston Technique

By Douglass W. Black, PT, DPT, SCS, ATC

ABSTRACT

Arthrofibrosis of the knee is a surgical complication that can limit range of motion, inhibit muscle activity, and decrease patient function. Optimal conservative treatment has not been well established in the literature, leaving a clinician with limited evidence for treatment planning. Described here is part of the rehabilitative course of care for a patient with arthrofibrotic limitations after a mid-substance patellar tendon repair with augmentation. Marked limitations in knee flexion range of motion and quadriceps activity were addressed using the Graston Technique to deal with soft-tissue adhesions; traditional physical therapy care was also provided. Clear improvement in range of motion and quadriceps activity and function was noted over the course of 5 treatments during 1 month. Treatment process and clinical reasoning are offered to promote understanding and to facilitate future inquiry.

See complete article at <http://www.ijtmb.org/index.php/ijtmb/article/view/79>

Massage Therapy Education

Online: Student Satisfaction and Achievement, Part I

By David James McQuillan, RMT

ABSTRACT

In recent years, providers of massage therapy education have, in growing numbers, started to use online technologies to support the learning processes of their students. Using a narrative review of the existing online learning literature, this paper aims to provide a solid pedagogical foundation for these early explorations. It identifies five key factors—instructional pedagogy, quality of instruction, interaction and communication, individual learner qualities, and the online interface—that contribute to student satisfaction and achievement in the online context. The relationships between those factors and the experience of the online learner are discussed with reference to maximization of student satisfaction and achievement.

See complete article at <http://www.ijtmb.org/index.php/ijtmb/article/view/82>



JOIN DR. SUSAN GREEN'S STUDENTS AT JOHNSON STATE COLLEGE FOR INTEGRATIVE MEDICINE DAY!

Amy Billings is looking for a few credentialed massage practitioners who are nationally certified, have at least 600 hours experience, and are insured (AMTA insurance is great!). If you are interested in participating, please contact Amy Billings and make a copy of your credentials and insurance. Please also provide a short bio to put in a brochure that is handed out to the students and any guests they may bring. If you join them, they will send you an example of some bios that have been used for previous events. You are also more than welcome to bring any marketing materials you might have with you.

The event is being held on **Sunday, September 19**, at Dreaming Mountain in Johnson. Practitioners have the choice of offering either eight 20-30 minute sessions (compensation of \$100 for the day), ten 20-30 sessions (compensation of \$125 for the day) or twelve 20-30 minute sessions (compensation of \$150 for the day). All three options include a complimentary lunch and break from 2-2:30 and a free individual session with another practitioner (or an additional break). Practitioners choosing the 8-session option work from 11:30-4:30 p.m. Those choosing the 10-session option work from 10:00-4:00 p.m. Twelve-session workers are there from 10:00-6:00 p.m.

The day is broken up into half hour segments. Each session lasts for approximately 20 minutes, and there is an additional 10 minutes for sessions to wrap up and have people move on to their next session.

As background, the Wellness and Alternative Medicine major at JSC is growing rapidly. They are also seeing increased interest from non-majors, staff, faculty and community members to attend this event. It is likely they will be offering this event more frequently in the future. One example is **Bernie Sanders' October Alternative Medicine conference** initiative.

In addition, they are revising the brochure for Integrative Medicine Day to include expanded contact information, pricing and any special offers you may want to extend to new clients. This brochure will be sent to all new JSC Wellness students, to all related area businesses, and to the increasing community inquiries for experienced, credentialed practitioners. The brochure will also be loaded on the JSC website to provide complimentary marketing and exposure for your practice.

If you are interested in participating or know someone who would be interested in participating, please contact Amy Billings as soon as possible at 802-878-0911 or at pictureofhealth@harmanna.com so she can get your information into the flyer that will be distributed to the participants.

AMTA Video/DVD Library Report

It was voted on at the last chapter meeting to discontinue the video/DVD library and to email Chapter members to sell our library. The ad was emailed on April 25. To date, 4 DVD's have sold and 5 VHS videos have sold for a total of \$85.

The items sold were the only requests I received due to the email. Please refer to the list below and contact Karen@amta-vermont.org to check on availability. Any unsold items will be offered at the "White Elephant" silent auction at the November workshop in Stowe.

VHS tapes are only \$5 and DVDs are \$15.

If you note that there is a set available, please consider purchasing the whole set!

1. Pain in the Neck - Bob King (Video)
2. Myofascial Therapy for Low Back Pain - Bob King (Video)
3. Active Isolated Stretching – Aaron Mattes (Video) **SOLD**
4. Active Isolated Stretching-Assisted - Aaron Mattes (Video) **SOLD**
5. T'ai Chi for Health - Yang Short Form – Terrance Dunn (Video)
6. Reiki – Merle Sunde' (Video)
7. Aromamassage - The Australasian College of Herbal Studies (Video)
8. Sprained Ankle – Injury Evaluation & Treatment – Dr. Ben Benjamin (Video)
9. Patella Tendinitis – Injury Evaluation & Treatment – Dr. Ben Benjamin (Video)
10. St. John Neuromuscular, Part 1 – Cervical Injuries, Postural Analysis & Pelvic Stabilization (Video) **SOLD**
11. St. John Neuromuscular, Part 2 – Cervical Injuries, Postural Analysis & Pelvic Stabilization (Video) **SOLD**
12. St. John Neuromuscular, Part 3 – Cervical Injuries, Postural Analysis & Pelvic Stabilization (Video) **SOLD**
13. Treatment of Pain 1 – Structural Assessment & Correction of the Pelvis – RichPhaigh (Video)
14. Treatment of Pain 2 - Functional Assessment & Correction of the Lower Body – Rich Phaigh (Video)
15. Treatment of Pain 3 – Structural Assessment & Correction of the Upper Body – Rich Phaigh (Video)
16. Treatment of Pain 4 – Functional Assessment & Correction of the Upper Body – Rich Phaigh (Video)
17. Traditional Medical Massage of Thailand – IPSB (Video) **NEW!**
18. Indian Head Massage – Mind, Body, Soul Series (DVD) **SOLD**
19. Reflexology Massage – Natural Journeys (DVD)
20. Pain Management & Sports Injuries-Vol. 1 Lower Extremity -- J. Waslaski (DVD)
21. Pain Management & Sports Injuries-Vol. 2 Upper Extremity – J. Waslaski (DVD)
22. Pain Management & Sports Injuries-Vol. 3 Low Back Pain & Sciatica – J. Waslaski (DVD)
23. Orthopedic Massage for Complicated Shoulder Conditions-Vol. 4 – J. Waslaski (Video & DVD) **SOLD**
24. Orthopedic Massage for Complicated Cervical Conditions-Vol. 5 – J. Waslaski (DVD)
25. Medical Massage for the Cervical Region – Ralph Stephens (DVD) **SOLD**
26. Therapeutic sports Massage for the Lower Extremity – Ralph Stephens (DVD)
27. How to Grow a Massage Therapy Business – Ralph Stephens (DVD)
28. Seated Therapeutic Massage – 3 Volume Set – Ralph Stephens (DVD)

– Karen Rarick,
Video Librarian



Classifieds

AMTA-Vermont is pleased to announce a new benefit to you! As an AMTA-VT member, you are now able to place one free classified ad in each of our quarterly newsletter publications! Please utilize this opportunity to list massage and wellness items that you no longer need or use.

Since our autumn newsletter will be an electronic publication, please submit your classified ad (50 words or fewer) via email to ads@amta-vermont.org by October 15, 2010. Please make sure to include your full name, phone number, and email address for folks to contact you. If you'd like to list more than one classified ad in a single newsletter, you may list an additional 50 words for \$10. If there are photos you'd like to include, please send them as .jpg attachments or weblinks in the same email as your classified ad.

This is a great opportunity to connect with other members and develop your practice. You may want to consider contacting each other about purchases now and bringing the items to our annual meeting in November!

If you have any questions about placing a classified ad, please contact Amy Holibaugh at ads@amta-vermont.org.

OFFICE SPACE: I have office space available FT or PT including heat and electricity at IN TOUCH THERAPEUTICS on Main St. in LUDLOW. Looking for therapist who is professional, responsible and reliable! Office space consists of 2 treatment rooms, waiting area and BR. View of unit from outside available on www.intouchtherapeutics.com. Rent negotiable. Contact Nancy Tobin at intouchtherapeutics@gmail.com

FOR SALE: White esthetician's chair with matching swivel stool. Chair back and leg rest are adjustable. Very comfortable and almost brand new. \$125 or best offer. Pat @ 802-299-9410 or 802-299-9410

FOR SALE: Mountain Healing Arts in Manchester Center, Vermont is for sale. The building has 5 offices (potential for 8 offices) and a 2 bedroom apartment. We are selling the building for \$265,000 firm. The assessed value is \$326,400. Incentive for closing prior to October 1st. Call George Glass at 802-362-3344 or 802-362-3344 (ext. 1).

FOR SALE: TH Stone, hot rock kit. Includes 50 stones of various sizes, chakra stones, slotted spoon, gloves, strainer rack, video, and the roaster. It has only been used 3 times. Asking \$100. renaissancebodycst@hotmail.com or 802-951-9090 or 802-951-9090.

FOR SALE: Fleece table pad and 3 fleece face rest covers (2 have never been used). Asking \$20. renaissancebodycst@hotmail.com or 802-951-9090 or 802-951-9090.

FOR SALE: Steamy Wonder Steam Canopy, which is \$1299 new. I have used this only 3 times, and am asking \$600 for it. It comes with videos, 2 canvas/flannel table covers, thermometer, weather blanket, 2 fans, and water steamer. Brand new! renaissancebodycst@hotmail.com or 802-951-9090 or 802-951-9090.

FOR SALE: Therabath Paraffin Bath. It comes with a brand new batch of paraffin, and is like new as well. Asking \$75. renaissancebodycst@hotmail.com or 802-951-9090 or 802-951-9090.

FOR SALE: Set of laminated Triggerpoint charts. These are \$30. renaissancebodycst@hotmail.com or 802-951-9090 or 802-951-9090.

FOR SALE: Athena Massage Table Package from Custom Craftworks. Package retails for \$838. You pay only \$350. Save almost \$500.

- Package includes:
- Athena Massage Table
 - Dual Action Face Rest
 - 6" x 27" bolster
 - Carrying case

- Table specs:
- Rounded corners
 - Duratouch vinyl

- 3" Triple Wrap foam system
 - 28" width
 - 73" length
 - 34 lbs.
 - Color: Blue
- Contact Chris Widlund at 802-654-7600 x6 or chris@stillpointmassage.biz for more info.

FOR SALE: Nova Massage Table Package from Oakworks. Package retails for \$799. You pay only \$250. Save over \$500. Package includes:

- Nova Massage Table
- Dual Action Face Rest
- 6" inflatable bolster
- Carrying case

- Table specs:
- UltraTouch upholstery
 - Plush padding
 - 31" width
 - 73" length
 - 34 lbs.
 - Color: Onyx

Contact Chris Widlund at 802-654-7600x6 or chris@stillpointmassage.biz for more info.

SEEKING VOLUNTEERS throughout Vermont to assist with Public Relations Committee activities. Help us spread the good word about massage, and promote your practice at the same time! Contact Michelle at publicrelations@amta-vermont.org

ONLINE AD SPECS: All advertisers receive free calendar listings for their advertised event.

- Banner Ad across on sidebar: 175px wide by 650 px high\$100
- Half Banner Ad on sidebar: 175 px wide by 325 px high\$55
- Square Ad on sidebar: 175 px wide by 175 px high.....\$35
- "Classifieds" mention on sidebar (25 words max.)\$10

If you would like a graphic designer to work with you to create your ad, the cost is only \$35 per ad (regardless of size), and that includes 2 revisions! Just contact Graphic Design at ads@amta-vermont.org.



CranioSacral Therapy classes now being offered!

Come to understand, palpate and evaluate the CranioSacral system comprised of the membranes and cerebrospinal fluid that surround the brain and spinal cord. This system has an influence on the flow of energy throughout the entire body.

ShareCare*

A one day course for beginners

Cost: \$75 / 6 CEUs

- Learn to evaluate the subtle rhythmic movements of the body.
- Acquire skills to help yourself and loved ones.
- Learn about energy, our inner wisdom and the ability we all have to heal ourselves.

Introduction to CranioSacral Therapy*

A two day course for health care practitioners

Cost: \$275 / 12 CEUs

- Develop palpation skills needed to evaluate, treat and enhance the CranioSacral system.
- Learn to relieve tension in the diaphragms and fascia and to release the sacrum and dural tube.
- Discover energy techniques to work with the body's innate healing ability.

*Designed by The Upledger Institute, Inc. and approved for CEUs with NCBTMB, AOTA and NATABOC

Warm Healing Hands

Susan Nepveu Taylor
Certified CranioSacral Therapist
Upledger Instructor
(802) 387-4559

www.warmhealinghands.com

Interested in taking continuing education courses in massage and receiving college credit?

Join the massage students at the **Community College of Vermont** in Morrisville for coursework and use federal financial aid or a VSAC non-degree grant to help fund your education.

Classes start in September, January & May.

Contact Kelly Strunk at 802-888-4258 for more information.

www.ccv.edu



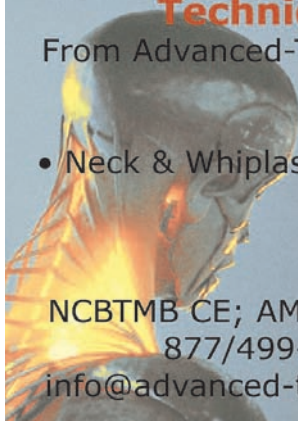
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Danvers, MA • Dec. 3-5, 2010

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"Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use."

— Earl Nightingale

AMTA-VERMONT



American Massage Therapy Association
VERMONT CHAPTER
PO Box 2722
Manchester Center, Vermont 05255

Treat Yourself to a Weekend in the Green Mountains

What: Active Isolated Stretching (AIS) for the Lower Body with Marjorie Brooks, 16 CEU's

AIS is a scientifically designed flexibility system based on fundamental anatomical movements of joints, ligaments and muscles. Pioneered by Aaron L. Mattes, AIS can be utilized by every person interested in improving health and well-being. AIS helps the body to become more efficient by increasing joint range of motion and providing muscular re-education through foundational training of the muscles. Individuals become more balanced and less susceptible to injury. For more information on this style of bodywork: www.brookseminars.com

Where: Stoweflake Mountain Resort and Spa, Stowe, VT

When: Friday, Saturday, and Sunday – November 5th, 6th, and 7th 2010

Cost: \$225 for AMTA-VT members & students until Oct. 1 (\$275 after Oct. 1)
\$275 for non-members until Oct. 1 (\$325 after Oct. 1)

Please refer to page 14 for details about your complimentary lunch and our Vermont Chapter Annual Meeting.

First Name: _____ Last Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone #1: _____

Phone #2: _____

Email: _____

AMTA Member #: _____

Please register ONLINE at www.amta-vermont.org/events.html or mail this form with your check, money order, or credit card info to: Chris Widlund, AMTA-VT Treasurer, 545 Stebbins Rd. Jeffersonville, VT 05464

Circle one: Visa MasterCard

Card Number: _____ Exp. Date _____ CV code (3-digit # on back): _____