



Massage Matters

AMTA CT Chapter Newsletter –Spring 2016 Edition

President's Message

“Appreciation is a wonderful thing: It makes what is excellent in others belong to us as well.” ~Voltaire



Hello, friends! We are about a month away from our first annual Connecticut conference and very excited to welcome you all! As

expected, the conference has sold very well. You can still sign up for our CSMT training course and support our many exhibitors in our FREE exhibit hall. For more information, hours, directions, hotel information or to register, [go to our website](#) and click on the CT Conference link on the top of the page.

Chapter elections are right around the corner. Elections will be open from April 8th through April 20th. You alone can help to choose the next Board of Directors who will lead the chapter and select the delegates to represent CT at National Convention in Milwaukee. You will receive an e-blast and reminders during the open voting period, and it takes just a few minutes to contribute. Remember, every vote matters, and I encourage all chapter members to exercise your right to vote.

For those of you who are interested, we are in the process of putting together a sports massage certification workshop. This will enable you to earn your red shirt and be a part of our National award-winning sports massage team. Keep an eye out for an e-blast with all of the information.

Well folks, this is it for me; my last President's message. The past four years have flown by and while it hasn't always been easy, this experience has been both joyful and rewarding. Thank you to every chapter member who has attended a meeting, volunteered for an event, or helped in any way--big or small. You are what this chapter is about, you are the reason we are successful and nationally recognized! I hope we have served you well with our motto, “remember the member.” If you base your decisions on that premise, you simply cannot fail.

I would like to thank each and every Board member and committee chair for their passion, dedication and hard work. Every one of you brought your diverse expertise to the table. I appreciate your always making me laugh and from the bottom of my heart, thank you for always having my back! You have all made me a much better leader and person.

On the personal side, I would like to thank my employer, Carl Mailhot, Executive Director of ECRC Physical Therapy. When I first considered running for chapter President, I went to him and asked for his input. I knew that I would be out of the office for National meetings, I would need to schedule conference calls, and I would be resolving some issues during my workday. Carl was very supportive and understanding and I could not have ever taken this position without his blessing! (continued...)

Last, but certainly not least, I would like to thank my family. You can't accomplish anything in life without a strong support system. So to my amazing parents, Kathie and Ray, and my super supportive sister Kersti and her husband Rob, a heartfelt thank you. My schedule was not always the easiest to work around! I appreciate the understanding, the lawn care from my dad, and the meals in my fridge from mom during busy times. Ok, yes, I am spoiled!

As I step back and look at all we have accomplished together, I am humbled and proud. I can't wait to see what the future holds in the next four years. If you support the next chapter President like you have supported me, the potential is limitless and Connecticut will continue to be a leader in the AMTA community locally and nationally. THAT makes me so very happy. See you soon from the other side of the podium.

Cheers!
Kerry

Craniosacral Therapy Alliance
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Encourage the body's natural ability to heal itself with CST!

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18 CEUs \$498

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2016 CHAPTER ELECTIONS

Have you ever thought about serving on the Board of Directors or representing the chapter as a delegate at National Convention? Are you a people person, great with words and communication? Are you ready to serve the chapter on a higher level? Well we have a place for you!

THE FOLLOWING POSITIONS ARE OPEN ON THE BOARD OF DIRECTORS:

Two year term:

CHAPTER PRESIDENT
SECOND VICE PRESIDENT
SECRETARY

One year term:

MEMBERSHIP DIRECTOR
COMMUNITY SERVICE TEAM DIRECTOR
SPORTS MASSAGE TEAM DIRECTOR
EDUCATION DIRECTOR

IN ADDITION, WE WILL BE ELECTING:

TWO DELEGATES (2 year term)
FIVE ALTERNATES (1 year term)

THE CALL FOR CANDIDATES WILL OPEN MARCH 18TH AND CLOSE APRIL 6TH. ALL APPLICATIONS MUST BE SUBMITTED BY EMAIL BY 11:59PM ON APRIL 6TH.

ELECTIONS WILL OPEN APRIL 8TH AND CLOSE AT 11:59 PM APRIL 20TH. THE RESULTS WILL BE ANNOUNCED AT OUR ANNUAL CHAPTER MEETING ON APRIL 24TH.

YOU MAY RUN FOR DELEGATE AND ALTERNATE, BUT YOU MUST SUBMIT 2 APPLICATIONS WITH THE APPROPRIATE BOX CHECKED OFF.

[CLICK THIS LINK TO VIEW THE APPLICATION](#)

PLEASE EMAIL YOUR APPLICATION(S) TO OnlineElectionsCoordinator@amtactchapter.org.

***Just a note, the application is in PDF. It will need to be converted to WORD to allow you to fill it in. If you have any problems with that conversion, use the email address above and a copy in WORD will be sent to you via email as an attachment.**

SPORTS MASSAGE TEAM UPCOMING EVENTS

The Danbury Half Marathon

April 3rd

8:30am-1:00pm

Memorial War

1 Memorial Drive

Danbury, CT

Contact:

Bill Gibbs bgibbsLMT@cox.net

For more information or to register

The Faxon Fairfield Half Marathon

June 25th

Contact:

Steve Crews

203-216-9924

stevecrews1@me.com

for more information or to register

SPORTS MASSAGE TRAINING

Save the Date: September 10th and 11th.

The CT Chapter Board of Directors is currently planning a Sports Massage Team training with Lee Stang. This fast paced and fun two day training will qualify you to become a part of our elite sports massage team.

After this training, you must attend the Hartford Marathon on October 10th to earn your red shirt and become a member of the sports massage team.

This is your opportunity to join this great team all while giving back to athletes that both appreciate and need your talented hands.

Keep an eye out for an e-blast coming soon with more details. Please contact president@amtactchapter.org with any questions.

Benefit Corner

By Becca Torns-Barker



Did you know that you can now pay for your membership in installments? So instead of paying \$249 up front, you can now choose to pay that twice a year, quarterly, or even MONTHLY! (When paying monthly, you end up paying \$5 more in total than you would if you paid the \$249 up front.) In addition, you can choose to add a contribution to your chapter, and that will get divided among those payments too. For example, I just renewed my membership and made a donation to our chapter, and I'm still only paying \$25/month. My budget likes that. Nice job AMTA!



Certify as an Injury Prevention Expert
Learn the Protocol, Assess
Pre-Clinically, Treat Strategically

Hands On Workshop dates:
March 12-13, 26-27, April 9-10, 23-24

Ridley Lowell Institute
Danbury CT
Ron McKnight, LMT,
NCBTMB Provider

CTMA 
Click for info

Question Corner

By Becca Torns-Barker

Q: CT Conference: It looks like most of the classes are Sold Out already. Will you add more classes or open up additional spots?

A: We are so pleased the conference is being well received and that classes are filling up. That being said, we are already using every available conference room at this location, so unfortunately, no, we will not be adding classes or additional spots. That being said, you can still come out Saturday night for the free cocktail reception and visit our exhibit hall. It's shaping up to be top notch! And don't forget about the annual membership meeting on Sunday.

Q: What committees do we have? Can I volunteer?

A: Yes! We're always looking for new volunteers and the new ideas that come with those volunteers. Our committees are listed below

Ambassador Committee -

Ambassadors make a few phone calls every month or so to welcome new members to the chapter. In addition, we ask that ambassadors host a Meet and Greet once a year. This is a very informal gathering, and we handle all the coordination and have a lot of material for you to make it as easy as possible. *Time commitment: 1-2 hours a month, plus 3 hours for a Meet and Greet.*

Government Relations

Committee - The GR Committee works to help the massage therapist at the local level. We help communities establish pro-massage regulations, and help report illicit activities. *Time commitment: up to an hour a month, unless you're actively*

working on regulations with your town, and then it would be more.

Awards Committee - The Awards Committee is made of a few members that help the 3rd VP decide who in the chapter receives awards. *Time Commitment: 2 hours a month between February and April.*

Meeting Setup Committee - This committee is made of volunteers who can come a little early the morning of a chapter meeting to help the Membership Director decorate and get the room ready. Sometimes, you are asked to purchase some of the decorations, but you are reimbursed as long as you have the receipt. *Time Commitment: 1 hour per quarter.*

CT Conference Committee - Those helping on this committee might have to miss some of the classes at the conference this year. It depends on how you help out.

- If your goal is to help plan the conference next year, then please spend the weekend with the current committee learning how the event runs. When planning begins for next year, we'll start transitioning work to you. We currently have positions for: registration, education planning, exhibitors, and sponsorships/literature drops.
- If you want to help but don't want to miss a class and don't want to plan, let us know. You can still help as a classroom monitor, runner, at registration handing out packets, and more.

When it comes to committees, the more the merrier! Many hands make light work.

Education Update

By Tami Taylor



Did you know that you can update and track your CEs right online at www.amtamassage.org?

You can also generate a transcript of any education you log. Remember, you need 24 credits every four years to maintain your CT Licensure. AMTA Ct Chapter offers a variety of education opportunities – weekend workshops, Ct Conference and free CEs at chapter meetings!

Although you may get a good portion of your education through the AMTA, it is still the member's responsibility to log and track all continuing education hours. Just because you take an AMTA course does not mean that we will automatically log the education for you. Keep copies of the certificates you receive, and use the online tracking tool to keep on top of your required hours.

When you register for CT Chapter meetings, you must also register separately for the education portion. If you are unable to attend education that you have registered for, we require 72 hours' notice prior to the class. If you fail to cancel your registration you will not be able to attend AMTA Free CEs for 12 months.

For paid AMTA education we require 10 days' notice in order to issue a full refund. If you cancel within 10 days from the class, you will receive a 50% refund. If you fail to cancel and do not attend the course, all charges for the course will be retained by the AMTA. For any questions please contact education@amtactchapter.org

We have some great education opportunities coming up with the CT Conference as well as new, exciting

classes and presenters coming this spring and summer. Stay tuned for updates and class schedules. I look forward to sharing them with you all!

Best Regards,
Tami

Chapter Volunteers, Save The Date:

When: **Sunday May 22nd from 1-3pm**

Where: **Spare Time**

Bristol Commons Shopping Center
177 Farmington Av, Bristol

Please join us at our 2016 Volunteer event, at Spare Time!

If you have volunteered at any event in 2014 or 2015, this is **FREE**.

What is included for our volunteers??

Your afternoon of fun includes up to 2 hours of bowling, a game of laser tag and an arcade card. Plus, a delicious spread of BBQ pork, BBQ pulled chicken, mac and cheese and more.

This is our way of saying **thank you** to all of our volunteers who dedicate their time and talent to our chapter.

[Follow this link](#) to the event page to sign up. We look forward to celebrating with all of our volunteers.

****Guests are welcome to play too, the entertainment package will be offered to them at a discounted rate of \$19.99. There will be food available for purchase. ****

Don't Miss Out on the Fun! A CT Conference Update

This first ever CT Conference is shaping up to be a big success. We are so pleased with how the exhibit hall is filling up as well as the sponsors that are joining us.

First, we are incredibly pleased to announce the following are sponsors for our conference:

Gold level:

[IAHE/Upledger Institute](#), [Cryoderm](#), and [Massage Envy](#). These sponsors will be in the exhibit hall. Make sure to stop by and thank them for their support!

Silver level: [Bon Vitale](#).

Bronze level: [Precision Neuromuscular Therapy Seminars](#)

Please thank these folks for their generous sponsorship. Without them, this conference would not be possible.

Second, we are pleased to announce the following exhibitors will be joining us in the exhibit hall. Remember the hall is open Friday night, as well as during the day Saturday and Sunday around our annual chapter meeting. Please stop by and visit these trusted companies.

[Hands-On Supply](#)

[Structural Relief Therapy](#)

[Custom Massage Covers](#)

[Upledger Institute/IAHE](#)

[Young Living by Carol Kelsey](#)

[GP Apparel Company](#)

[Ally's Earth Treasures](#)

[All the Little Details](#)

[Elements](#)

[The Body Mind Center for Thai Massage](#)

[Grampa's Garden](#)

[Mondazzi Books](#)

[The Jojoba Company](#)

[Massage Envy](#)

Lastly, all classes except the CSMT Training are sold out. However, you can sign up for CSMT Training and then register for our annual membership meeting and make a nice, full day of it. AMTA Member

pricing is just \$85 for 8 CEs and the meeting is free (\$48 if you want to eat our lunch buffet). In addition, if you complete your CSMT training at the conference, then you can help represent our team at the EMS Expo at the Mohegan Sun on June 3rd. You can register for the [EMS Expo here](#):

Note: Please remember that as a Full Registrant, the following meals are included: Saturday lunch, Sunday breakfast, and Sunday lunch (during our annual chapter meeting).

You DO NOT need to register on EventBrite for the meeting or lunch if you are a Full Registrant. Two-Day and One-Day Registrants DO need to register for the annual meeting as well as the lunch buffet. [You can register for the membership meeting here](#).

Your Planning Committee

*Kerry, Becca, Tami, Sue, Lani,
Mindy, Shannon, and Rocky*

Boundaries in the Treatment Room:

Are you Ethically Prepared?



Learn to navigate the gray areas ...

Attend our **FREE** CEU COURSE!

May & June 2016

Email leah.colton@massageenvy.com for availability



Community Service Massage Team News

By Lani Roth



As my first year on the CT AMTA board is swiftly coming to a close (how could it POSSIBLY have been a year already?!), I have my eyes on the future and all of the great stuff that the CSMT has to

look forward to this spring.

First off, Legislative Awareness Day is coming up - April 14th at the State Capitol! This is a wonderful time to show the lawmakers in the state exactly what we do, and illustrate the benefits of massage. Chair and Thai massage practitioners are welcome. Due to space restraints, no tables please. More information will be coming soon in an email, so be on the lookout for that.



Next in April at the CT Conference, Deb Van Ohlen and Lee Stang will debut the newly edited CSMT Member training manuals. Deb was on the working group to get the same high quality training that we have always had here in Connecticut out to the rest of the National AMTA chapters. If you ever thought about joining the Community Service Massage Team, now is the time! Even if you have taken the Team Member training before, I promise that you'll come away with new insight, renewed energy and refreshed commitment for serving our community through the gift of massage.

In other news, Deb and I have been reaching out to Emergency Services people throughout the state, as well as strengthening the relationship that we already have with the Red Cross. This is an essential part to being called upon in an emergency situation...the first responders need to know that we are out

there! During the January storm when the Red Cross was on alert in case shelters needed to be opened, the CSMT proved that we would be prepared to respond. That was a fabulous "drill" to illustrate to these service partners that we are committed to volunteering.

Thank you from the bottom of my heart to all the volunteers who came out to events and to everyone who supported me in this first year in a leadership position. There have been a LOT of changes to the Community Service Massage Team this year, and I am just so excited to see where we can go from here.

Best,
Lani



YOUR CLINICAL SUCCESS IS OUR GOAL.
THEORY COMES ALIVE THROUGH PRACTICE

Over 3,600 students have attended Myofascial Release Seminars

75% of this seminar is hands-on practice. In **Part I, Upper Body**, you will learn 32 myofascial release strokes. The instructor and 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 II, Lower Body | Part III, Advanced Strokes/ Evaluation & Treatment

Part I is a pre-requisite to Part II and Part III and certification is available after taking Part II.

"I've been incorporating Myofascial Release Massage techniques into my massage since I took the very first class. They are an important part of my 'tool kit' and work when traditional techniques either don't apply or don't work."

- Al Twanmo, Massage Envy Rockville, MD

On Behalf of Massage Envy and Howard Rental, we invite you to participate in one of our Myofascial Release Massage classes being offered in Rhode Island, Connecticut, and New York.

A free, informative, introduction to this course is also being offered on 3/20 in East Greenwich, RI for those interested in attending the first session. Email leah.colton@massageenvy.com.

APRIL 11-13TH: LINCOLN TECHNICAL INSTITUTE, RI

COMING SOON: SUMMER/ FALL 2016, CT AND NY LOCATIONS

Class Tuition: \$265

(\$130 discount off regular tuition of \$395, courtesy of Massage Envy)*

REGISTER TODAY by emailing leah.colton@massageenvy.com

Questions and inquiries welcome!

*Includes a professionally prepared workbook with instruction and 150 photographs of specific strokes taught in the course. Learn more about the program by visiting HowardRental.com

The Marketing Coach: You have a massage business, not a massage practice

By Cary Bayer

The extraordinary amount of time that you spent studying massage—probably somewhere in the range of about 500 to 750 hours—prepared you expertly in the art of giving another person a professional massage. I refer to this part of your knowledge as your massage practice. I use the word *practice* because you literally practiced it many times before you mastered it. When you were a small boy or girl, in elementary school, you practiced the multiplication tables and, in time, you mastered it. Years later, as a teenager, you practiced the conjugation of verbs in Spanish or French and, in time, you mastered that, too. Still, years later, as an adult in massage school, you practiced massage modalities and, in time, mastered that, as well. In fact, one of your assignments as your education unfolded was to practice on real human bodies on a table the techniques that you were taught in textbooks and in the classroom. And some lucky guinea pigs were glad that you did.

Speaking of practice, I'm reminded of the classic old joke where the tourist says to the New Yorker, "How do you get to Carnegie Hall?" And the street-smart local answers, "Practice, practice, practice."

In massage school, you learned different modalities, you learned different kinds of strokes, you learned anatomy, and so forth. This knowledge, coupled with all your years of experience, comprises your massage practice. A simple way of thinking about it is that everything you do *on* your table is your massage practice. On the other hand—no

pun intended--everything that you do that gets people *to* your table is your massage *business*.

Another way of saying this is that everything that you do *outside* of your massage room is your massage business. If you were lucky, maybe you had five to seven and a half hours of training on this in massage school. That would account for one percent of your total training. Most therapists were not lucky enough to get even this. This is something that you didn't learn professionally how to do. It's not surprising; therefore, that few massage therapists actually know how to operate their businesses professionally.

Swedish, deep tissue, and Shiatsu are all part of a comprehensive massage practice. Marketing, pricing, and networking are all part of a comprehensive massage business. Too many massage businesses are essentially all practice and virtually no business. These are also the businesses, I'm sorry to say, that are most likely suffering the most financially, especially as the economy temporarily goes south.

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

whether you're putting your attention on writing affirmations or doing visualizations for your business, or simply you're networking to generate new clients.

If you're like many of the many dozens of massage therapists whose handiwork I've sampled in many of these united states of ours, as well as in different countries from the Caribbean to Southeast Asia, you're exceedingly generous to your clients in your massage practice. Almost all of you give of your hands, your energy, and your love to help your clients heal. Some of you do this so thoroughly that your hour-long massages often go an hour and a quarter—for no extra cost to your client. This is great generosity in your massage practice. If, however, you're like many of those same dozens of massage therapists, you're very *stingy* regarding your massage *business*. Marketing time rarely spills over from an hour into an hour and a quarter because there's usually no hour of marketing to spill over from in the first place.

Here's a matter that's actually close to my heart. My wife and I both know a number of massage therapists who have terrific massage practices. Now if you read this sentence without having read the first paragraph in this article, you would naturally assume that these were thriving LMTs. Sadly, nothing could be further from the truth. These are therapists—at the moment, unfortunately, *former* therapists—who had to give up their massage *practice* because they no longer had a viable massage *business*. In other words, they didn't have enough clients to pay their monthly bills and sustain themselves. So they took what most people typically call "straight jobs" to pay their monthly nut and, tired from these labors, in time, ran out of the physical and psychic energy

that it takes to consistently support clients on their tables. Eventually, they stopped doing massage at all. And that was a great loss for us and everyone else who happened to benefit from their healing hands.

The reason that these extremely talented therapists were out of the massage business was because they put almost all of their attention on becoming great therapists, and almost no attention whatsoever on becoming *successful* therapists. Great as in skilled hands; successful as in money in the bank. (Or, more precisely, in investments.) It was their loss—actually *our* loss at not being able to work with them any longer—that helped inspire me to dedicate myself to helping LMTs become wiser about supporting their massage businesses. Sometimes it takes a personal loss to take positive action to create change.

Here's my recommendation: decide to spend some generous time on your massage business, and you'll have more clients than ever before on your table to perform your massage *practice*.

*Cary Bayer was keynote speaker at the AMTA National Convention. Widely known as The Massage Marketing Coach, Cary is a Life Coach; CE provider licensed by NCBTMB and Florida Dept. of Health's Board of Massage Therapy; and faculty member of Massage Business University, who writes for *Massage Today*, and AMTA publications in 16 states. His three dozen publications including the three-book *Grow a Rich Massage Business* series specifically for MTs, 2 CDs, and 2 DVDs, one of which has been translated into Japanese. He's coached 300 LMTs. His 15 CE seminars and webinars—in particular, "Build a \$100,000 a Year Massage Business"—are very popular among therapists.*

<http://www.themassagemarketingcoach.com>

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