



Massage Matters



AMTA CT Chapter Newsletter –Spring 2017 Edition

Spring 2017 President's Message

By Becca Torns-Barker



Greetings AMTA-CT!

Spring is traditionally a time of rebirth and revitalization. What a perfect time to reinvigorate your practice with AMTA by your side. With over 74,000 members, the AMTA is poised to do more for us and our profession than ever before. Some of the recent work AMTA has accomplished includes:

- A new school locator service to generate 8,000 to 10,000 leads for schools
- An updated study app
- A new anatomy app
- Free student memberships for all students in AMTA member schools
- An updated job bank with a resume builder

AMTA Schools Summit

I also just returned from the AMTA Schools Summit. The Schools Summit was a great opportunity for me to connect with CT educators, learn about curriculums here in state, and begin the work with the schools to increase the number of hours required for a CT license.

In addition, the AMTA massage profession research report was released at the Schools Summit. It will be available online soon. I will also have a copy at our annual meeting on April 23, 2017.

AMTA-CT Calendar

Spring is also the perfect time to look at our calendar and sign up to volunteer! Please consider adding an AMTA event or two into your schedule. We will do our best to make sure people from your area are in your chair or on your table, and remember we provide basic supplies like face cradle covers, paper towels, and hand sanitizer. Our complete schedule is available at amtactchapter.org.

Connecticut Conference
Spring is conference time! This year's CT Conference is shaping up to be better than ever. You can earn up to 22 credits for \$275! That's \$12.50 per credit. Full registrants also receive lunch Friday, Saturday, and Sunday. In addition, we're having a trivia night on Friday from 5:30-7:30 and a cocktail reception on Saturday from 5:30-7:30. Both activities will take place in the exhibit hall. The exhibit hall is open to all, no fee required for entry. Please stop by and see our great exhibitors. Complete information is available at amtactchapter.org/event/conference/

Elections and Annual Meeting
Lastly, but certainly very important, spring is election time! Please attend our annual meeting to see who is going to get recognized during our awards ceremony and congratulate our new Board members and Delegates/Alternates.

Best wishes to all of you. Thank you for your support and for being members. We are AMTA.

Becca Torns-Barker

Government Relations Update

By Becca Torns-Barker

I'd first like to welcome Nicole Arel as our new Government Relations Chair. The Board is very excited to have her join us.

Kerry Methot stepped down from this position to pursue personal interests, but we sincerely thank her for her years of diligent service to this chapter, from close to a decade on the New England Regional Conference committee, to 2nd VP, to President, to her newest role as Conference Committee Chair.

Monroe Ordinance

The Monroe Ordinance is still in discussion. If you live or practice in Monroe, we encourage you to continue to track this and speak at public meetings.

HB05758: An Act Excluding Certain Activities from the Definition of Massage Therapy

This act has been referred to the Public Health Committee, of which the DPH is a part. The DPH opposes this act, and we hope it will be handled in committee. If it moves forward to a public hearing, we will let you know when and where you can appear to speak.

Community Service Massage Team Update

By Jody Clouse



Happy Spring from the Community Service Massage Team!

As I'm writing this, I'm looking out on a beautiful bright white snow covered landscape. As a summer lover, I hope as you're reading this, we are starting to see green and signs of nature reemerging. Whichever season you are happy to see, each season provides us an opportunity to volunteer and help out in our communities!

I'd like to give a big shout-out to those of you who brought supplies and financial donations for New Reach at our winter chapter meeting. Those donations will be put to good use by the women and children who are supported through this wonderful organization. If you know of any non-discriminatory organizations that you think fit well with AMTA as the donation center in the future, please let me know.



Spring-ing ahead to April 7 and 8 (see what I did there...) we have the CT Mission of Mercy Dental event. CTMOM's mission statement is to facilitate the delivery of charitable dental care to the underserved. To learn more, you can visit their site directly at <http://cfdo.org/>. Our job as massage therapists is to support the hygienists, dentists and other volunteers who generously donate their time to the cause. If you are planning on participating in this event, please follow the sign-up instructions in the Eventbrite link sent via e-blast. See you there!

Also, be on the lookout for more information regarding Legislative Awareness Day in May!

Jody Clouse
CSMT Director

Connecticut Conference

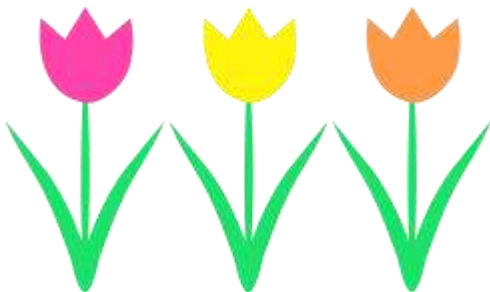
By Becca Torns-Barker

Need some CEUs? Renewing your Board Certification for NCBTMB? We can help with that.

The Connecticut Conference, happening 4/20-4/23 at the DoubleTree in Bristol, is providing up to 22 credits for \$275, including 3 lunches. Only need one or two classes? You can do that too. To top it off, the Skin Deep class taught by Scott Raymond is a research class that meets that research requirement for your Board Certification renewal. There will be an Ethics class too.

We also have some of the top educators from around the country coming: IAHE's Claudia Silva and Taya Countryman to name a few.

Lastly, we have a very full exhibition hall carrying products you can use. You do not have to register to visit the exhibition hall, so please stop by anytime to see our great exhibitors, who include:



- All the Little Details
- doTerra Oils
- Corestones
- Custom Covers
- Dr. Amy Person, concierge chiropractor (offering sessions and talking about when to refer to a chiropractor)
- Elements
- Himalayan Salt USA
- IAHE
- Juice Plus
- Massage Envy (offering chair massage on session breaks)
- Sleep Number
- Zero Balancing (offering sessions with Verilee Herpich)
- And More

2017 Connecticut Conference

April 20-23, 2017
Double Tree by Hilton
42 Century Drive
Bristol, CT 06010

[DETAILS](#)

[REGISTER ONLINE](#)

Membership News

By Jennifer Fournier-Dubree



With springtime right around the corner, it might be that time for you to find some fresh new beginnings.

We have exciting changes happening on our AMTA site that may be just what you need to get your fresh glow on.

If you have not visited us in a while, take some time this season to check out the new updates in our [AMTA JOB BANK](#).

AMTA's Customized Job Bank can work for you. It allows you to search massage therapy jobs in your area or find qualified candidates with ease. AMTA members post open positions and resumes for free. So whether you are looking for a job or to hire a new resource, this is a great place to start your search.

Here you will also find the resources you need to start your career or find your next great massage therapy job; find resume and interview tips, resources for selecting the massage therapy work setting that's right for you and ideas for setting future goals.

Who knew you could even use the free resume writing tools, with sample resumes available, to assist you with building a professional resume to get you started on your path to success?!

So let's get started, all of this is available to you with your membership:

- ✓ Find Jobs
- ✓ Sign up for Job Alerts
- ✓ Post Your Resume
- ✓ Employers: Post a Job
- ✓ Employers: Search Resumes
- ✓ My Job Bank

As always, if you have any questions, comments or feedback please contact me directly at Membershipamtact@gmail.com.

I look forward to hearing from you. Thank you for being an AMTA member!

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Sports Massage Team News

By Bill Gibbs

The Sports Massage Team kicks off its 2017 season April 2 with the Danbury 1/2 Marathon. We have added one new event to the schedule for this year. I hope to see a continued increase in participation over the last few years. Below please find the schedule of events and LMT's needed.

Danbury 1/2 Marathon

Sun. April 2, 2017

8:00-12:00

War Memorial in Rogers Park

1 Memorial Drive

Danbury, CT 06810

Contact Bill Gibbs 860-620-2956

BGibbsLMT@cox.net

20 LMTs wanted

Spring Fling 600 5k and Ultramarathon

Sun. May 7 2017

YMCA Camp Sloper

1000 East St,

Southington, CT 06489

6:30 AM-7:30 PM

Contact Bill Gibbs 860-620-2956

BGibbsLMT@cox.net

1st shift 6:30-10:30 6 LMTs

2nd shift 10:00-2:00 3 LMTs

3rd shift 1:30-5:00 3 LMTs

4th shift 4:30-7:30 3 LMTs

Volunteers may sign up for more than one shift

This is the first ultra and the first trail race we've ever had. We'll be there for pre and post-race massage as usual and because it's a looped course runner will have the option of getting intra race massage and going back out on the course! This is a beautiful venue and you can explore some of the hiking trails before or after your shift, just stay out of the racers way.

Fairfield 1/2 Marathon

Sun. June 25

6:30-11:00

Jennings Beach

880 South Benson Road

Fairfield, CT 06824

Contact Steve Crews 203-216-9924

Stevecrews1@me.com

Hartford Marathon

Sat. October 14

5:45-1:00

Bushnell Park

Hartford

Our biggest event of the year

Event Coordinators Needed

Manchester Road Race

Thurs. November 23

8:00-12:00

1151 Main St,

Manchester, CT

Event Coordinator TBA

The 1-2-3's About Why I Volunteer for the Massage Therapy Foundation

by Sue Barrett

The Massage Therapy Foundation plays such an important role in our massage therapy profession and I wanted to help get that message out to as many people as I can. Even though I don't have a background in how to do research, massage research certainly interests me. I thought to myself, "How could I help or what could my role be as a massage therapist?" That's when I discovered there were things that I could do. I've always enjoyed a good challenge. In a previous life, I worked as a hairdresser for over 18 years and with that career I learned how to talk to all different types of people; young/old, male/female, professional/tradespeople and so on. This in turn has helped me in this profession as well. I find it easy to talk to people about what I am passionate about. So even though my strength may not be in the actual research step (yet) I have found that I can still help, and so can you! For me, talking to people about what the MTF does, and how the Foundation does it, was the first step. Being able to answer their questions or helping people to find the answers to their questions by talking to the right people at the

MTF was my second step. My third step was to convey to people how easy it can be to get involved, even if it seems like it's only in a small way. It can be as simple as a monetary donation, taking one of the Research courses on the website or volunteering at an event to raise money for Research - it all makes a difference. I think the more information we can present to the people that need it, the stronger we make our profession. So remember, a small effort on your part can make a huge difference when we all work together.

This is my role in Massage Research so far, what's yours?

Sue Barrett, LMT
1st VP CT Chapter AMTA



THE MARKETING COACH: AN ENLIGHTENED APPROACH TO YOUR BUSINESS CARD

By Coach Cary Bayer

<http://www.themassagemarketingcoach.com>

Let me start this column off by saying that, as a longtime marketing and business coach for massage therapists, I'm going to provide you with an enlightened approach to your business card. But, contrary to your possible expectations, I'm *not* going to tell you what words to put on it. I'll let graphic designers, who are far more capable of layout and graphics than I am, do that for you. Instead, what I'm going to tell you is a way of *using* this little piece of ID that you're not at all familiar with. We'll change that now.

Let's look at a typical way in which you might give out your business card: namely at a social gathering like a party or a networking gathering. You've been to many of these in the past, of course, and will continue to be at many of these in the future, as well. At such festive occasions, you've given out your card, and often nothing whatsoever came out of it. Why do you think that has been the case, not just for you, but for almost all massage therapists? My answer is a simple one: It's because of an *incorrect use*

of the business card by most MTs. So let's look now at what a correct and enlightened use of such a card would like.

Let's take a close look at our party scenario. Imagine, for a moment, that you're talking to some guy at the guacamole dip. You've talked to him about what you do as a massage therapist, and he expresses interest in having the tension and pain taken out of his neck. So what do you do? You automatically give him your card. In the past, nothing much has happened in such scenarios because the person you were talking to at a party knew how to get a hold of *you*, but you had no way of getting a hold of *him*. Now that's a problem for you.

If, for example, you're a woman in her mid-40s or older—this may resonate emotionally for you in the deep recesses of your memory. That's because you may remember the days before the advent of cell phones, text messaging, and voicemail--when you may have sat beside the telephone, waiting for a certain guy, on whom you had a crush, to call you out for a date. You felt the vulnerability of being reactive and disempowered. So now I'd like to show you how to be *proactive* and empowered.

Instead of just reflexively pulling your card out of your purse, your handbag, or your wallet—like the knee that juts out when the doctor hits it with a hammer at your regular physical check-up exam—invoke a different cultural tradition than the one you’re currently familiar with in the United States. I’m sure you know--and have probably uttered yourself--the old adage that goes, “When in Rome, do as the Romans do.” To that, I’d like to add a new one that you’ve never heard before and has probably never been uttered by anyone before—and that one goes, “When in America, do as the Japanese do.” I can see that you’re scratching your head.

There’s a good reason for this new maxim, and that is because the Japanese have a wonderful tradition of *trading* business cards. In other words, when a Japanese businessman or businesswoman gives a business card to someone else --whether that person is Japanese, American, or Roman--he expects to receive one in return from whomever he’s giving his card to. So I say be like the Japanese. Let’s go back now to the party scenario, and see yourself saying to the guy at the guacamole dip, “You know I could just give you my card like everybody else, but I much prefer the civilized way they do it in

Japan. Then explain the Japanese tradition to him the way I just did to you, and say to him, in other words, “I’ll give you my card and you give me yours.”

Then, if he seems interested in the kind of bodywork treatments that you provide, but isn’t yet interested enough to *book* a session, say to him “Think about if you’d like to get relief from that pain in your back, and if I haven’t heard back from you within a week, I can make your life easier and give you a call. Would you like that?” Most people say that such an arrangement is fine for them.

Most people lose cards, forget to make calls, and have cracks in their desks for things to fall between. But now, instead of like that disempowered teenager you might have been a few decades ago waiting for a phone call, you can be an empowered adult therapist and call *him*. I’m not saying he’s automatically going to become a client if you call, but I can tell you one thing based on your own experience: if you don’t, he probably won’t. But what happens if you call him and he does become a client? That sure would make the party you went to a heck of a lot more fruitful.

* * *

Cary Bayer was keynote speaker at the AMTA national convention. Widely known as [Massage Marketing Coach](http://www.themassagemarketingcoach.com), 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, and 2 DVDs, one of which has been translated into Japanese. He's coached 300 MTs. 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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Upcoming Events

Annual Connecticut Conference

April 20-23, 2017
Double Tree by Hilton
42 Century Drive
Bristol, CT 06010

Spring Chapter Meeting

April 23, 2017
Double Tree by Hilton
42 Century Drive
Bristol, CT 06010

Summer Chapter Meeting

July 19, 2017
Radisson Cromwell
100 Berlin Road
Cromwell, CT 06416

Fall Chapter Meeting

October 22, 2017
Location TBA

Winter Chapter Meeting

January 21, 2018
Hilton Garden Inn
555 Corporate Drive
Windsor, CT 06095



WELCOME OUR NEW CT CHAPTER MEMBERS!

Rena Albert
Rebecca Almeida
Yesenia Almodovar
Jenny Anderson
Leah Anderson
Ronda Avery
Dora Avila
Jailyn Brantley
Chantol Brown-Scully
Migdalia Camacho
Angela Candelora
Shari Casolo
Peter Castellani
Mayra Castro Cubero
Stacy Chowanec
Wendy Clement
Alison Curry
Lesslie Davis
Taylor Deschaine
Marie Desir
Robert Downes
Eric Dziubek
Erik Estrada
Jenna Farley
Adrienne French
Jessica Gallion
Lemuel Garay
Maelynn Gawlak
Xie Greene
Sharon Hall
Tamicka Hastings
Roslyn Hawkins
Jennifer Hogan
Patricia Hogan
Mary Holliman
Alexa Hunt
Crystal James
Kayla Jenkins
Daniel King
Katie King
Chaya Klein
Stephanie Kyek
Lee-AnnLaCasse
Brooke Lemery
Christine Lenehan

Samantha MacDaniel
Tracy Maclachlan
Laurie Mailhot
Marcia Malhoit
Suselei Martin
David Master
Adama Maynard
David Mendez
DaphnieMeranvil
Andrew Milliot
Kimberlee Moffatt
Karen Murphy
Inga Natoli
Dianne Navarro
Brian Noble
Kendra Nordgren
Abigail Palmieri
Jeff Payne
Jasmine Perez
James Perkins
Kathleen Puhalski-Stacy
Tania Rodrigues
Patricia Rodriguez
David Roma
Svitlana Romaniv
Benjamin Romann
Cathleen Ramos
Veronica Rosario
Eric Rubbo
Melanie Schipritt
Brittany Scinto
Christine Sheridan
Elizabeth Shine
Rikki Slappy
Judith Smith
Amanda Sroka
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Leonellyes Torres Tosado
Marios Vangjeli
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Natalia Wittmer
Alan Zankel

