

Massage Matters

President's Message (from the IPP)

MESSAGE FROM THE IMMEDIATE PAST PRESIDENT (WHAT?)

Scott Raymond



Hi everyone! Shannon asked me to write this edition's President's message because Kerry was in the hospital having surgery and she was unable to get to a computer (slacker!). She is doing much better, and recovering as well as could be expected after an emergency appendectomy!!! We wish her a speedy recovery and look forward to seeing her in the front of the room at the July chapter meeting.

After a long cold winter, I am very pleased to say that summer is upon us. With kids home from school, it is time to spend time with family and friends. Summer is a time to fuel your passion, and live life to the fullest! The season is filled with abundant energy, long days, and sunshine. Summer is about expansion, growth, activity, and creativity!

The AMTA CT Chapter is at the height of activity during the summer! If you haven't been to an event during the rest of the year, this is the time to get out and get to it.

The Sports Team has a lot of volunteer opportunities across the state including Fairfield, New Haven, Willimantic, Southington, and even at Misquamicut Beach in RI!! Be sure to check out the [full calendar](#) on our website. The Community Service Team will have just finished their latest team training in early June, and they will be gearing up for a busy fall season. Check out the [CSMT calendar](#) for all the details!

As most of our members know, AMTA has eliminated chapter fees. If you find value in everything that the CT Chapter has to offer, I would like to extend an invitation to directly contribute to your chapter to help fund all of the amazing programs that your chapter offers to all of its members. There is a new link on the website that makes it very easy to do. If you cannot get to the website, just go [here and make a contribution](#) to your chapter. Even a \$20 donation goes a very long way to pay for continuing education, government relations, volunteer team support, hotel rental for meetings, food, and all of the other expenses that you hear us talk about all the time!

If you ever have a question about what is happening in our profession, or your organization, don't ever hesitate to [contact us](#). We would love to hear from you!

Your entire board of directors would like to wish everyone a dynamic and passionate summer. We look forward to seeing everyone at the Chapter meeting on Wednesday, July 16th in Cromwell.

Yours in Service,
Scott Raymond

"To be creative means to be in love with life. You can be creative only if you love life enough that you want to enhance its beauty, you want to bring a little more music to it, a little more poetry to it, a little more dance to it." - Osho

A Note from Your 2nd Vice President

Shannon Saunders

As the 2nd VP, part of my job is to oversee chapter communications, including the newsletter. You may already know that are in the middle of an evolution from the old format to the new digital one. We have a fantastic incoming Newsletter Editor, Allison Phaneuf, and the Communications Team is excited about the progress we've made so far.



You can still count on receiving a quarterly issue of the newsletter conveniently delivered right to your inbox. Ultimately, we plan to bring you 8 issues a year with content ranging from chapter business to member profiles to state and national massage news. It's important to us that we give you a quality publication, so we're taking some time to build up to that schedule.

We are still looking for a volunteers to complete our Communications Team. If you are interested in bringing your talents to the chapter's website, social media, or newsletter, please contact me at 2ndvp@amtactchapter.org. Please enjoy this issue and continue to participate in making us an awesome chapter!

What is the Community Service Massage Team?

Sue Barrett, LMT



The CSMT consists of a group of dedicated individuals that work together volunteering their time to promote the benefits of massage to the public. The team consists of numerous key people that work hard to coordinate and organize events, and respond to emergency events and situations. The 1st Vice President is the Board member that oversees the Community Service Massage Team. There is a CSMT Chairperson that organizes the two divisions of teams. We have two coordinators: one for the emergency division and one for the Charity division. The next key people in our group would be our Team Leaders who are very important.

They have been trained not only as members/responders, but have gone further with their training so that they can lead our teams for charitable events and emergency response situations.

Last but certainly not least, another very important group, would be our CSMT volunteer members. These are people who take the time to volunteer and represent the Connecticut Chapter of the AMTA. They provide hands on work at our events using Chair Massage to educate and inform the public about massage. They can answer questions on a one to one basis, as well as, promote a relaxing, safe and well-needed break for anyone that needs one. Without the continued dedication of our members, team leaders, coordinators, chairperson and Board of Directors, we wouldn't have an award winning team. Keep up the good work!

Who can Volunteer?

You can!

The first step is easy: look for someone wearing a Blue Shirt at our chapter meetings and say "Hi." We would love to answer your questions or find some who can. You can also contact any of the following people: 1st VP Sue Barrett; CSMT Chairperson Christine Decarolis; Emergency Division Coordinator Lee Stang; and Charity Division Coordinator Steve Callis.

The second step would be to volunteer for an event. If you volunteer for a Charity Division event you will receive a white AMTA volunteer shirt. If you would like to earn the Blue shirts, you would then sign up for the CSMT trainings. (You must be a Blue shirt member to participate in Emergency events.)

The third step would be CSMT trainings. Classes include the training for both our teams. The first class is your Member/ Responder training. The second class is your Team Leadership training. Upon completion of the first class and your participation in an event, you will receive your Blue shirts. The royal blue shirt is for Charity events and the dark blue one is for the Emergency events. For more details on the trainings, contact the CSMT chairperson and watch the website for upcoming training dates.

So, all it takes is three simple steps to be a CSMT member. Participate at your own comfort level: white shirt or blue shirt team member, you decide. Remember it's great to be part of a team. Come and join ours today! We look forward to seeing you at our next event or training.

CSMT Events

May 30-31: Connecticut EMS Expo, Mohegan Sun, Uncasville—Members of the Team Leadership attended this event to explain the unique service we provide to First and Second Responders.

June 21-23: Shelter Drill—At the invitation of the Red Cross, we will be at the Red Cross Shelter locations. For new members, this is a great opportunity to get your feet wet in an emergency event without the intensity of a real emergency event. This is a Blue Shirt Only event.

September 8-9, 4-9pm: Ride 2 Recovery, Hartford & Danbury—The Minuteman Ride takes riders from Boston, MA to Fort Lee, NJ. We will be there to provide massage at their two stops in CT: Hartford and Danbury. This event is open to white shirt volunteers and volunteers can bring table or chair.

September 14, 9am-1pm: Loctite Car Show, Rocky Hill—Hot Rods, Trailer Queens and Massage...at this fundraiser for the Channel 3 Kids Camp. Open to white & blue shirt volunteers.

September 27-28: NBC Health & Wellness Festival—Two days of bringing massage to the general public while fundraising for one of our charities. Open to white and blue shirt volunteers.

**TEACH INJURY PREVENTION AND
EARN NEW INCOME!**

Save Your Hands!
The Complete Guide to
Injury Prevention and Ergonomics
for Manual Therapists

Lauriane Greene, CEAS & Richard W. Groggin, CPE, LMP
with contributions by David M. Peterson, PT, DPT

**Certified Injury
Prevention Instructor (CIPI)**

JOIN US IN:

Boston, MA	Sept 12-14, 2014
Los Angeles	Dec 5 – 7, 2014
London, England	April, 2015
Metro New York City (Norwalk, CT)	August, 2015

Get Certified for ONLY \$1,295!
Completes 52 CEUs, including three online courses and one Live Three-day Workshop.

WWW.SAVEYOURHANDS.COM/CIPI

June 2014 Benefit Corner

Becca Torns-Barker

Did you know that AMTA offers Business Equipment and Contents insurance? This program covers your equipment and supplies (like massage tables, massage chairs, oils and lotions, linens, and other business equipment) in your office for direct loss or damage from fire, theft, vandalism, or other covered causes. You can get this coverage for as little as \$100 a year (\$10,000 of coverage).



You can also include a letter with your application, specifically requesting that flooding from pipes bursting be included in your policy. If we keep having winters like this past one, this insurance can be a business saver. You can find an [application here](#).

Frequently Asked Questions

1. What are my requirements for renewing my massage license?

With all of the changes NCBTMB has been going through, it's no wonder so many of us are confused. I'll do my best to answer this question. There are three possible agencies for which you need to meet renewal requirements: State of CT Department of Public Health, AMTA and NCBTMB. We'll break them down one by one.

State of CT Department of Public Health

To renew your massage license (biannually):

- Complete 24 hours of qualifying continuing education every 4 years. Qualifying CEs are generally provided by NCBTMB. No more than 6 hours of CEs can be internet-based or distance learning. No more than 12 hours can be from programs NOT approved by NCBTMB. Obtain a certificate of completion from all CEs, and retain the certificate for 6 years. Complete the renewal application and pay a \$250 renewal fee.
- You can find complete information here: [CT General Statutes](#) and [Continuing Education Requirements](#).

AMTA

To renew your AMTA Professional Membership:

- Complete 48 hours of continuing education every 4 years.
- Pay your annual dues.

It is recommended that you submit your CE hours upon completion (online, by logging into your account) instead of waiting until the end of your four year period. AMTA does not require any coursework in Ethics, however, you are required to sign a Code of Ethics with every renewal.

You can find complete [information here](#).

NCBTMB

To become licensed in CT, you still need to complete the NCBTMB exam for National Certification. After that you, you are earning CEs towards Board Certification.

Here are your requirements for Recertification and upgrading to Board Certification:

- \$85 fee
- Pass a national background check
- Maintain current CPR certification
- Reaffirm commitment to Standards of Practice and Code of Ethics and Anti-Trafficking Pledge
- Complete 100 hours of hands-on experience
- Complete 24 hours of CEs (3 in research, 3 in ethics, and no more than 4 in self-care)

You can find complete [information here](#).

2. Can you bring back certain vendors to chapter meetings?

Vendors are allowed at the chapter meeting at a first-come, first-served basis. They sign up ahead of time with our treasurer. The Board does not control who is a vendor and who is not.

3. Does the chapter have voicemail so I can call if I need to miss education?

At this time, the chapter does not have voicemail, but we have email addresses, education@amtactchapter.org and membership@amtactchapter.org. In addition, an email address is listed with each meeting event and education event so that if you need to cancel, you can email the appropriate person.

4. Where can I find a list of upcoming classes?

The chapter lists all upcoming educational events on our Web site (under Events). We list education being offered by our state, as well as other events being offered in the area. You'll find the [listings here](#).

Education & Chapter Meeting

Patty Kingsbury

July 16, 2014

Cromwell, CT

Registration will [open here](#) on June 16

5 p.m. – Doors open, visit exhibitors, refreshments, social time

6 p.m. – 8 p.m. – Business Meeting

6:15 p.m. – Arrive before this time to be eligible for raffle (same as above)

8 p.m. – 10 p.m. – Continuing Education- Hospice Massage, Caring for the Dying (2 CE Hours)

In Hospice Massage, Caring for the Dying, Robin Werme will cover:

History and current philosophies of Hospice

Self-exam for LMTs capacity for hospice work

Importance of non-verbal skills with communication skills hands on exercise

Massage in last stages of life: How to do the Hospice Massage
Medical charts and soap note overview
Beyond horse and bow stance: review of body mechanics
Maintaining emotional, mental and physical wellness: self care

Robin is a Connecticut Licensed Massage Therapist, Professional Member of the AMTA, and Educator at CCMT, Connecticut Center for Massage Therapy.

2014 CT Mission of Mercy

Carol Radzunas



At 5am on April 25th, the Community Service Massage Team volunteers assembled for the 7th annual CT Foundation for Dental Outreach's Mission of Mercy. For those of you who may not have heard about this event, it is a 2-day FREE dental clinic, set up "Mash-style" to treat anyone-everyone who is willing to stand in line and wait to be seen, no questions asked other than "what seems to be the problem?"

AMTA's involvement with MOM dates back to its very first clinic in Tolland in 2008. Back then, we were all taken by surprise (by "we" I mean everyone, AMTA as well as the dentist-founders of MOM). The founders were overwhelmed by the response of the public to the need for affordable dental care, and AMTA was overwhelmed by the sheer numbers of volunteers we would potentially be working with on that weekend. That first clinic saw 800 plus patients treated, and of the 900 plus volunteers, we therapists gave about 220 massages. But it really wasn't about the numbers. It was more about the happy, grateful faces we all saw leaving the clinic after having teeth repaired and leaving our massages after having aches and pains relieved.

Over the years, the clinic has moved all over the state, attempting to reach those with the greatest need; and AMTA CSMT has been there every year, helping these wonderful volunteers "power through" a marathon of dental work in only two days. MOM has certainly evolved over the years; they even do bridge work for patients, usually working overnight to have the partials ready for patients the next day. This year saw a record number of volunteers, over 1,700, work on a new record number of patients: 2,300! I would love to report that the CSMT also set records, but "number-wise," we did not. However, I think we did set records in friendly, happy people who were so grateful for our help; and records in the self-sacrificing of our therapists, many who were there for both days, all day, from 7 AM to 6 at night. We even had a new graduate (the day before) and a newly relocated therapist, not yet a member of CT's chapter!

I am always so humbled to be a part of this worthy endeavor, and count it a privilege to be involved with something so altruistic. It restores my faith in mankind and my hope that the future will be an era of sacrificial-giving worldwide. So, for those of you in AMTA who have never participated in a volunteer event, I would encourage you to give it a try! It doesn't have to be the MOM, there are many worthwhile events we participate in during this volunteer season. All of them will leave you with a warm, fuzzy, "I'm so glad I did this" feeling. There is nothing in the world like being appreciated. And you will be, believe me.

See the photo album [here](#).

Special Note: The AMTA CT Chapter CSMT and volunteers gave 433 massages to some very weary but grateful dentists, hygienists and other wonderful volunteers. A HUGE THANK YOU goes out to the following massage therapists who made that happen:

Stephen Callis, Seth Levine, Tom Cushman, Sue Barrett, Jill Vigue, Ellen Kask, Chelsea Clow, Bill Gibbs, Andrew Wallen, Pat Shimchick, Becky Thompson, Mandy Bates, Ethel Wright, Rocky Perez, Dorothy Ingram, Bob Austin, Neva White, Pat Shelesky, Sue Arnold, Christine Decarolis, Jane Benson, Andrea Stannard, Carol Sullivan, Shirley Cooper, Paula Jelly, Kyle Carso and Sue Wydra.

Michele Willis is named 2014 Sports Massage Team Member of the Year

Richard Testa & Laura Stevenson-Flom

The Sports Massage Team has a wonderful long-standing tradition of honoring a SMT Member who has gone above and beyond the call of duty, participating in the most events in a SMT calendar year, and lending a hand with their expertise and leadership. We are thrilled to say that we knew this therapist as a student in our MT3 Class, where we saw her determination, drive and dedication to our profession early on. We are very proud to announce that the 2013 Sports Massage Therapist of the Year is Michele Willis.

Congratulations Michele!



A Student's Experience at the Danbury Half-Marathon

Nick Ober, CCMT Massage Student

When I showed up at the half-marathon in Danbury I didn't know what to expect. I was a little nervous, but I am the kind of person that doesn't shy away from much. After everyone was set up, the atmosphere was energetic. Clients started to show up and I took the first one. I liked the space we had to work and the people we worked with. I think the racers were all appreciative of all the work we did before and after. As Nicole and I were leaving, there were racers saying, "Hey, you promised me a massage." Overall I loved the experience and I am only going to get better at it. I am planning on keeping in the loop of sports massage and going to be at the Hartford Marathon as a graduate of the greatest school in the nation.



Middletown Half-Marathon: a volunteer's experience

Stella Leone



My name is Stella Leone and I've been a Licensed Massage Therapist and Esthetician for almost fifteen years and a proud member of the AMTA. Every massage therapist will tell you there is no greater gift and joy than to be able to give the gift of massage. Being part of a prestigious organization like the AMTA is indeed an honor. So needless to say when I was approached by a team leader to write about my experience at one of their events, I was ecstatic! Having earned my red shirt on the same day I was able to share my skills with other therapists at the Middletown Half-Marathon on April 6th. We graciously provided pre and post event massage for athletes, both adults and children.

The level of teamwork, leadership, and organization from the AMTA Sports Team I experienced that day was by far flawless. Being out in the community that day reinforced my desire even more to go out and give the gift of massage. I highly recommend participating in an event with the AMTA. Working with other therapists and being able to give of yourself is both encouraging and rewarding not only for you, but also for those you are serving that day.

Sports Massage Team Heartsaver Class: Thank you!

Melissa Girard

I was very thankful for the SMT for offering this class because my certification just ran out at the beginning of the year and I was just about to sign up for a class. I feel it is extremely important for us to have this knowledge, especially as SMT members. The athletes we encounter are pushing themselves in extreme weather conditions and unfortunately this could possibly bring on a terrible situation. I feel much more comfortable knowing that I might be able to help and/or save a life, either at an event or in everyday life. The Code One staff were exceptionally knowledgeable and didn't rush through any material and only moved on when the entire group was comfortable.

Thank you for sponsoring the class. I will be at the next one!

2014 Sports Team Schedule

2014 AMTA Connecticut Sports Massage Team Schedule

Revised/Posted 5/12/14 *Calendar Subject to Change Please Check Web for Updates!

!! NEW IN 2014 !!

****ALL REGISTRATIONS FOR EVENTS ARE NOW DONE ONLINE VIA EVENTBRITE****

Saturday 8:30 – 12:30	February 22 nd	Colchester Half-Marathon Bacon Academy, Colchester Thanks to all the Therapists who attend!	Stephen Callis 860-966-8204 sbcallis@hotmail.com
Sunday 9 – 1	April 6 th	Stratton Faxon Greater Danbury ½ Marathon War Memorial, Danbury Thanks to all the Therapists/Students who Helped!	Rocky Perez handsatworkcmt@gmail.com
**Sunday 11a-3:30p	April 6 th	** New Event ** (Space Limited) Harvard Pilgrim Healthcare Middletown Half-Marathon Thanks to All our Seasoned & New Therapists!	Richard Testa 860-302-9202 Laura Stevenson-Flom Laurasf58@gmail.com
Sunday 12 – 4	June 1 st	MS Tour for the Cure Griffin Center, Windsor Thanks to All LMTs & Students who Participated!	Scott Raymond scott@marketsquarewellness.com
Saturday & Sunday 10 – 3 each day	June 7 th & 8 th	Special Olympics Summer Games SCSU, New Haven Our SMT Volunteers ROCK! Thanks for your Support!	Shirley Cooper 860-658-5810 Vilis Gulbis Vilis_r_gulbis@sbcglobal.net
Sunday 7:30a (for parking)-1	June 22 nd	Fairfield Half-Marathon Fairfield http://www.fairfieldhalf.org/index.html	QUESTIONS? Kerry Methot kerrmet@att.net On-Site: Michelle Willis therapeuticessentials@gmail.com
Sunday 7:30-11:30	July 13th	Petit Family Foundation 5K RED Shirt Only Event http://www.petitfamilyfoundation.org/ways_to_support/participate_in_events/road_race/	Lee Stang lstang@bridgestohealth.net
Saturday 11am-5pm	August 16 th	Steeple Chase Bike Tour LMT Only Event Windham Hills, Willimantic	Karen Jensen theblackant@hotmail.com
Sunday 6:30am-11:30am	September 14 th *LMTs need to arrive 6:30am - race start is 7:30am	Surfdown Half-Marathon & 5K Westerly, RI (Misquamicut State Beach) http://www.hartfordmarathon.com/Events/Surfdown_Half_Marathon_5K.htm	Questions: Richard Testa 860-302-9202 Laura Stevenson-Flom @ Laurasf58@gmail.com
Saturday 7:30-11:30 (limited#) **10:30-3 (Prime Time)!**	October 11 th	Hartford Marathon Bushnell Park, Hartford **Shuttle Bus Service Available** http://www.hartfordmarathon.com/events/ing_hartford_marathon.htm	Questions: Richard Testa 860-302-9202 Laura Stevenson-Flom at Laurasf58@gmail.com
Thursday, Thanksgiving Day 8a-12p	November 27 th	Manchester 5K Road Race	Shirley Cooper 860-658-5810

16 CE Sports Event Massage Red Shirt Certification Workshop

This is a 2-Day Class with a Mandatory Event Participation Requirement that must be completed before receiving the 16 CE Credits

Saturday, August 2, 2014 AND Sunday, August 3, 2014

9:00am – 5pm Both Days

Required Event: Hartford Marathon, October 11th, 2014

Holiday Inn Express, Southington, CT

Who should take this workshop?

- LMT's and Massage Students who are interested in working with the National Award-Winning CT Sports Massage Team
- Therapists who want a Fun Refresher in Event Massage
- LMT's and Massage Students who didn't have sports massage as part of their school curriculum

What does this workshop cover?

- Pre and Post Event Massage Techniques, Physical and Psychological Preparation and Recovery for Athletes, Stretching, Cramp Control and Thermal Injuries Protocols and much more

Instructors:

Richard Testa, LMT, CKTP & Laura Stevenson-Flom, LMT, CKTP

Cost:

AMTA CT MEMBERS \$120.

AMTA STUDENT MEMBERS \$ 90.

AMTA OUT OF STATE MEMBERS \$160.

Please Register Online at <http://www.amtactchapter.org/events/2014/08/02/sports-team/smt-sports-event-massage-red-shirt-certification-workshop/>

** You will need to have your AMTA # and CT License # and credit card information before beginning Registration**

PLEASE NOTE

*** The Min Number of LMT's Needed to hold Class is 15

** The Maximum Number of LMT's is 30

Questions? Email: Sportsdirector@amtactchapter.org

THE MARKETING COACH

BEING PRO-ACTIVE FOR PASSIVE INCOME: PRODUCTS

Coach Cary Bayer

In a poll I conducted among some 200 massage therapists, I discovered that about 85 percent were in the habit of recommending products which clients could buy elsewhere to augment the benefits they were receiving on the therapists' tables. These included, but were not limited to: nutritional supplements, Epsom salt to soak in after some massages, Bio-freeze or other natural pain remedies, ice packs, music used during massage sessions, Glucosamine and Chondroitin supplements, nutraceuticals, homeopathic products like Arnica, and so forth. (I live in Woodstock, New York for 5 months each year where if homeowners don't use homeopathic remedies they have to pay higher real estate taxes. This is a joke, of course, but it underscores the high usage of such products by people intent on living healthy lifestyles in places like Woodstock, much of California, Colorado, Oregon, Washington and in towns like Asheville, Santa Fe, and others.)

I have often driven to the health food store, the pharmacy, a new age bookstore, and gone online to purchase these and other products recommended to me by my massage therapists. And so have your clients, as well. All of which costs your clients their time, their energy, and their money for gasoline and oil, and perhaps tolls and parking meters. Wouldn't it be easier for us if, as a massage therapist who's already recommending such products, you simply gave us another, much easier purchasing option: to buy them directly from you before we leave your office? This is a rhetorical question. Of course, it would be easier. We don't have to drive anywhere. We don't have to Google anything. And we can pay for these things while we're paying you for the massage that we just received. You are actually doing us a great service to have these products available that you're already recommending we buy.

So set up relationships with companies that wholesale these products, buy them at wholesale prices, and then sell them at retail prices. Often there's a 40 percent discount for buying wholesale, so there's a considerable profit available for selling them. If you're uncomfortable selling them at the same prices other retailers sell them for, you can take 10 percent off for your clients as a courtesy.

You noticed that I asked what products you were already in the habit of recommending to your clients. After privately coaching 300 different massage therapists and teaching many hundreds more in CE workshops, I have seen a sad fact: an overwhelming majority of massage therapists are uncomfortable with the art of selling. As a result, I don't recommend you sell anything that you're not already recommending clients purchase elsewhere. If, however, you're one of the rare bodyworkers who's comfortable with selling, and you like the idea of buying wholesale and selling retail, then by all means you could stock products that you don't ordinarily suggest your clients buy.

Your profit is what's referred to as passive income. Technically, it's not passive in the same sense that a songwriter's royalty is passive when a singer records his song on a CD, but it's pretty close. It doesn't take much of your time or energy to take a jar of Glucosamine off your shelf and then record the sale later in your accounting book.

To generate passive income from product sales does take some upfront work, of course. There's time involved in deciding which products you want to stock, finding suppliers, filling out state income tax paperwork, talking with your accountant on how to record sales tax, and so on. But once this is done, most of the rest of the work is passive.

Before I move on to discussing passive income through office space rental, I'd like to add a word of caution to any MTs who are also involved in multi-level marketing (MLM) programs. I say this because I've met thousands of massage therapists during my keynote at the national convention, state conferences, CE classes and in private coaching sessions, and have discovered that a large number are involved in many different MLMs to augment their income. Here's the caution: don't recommend to clients after their sessions any of the multi-level marketing products or services that you currently represent. Too small a percentage of massage therapists have actually mastered the innocent art of selling, and mixing business with business can be clumsy for many, and can tarnish existing relationships with clients. The relationship between massage therapist and massage client is very delicate. Think about it: how many legal professionals do people do business with in which they take off their clothes? Even doctors give their patients a robe to wear during certain examinations. Once again, if you're an MT who's also selling an MLM of one kind or another and you happen to be skilled in the innocence of sales, then you can probably share the MLM with your massage clients without any negative repercussions. Just do it gently, and don't do it directly after a massage.

* * *

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 Department 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. themassagemarketingcoach.com

Chapter business

Kerry Methot

The following changes to standing rules regarding making the CSMT Director a voting Board Member will be voted in at the July 16 Chapter Meeting in Cromwell.

1. The elected officers shall include a President, First Vice President, Second Vice President, Third Vice President, Secretary, and Treasurer.
2. Elected members of the AMTA-Connecticut Chapter Board of Directors shall include: the President, First, Second and Third Vice Presidents, Secretary, Treasurer, Immediate Past President, Sports Massage, Membership, Education, and **Community Service** Directors.
3. The Sports Massage, Membership, Education, and **Community Service** Directors will be elected for one year terms each year.
4. The above elected officers and directors, along with the Immediate Past President, are voting members of the Chapter Board of Directors.
5. Committee chairs are appointed by the President and approved by the Board. They have a voice but No Vote on the Chapter Board.
 - a) The positions of Newsletter Editor and Webmaster are staff members. Vacant positions are filled by the Chapter Board of Directors reviewing qualified applicants and a simple majority vote rules.
 - b) They have a voice but No Vote on the Chapter Board.

6. Chapter and Board meetings shall be set previous to the last quarter of each year for the ensuing year and shall be published in the newsletter. The Chapter Board may change dates and locations of these meetings by a 2/3 vote.

7. Board members are expected to attend ALL meetings. An excused absence that will be accepted is:

a) Unforeseen emergencies (i.e. medical emergency, family emergency, death in family) (Exceptions can be given on an individual basis, which would be at the board's discretion.) A written/ emailed or faxed report to the President will be expected when an individual is absent. If resignation is called for, the chapter will follow AMTA Bylaws.

b) Committee Chairs are expected to attend ALL chapter meetings; Board meetings

As necessary

(Resignation protocol will apply to committee chairs, Delegates and Alternates as stated above for board members.)

8. A President's Fund shall be established and shall be per fiscal year, at the discretion of the President, for assistance to any Chapter AMTA member for massage and/or AMTA-related needs or emergencies and cannot be used in lieu of stipend, scholarship or non-approvals.

9. The AMTA- Connecticut Chapter shall hold online elections in accordance with AMTA Bylaws and Policy.

a) Candidates for board and delegate positions must submit a resume for that position.

b) Resumes will be posted online and chapter members will have no less than 10 days to cast their vote.

c) Winning candidates will be announced at the Spring Annual Chapter meeting.

d) All Members will be sent an announcement with directions for online voting directly linked to the candidates running for open positions.

Requirements for Delegates/Alternate Delegates:

10. Be a Professional member in good standing.

Delegate/Alternate Delegate duties during the year (See Delegate Handbook):

- Attend ALL Chapter Meetings during their tenure. Head of Delegation will keep track of attendance.

- Attend the September Board Meeting or other designated meeting or conference call during their tenure with the exception of unforeseen emergencies (i.e., medical or family emergency, death in family). Action taken for any missed Chapter Meetings or Board Meeting will be one-fifth of reimbursement for the hotel room and per diem will be deducted per meeting missed.

- Be familiar with the recommendations and position statements presented to the House of Delegates.

- Be in contact with members. (During the year ask members their concerns, involvement in the Chapter, and about recommendations for HOD.) List of members in your area to be provided by Head of Delegation and assistant.

While at the Convention:

- Attend all House of Delegate functions, chapter leadership training; attend chapter-related meetings.

- Following the Convention, submit a written report to the President within 30 days after the convention.

- Attend October Chapter Meeting and be prepared to report on Convention as per President/Head of Delegation

- Upon receipt of the written report and attendance at October Chapter Meeting, the President or Head of Delegation will inform the Treasurer which delegates are eligible for reimbursement.

Delegates will be reimbursed as follows:

- Registration to the National Convention (at the Early Registration rate).
 - Transportation at coach air (tickets purchased no later than 90 days before the conference) train, or mileage (mileage reimbursement not to exceed cost of the average rate of an airline ticket) plus parking fees.
 - Transportation from airport to hotel (if not provided by the hotel).
 - One-half cost of hotel room per each day of official function (not to exceed five (5) days) pending receipt of written report and attendance at the October Chapter Meeting.
 - A per diem for each official day will be given to each delegate, not to exceed five (5) days. The per diem will be reviewed annually at the January Chapter Board of Directors meeting.
 - The Chapter will cover the cost of the first bag fee (if the airline charges) and the delegate/alternate is responsible for any additional baggage charges.
11. Election of delegates shall be online. Final determination of delegates and alternates shall be in order of highest votes received. In case of a tie, a coin toss shall determine rank.
 12. If the CT Chapter President is not a delegate, the CT Chapter will pay his/her expenses to the National Convention.
 13. Chapter Meritorious Award shall be determined by a committee of five (5) members, and approved by the Chapter President and Board of Directors. At least three (3) committee members shall be previous Meritorious Award recipients.
 14. The two voting representatives to the New England Regional Conference will be selected by April 1st of each year by the President and will each receive a stipend to cover their expenses. This stipend will be reviewed and voted on for approval at the January Chapter Board of Directors meeting and will cover expenses, including, but not limited to, travel expenses and meals. The two alternates will each receive a stipend for gas mileage for each meeting attended; this stipend will be reviewed at the January Chapter Board of Directors meeting and voted on for approval
 15. The Chapter Board of Directors will establish fees and other expenses for educational presenters as needed.
 16. If a CT Chapter member or outside group has an agenda item they would like to present to Secretary 30 days prior to the Board meeting they would like to attend. Inclusion of the item will be at the discretion of the President.
 17. An electronic copy of the Chapter Newsletter will be sent to AMTA-CT Chapter members. If a member is unable to receive an electronic copy, upon request, a hard copy will be mailed.
 18. Any National Board Member, AMTA - CT Chapter Board or staff member will be ineligible to participate in any free raffle at a chapter or regional event sponsored by the AMTA - CT Chapter.
 19. An AMTA - CT Chapter member can only win their dues once during the fiscal year.