

Keeping in Touch

Spring 2011

Member Spotlight
Lj Stewart

Congratulations to Laurajean “Lj” Stewart of Barnet. Governor Shumlin recently presented her with an award from the Northeast Kingdom Chamber of Commerce for her commitment and

improvement to the region. The award is in honor of The Barnet Tradepost Wellness Center which she created, built and owns. Her practice, Thousand Hands Massage Therapy is located there as well. Opened in 2006, the Wellness Center is the first complementary care facility in the Northeast Kingdom and hosts massage therapists, acupuncturists, a physical therapist, a breath coach, a yoga instructor and a midwife. Due to an earlier vision of a wellness center and the encouragement of her teacher, Sri Chinmoy, the Barnet Tradepost Wellness Center came to be. Lj credits Chinmoy’s philosophy which includes inner peace through physical fitness, health and wellbeing, and the importance of selfless service to ones community,

Lj, originally from New York City, attended York College, then the Swedish Institute for Massage and Allied Sciences. She joined the faculty there in 1984. She started out at a chiropractic facility and then became a certified Touch for Health Instructor.

Lj’s private massage practice in New York catered to the rich and famous; she also worked backstage at major sporting, theatrical and musical venues. The NYC Marathon, world-class ultra-distance races and the 25th and 30th Woodstock Festival Reunions are a few of the events where Lj

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President’s Message

Spring is finally here and I feel an upswing in activity all around us; I hope you are feeling this renewed energy in your practices as well! Your chapter is working on several projects simultaneously, and we are always looking for members to assist. There are some jobs, like communication with you, that are vitally important for the chapter. We’ve implemented several different electronic communications over the past two years and we’re still trying to balance your need for print information with your emphasis on green business practices. To help us with the ongoing tasks associated with chapter communications, we currently have an open search for several paid positions with the chapter. These positions don’t need to be filled by chapter members, but we are looking for folks to serve as newsletter editor, advertising manager, webmaster, and electronic communications manager. We are accepting applications until June 1st and you can find more information about the positions on the chapter’s email archives webpage:

<http://www.amta-vermont.org/newsletter.html>.

I also want to thank Nancy Riege, LynnAnn Prom, Laura Bull, Debra Ty, Felicia Fox, Michelle Foster, Amy Green, Laurie Abatiell, and Dorothy Stone for attending the Vermont chapter’s first educational webinar on April 20th to learn about essential oils. I met Marty Harger of DoTERRA essential oils at this year’s New England Regional Conference (NERC) and was really impressed with her style of providing information; I am so pleased that she agreed to volunteer her time to provide us the webinar! If you are interested in the oils, feel free to contact her at marty@balance245.com. We’d like to continue providing these informal educational opportunities throughout the year, so please look for the invitations in your email and on Facebook!

NERC was really fun this year and it was great to meet so many Vermont members! One of those members was so inspired by the conference that she asked how she might become more involved; thank you to LynnAnn Prom for joining i g as our 2012 NERC representative for the Vermont chapter! I also had the chance to room with Rachelle Ackerman, who was this year’s Perry Plouffe scholarship recipient. Please check out her uplifting report about her NERC experience later in this newsletter! If you are interested in helping with NERC, there is an upcoming meeting on June 5th, and I’d be pleased to talk with you about it. I’m excited to announce that our chapter’s annual meeting and educational event will be held at the Stoweflake Mountain Resort & Spa in Stowe and feature a three-day training by ACE massage cupping. I had a chance to meet Shannon Gilmartin at NERC, too, and was lucky enough to receive a demo while visiting the ACE booth. Massage cupping is an amazing combination of myofascial, deep tissue, and lymphatic work – I think you’ll love it!

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by Amy Holibaugh

– Member Spotlight, continued from page 1

put together professional alternative healthcare practitioners to look after athletes, crew, staff, and artists. She also toured with more than one major rock-and-roll band as the tour massage therapist before finally settling down in Vermont. Does the name “U2” ring a bell?

Until 2009, Lj was employed at the hospital in St Johnsbury in the Outpatient PT department, adding to her knowledge as a licensed medical massage therapist. She now works solely at the Wellness Center. In 2008, the center was expanded with a workshop annex to offer classes in Tai Chi, Kyudo, Swordplay, Kenjitsu, and Yoga. In 2009, additional space was created for fine arts classes, meetings, and additional treatment rooms.

Lj and her husband, Jack, both demonstrate and teach the traditional Japanese art of Kyudo or “The Way of the Bow”. Zen archery is considered to be the highest discipline of the Samurai and is a dynamic way to focus the mind and open the heart. Kyudo form teaches how to gather one’s energy to the heart and release it with clear intention without attachment to results. Lj and Jack performed Kyudo at the Karme Choling 40th Anniversary Celebration in 2010. You can learn more about Kyudo at www.vermontkyudo.com.



“As a profession on the periphery of health care we are still young and constantly scrutinized; remember at all times that you represent the entire profession and conduct yourself accordingly.”

– Laurajeon Stewart



This groundbreaking licensed massage therapist has been practicing massage therapy and Touch for Health Kinesiology for over 30 years and is a 19-year member of AMTA. Lj has been a community organizer, spearheading the construction of the Kingston Peace Park in Kingston, NY, rallying volunteer colleagues to offer aid to workers following the 9/11 disaster, and the creation of the Wellness Center in northeast Vermont. It’s easy to see why Lj Stewart received the award. Well done Lj!

Read more at:

www.ThousandHandsMassageTherapy.com
and www.BarnetTradePost.com.

by Karen Rarick



“Never stop learning; what you claim to know, know well; also know well what you don’t know and be willing to admit it.”

– Laurajeon Stewart

– President’s Message, continued from page 1

Laura Bull has become quite active with the chapter since she transferred in last fall; she has become the chapter secretary and has a passion for public relations and business promotion that involves AMTA. The chapter will be sending her to AMTA’s home city – Evanston, IL – this July for a Chapter Volunteer Orientation Program (CVOP). CVOP serves as a national training base for chapter volunteers in leadership positions and strengthens our connections around the country with other massage therapists serving their state chapters. Have fun, Laura!

You may remember receiving a call from me prior to the aromatherapy webinar. I plan to contact you in a similar way about once every three months with updates or a brief question about decisions facing the chapter. I hope that this will help bridge our high-tech/high-touch needs for communication and provide you an opportunity to become more involved with the chapter’s activities and ongoing progress!



Massage Benefits Brain Cancer Patients

April 2011, Vol. II, Issue 4

The Massage Therapy Foundation (MTF) is committed to advancing the knowledge and practice of massage therapy by supporting scientific research, education and community service.

As part of its continuing goal and commitment to the industry, MTF is pleased to announce that it will publish a new research project synopsis, with a reference to the original article, at www.MassageToday.com. This month, we are pleased to report on an exciting MTF-funded study that examined the potential effectiveness of massage on stress levels and quality of life in brain tumor patients.

Anyone who has ever experienced a traumatic illness such as cancer knows all too well the toll such a diagnosis can take on one's physical and emotional states of being. In addition to apprehensions over treatment and subsequent outcomes, there are many other concerns that can affect a patient's stress level and quality of life, including worries over health insurance, financial security, and various other issues. Moreover, previous research has shown that patients who have been diagnosed with a brain tumor tend to exhibit higher levels of stress, anxiety, and depression than those suffering from other forms of cancer.

Research has demonstrated that massage therapy has a variety of positive effects on people suffering from various forms of cancer, most notably reductions in pain, anxiety, and depression.¹ However, little is known about the efficacy of massage on patients specifically diagnosed with brain tumors.

Researchers at the Preston Robert Tisch Brain Tumor Center at Duke University conducted a pilot study to ascertain the effectiveness of massage therapy treatment on stress levels and quality of life in newly diagnosed brain tumor patients.

Treatment

Twenty-five patients (ages 18+) received two weekly 45-minute massage therapy sessions for four weeks for eight total sessions by two licensed massage therapists, each of whom had more than 600 hours of training. The therapists employed techniques consisting of classic Swedish massage: long strokes, kneading, friction, tapping, percussion, vibration, effleurage and shaking. As part of the study, participants completed questionnaires at baseline, at the end of weeks one through four, and one week after the conclusion of the final massage session.

Keir employed the Perceived Stress Scale-10 (PSS-10) to assess stress and the Functional Assessment of Cancer Therapy-Brain (FACT-Br) to assess quality of life. According to the Keir, "The PSS-10 is the most widely used psychological instrument for measuring the perception of stress" and scores range from 0 to 40 points, with "the mean threshold for stress in the general population [being] 12.1 and 13.7 for men and women, respectively." The FACT-Br includes two components: the Functional Assessment of Cancer Therapy-General version (FACT-G), which consists of 33 questions that assess well-being in physical, social/family, emotional, and functional domains, as well as an additional brain subscale that assesses key components of the quality of life of brain tumor patients.

Results

Keir found a significant drop in the group's stress levels between weeks two and three and a continued reduction in stress through week four. At the end of week four, all of the study's participants "were below the threshold for being considered stressed." One week after receiving the final massage, participants' PSS-10 scores had increased but had not climbed above the participants' baseline score.

Regarding quality of life, participants also reported significant improvements in emotional well-being, social/family well-being, and brain tumor-specific concerns, as well as nearly significant improvements in physical well-being. Improvements in the areas of emotional and physical well-being continued one week after receiving the final massage.

Keir concluded, "The results of this study suggest that the effect of massage therapy [on] stress may be additive or cumulative and that once massage therapy is discontinued, stress returns but not to original levels." He added that he believed the massage intervention played a role in reduction of stress for study participants as the health of brain tumor patients typically declines over time. The topic of massage frequency's role on stress and other symptoms in patients with brain tumors begs for additional research.

Commenting on quality of life issues, Keir noted that other studies have demonstrated that massage has a positive effect on one's well-being, continuing, "This study validates those findings in a brain tumor population, as participants in this study reported experiencing improvements in emotional, social, and physical well-being, [and areas of additional concern] specific to brain tumor patients."

Among the study's limitations were the small study group, the lack of a control group, and the participants' limited geography, which was a 60-mile radius. Because of a lack of a non-massage group or "sham treatment" group, it is impossible to differentiate the effects of the massage from other effects, such as patients educating themselves about their treatment, thereby reducing their own stress levels. Keir recommended that future similar studies could benefit from being longer, using a control group, tracking outcomes at the conclusion of the intervention, and incorporating physiological and biological markers into the objective assessment. Adding a qualitative component to future studies would also help us to understand any other benefits that were experienced by participants but were not measured directly.

Source: Keir ST. Effect of massage therapy on stress levels and quality of life in brain tumor patients—observations from a pilot study. *Supportive Care in Cancer*, 2010 Nov 3 [Epub ahead of print]. doi:10.1007/s00520-010-1032-5

Reference

1. Ernst E. Massage therapy for cancer palliation and supportive care: a systematic review of randomised clinical trials. *Supportive Care in Cancer*, 2009;17:333-7.

"The results of this study suggest that the effect of massage therapy [on] stress may be additive or cumulative and that once massage therapy is discontinued, stress returns but not to original levels." He added that he believed the massage intervention played a role in reduction of stress for study participants as the health of brain tumor patients typically declines over time."

AMTA-Vermont Treasurer's Report

AMTA's Board of Directors recently approved updates to the chapter financial section of AMTA's Policy manual. Some changes began March 1, 2011 and others are effective March 1, 2012.

Changes effective March 1, 2011 include:

- All chapters must use QuickBooks
- Definitions and qualifications of management company or bookkeeper (if chapter is using one) have been updated
- Quarterly reports done by or overseen by Treasurer
- Send bank and investment statements, balance sheet and income statement sent to National Office
- Quarterly reports for chapters that are on the national server
- National will run quarterly reports
- Description of National Office responsibilities
- Send note of acceptance to chapters when reports have been reviewed
- Contact Chapter President and Treasurer if there are discrepancies
- Notify entire chapter board if quarterly and/or annual deadlines are not met

Updates to the following sections:

- Petty Cash
- Electronic Banking
- Expense Reimbursement Reports
- Check signing – no pre-signed or blank checks permitted
- Chapter delinquent if two quarterly reports missed in one year; or two consecutive annual reports
- Recommendation as a best practice that chapters have reimbursement policies in place and on file in the National Office



Changes effective March 1, 2012 include:

- All chapters will be required to use QuickBooks on the national server*
- View-only access to checking account or bank statement shall be provided to National Office if available
- Chapter notifies National Office when bank and investment statements are available to view
- Quarterly reports generated by National Office and report sent to chapters

**Using QuickBooks on the national server does NOT mean that national will be handling chapter's finances: only that our books must be housed on the national server. This will reduce the amount of information our chapter will need to provide to the National Office for their quarterly reports and will change the reporting processes. Our chapter will still have the responsibility to develop our own budget and manage our own finances regarding programs and services for members.*

The AMTA-Vermont Chapter is in compliance with all changes that were made effective March 1, 2011. We are still waiting for Nationals to update the version of QuickBooks that they are using. Once that is done we will be able to use the National server for our QuickBooks accounting.

Nationals received the AMTA-Vermont budget for FY 2011-2012 on February 11, 2011. Nationals also received the AMTA-Vermont fourth quarter reports for FY 2009-2010 on March 12, 2011. Chapter Year End financial report was sent to Nationals by May 2, 2011. The final pieces of this report were discussed at the Spring Board meeting. Please take a moment to review the [Chapter Year End](#) Financial report and the FY 2011-2012 [Budget Overview](#).

The AMTA National Finance Department sent out a "Chapter Financial Survey" seeking feedback regarding the Chapter Treasurer's experience with its staff over the past fiscal year. The results are used to evaluate how well our needs are being met and take our suggestions for improved service in the future. I think there needs to be more assistance and clarity from the AMTA National Finance Department and I completed the survey say such on March 18, 2011.

The AMTA National Finance Department is working on re-drafting the "Chapter Financial Responsibility Toolkit." This toolkit was last revised in 1996. As the Treasurer of a small chapter, I will be working with Cass Crewdson, AMTA National Chapter Relations Committee member, with the toolkit after Nationals has done the initial re-drafting.



by Chris L. Widlund

New England Regional Conference Update



We are pleased to announce that LynnAnn Prom will represent the JYfa cbhWUdHf at the New England Regional Conference (NERC) planning meetings for h Yi dWa jbl 2012 conference. Both attended this year's conference and will be traveling to Framingham, MA for monthly meetings as part of their volunteering for the chapter. Thank you to Terye Wohnus, Lindsay Crossman, and Joan Milgram for helping to represent Vermont at the meeting this past April. < ck Y Yfzk YbYXcbYa cfY5A H5!JHa Ya Vf tc UhbXh Y&S%&a YHbl g

I think anyone who has been in full-time practice for more than a couple of years must have shared my experience: I love my work, I feel it's important and fulfilling (after all, I help people to feel good and they're always happy to see me), but after a while it just gets....stale. Never boring—how can something as fascinating as the human body be boring? But stale. In need of rejuvenation. NERC was the perfect antidote for this.

In my 13 years of full-time practice, learning something new has never failed to reignite my passion for my profession. But NERC has done so in a multifaceted way. Learning new skills came together with networking, perusing the trade show, and professional collegiality to create a true feeling of community.

My husband and I are both self-employed, he is in a profession that has been extremely hard-hit by the recession. Massage hasn't exactly been untouched by it either, so there is absolutely no way I could have attended NERC this year without the help of the Perry Plouffe scholarship. I am deeply grateful to the VT chapter for making this opportunity available.

I attended NERC once before, many years ago. It was worthwhile then, but I don't remember it being as much a total experience as it is now. The NERC committee does a splendid organizational job, with nary a glitch in any aspect of the conference. When things run smoothly, it is easy to overlook the tremendous amount of work and planning that must have gone into creating that seamless flow. There was, I thought, the perfect balance of workshop time and free time in which to visit the exhibitors, have conversations or get some fresh air. One of the things that I really appreciated was the inclusion of all meals with the conference (I don't recall that being the case when I attended before). This allowed for more opportunities to connect with others, critique the workshops, discuss interesting topics, and meet new people. As the Perry Plouffe recipient, I was also invited to share a hotel room with the Vermont chapter delegation and got to know two fantastic people as a result.

If I had to assign a theme to NERC this year, it would probably be entitled "A Seat At The Table." From the ethics workshop I attended on Thursday night to the keynote address on Saturday to workshops in between and after, mention of the new mandate in the national health care reform bill to include alternative modalities in patient care kept coming up. **Doctors are now required to discuss all treatment options with their patients if those options are provided by licensed health care professionals.** That and the fact that **massage topped the list of all CAM therapies for patient out-of-pocket spending last year** has gotten more and more in the mainstream medical community to take notice of our profession. As one presenter put it, "Whether you like it or not, you ARE sitting at the table now."

This new level of recognition and status puts a greater onus than ever on us within the profession to act like professionals. We need to be informed about what we do and educate others. We need to represent what we do truthfully. The wider world of scientific research needs to expand studies to include much more on touch therapies, which are woefully lacking in credible scientific data to support our intuitive understanding of what we do. One of the shocking things I learned in Tracy Walton's workshop on cancer massage research was that our long-held belief that massage reduces cortisol levels is actually not supported by the scientific data. This revelation led me to question how many of the physiological effects that I learned in massage school (and later taught to my students) have really been scientifically vetted, and how many may just be likely assumptions. The Massage Therapy Foundation, about which I knew very little prior to the conference, is doing some great work to expand the field of research and massage.

The highlight of the entire conference for me was Whitney Lowe's 6-hour workshop on Active Release Techniques. Oddly, there wasn't a lot that I learned that was really new to me; in part, his written work that I've come across is so clear that the in-person workshop served more as review than new information. But what a pleasure is to see such a masterful presenter! He was engaging, congenial, organized, clear, great at time management, and humble all at once.

I think the level of congeniality all around was something that set NERC 2011 apart. I have been at some other workshops and conferences where egos have been overinflated. At NERC, I did not hear one single put-down of a professional by another. I did not hear anyone claim that their technique was superior to others'. There was a culture of mutual respect that was inspiring.

And so, I return to my office inspired. Inspired to carry with me that sense of mutual respect and to extend it to my clients, inspired to share newly acquired techniques, inspired to become more involved with research and with furthering massage as a profession.

AMTA-VT Board of Directors Meeting Minutes

Phone Meeting - April 17, 2011

Members in attendance:

- Amy Holibaugh, President
- Laura Bull, Secretary, Public Relations
- Chris Widlund, Treasurer, HOD rep, Education (presenter)
- Karen Rick, Membership chair, 1st VP
- Andrea Altman, Education (site)
- Rich Royer, Photographer
- LynnAnn Prom

Call to order at 10:04 am

4/17/11 Agenda: Amy Holibaugh asked for any additions. Chris made a motion to approve the agenda, Amy seconded it and asked for discussion, all approved.

Meeting Minutes: Chris Widlund made a motion to accept the meeting minutes from 1/31. Laura Bull seconded and BOD approved.

Outreach: Amy would like to increase outreach to members and include members interested in becoming more involved with the chapter. We have members specifically interested in government relations and sports, spa, and student outreach.

Chapter calendar: Using Chris' and national president timelines and asking BOD to include any pieces they may have. Calendar will be kept on Google.

Upcoming deadlines/events:

- newsletter pieces due at the end of April
- Aromatherapy webinar on 4/20
- NERC planning meeting on 6/5

Meetings: Amy suggested making the January meeting a phone/web with a discussion on NERC, April the kickoff-face to face, July focused on NMTAW, November focused on budget. Chris would like to review the strategic plan in January.

January meeting: phone/web

April: in person

July: phone/web

October: in person (convention)

November: in person

Committee Updates:

- Membership: Karen Rarick, reports 198 members, working on follow up with non-renewals.
- Education: Aromatherapy webinar on Wed 4/20 free to AMTA VT members. Annual Education, Chris Widlund has met with Shannon Gilmartin re: Massage Cupping at Educational Weekend (11/5-11/7),
- Communications: as e-blasts, newsletters are sent to members, we are getting a 20-40% response, ads are being noticed and "clicked" on. Amy mentioned "Call -em-all", pre-recorded messages sending "phone-blasts" out to members. First run will be for Aromatherapy webinar.
- Public Relations: focus on NMTAW, getting ideas out to members
- Government Relations: lots of positive response from members at NERC in regards to work done in 2010
- Sports Massage: nothing to report at this time
- NERC: Joan Milgram and LynnAnn Prom will be stepping up as the VT representatives. NERC provided excellent educational opportunities and social interaction.
- HOD: Chris Widlund is delegate with Laura Bull and Michelle Robbins as alternates.

Chapter Finances: BOD can review treasurer report, year end report on Google docs. We have an expense budget of \$23,000. Amy and Chris will discuss financial data security measure and Chris will sign off.

Rollover Funds suggestions: 25th Anniversary party \$2,500, Communications liason-\$2,500, CVOP \$800, chapter pins-\$1,000, remaining funds on hand reserved for chapter emergency-\$10,129.77. Chris made a motion to reserve these amounts. Amy seconded and BOD approved.



by Laura Bull

Government Relations: We received grant for lobbying, money was not spent due to our inability to lobby. Recommendation from GR consultant was to repeat Sunrise process. Chris' recommendation is for us to find a VT Government rep before we move forward with Sunrise and legislation. BOD agreed to regroup and focus on gaining more documentation of proof of harm without regulation in the massage therapy profession.

Communications: Amy inquired whether the BOD wanted to create VT pins for conferences. Amy would like to hire someone to lead sections of communications. Chris suggested creating a workgroup to discuss responsibilities. Since this is a hired/paid position, it will be open to the public. Amy, Chris & Andréa were appointed to be the Communication Sub-Contractor HR workgroup.

CVOP National/VT chapter sponsors one volunteer to chapter leadership training at Nationals in Evanston, IL. Laura Bull has mentioned interest.

Chapter awards categories and nominations are:

- Humanitarian - Laura Bull, Rich Royer
- Sports - Brad Highberger, Carol Kane Nielsen, Leigh Ann Jillson
- Government Relations - Chris Widlund
- Meritorious - Rich Royer, Chris Widlund
- Teacher of the Year - Andrea Altman

BOD will vote via email on the above nominations.

Votes due by end of day today to Amy.

Meeting adjourned at 1:15 pm.

Next meeting: Sunday, July 24, 10 am at **Community College of Vermont in Morrisville**

National Massage Therapy Awareness Week Benefiting your community and you

National Massage Therapy Awareness Week (NMTAW) is October 23- 29 this year. I used to think this was a made-up Hallmark holiday, but I now know that it is a great platform to educate and support your community while increasing business to your practice. So what can you do? Massage! Get out of the office and out into your community to show people what you do and who you are. Chair massage is the single most effective marketing tool that we have, so by setting up one or several events during NMTAW, you can get the word out quickly. If you don't have a chair, set up your table and do 10 minute clothed routines for the same effect. You can make the decision on whether to charge a fee, but don't be afraid to do a little work for free—you will get it back tenfold in the office! Here are some ideas on places:

- Gyms - go to a place where people are already working on their health. Let them know how much massage therapy will add to their workout.
- Banks - Guaranteed to get lots of people if you go on payday—ask your bank when the busiest time is.
- Factories - these people are really in need of some relaxation.
- Cancer center/medical facility - this is a great chance to give back to some people really in need and let them know massage is okay at this time. Also, a great opportunity for networking with other health care providers.
- Non-profit - is there an establishment in your community that could use some fundraising? Do a massage-a-thon to help raise funds; it's also a great chance to team up with other therapists in your area.
- Open House - staging an open house in your place of business gets the community coming to you. You can choose whether to do massage or just be available for questions. Show people around the office and get them comfortable— this really increases the chance of folks making an appointment if they were on the fence about massage before.

At each event, make sure you have plenty of business cards and information. Doing a drawing for a free massage gives people extra incentive to find out more about you. You could also give a coupon to everyone who gets a massage at one of your events. All of this will create a buzz about you and get more information out about massage therapy. By doing this, you are helping not only your practice but the profession as a whole. Get out there and create some awareness! Need some more help with ideas? Contact Laura Bull at laura@amta-vermont.org



by Laura Bull

AMTA-VT Communications Report

Email to Chapter

- 14 new emails sent with highest open rates 40% and lowest 22%

Campaign Performance Overview



Advertising

- Online advertising is up and running for April – we have 1 ad so far
- Click rates for Feb 2011 newsletter were highest for ads – so it's worth it!*

Newsletter

- About 40% of the membership is clicking in to view the newsletter
- Will be adding a Facebook Like button to next publication so that readers outside of FB can tag it.
- I'd like to ask Karen to work on contacting the members who did not open it.***

Facebook

- Moved to a Page, rather than a profile – allows us to link MailChimp to Facebook and FB to Twitter
- Karen, Michelle, Chris, Rich, Laura, Amy are admins and can post to the wall.



Twitter

- Tweeted a bit at NERC, but otherwise linked with MailChimp and FB

Website

- I've authorized Great Big Graphics to update the website sidebar with programming that will allow a single update rather than updating every page with the same information (like upcoming events)
- I'd like your opinions on what to store on our web server vs. Google Docs
- I'd also like your thoughts on webpages for all information vs pages opening up into docs or spreadsheets

.....Group calling software – should we use to alert to newsletter or upcoming educational events?



by Amy Holibaugh

AMTA-VT House of Delegates Report

The AMTA National Governance Committee has been asked by the AMTA National Board to research the use of an online forum for the House of Delegates that would allow for the consideration of position statements and recommendation throughout the year. The committee assigned a workgroup to research the potential of creating an online forum for the House of Delegates. The primary function of the forum initially would be to prepare delegates to engage in substantive and informed discussion and debate while in the HOD meeting at Convention. All HOD Representatives were sent a survey intended to gauge the interest of delegates and chapter presidents in participating in such a forum. Results of the survey will be used by the Virtual House of Delegates workgroup and the Governance Committee to make recommendations to the AMTA Board of Directors.



by Chris L. Widlund

I am in full support of the creation of an online forum for the House of Delegates. I completed the survey on April 1, 2011.

Self Care Corner

AMTA First to Offer Members Square Credit Card Reader

The American Massage Therapy Association (AMTA) announces that it is the first massage therapy organization to offer a free mobile credit card reader designed by Square to its members. The card reader plugs into a smart cell phone or iPad and allows massage therapists to accept credit card payments from any location where they have a cell phone signal. AMTA's relationship with Square provides additional value to AMTA membership.

Through its relationship with Square, AMTA members will be able to process credit card payments on their iPhone, iPad or Android device for the simple rate of 2.75%. There are no contracts, start-up charges, or monthly fees and the Square card reader is free. As part of the relationship with Square, AMTA members will receive customized support for their inquiries.

"We are very happy to offer this new product to our members," says AMTA President Glenath E. Moyle. "It will be especially valuable to massage therapists who travel to their clients and to those at events. It's another way we are trying to help our members save money in their practices and could increase their income."

AMTA members can take advantage of this new member benefit by logging in, where they also can take advantage of all the business support tools available to them.

Click here for a link to a [massage blog](#) discussing the use of Square in a massage business and special FSA/HSA considerations.

Sports Event

Touchstone Healing Arts is at the Vermont City Marathon on Sunday, May 29 from 8:00 am - 3:00 pm this year and invites AMTA-VT members to join in providing a service at an amazing event!

Link to [Touchstone Healing Arts Facebook page](#).



Members Speak

On the AMTA-VT Facebook account, a recent poll question was posed to members and the public: "Should massage therapists need a license to practice in Vermont?" Within a few days, a 20:4 vote was recorded in favor of licensure. We'd like to continue to collect data and opinions on this issue as we move forward as a professional association.

If you use Facebook, [share this link](#) with others you know so that they can log their opinion and record any comments, concerns, or questions.

Annual Education Weekend Report: Presenter

In the absence of an Education Chair, the responsibilities for the Annual Education Weekend have been broken into three categories: Presenter (Chris), Site (Andrea) and Advertising (Amy). This report is regarding the workshop presenter.

Amy and I have been in communication with Shannon Gilmartin of ACE Cupping in regards to presenting at the 2011 AMTA-VT Annual Education Weekend. We met in person with her to talk through various aspects of the workshop. Here are the results of our meeting:

- Shannon will present a 22-hour Cupping Certification class for us 11/5-7/11 (Saturday through Monday).
- The class will be \$345 for members and \$395 for non-members. There will not be an early registration incentive.
- The presenter fee is \$2,200. This includes handouts.
- Additional costs include mileage from Virginia Beach, meals, and lodging.
- The chapter can opt to purchase the Massage Cupping DVD (<http://www.massagecupping.com/DVD.htm>) wholesale for \$40 for each participant. They retail for \$80.
- Discussion of the difference between a 2-day & 3-day class.
- Discussion of possible product voucher for members to offset the cost of purchasing the cupping kit.
- Discussion of space requirements.
- Discussion of number of participants.
- TA needed if more than 20 participants.

THE ART OF MASSAGE CUPPING THERAPY

A wonderful ancient technique has found its place in the modern world of healing. Massage Cupping™ is a modified version of the common practice of cupping therapy, and the incredible results that this simple treatment produces have truly impressed those who have experienced its subtle power. By creating suction and negative pressure, Massage Cupping is used to release rigid soft tissue, drain excess fluids and toxins, loosen adhesions and lift connective tissue, and bring blood flow to stagnant skin and muscles. AND JUST FEELS GOOD!

Massage Cupping is a versatile addition to any spa or private practice and complements many healing modalities, including massage therapy, chiropractic, spa therapies, physical therapy, nursing and aesthetics. The method can easily be modified to accomplish a range of techniques, from lymphatic drainage to deep tissue release and trigger points. The equipment is easy to use and the therapy is fun and effective.

Massage Cupping is effective in relieving chronic pain at old injury sites and also addresses conditions such as: fibromyalgia, diabetes, pre- and post-op edema and inflammation, chronic edema, scar tissue and adhesions, and cellulite. This versatile technique mimics massage movements ranging from deep tissue and myofascial release to the light pumping movements of lymphatic drainage. Used regularly, Massage Cupping is a terrific approach to promoting wellness for our clients and ourselves.

This 22 CE course includes education in the theory and application of Massage Cupping bodywork, which can greatly enhance the benefits of massage, decrease strain on the practitioner, and increase revenues through the 'add-on' services. Upon completion, each student becomes a Certified Massage Cupping Practitioner and is granted listing on our national website, www.massagecupping.com.



by Chris L. Widlund



"Massage cupping is absolutely covered by AMTA; they were actually one of the first insurance companies to cover it for massage therapists. I use the CPT codes 97140 (manual therapies & myofascial) and 97139 (covers 'unlisted modalities') when invoicing and have not run into any conflicts ever. The cups are considered tools, comparable to ht stones, T-bars, and so on. We teach the legal parameters of 'MASSAGE cupping' versus CUPPING done by acupuncturists and Traditional Chinese Medicine practitioners. Saying that, the use of fire is NOT covered for massage therapists, but we suggest implementing release forms."

– Shannon Gilmartin

AMTA-VT Membership Update

WELCOME New Members

Christine Storms, Wilmington
Catrin Steward, Burlington
Nicole Bayetis, Bennington
Dominique Meyers, West Burke
Ashley Wilson, Burlington
Lauren Beeman, Fairfax
Samara Coble, Montpelier

WELCOME Members New to Vermont

Michelle Foster, Hardwick
Kelly Lyford, Colchester
Lisa Faski, Reading
Michelle Foster, Hardwick
Cathleen Sise, Bellows Falls



WELCOME to all new Vermont Chapter members!

I look forward to meeting some of you at our November Educational Workshop.

The Refer-A-Friend program is still in effect. Your AMTA dues will be reduced \$50 for every therapist referred to AMTA by you who joins. Direct your referrals to www.amtamassage.org. Remember, AMTA is the only massage therapy association with local chapter support.

Please 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. Your chapter wants to make sure you have all the latest information on educational offerings, the New England Regional Conference, and other chapter news so please make sure we have your current email address.

by Karen Rarick



Make sure to LIKE us on Facebook!



2011 National Elections!

Have you considered representing your fellow members at the National level?

You can choose to run for an elected office for the National Board of Directors or the Commission on Candidacy. Serving on the national level is a great way to meet some wonderful, considerate and dedicated people.

Visit our National Elections section on AMTA's website for more information.

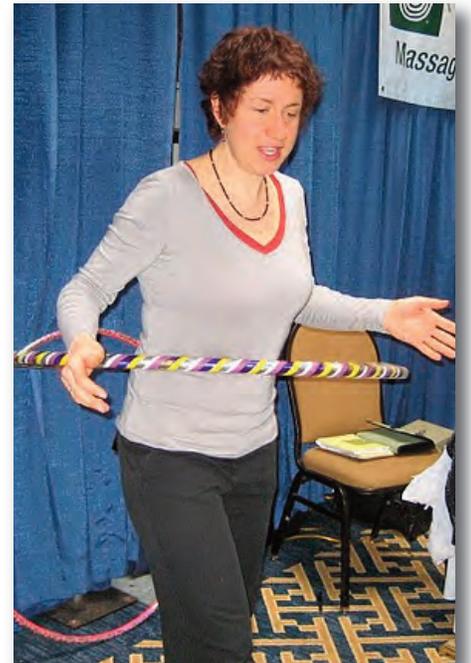
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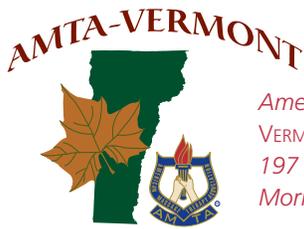
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American Massage Therapy Association
 VERMONT CHAPTER
 197 Harrell Street, Suite 2
 Morrisville, Vermont 05661

PAID OPPORTUNITIES WITH AMTA-VERMONT!

Newsletter Editor

AMTA-VT produces four newsletters a year for its members. One of those is a print version. The other three are sent electronically. The Newsletter Editor oversees all parts of the newsletter creation and distribution. Specific tasks include:

- Collecting articles from Chapter Committee Chairs & Board of Directors
- Editing and formatting of articles
- Create PDF and electronic based newsletter
- Linking advertising in newsletter
- Webpage creation for articles
- Reviewing National AMTA, Chapter AMTA & Massage Therapy Foundation for updates to include in newsletter
- Printing & distribution of quarterly newsletter
- Creation, printing & distribution of quarterly postcards

This position requires approximately 20 hours quarterly and pays \$200 quarterly.

Advertising Manager

AMTA-VT produces four newsletters a year for its members. One of those newsletters is a print version. The other three are sent electronically. The Advertising Manager oversees the advertisements placed in the chapter newsletter.

Specific tasks include:

- Contacting educators and massage product suppliers about placing ads
- Working with the Chapter Treasurer in billing advertisers
- Basic graphic design in formatting ads for web & print

This position requires approximately 5 hours quarterly and pays \$62.50 quarterly.

Webmaster

AMTA-VT maintains a website for both chapter members and the public at www.amta-vermont.org. The Webmaster oversees the regular maintenance and update of information for the chapter website.

Specific tasks include:

- Quarterly update of the newsletter and "President's Message" to the website
- Update of Educational events
- Update of the BOD & Chapter meeting minutes
- Managing embedded interconnectivity of website

This position requires approximately 10 hours quarterly and pays \$112.50 quarterly. Special Note: The Webmaster would have the option to take on addition paying work for specific website enhancement.

Electronic Communications Manager

AMTA-VT uses the Internet for communication and document storage. The Electronic Communications Manager oversees all electronic interface other than the chapter website. This includes E-blasts, electronic storage and social media. Specific tasks include:

- Managing the chapters online data storage
- Creating & distributing chapter electronic communication (E-blasts)
- Managing the Board of Director's email accounts
- Managing chapter distribution lists
- Creating and implementing chapter surveys
- Managing chapter's social media (Facebook/Twitter)
- Managing chapter online discussion forums (blog/website)

This position requires approximately 25 hours quarterly and pays \$250 quarterly.

Posted May 1, 2011

Applications due June 1, 2011

**BE A PART OF THE AMTA-VERMONT TEAM
 AND MAKE SOME EXTRA CASH!**