

A M T A F L O R I D A

# Journal

*Also Inside:*

**Convention  
Pictorial**

**New  
Standing  
Rules**

**Exciting  
Unit News**



**Call to  
Order**

*Annual  
Meeting  
& Elections  
2010*



Winter 2010 #52 • \$4.00 • Building Your Marketing Train • Healing Hands, Inquiring Mouth

**Mission:**

“To serve AMTA members while advancing the art, science and practice of massage therapy.”

**Managing Editor**

Karen Roth

**Publisher**

AMTA Florida Chapter

AMTA Florida Journal is published quarterly by the Florida Chapter of the American Massage Therapy Association, a non-profit professional massage therapy association. This journal welcomes contributions from the readers. Contributions must be submitted on disk. Include the author's name, address, phone number, and photo.

Mail contributions to:

**AMTA Journal Office**

Karen Roth  
778 Northlake Blvd.  
Tarpon Springs, FL 34689  
727-243-0632  
clublanai@msn.com

**Chapter Membership Contact**

Bob Davis  
amtafloridavolunteer@gmail.com

**AMTA National Office**

1-877-905-2700 – www.amtamassage.org

**AMTA Florida Chapter**

1-866-268-2352 – www.amtaflorida.org

The Florida Chapter reserves the right to edit all materials where appropriate for space and clarification; accept or reject materials and assumes no responsibility for errors, omissions, corrections, or modifications in publications. The opinions contained in this publication do not necessarily reflect those of the staff or of this publication and/or the AMTA Florida Chapter.

**Per Issue Advertising Rates**

Contact: Karen Roth  
clublanai@msn.com

**Postmaster**

If your address has changed, please notify the organizations below. Prompt notification will ensure your continued receipt of AMTA and State Board mailings. Mail changes to the following organizations:

**AMTA Membership Director**

500 Davis St., #900, Evanston, IL 60201  
1-866-268-2352

**Board of Massage Therapy**

4052 Bald Cypress Way BIN #C06  
Tallahassee, FL 32399-3256

**Spring Advertisement Deadline**

February 10, 2010



---

## Florida Chapter Board Members

**President**

Candy Morris  
5771 Crowntree Lane, #110  
Orlando, FL 32829  
407-417-7820  
candylmt@aol.com

**Treasurer**

Eileen Newsome  
P.O. Box 236  
Crystal Beach FL 34681  
732-233-7487  
EileenNewsome@ETouchMassage.com

**1st Vice President**

Karen Roth  
778 Northlake Blvd.  
Tarpon Springs, FL 34689  
727-243-0632  
clublanai@msn.com

**Immediate Past President**

George Schwind  
1700 S. Surf Rd.  
Hollywood, FL 33019  
954-494-9653  
GeorgeAMTA@aol.com

**2nd Vice President**

Vacant

**3rd Vice President**

Vacant

**Secretary**

Kathy Reid  
903 Strawberry Lane  
Brandon, FL 33511  
813-334-1270  
kathyreid@hotmail.com

---

## Florida Chapter Committee Chairs

**Law & Legislation**

George Schwind  
GeorgeAMTA@aol.com

**Awards**

Kathy Reid  
kathyreid@hotmail.com

**Education**

Eileen Newsome  
EileenNewsome@ETouchMassage.com

**Membership**

Bob Davis  
amtafloridavolunteer@gmail.com

**Public Relations**

Karen Roth  
clublanai@msn.com

**Bylaws, Standing Rules and Governance**

George Schwind  
GeorgeAMTA@aol.com

**Website**

Karen Roth  
clublanai@msn.com

**Unit Liaison**

George Schwind  
GeorgeAMTA@aol.com

---

## 2010 AMTA-Florida Chapter Delegates

Laurel Freeman laurelfreeman@mac.com

Bruce Baltz Bruce@dtsm.net

Nina Ramos jiova18@yahoo.com

Jeffery Wood WoodJ@citrus.k12.fl.us

Davis Kasprzyk amtadavid@verizon.net

If you are not an AMTA member and have received this Journal please accept it with the compliments of the AMTA FL Board and Membership as a “Welcome to the Profession in Florida.” We hope you will join AMTA and get involved.

# Contents

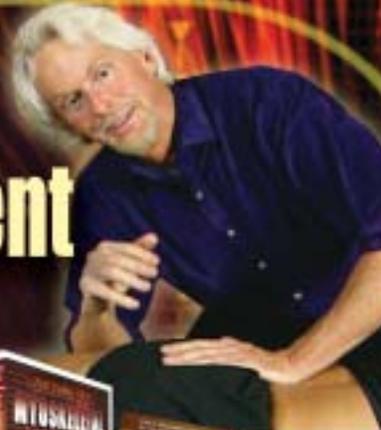


<b>President's Message</b>	5	<i>Candy Morris</i>
<b>New Members</b>	6	
<b>Unit News</b>	8	
<b>AMTA Florida Chapter Call for State Officer Nominations</b>	10	
<b>Building Your Marketing Train for Massage Therapists</b>	11	<i>Kelly L. LeFevre, LMT, MSM</i>
<b>The Massage Coach: Healing Hands, Inquiring Mouth</b>	12	<i>Coach Cary Bayer</i>
<b>Withlacoochee Technical Institute NMTAW "Action Research Project"</b>	14	<i>Jeffery B. Wood LMT, COTA/L, B.S.</i>
<b>Happy Participants at AMTA National Convention 2009</b>	16	
<b>Current Trends Support the Growth of Massage Therapy in Eldercare and Hospice</b>	18	<i>Ann Catlin, LMT, OTR</i>
<b>AMTA-Florida Chapter 2010 Annual Meeting, Elections and Continuing Education Workshop</b>	21	
<b>Delegate Report AMTA-Florida Chapter</b>	22	<i>Joe Ferguson AMTA 347</i>
<b>Board of Massage Therapy Report</b>	24	<i>Gary Petitjean, LMT</i>
<b>AMTA-Florida Chapter Standing Rules</b>	28	

Special Prices on Top Selling CE Home-Study Courses



# Erik Dalton's Myoskeletal Alignment Techniques®



## LEVEL 2

Advanced Myoskeletal Home-Study Course (26 CE)  
5-Piece Package for the Professional / Passionate Therapist...

- Two beautifully produced DVDs
- Advance Myoskeletal Techniques Book - (315 pgs.)
- Multiple-Choice Exam -
- Advanced Myoskeletal Therapist Certification Diploma
- Free Ethics Course (6 CE)
- Listing on Dalton's website

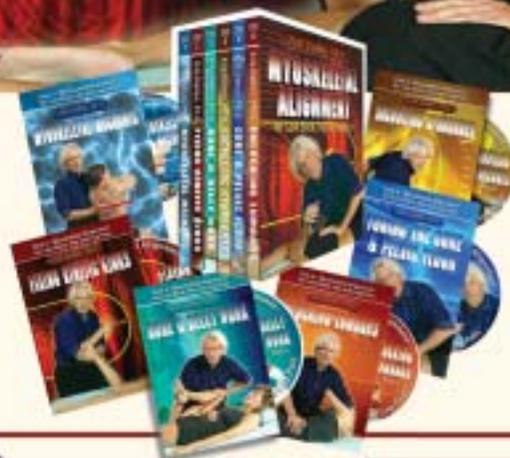
SPECIAL PRICE... **\$248.00**  
Reg. \$288.00 - without CE \$188.00

Newly Released - 6 DVD Set LEVEL 4

## Myoskeletal Alignment® for Low Back, Hip and Leg Pain

- MYOSKELETAL MECHANIC
- FIXING KINETIC KINKS
- BONE & BELLY WORK
- SACROILIAC SYNDROMES
- TONING THE CORE AND PELVIC FLOOR
- UNLOCKING LUMBARs

INTRODUCTORY PRICE... **\$248.00**



## LEVEL 1

### Myoskeletal Alignment Techniques

Home-Study Course  
(22 CE)

- 5-Piece Myoskeletal Therapist Package
- 3 DVDs
- Assessment Manual
- 247 page Instructional Volume
- Certified Myoskeletal Therapist Diploma
- Multiple Choice Exam - printed or online
- Free Home-Study Ethics Course (2CEs)
- Listing on Dalton's website



EARN  
Myoskeletal  
Therapist  
Certification

**\$288.00**  
without CE... \$198.00

## The Dalton Home Study Collection

Save over \$217 off the price of purchasing each package individually

All for only... **\$495.00** 48 CEs  
without CE... \$434.95

Complete study  
set includes...

- Level 1 - Home Study Program
- Level 2 - Home Study Program
- Level 3 - DVD Set

- 7 Quality DVDs
- Advanced Myoskeletal Textbook (315 pgs.)
- Level 1 Client Assessment Manual
- Level 1 Instructional Volume (247 pgs.)
- 2 Free Ethics Courses (8 CEs)
- Test - Printed or Online
- Once courses are completed you will receive a Certified Myoskeletal Therapist Diploma and an Advanced Myoskeletal Therapist Diploma



NEW...  
Myoskeletal Alignment  
Wall Poster

Beautifully illustrated  
2 ft. x 3 ft. Laminated  
Details postural patterns,  
spring systems and upper  
and lower crossed  
syndromes... **\$29.95**



## BLUE COLLAR TOUR CONTEST!!!!

Finish this Punchline  
You know you're a  
bodyworker if...  
and WIN PRIZES!!!  
ENTER & JOIN THE FUN AT...  
[erikdalton.com/BlueCollarTour.htm](http://erikdalton.com/BlueCollarTour.htm)  
Prizes for all. The best punchlines will  
win DVDs and other really cool stuff!

### 2010 WORKSHOPS

- Santa Fe, NM • Feb. 19 - 21
- Myrtle Beach, SC • March 19 - 21
- San Jose, Costa Rica • May 1 - 8
- Los Angeles • May 21 - 23
- West Palm Beach, FL • June 18 - 20
- Providence, RI • July 23 - 25
- Seattle, WA • Aug. 27 - 29
- Richmond, VA • Sept. 24 - 26
- Tucson, AZ • Oct. 22 - 24
- Austin, Tx • Nov. 19 - 21

Visit... [www.DaltonWorkshops.com](http://www.DaltonWorkshops.com)  
to register and for workshop details

or call... **800.766.1942**

Join the Erik Dalton Myoskeletal Alignment Group  
on the blog at: [www.massageprofessionals.com](http://www.massageprofessionals.com)

Complete Dalton Collection... Add Volume 4 6 DVD Set to the  
Home Study Collection and get it ALL for \$743 without CE \$682.95

NEW... Split Payment Option:  
Call 800-709-5054 for details

## Erik Dalton's - 8th Annual Pain Management in Paradise

At the beautiful  
PuraVida Resort and Spa  
San Jose, Costa Rica  
May 1 - 8, 2010



Therapists will receive  
2CEs and credentials  
recognizing them as  
Certified Myoskeletal  
Therapists

May 1 - 8, 2010 \$1,295 Early Bird price until Dec. 31  
Book early... Sells out every year!



### LEVEL 3

Shoulder, Arm & Hand Pain  
2 DVD set includes 68 bodywork  
techniques to assess and treat...

- Thoracic Outlet Syndrome
- Rotator Cuff Pain / Frozen Shoulder
- Tennis / Golfers Elbow
- Carpal Tunnel and Hand Pain

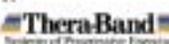
Order DVD sets and courses by calling **800.709.5054**

## Freedom From Pain Institute®, LLC

Send checks and money orders to: 5801 N. Ann Arbor Ave., Oklahoma City, OK 73122

OR ORDER ON-LINE AT: [www.erikdalton.com](http://www.erikdalton.com)

2009 WORKSHOPS SPONSORED BY:



# Message

CANDY MORRIS

## AMTA Florida Chapter Hosts 2009 National Convention

A record number of over 1,800 attendees gathered at the Rosen Shingle Creek Resort in Orlando, Florida September 23-26 for the 2009 Convention. The Florida Chapter hosted an evening of comedy and mystery at Sleuth's Mystery Dinner Theater, a Luau Extravaganza, Hospitality table, Quiet Room and a Traveler's Massage Room. This could not have been done without the hard work of our volunteers... the Florida Chapter Board and members who were the unsung heroes behind the scenes that made the 2009 Convention a success. I want to thank all who dedicated their time and talents. Florida Chapter volunteers are "The Best"!

The Florida Chapter Board helped kick off the Student Day activities with 300+ students in attendance. It takes dedication to do the "chicken dance" at 8:00a.m. on a Friday morning, but the Florida Chapter Board wanted to recognize these future massage therapists and Florida Chapter members who traveled to Orlando from all over the state of Florida for this event.

## Florida Chapter is recognized for "Overall Chapter Excellence"

The AMTA Awards Program is a tradition that has for many years honored outstanding dedication, celebrates the accomplishments of AMTA chapters, national groups and individuals whose enthusiasm and leadership have earned our highest recognition. Recipients of these awards have contributed to their profession, their communities and their Association.

AMTA takes great pride in making this excellence known.

At the 2009 AMTA National Convention in Orlando, the AMTA-FL Chapter was presented with "3 Hands" in the "Overall Chapter Excellence" category of the Give Chapters a Hand program. Recipient awards range from three to five hands and are judged on excellence and innovation in delivering programs to members, outstanding service to members, and providing all financial, legal and policy requirements accurately and on time.

## Florida Chapter Volunteers Massage for the Cure

The Breast Cancer 3 Day benefitting Susan G Komen for the Cure was held in Tampa Bay, October 30-November 1. This amazing 3 day, 60 mile journey helps mothers, sisters, spouses and friends get one step closer to a world without breast cancer. Energizer sponsored the Live It Up Lounge, a place to learn, laugh and relax for the participants. Florida Chapter volunteers donned pink Energizer bunny shirts and provided massage for the road weary walkers. Many of the participants were breast cancer survivors. Stories were shared of how breast cancer had impacted their lives... walking in honor or memory of a loved one. Through the heat, sore muscles and blisters, there was an overwhelming pride that they had accomplished something they thought was impossible. All appreciated the massages provided by the Florida Chapter volunteers. Thank you to all who gave up their weekend to volunteer for this cause.

Yours in Service,

Candy Morris





# Welcome NEW FLORIDA MEMBERS

## August New Members

Bonnie D. Morgan	Lake Worth	Jenny Alvarez	Pembroke Pines	Colleen Bennett	Kissimmee
Benjamin C. Cooley	Orlando	Carl W. Stearns	Ocean Ridge	Robert B. Henderson	Groveland
Maureen Votor-Seraneau	Hollywood	Mindy Harris	Altamonte Springs	Gloria Mejia	Key Biscayne
Shawna E. Kent	Winter Park	Deborah Hower	Tampa	Maria Gabriela Vargas	Miami Beach
Luis A. Figueroa	Hialeah	Joanne H. Smith	Safety Harbor	Steven Groom	Saint Cloud
Claudia A. Lopez	Riverview	Chaiya Lohsuwan	Ft. Lauderdale	Ronald Sagarra	Miami
Marisa Lazzara	Cape Coral	Frank P. Benton	Bradenton	Sheri Barberly	Winter Springs
Karla Swartz	Lakeland	Chrissylyn Rendon	Winter Garden	Garth Carter	Naples
Traci Roeder	Englewood	Regina C. Green	Marietta, GA	Karel Costa-Armas	Miami
Melissa Holske	Port Charlotte	Charles Clendening	Vero Beach	Tabatha Anderson	Tampa
Eva Xanthopoulos	Holiday	Beth Horrigan	Tampa	Jessica Mendez	Tampa
Donna M. Chiavoli	Rosemary Beach	Georgia Lawrence	Myakka City	Christopher Fiorita	Spring Hill
Sharon Gruber	Lighthouse Point	Marie Elena Osorio	Hollywood	Josette James	Jacksonville
Tracey Tucker	Grand Island	Alice Korosy	Orlando	Gayle L. Pulice	Palm Beach Gardens
Sharon Bruce	Largo	Victor L. Lopez	Winter Park	Regina H. Oyarce	Doral
Kevin Gallacher	Cocoa	Mayda E. Rodriguez	Hialeah	Saguinn Johnson	Orlando
Leslie Fletcher	Deltona	Cristina Zapata	Hollywood	Wesley Pennington	Oakland Park
Lori Brooks	Middleburg	Natalie Anderson	Lauderhill	Alene Egner	Boise, ID
Tracey Freitag	Miami	Humberto M. Molgora	Miramar	Anthony Zitnick	Aurora, CO
Mark C. Richards	North Lauderdale	Linda Saary	Pembroke Pines	Katrina M. Bond	Port Richey
Thomas A. Zellars	Sarasota	Kimberly Morse	Jupiter	Ronald Witmer	Orlando
Julie M. Shepherd	Orlando	Mei Fang	Tampa	Diane I. Garrison	Gainesville
Connie Theis	Lehigh Acres	Troy Duval	Margate	Elizabeth T. Etienne	Lakeland
Helvert Ramon	Miami	Tamar B. Gold	Aventura	Osmond Gray	Miami
Kris J. Kreseski	Boynton Beach	Kimberly A. Hahn	Deland	Aristidas L. Socorro	Miami
Margarita Brown	Valrico	Grace Lagreta Miller	Vero Beach	Adriana Cezar	Miami
Shawntanika Watkins	Summerfield			Farah Lormestoir	Opa Locka
Jennifer Jones	Coconut Creek			Wendy A. Moder	Clearwater
Andrea Thompson	Navarre			Julian Casellas	Orlando
Chris G. Sisel	Pompano Beach			Tiffany Rosado	Miami
Candia Fischer	Hobe Sound			Yamilet D. Vargas	Greenacres
Latisha Diaz	Saint Cloud			Robbi Richard	High Springs
Jim Green	Marietta, GA				
Bonnie Sue Holzman	Miami				
Dawn Hancock	Bradenton				
Ellen Iwansky	Venice				
Sylvia Fermin	Tamarac				

## September New Members

Paul Woodring	Ocala				
Joan M. Follmer	Islamorada				
Sunmi Han	Boynton Beach				
Brian M. Hastings	Miami Beach				
Reina Raquel Ramos	Orlando				
Stephen Patrou	Boca Raton				
Melanie Anderson	Tallahassee				
Eduardo J. Soto	Orlando				
Meghann McCormick	Jacksonville				
Jerilyn A. Dalton	Palm Bay				

## October New Members

Dayse Vazquez	Orlando
Jennifer M. Conley	Port Saint Lucie
Jason C. Ketcham	Ocala
Michel Bourgeois	Fort Lauderdale

Mayra Raya	Haines City
Dara Thomas	Titusville
Alejandro Tchakidjian	Brandon
Shannon R. Chmelar	Orlando
Shirley W. Lewis	The Villages
Kara McKenney	Metairie
Annemarie Pannone	Palm Bay
Cassandra Berry	Melbourne
Stephanie Hertzler	Jacksonville
Ruby Ross	Atlantic Beach
Chere'M.Parker	Jacksonville
Michele R. Brown	Niceville
Lynn Wang	Orlando
Stephanie E. Donaldson	Orange Park
Irene Cruz	Pompano Beach
Bryant Anderson	Sarasota
Carlos A. Tolosa	Winter Park
Melissa Curry	Casselberry
Ruth A. Haigh	Key Largo
Lisa Curtis	Orlando
Sonia Wilczewski	Miami
Andrea Perugini	Jupiter
Elizabeth Ricard	Miami
Sharon Munroe	Homosassa
Jason Krick	Homosassa
Beverly E. North	Pensacola
Ramona Benson	Pensacola
Kristin Eleazer	Miami
Kristy Duffy	Tampa
Kyong Seon Choi Dekat	Pinellas Park
Cheryl Dittmer	Palm Beach Gardens
Meredith Skelton	Orlando

**August Transfers**

Jacolyn White	Green Cove Springs
Bonnie Crutchfield	Orland
Karen Breimeier	Homestead
Donna F. Cloud	New Port Richie

**September Transfers**

Autumn Renea Ruth Cohrs
Diane I. Garrison
Bonnie Crutchfield
Carl W. Stearns
Kathy Dandurand

**October Transfers**

Fort White	Dawn C. Schulz	Gainesville
Gainsville	Leanna Dittrich	Miami Beach
Orlando	Maria A. San George	Valrico
Juno Beach	Jessica Mendez	Tampa
Huron	Tashawndra S. Clark	Fort Walton Beach

**!! ATTENTION LMTs & ATCs !!**

**GET YOUR CE'S EARLY TAKE RNR™ OR RECONNECTING NEUROMUSCULAR RESPONSES™**

**Register now to learn a revolutionary, revitalizing & restoring!**

- ▷ Creates immediate, positive lasting results in just 1 session!
- ▷ Increases potential longevity for therapist & athletic trainer!
- ▷ Ideal for athletes & people of all ages!

**Create your own program by selecting the # of hours!**

- ▷ 25 approved courses
- ▷ Small classes
- ▷ Personal instruction
- ▷ Lots of hands on
- ▷ Only \$19.50/credit hour investment
- ▷ 10% discount 7 day advance registration
- ▷ Returning graduates special rates!

**1 day workshops available**

**For 6 or more = Select day & classmates! Call to set up!**

**RNR™ Schedule**  
Gainesville, Florida

- ▷ JANUARY 29 - FEB 2, 2010
- ▷ MAY 21 - 25, 2010
- ▷ JULY 30 - AUGUST 3, 2010
- ▷ OCTOBER 15 - 19, 2010

**Laurel J. Freeman, B.A., LMT**  
National Post AMTA President  
FL. License #041761001-04  
laurelfreeman@mac.com  
352.371.9689

Cancelation policy on website



**For more information: [www.RNRMassageTherapy.com](http://www.RNRMassageTherapy.com)**

ACCREDITED RNR4215-03  
FL. CE #041761001-04

RNR™ is recognized by the Board of Certification, Inc. to offer continuing education for certified athletic trainers (Provider #12098)

# Unit News

THERAPISTS IN ACTION!

## Gainesville Unit

Diane Garrison  
(352) 281-1598  
dig@alumni.ufl.edu

## Heart of Florida Unit

Betty Kolar  
(352) 212-9016

## Hialeah Unit

Renee Scioville  
r\_scioville@yahoo.com  
(786) 230-6313

## Miami Unit

Vilma Pico  
(305) 467-6263  
picov@bellsouth.com

## Monroe Unit

Carlos DiMount  
(305) 793-7292  
cdimont@careercollege.edu

## Pembroke Pines Unit

Vacant

## Pensacola Unit

Vacant

## Pinellas Suncoast Unit

Vacant

## Southwest Unit

Vacant

## West Palm Unit

Vacant

## First Coast Jacksonville

Vacant

## Sarasota Unit

Vacant



**The Miami units were extremely busy this year. This is some of the exciting events that took place.**



### Miami massage awareness week:

During Massage Awareness week the Miami unit worked for the Key Biscayne fire department.

Volunteer students from Florida Career College and Technical Career Institute enjoyed being a part of the awareness week helping the proactive paramedic that gives so much of their time to the community.

They really deserved the pampering.

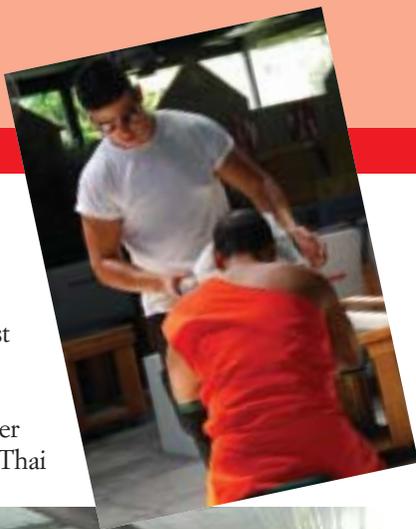


**What's  
the news  
from your  
Unit?**

**Monroe massage awareness week:**

Monroe unit was part of a fabulous event at the Buddhist monastery in Homestead.

Volunteers from Florida Career College performed chair and Thai massage for the public and the Buddhist monks enjoyed being spoiled.



**Hialeah massage awareness week:**

The massage volunteers from the Praxis Institute went to the lighthouse for vision impaired to give chair massage during massage awareness week. The vision impaired participants were doing yoga with a yoga teacher dedicated to each one of them and everybody enjoyed the event and the food.

It was a wonderful experience for all.

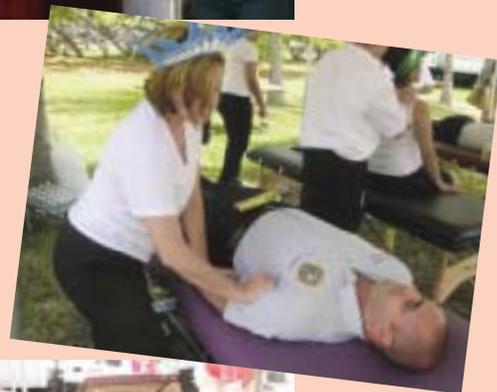


**The March of Dimes:**

Miami, Monroe and Hialeah units were involved in the 2009 march of dimes for premature babies.

The event took place at the Crandon Park at Key Biscayne where Jennifer Lopez was the keynote speaker.

It was a great experience for the massage volunteers who took place in this wonderful event.





# AMTA Florida Chapter

## “Call for State Officer Nominations”

The AMTA Florida Chapter is pleased to announce that we are seeking applicants for Open Positions available on the Chapter Board, which will be voted on at our annual meeting scheduled for **Sunday February 7, 2010**, from 1:30pm until 4:20pm, at the Tampa Marriott Airport Hotel. **The offices up for election this year per National Bylaws are: President, 2nd VP, and Secretary for two-year terms and Treasurer for a 1-year term.** The nominating committee is asking all interested candidates to submit the following information by **December 31st, 2009**. The committee will review the applicant's information to determine qualifications for the nominated position and make recommendations to the general membership, upon approval. The Nominating committee will post its decisions on the AMTA Florida website by **January 15th, 2010**. For a list of open positions and relevant job description, please log onto to [www.amtaflorida.org](http://www.amtaflorida.org).

### Each candidate should provide:

1. A vitae or resume. This should include:
  - a. Past or present volunteer activities for an organization that you volunteered for.
  - b. The position you wish to be considered for.
  - c. Reason(s) why you wish to volunteer.
  - d. Your vision for the AMTA Florida Chapter. Please list precise accomplishment you wish to achieve in the specific position. For example, if you wish to be a delegate you should focus on the specific delegate duties that you wish to take on.
  - e. Please provide all information in a PDF document and send it via e mail to: <http://amtaflorida.org/webmail>
  - f. Your FL license number
  - i. Your AMTA membership number.

2. Please provide 3 references that the committee may contact.
3. Please include your e mail and telephone number and the best times for the committee to call you.
4. Please note that each board position requires that you attend all board meetings. Board meeting will be via conference call or on-site. Meetings are usually monthly or more often as necessary and travel is required to the on-site meeting which may be 4 or more per year. Delegate positions require meeting with other delegates, travel to the specific annual conference, and reporting on delegate activities. Delegates must be able to attend the scheduled training session which we anticipate to be immediately after the annual election. All candidates must be present at the annual meeting specified above.
5. Any other information that you believe will be helpful for the committees review is appreciated.
6. Each candidate's information will be posted on the AMTA Florida Chapter web site.

**Cheryl Back Steinke, LMT**

*AMTA Florida Nomination Committee Chair*

# Building Your Marketing Train for Massage Therapists

by Kelly L. LeFevre, LMT, MSM

You should always make time to market and grow your practice. As a licensed massage therapist, I have learned that marketing comes more naturally when you have a well-planned system in place. That is why I developed the Marketing Train for Massage Therapists. Just like a regular train, there are three main components to your Marketing Train: The Engine, The Cars and The Caboose.

## The Engine

The engine is the most essential and powerful component of any well-oiled train. The engine is fueled by activities that give your massage practice the power to move forward through some of the following strategies:

- Speaking engagements, workshops or teleclasses
- Forming strategic alliances
- Networking
- Using direct mail, such as sending out marketing letters or postcards
- Writing articles
- Doing radio interviews

Many massage therapists try to do too many things to market their practice and never go “deep” enough for any of them to be really effective. Think about your current marketing activities and pick up to three strategies. Do them consistently, do them well and allow them to fuel your business.

If you are still building your practice, I recommend spending 60 to 90 percent of your time on the engine. The number of new clients you get is relative to how much activity you are generating through the engine, just like the speed of a train is determined by the power of the engine.

*...marketing comes more naturally when you have a well-planned system in place.*

*Think about your current marketing activities and pick up to three strategies. Do them consistently, do them well and allow them to fuel your business.*

## The Cars

The cars on your Marketing Train represent passive marketing strategies. This includes designing a logo, building a website and creating brochures and business cards. No rail car would go anywhere without an engine car pulling them forward. The same is true with passive marketing strategies. While these items are a necessity for professional practices, they don't bring business on their own. You have to incorporate them into your active marketing strategies to make them work.

## The Caboose

At the end of your Marketing Train is the caboose. These are activities that keep your passengers (clients) on board. Also known as “keep-in-touch” strategies, or relationship marketing, caboose activities include sending quarterly newsletter and using a contact management system to make phone calls.

The electronic newsletter is most effective. Many times, people need to hear from you multiple times before they buy your services. A newsletter keeps you in front of prospects and existing customers without being intrusive. Your goal should be to funnel as many people as possible to your newsletter list. When developing content for a newsletter, I follow the 80/20 rule with 80 percent focused on content and 20 percent promoting your massage therapy practice.

---

## About Kelly L. LeFevre

Kelly L. LeFevre, LMT, MSM, is creator of Massage and Prosper(tm) and is committed to helping massage therapists across the country attract more clients, build their ideal practices and live a balanced life. Get your free Massage and Prosper Success Kit at [www.MassageandProsperSuccessKit.com](http://www.MassageandProsperSuccessKit.com).

# Healing Hands, Inquiring Mouth

*by Coach Cary Bayer*

A few summers ago, I was at the U.S. Open tournament in New York as Andre Agassi, who'd announced his retirement from tennis at the event's conclusion, played fourth-seeded Marcos Baghdatis. With the match perhaps his last, the stadium rocked with excitement, even though it didn't seem the old warrior could beat the young stud.

Then, suddenly Baghdatis began cramping. He called for the 10-minute injury timeout players are allowed, the trainer massaging his thigh. The treatment helped but it cramped again. Rules prevent additional massage on the same injury, so the fast athlete hobbled around the court in pain.

He eventually lost because of an injury that desperately needed massage. Seeing this competitor give everything he had while his body failed to cooperate was painful. His pain was a metaphor for the tens of millions who walk around tense everyday, desperately needing massage. Many are too proud or macho to ask for

*His pain was a metaphor for the tens of millions  
who walk around tense everyday,  
desperately needing massage.*

support or surrender to the healing touch of your hands.

That's where your mouth, which does little once you discover your client's needs and the session gets underway, comes into play. Often your *future* client needs the help of your mouth before he can get the help of your hands. Be proactive and innocently ask if he'd like a massage. You might prevent someone from "hobbling" around with pain buried deep within the tissues and muscles of an aching body.

Most LMTs focus their time and money in developing their skills for *once they get a client onto their table*. But succeeding requires *getting* him to your table. A 40-year-old TV commercial sheds light on this matter.

I discovered this spot while working in a previous lifetime at the great New York ad agency, Doyle Dane Bernbach. The commercial opens on a heavy virgin snow at about 5 A.M. when all is silent except for a voiceover asking, "Did you ever wonder how the driver of the snowplow *gets* to the snowplow?" You see a man leave his home, start up his Volkswagen Beetle, navigate the heavy accumulation, and get out of his car into a parked snowplow. Enough said. That commercial ran with little media backing, so it's doubtful you ever saw it, but I've found many people who still remember it. That's because of the power of its provocative question. Adapting it to marketing an LMT, we might ask, "Did you ever wonder how the master of the massage table gets her clients *to* the massage table?"

## **Word of Mouth and Words *from* Mouth**

Motion picture studios spend tens of millions of dollars producing a film; sometimes as much just to market it. While this is pivotal, nothing—not even outstanding critical reviews—affects a film's success like word of mouth from those who've seen it talking about it to those who haven't. None of your websites, ads, and newsletters is ever as important as the recommendations that come out of the mouths of your clients.

Important words that could come out of *your* mouth are the simple question, "Would you like to schedule a massage?" Therapists who shy away from asking it when in conversation about their work do so for two basic reasons: 1) fear that the person will say no, or 2) fear that *they'll* be rejected. While a possible client might say "no," it's better to hear "nos" than never ask the question at all. The reason? If you hear many "nos," you've been asking a lot more people than you usually do if they'd like to get a massage. That means you'll also hear many more "yeses," which means you're getting many new clients. Disregard the "nos," focus on the "yeses," and remember the famous Japanese proverb: "Fall down seven times, get up eight."

*Disregard the "nos," focus on the "yeses,"  
and remember the famous Japanese proverb:  
"Fall down seven times, get up eight."*

*Nobody who rejects your offer for a massage is rejecting you; they're rejecting a massage—at least for now. When you take yourself out of the equation, your emotions aren't hurt, and that's incredibly freeing.*

Nobody who rejects your offer for a massage is rejecting *you*; they're rejecting *a massage*—at least for now. When you take *yourself* out of the equation, your emotions aren't hurt, and that's incredibly freeing. It's a matter of changing the context in which you hold the asking of this question. If the context is that

*you're* rejected each time you ask if someone wants a massage, then each time your adrenaline will flow and your self-worth is at risk. But once you keep your emotions out of it, there's simply a question—does he or doesn't he want to get massaged? *You* have nothing to do with it. It's his choice to say whatever he wants—and often, what he wants is a massage from you.

**Cary Bayer** ([www.carybayer.com](http://www.carybayer.com)) was the keynote speaker at the 2006 AMTA national convention in Atlanta. A Life Coach, and CE provider, he's also a faculty member of Massage Business University. Cary writes nationally for *Massage Today*, and for AMTA publications in 14 states. He's written more than three dozen publications, including 11 for massage therapists. Cary has coached more than 150 LMTs.

Therapeutic Hand & Foot  
**Reflexology**  
Professional Certification

Winter 2010 program begins January  
in the historic beach town of  
St. Augustine, Florida

Summer 2010 program begins July  
in Gainesville, Florida  
"one of the best places to live and play"

Contact Karen Ball 904.553.4067  
[www.academyofancientreflexology.com](http://www.academyofancientreflexology.com)

250 CE Hours  
FLORIDA 58-1113

weekend workshops • free e-newsletter • see website for details

- Massage Therapy Program
- Continuing Education
- Massage Therapy Center

Educating Massage Therapists since 1981.

 **cortiva institute® - florida**  
School of Massage Therapy  
4045 PARK BOULEVARD, PINELLAS PARK, FL 33781 • ©2009 CORTIVA INSTITUTE  
LICENSED BY THE FLORIDA COMMISSION FOR INDEPENDENT EDUCATION, LIC NO. 585

 727-541-5200  [CE@CORTIVA.COM](mailto:CE@CORTIVA.COM)  [WWW.CORTIVA.COM/TANPA](http://WWW.CORTIVA.COM/TANPA)

# Withlacoochee Technical Institute

## AMTA NMTAW

### “Action Research Project”

*by Jeffery B. Wood LMT, COTA/L, B.S.*

On October 29th, 2009 Withlacoochee Technical Institute massage therapy students participated in the 4th annual *W.T.I. AMTA NMTAW Action Research Project*. Fifteen students spent weeks planning, preparing and finally participating in a fully fledged research project to answer the following question: *“Which method decreases systolic and diastolic blood pressure; a 15 minute chair massage or sitting down for 15 minutes?”*

With the help of Registered Nurses and the Director of Citrus Memorials Women’s Heart Program we were able to complete this action research project.

A total of 80 participants went through multiple stages of the project. The first stage of the project was completing the AMTA NMTAW Intake Form and a Medical History Report, provided by Citrus Memorials Women’s Heart Program. While going through this stage participants that had a randomly placed yellow highlighted “control group” slip on their paperwork would be placed in the control group that would sit out for 15 minutes after their first blood pressure reading.

Designated W.T.I. students, referred to as Floaters, and would move participants to the second stage which was the blood pressure station. Registered Nurses from the Citrus Memorial’s Women’s Heart Program would take a pre blood pressure screening on the participants left arm and document the participants blood pressure on the participants BP Form.

*Fifteen students spent weeks planning, preparing and finally participating in a fully fledged research project to answer the following question:*

*“Which method decreases systolic and diastolic blood pressure; a 15 minute chair massage or sitting down for 15 minutes?”*

Floaters would then move the participant to the third station, either the 15 minute chair massage station or 15 minute seated control group station. Both groups would receive a post blood pressure screening on the participants left arm, while remaining seated, at the end of 15 minutes and the participants blood pressure was documented on the participants BP Form by the Registered Nurses from Citrus Memorial’s Women’s Heart Program.

Finally Floaters would then move the participant to the fourth station, the exit survey station, where W.T.I. students would collect BP Forms and ask participants to complete a survey on the 15 minute chair massage.

Overall the experience for the students of the W.T.I. Massage Therapy Program was an excellent learning opportunity. The students planned, prepared and now have answers to the question *“Which method decreases systolic and diastolic blood pressure; a 15 minute chair massage or sitting down for 15 minutes?”*

*Overall the experience for the students of the W.T.I. Massage Therapy Program was an excellent learning opportunity.*

**Jeffery B. Wood LMT, COTA/L, B.S.**  
*W.T.I. Massage Therapy Program Director*

## WTI AMTA National Massage Therapy Awareness - October 29, 2009

80 total participants: 6 in Control Group (5 women, 1 man)

52 women, 22 men; 8 people reported high blood pressure in brief medical history

**Control Group Results:** Blood Pressures (BP) taken pre-massage, after sitting for 15 minutes, and then post-massage. Increases and decreases of listed BPs taken from pre-massage BPs.

	Women		Men	
	Points (mmHg)	Average	Points (mmHg)	Average
Systolic BP increase after sitting 15 minutes:	78	19.5	—	—
Systolic BP decrease after sitting 15 minutes:	12	12	26	26
Diastolic BP increase after sitting 15 minutes:	46	11.5	—	—
Diastolic BP decrease after sitting 15 minutes:	14	14	9	9
Systolic BP increase post-massage:	20	6.7	—	—
Systolic BP decrease post-massage:	18	9	36	36
Diastolic BP increase post-massage:	45	11.3	—	—
Diastolic BP decrease post-massage:	30	30	7	7

**Regular Massage Group:** Blood Pressures taken pre-massage and then post-massage

	Women		Men	
	Points (mmHg)	Average	Points (mmHg)	Average
Systolic BP increase post-massage:	96	6.9	62	6.9
Systolic BP decrease post-massage:	491	12.9	239	18.4
No change in BP post-massage:	4	1	3	1
Diastolic BP increase post-massage:	46	3.8	58	6.4
Diastolic BP decrease post-massage:	340	9.4	154	15.4

### Participating W.T.I. Students:

Emily Bauer  
 Jamie Bussell  
 Kimberly Canfield  
 Sara Denny  
 Bradley Fye  
 Sarah Green  
 Ashley Heitman  
 Jason Krick- *AMTA Student Member*  
 Herbert Mack  
 Heather Mills  
 Lisa Mills  
 Sharon Munroe- *AMTA Student Member*  
 Sheryl Niemiec  
 Krystle O'Toole  
 Jessica Spiddle



## DAY-BREAK

### Geriatric Massage Institute

The DAYBREAK Geriatric Massage Institute is an organization dedicated to enhancing quality of life in order to make living more enjoyable for the elderly by teaching health care professionals the use of skillful hands-on work and current trends in massage modalities for the aging. Hence, this type of massage takes age-related health conditions into account. The institute was founded in 1982 and has been teaching about 40 workshops a year from Nova Scotia to Singapore and from coast to coast in the USA. The Workshops are both beginning and advanced levels and each is approved as a continuing education by the NCBTMB, FPMTA and CMTBC.

**7434 A King George Drive  
Indianapolis, IN 46260**

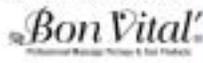
(317) 722-9869 • Fax: (317) 722-0511  
 Email: Spuszko@juno.com  
 Website: www.daybreak-massage.com



Sharon Puszek  
D.D., L.M.T.

FOR A COMPLETE  
**GERIATRIC  
MASSAGE  
WORKSHOP**  
SCHEDULE VISIT  
WWW.DAYBREAK-  
MASSAGE.COM

DAY-BREAK  
PROUDLY ENDORSES





# Happy Participants at AMTA National Convention 2009





# Current Trends Support the Growth of Massage Therapy in Eldercare and Hospice

by Ann Catlin, LMT, OTR

We live in a society that loves to keep track of facts and statistics. Many of us in the massage profession don't get too excited about this kind of detail — we like to experience the world through other means, kinesthetically for example. But my own experience and observation as a therapist and an educator prompted me to ask a key question: what are the forces driving the increased opportunities for massage therapists to serve elders and other special populations? Part of the answer to my question can be found in demographic and society changes occurring at the same time that massage therapy is being recognized as a valuable, if not essential, form of service. Call it synchronicity or just old fashioned good timing, but the end result is that we are in a good place at the right time. Here is what I discovered about current trends:

## **There are an increasing number of older adults.**

Recent surveys show there are approximately 37 million people in the U.S. over age 65. By the year 2030, it is estimated there will be 71.5 million.<sup>1</sup>

## **People are living longer.**

The fastest growing segment of our population is 85 years and older. In the last century, our country has experienced enormous change in how long people live. In 1900, the average life expectancy in the U.S. was 47.3. Today it is 78. Advances in medicine and health care along with lifestyle changes have contributed to people living longer.<sup>2</sup>

## **The types of diseases have changed.**

In 1900, the leading cause of death among adults was infectious disease such as pneumonia, tuberculosis and influenza as well as accidents. Today adults are affected by more chronic illnesses, living for years with conditions such as heart disease, diabetes, Parkinson's disease and Alzheimer's disease.<sup>2,3</sup>

## **More people are turning to complementary and alternative therapies.**

Individuals are using complementary and alternative therapies in growing numbers. Studies have shown that common reasons for this trend include: increased desire to participate in one's self care; concerns regarding side effects of medications; concern about healthcare costs; consumer dissatisfaction with conventional medical care. One study showed that adults over 65 were most motivated to use complementary modalities for pain relief, to improve quality of life and to maintain health and fitness. The complementary and

*One study showed that adults over 65 were most motivated to use complementary modalities for pain relief, to improve quality of life and to maintain health and fitness.*

alternative therapies most commonly used by these older adults were chiropractic, herbal medicine and massage therapy. According to a consumer survey by the AMTA, the use of massage therapy among those 65 and older has tripled since 1997.<sup>4,5</sup>

## **There is greater public access to hospice care.**

Hospice is a relative newcomer to the health care system. Hospice today refers to specialized care of dying patients and can be traced back to 1967 when Dame Cicely Saunders founded the first modern hospice near London. She, along with Dr. Elisabeth Kubler-Ross, introduced holistic hospice care to the U.S. and the first hospice in America, the Connecticut Hospice, was opened in 1974. Today, there are over 4000 hospice organizations in the U.S.<sup>6,7</sup>

## **Hospitals are developing palliative care programs.**

To palliate means to make comfortable by alleviating symptoms from an illness. Hospices have traditionally provided palliative care to individuals suffering from terminal illness. Now, more hospitals are turning to palliative care for patients with advanced chronic or life-threatening illness, emphasizing symptom management, communication, and other means to improve quality of life for patients and their families. Larger hospitals, university medical centers and not-for-profit hospitals are where most palliative care programs are found.<sup>7,8</sup>

## **Hospital-based massage programs are growing in number.**

A national survey by the AMTA showed the number of hospitals offering massage increased more than one third over the previous two years. Of those hospitals, 71 percent indicated that massage therapy is offered for patient stress relief and comfort; 67 percent utilized massage therapy for pain management; 52 percent provided massage for cancer patients; 37 percent offered massage for end-of-life care.<sup>9,10</sup>

**The Culture Change Movement is impacting nursing home care.**

This is a grass-roots movement, transforming the culture of aging in America and bringing person-centered care to the nursing home industry. Spearheaded by the Pioneer Network, this movement is about fundamental change in nursing homes creating a less institutionalized and more humane environment that supports the elder's life, dignity, rights and freedom.<sup>11, 12</sup>

So, what does all this have to do with you? If you are a massage therapist who feels drawn to work with elders, the ill or those in end-of-life care, it has a great deal to do with you. As our population ages, greater numbers of older adults will be seeking ways to live well longer or to find relief from the symptoms of the

conditions affecting them. If you have the knowledge, skills and sensitivity to meet their needs, there is potential for your practice to thrive. Many elders will require the assistance of a care facility due to debilitating illness or injury. The doors are opening for massage therapists to work in long term care facilities as evidence shows that skilled touch improves the quality of life of the individuals who reside there. Public awareness and access to hospice and palliative care will continue to expand and massage is an effective, non-pharmacological approach for comfort care. Keep in mind that nursing homes, hospice organizations and hospitals are businesses, too, and they are continually looking for innovative programs to attract customers in their changing and competitive market. Bringing a massage therapist on board does just that.



**Now for just \$100\* per month!**  
**Isn't it time you discover the benefits of Upledger CranioSacral Therapy?**

- Effective new skills to enable you to address a wide variety of health issues
- Enhanced credentials to help you broaden your practice
- Light-touch techniques that are easy on your body
- An international network of professionals to help you grow professionally and personally
- Full range of educational materials to support your classroom experience

\*New! Upledger's CST Core-Pak. Ask about it today!

**Massage Therapists Select  
 CRANIOSACRAL THERAPY  
 #1 Technique to Learn**

<b>CranioSacral Therapy I</b>	
Sarasota	January 7-10, 2010
Palm Beach	May 6-9, 2010
Tampa Bay	June 24-27, 2010
Ft. Lauderdale	July 22-25, 2010

<b>CranioSacral Therapy II</b>	
Orlando	April 8-11, 2010
Tampa Bay	June 24-27, 2010
Ft. Lauderdale	July 22-25, 2010

<b>SomatoEmotional Release I</b>	
Sarasota	January 7-10, 2010

<b>SomatoEmotional Release II</b>	
Tampa Bay	June 24-27, 2010

*Ui* **THE UPLEDGER INSTITUTE, INC.®**  
 1-800-233-5880 • [www.upledger.com](http://www.upledger.com)



Priority code: FLAMTA

*The Upledger Institute, Inc. – Providing Quality Education for 25 Years!*

*...working with individuals in this special population gives you the opportunity to serve others in a way that is profound and it can be the most uplifting and deeply rewarding work you will ever do.*

The good news is that the potential for you to successfully expand your practice will only increase. What's more, working with individuals in this special population gives you the opportunity to serve others in a way that is profound and it can be the most uplifting and deeply rewarding work you will ever do. Now that is really good news!

Note: This article was modified from one that appeared in *Massage Today* January 2008.

**Sources:**

1. Department of Health and Human Services [www.hhs.gov](http://www.hhs.gov)
2. National Center for Health Statistics [www.cdc.gov](http://www.cdc.gov)
3. Centers for Disease Control [www.cdc.gov](http://www.cdc.gov)
4. Hospice and Palliative Nurse Association [www.hpna.org](http://www.hpna.org)
5. Journal of Gerontological Nursing, 2003 May [www.jognonline.com](http://www.jognonline.com)
6. Trends in Hospice and Palliative Care in the United States and Kansas, Radulovic, Jon, Kansas State Nurses Association, 2004
7. National Hospice and Palliative Care Organization [www.nhpco.org](http://www.nhpco.org)
8. SeniorJournal.com
9. Hospitals Embrace Massage, Berland, Theodore, *Massage Therapy Journal* Winter 2004
10. *Massage Magazine News* Jan. 2006 [www.massagemag.com/News/2006/January](http://www.massagemag.com/News/2006/January)
11. National Citizen's Coalition for Nursing Home Reform, [www.nccnhr.org](http://www.nccnhr.org)
12. Pioneer Network, [www.pioneernetwork.net](http://www.pioneernetwork.net)

**Ann Catlin, LMT, OTR** has 30 years experience with elders in facility care, persons with disabilities and the dying as an occupational and massage therapist. She is the owner/ director of the Center for Compassionate Touch LLC, an organization that provides Compassionate Touch® training across the nation. Compassionate Touch® is a complementary approach combining one-on-one focused attention, intentional touch and sensitive massage with specialized communication skills to help enhance quality of life of those in later life stages.

She is the author of numerous articles in professional publications, online courses and is the creator of an instructional DVD: *Sensitive Massage: Reclaiming the Human Touch in Caregiving*. Ann's vision is a world where a healing presence in the form of touch is commonplace and every elder, ill and dying person has access to the benefits of Compassionate Touch®. She may be reached at [www.compassionate-touch.org](http://www.compassionate-touch.org)

## WE MAY WISH TO FORGET THE PAST, BUT THE BODY REMEMBERS.



Contrary to traditional medical models which suggest that memory resides solely in the brain, this is an expanded model depicted by leading edge scientists, researchers and Jonathan Tripodi's own discoveries which presents the compelling case that the properties exist within the body, in every cell, for experiences to be communicated, stored and suppressed as memory.

Discover Jonathan Tripodi's eighteen year journey to uncover the secrets of body memory and how one's unconscious hold on the past is the invisible source of pain, fatigue and repetitive life experiences.

Be inspired to heal beyond the limits of diagnosis, prognosis and past programming.

### Freedom from Body Memory

The Complete 400-Page Book of the Moment



Jonathan A. Tripodi

Paperback, 255 pages, b&w illustrations, ISBN 978-0-615-32851-5  
for more information on body memory or order the book:

[WWW.BODYMEMORY.COM](http://WWW.BODYMEMORY.COM)



# AMTA-Florida Chapter 2010 Annual Meeting, Elections and Continuing Ed Workshop

## February 7, 2010

### Sheraton Suites Tampa Airport Westshore

4400 West Cypress Street

Tampa, Florida 33607

Phone: 1-813-873-8675

[www.sheraton.com/tampairport](http://www.sheraton.com/tampairport)

**Room rate:** \$110 per night plus tax

### Meeting Agenda

- 8:00-12:00 Massage Related Continuing Education Workshop - TBA, please check our website  
AMTA Member \$10.00 (Cash or Check)  
Non AMTA Member \$50 (Cash or Check)
- 12-1:15 AMTA Member lunch
- 1:20-4:20 Annual meeting and elections
- 1-35-1:45 Introduction - Candy Morris, President AMTA FL Chapter
- 1:50 -2:15 Guest Speaker - TBA, please check our website
- 2:20-2:40 Treasurer Report
- 2:45-3:00 Standing Rules
- 3:05-3:45 Nominating Committee Report
- 3:15-4:00 AMTA FL Chapter Elections
- 4:05- 4:20 Introduce New Board.
- 4:25 Adjourn Meeting

### Post Meeting Agenda

- 4:30 – 6:00 Delegate Education



# Delegate Report

## AMTA-Florida Chapter

by Joe Ferguson AMTA 347

I was an Alternate Delegate this year. The FL. Chapter President notified me that a Delegate could not fulfill the responsibility this year and that I was next on the list to serve. I familiarized myself with the Recommendations and Position Statements being proposed.

The House of Delegates (HOD) has an Orientation for the members of the HOD, the day before the actual HOD's convention. They go over the agenda, the voting procedure a "mock recommendation and position statement". This provides an opportunity for new delegates and seasoned delegates to learn and/or refresh themselves about Parliamentary Procedure.

I have been involved with the HOD for many years and this year was one of the most impressive for me. Along with the Florida Delegation enthusiasm there are many other Delegates from other Chapters that displayed a level of enthusiasm that I have not seen in the HOD in a few years. I want to encourage members to participate in the HOD process by submitting Recommendations and Position Statements.

I also want to thank the Members of the Florida Chapter for electing me to represent the Florida Chapter at this year's National Convention.

### 2009 AMTA House of Delegates Meeting

Thursday, September 24, 2009 1:30 PM • Orlando, Florida

**1:30 pm** Maureen P. Hoock, House of Delegates Operations Committee Chair, welcomed delegates, alternates, AMTA members and guests to the 2009 House of Delegates Meeting.

Judy Stahl, AMTA President, also welcomed everyone and pointed out the important business before the House of Delegates (HOD), which includes consideration of position statements and recommendations. She also thanked the delegates for their commitment to AMTA and the unique nature of the HOD.

#### Pledge of Allegiance & Silent Reflection

Shirley A. Cooper led the delegates in the Pledge of Allegiance and requested a moment of silent reflection.

**1:45 pm** **Call to Order** - Moderator, Dan R. Barrow  
**Present:** House of Delegates Operations Committee members: Maureen P. Hoock (MO), Chair, John L. Combe (OR), Shirley A. Cooper (CT), Robert C. Jantsch (PA), Gena K. Keller (SD), Ken Swenson (IA),  
**Moderator of the House:** Dan R. Barrow  
**Parliamentarian:** Ken Swenson  
**Board Supervisor:** William J. Greenberg, AMTA National Vice President  
**Position Statement Workgroup Chair:** Toni D. Roberts  
**Voter Response System Operator:** Mike Hutson

**Staff/Minute Taker:** Silas Dameron, Ron Precht

#### Roll Call

Total delegates present	142
Establish 2/3 total	94
Simple majority quorum (1/2 plus 1)	72
Majority quorum (1/2 plus 1)	37
Total weighted votes present:	50,134
Total majority weighted votes present	25,068
Majority at 2/3	33,422

#### 1:54 pm Agenda Adoption

**HOD 09:01** Virginia Anthony-Barrow (NM) makes motion to adopt agenda, Guinevere Meyer (VA) seconds the motion.

For: 141 Against: 0 **Motion passed**

#### 1:56 pm Rules of Procedure Adoption

**HOD 09:02** Bob Jantsch (PA), makes motion to adopt Rules of Procedure, Paul Foley (KS) seconds the motion.

For 142 Against: 0 **Motion passed**

#### 2:00 pm Report from Maureen Hoock, HODOC Chair

Introduction of HODOC and others guests.

Committee's accomplishments for past year:

1. The HODOC called delegates to welcome them and let them know they could contact them should they have any question throughout the year.
2. Reviewed recommendations submitted, returned to authors with suggestions for improvements and final submission to the HOD.
3. Completed a HOD Toolkit to help delegates, alternates and chapters find the information they need quickly and efficiently.

#### 2:15 pm Position Statement # 1

**HOD 09:03** It is the position of the American Massage Therapy Association that massage can aid in pain relief.

Moved by Ann Blair-Kennedy (SC), seconded by Virginia Anthony-Barrow (NM)

Move the question: Maureen Hoock (MO), seconded by Brenda Schuck (PA)

Vote: For 126  
Opposed 15

On the question: For 136/47,471  
Opposed 6/2,663

**Motion/Position statement approved**

#### 2:40 pm Position Statement #2

**HOD 09:04** It is the position of the American Massage Therapy Association that massage therapy may be effective in reducing lower back pain.

Moved by Debra Gallup (SC), seconded by Charna Rosenholtz (CO)

Move the question: Laura Casperson (DC), seconded by Maureen Hooch (MO)

Vote: For 103  
Opposed 38  
On the question: For 49/15,690  
Opposed 92/33,848

*Motion/Position statement failed*

**2:55 pm Position Statement #3**

**HOD 09:05** It is the position of the American Massage Therapy Association that massage therapy can be effective in reducing anxiety.

Moved by Ann Blair-Kennedy (SC), seconded Debra Gallup (SC)

Move the question: Marcia Martin (AL), seconded by Terri Barton (GA)

Vote: For 125  
Opposed 17  
On the question: For 39/12,425  
Opposed 103/37,709

*Motion/Position statement failed*

**3:30 pm Position Statement #4**

**HOD 09:06** It is the position of the American Massage Therapy Association that massage therapy can improve the quality of life for those in hospice and palliative care.

Moved by Lisa Curran Parenteau (MA), seconded by Brenda Thibault (MA)

Move to Caucus: Viki Ius (CA), seconded by Ken Ring (WI)

Vote: For 104  
Opposed 36

Move the question: Debra Gallup (SC) motion to end debate, seconded by Ann Blair Kennedy (SC)

Vote: For 140  
Opposed 2  
On the question: For 123/44,265  
Opposed 19/5,869

*Motion/Position statement approved*

**3:45 pm Recommendation #1**

**HOD 09:07** Therefore, be it resolved that the House of Delegates Operations Committee recommend to the National Board of Directors to include in their 2010 budget a compensation to hire and train full-time field representatives to travel to and promote AMTA to schools and students for increased membership and lasting relationships, with territories left up to National to

decide along with job descriptions to promote professional excellence.

Moved by Dean Barry (IN), seconded by Ken Ring (WI)

Move the question: Dovile Mark (MD), seconded by Deirdre McDonough (NY)

Vote: For 110  
Opposed 30  
On the question: For 81/27,657  
Opposed 56/20,175

*Motion/Recommendation approved*

**HOD 09:08 Recommendation #2**

**3:45 pm**

Therefore, be it resolved, that the House of Delegates recommend to the National Board of Directors that the AMTA bylaws be changed at Article IX COUNCILS, Section 1. Chapter President Council, A. Purpose, add (4), pertaining to expanding the purpose of the President Council, to include the ability to make a recommendation(s) to the National Board for consideration, which will be a consistent, "one voice", agreed upon message from a valuable resource for the betterment of the Association from the most highest ranking elected officer of the Chapter who works first hand with the membership and the operation of the Chapter.

Moved by Barbara Lis (IN); seconded by Billie Shea (NV)

Move the question: Virginia Anthony-Barrow (NM), seconded by Debra Gallup (SC)

Vote: For 102  
Opposed 38  
On the question: For 20/6,006  
Opposed 119/43,066

*Motion/Recommendation failed*

**4:10 pm HODOC Business**

- a. Appoint Teller's Committee: Ann Steiner (OH), Charna Rosenholtz (CO) and Dan Ludwig (NY)
- b. Candidates: Patricia Aicher, Tamara Felix, Joe Ferguson, Maureen Hooch, Bob Jantsch, Barbara Lis, Joyce McKinley, Guinevere Meyer and Lisa Parenteau

Each nominee spoke for up to two minutes.

**c. Committee Elections**

Vote Results: Patricia Aicher (OH)  
Maureen Hooch (MO)  
Joyce McKinley, (IA)  
Lisa Parenteau (MA)

**HOD 09:09 House of Delegates New Business**

No new business

**4:30 pm**

Dan R. Barrow, Moderator, closes meeting.

# Board of Massage Therapy Report: October 2009

by Gary Petitjean, LMT

The 357th General Business Meeting of the Board of Massage Therapy was held on October 29 - 30, 2009 at the Hyatt Regency in Orlando, Florida. A Rules development workshop was held the day before.

Board members present included Lynda Solien-Wolfe, LMT, Chair; Lorena Haynes, LMT, Vice Chair; Robert Smallwood, LMT; Karen Ford, LMT; Bridget Burke-Wamack, LMT; Consumer Member Irene Andriole; and Consumer Member William Stoehs.

Board staff included Kaye Howerton, Executive Director and Paula Mask, Program Operations Administrator. Allison Dudley, Esquire served as Board Counsel. Sam DeConcilio served as the Departments Prosecuting Attorney.

Aside from the disciplinary proceedings the Board voted to approve changes to Rules 64B7-31.001 and 64B7-32.003. The Board also made two declaratory statements.

## The Rules Workshop

Rules discussed during the Wednesday, Rules workshop included:

- 64B7-25.001 Examination Requirements
- 64B7-28.009 Continuing education
- 64B7-31.001 Colonic Irrigation
- 64B7-32.003 Minimum Requirements for Board of Massage Therapy Approval

## 64B7-32.003 Minimum Requirements for Board of Massage Therapy Approval

The Board voted to approve changing the title of the Rule to Minimum Requirements for Board Approved Massage Schools. This new title more clearly describes the contents of the Rule.

**The Board voted to alter the section of the Rule that describes the breakdown of the 500 hours. The language they voted to approve is shown below:**

Anatomy and Physiology .....	150
Basic Massage Theory, History and Clinical Practicum.....	225
(Minimum 125 hours of practicum)	
Allied Modalities .....	76
Business .....	15
Theory and Practice of Hydrotherapy .....	15
Florida Laws and Rules .....	10

(Statutes 456, 480 and Rule Chapter 64B7)

Professional Ethics .....	4
HIV/AIDS .....	3
Medical Errors.....	2

**Some schools graduates have an unacceptable licensure exam pass rate.** Board members asked Board counsel whether or not the Board has the authority to rescind approval of a school. Board counsel responded that rather than rescinding approval the Board could notify a school that their graduates would no longer be accepted as applicants for licensure.

## 64B7-25.001 Examination Requirements

The Spanish exam will be delayed a little longer. The language for the Rule still needs to be developed. The Board counsel stated that the proposed language will be prepared and brought before the Board at the January, 2010 meeting.

## Changes to 64B7-31.001 Colonic Irrigation

The Board voted to approve the proposed language for Rule 64B7-31.001. The changes are as follows:

- The words colonic irrigation will be replaced with the words colon hydro therapy.
- Language regarding the new exam was also placed within the Rule.

The new exam is the National Board for Colon Hydro Therapy Certification Examination (NBCHT).

## Senate Bill 1986 and the New Statute 456.0635

Senate Bill 1986 lead to the creation of Statute 456.0635. In accordance with 456.0635 the Board advised a history applicant at the meeting that he would not be granted a license. Among other concerns, this Statute disallows licensure for any applicant with a history related to narcotics if the sentence or probation or any pleas occurred during a fifteen year period from the date of their licensure application. Aside from problems with narcotics the Statute also addresses Medicaid and Medicare fraud. The Board expressed that they do not yet know how 456.0635 will effect current licensees as the Department is developing that policy now. The list of felonies described in the Statute is so long and varied that they cannot be listed here. Licensees and massage

school students with a criminal history should carefully review the statute.

### A Request for Declaratory Statement

A declaratory statement is a means for resolving a controversy or answering questions or doubts concerning the applicability of a law or rule. A chiropractor requested a declaratory statement in regard to two concerns:

- Can a massage therapist delegate their work to an unlicensed person if the massage therapist then supervises the work that person performs?
- Does the massage therapist's scope of practice include utilizing a mechanical, intersegmental, traction table?

An intersegmental, traction table has rollers just beneath its surface. The patient lies in a supine position and the rollers lift portions of their back from the table surface. This elongates the spine and stretches muscles and ligaments. Both of these questions can be answered by looking at the definition of massage therapy in 480.033.

### 480.033 Definitions

(3) "Massage" means the manipulation of the soft tissues of the human body with the hand, foot, arm, or elbow, whether or not such manipulation is aided by hydrotherapy, including colonic irrigation, or thermal therapy; any electrical or mechanical device; or the application to the human body of a chemical or herbal preparation.

**Attention Therapists:  
Interested in Lymphedema Management Certification?**

Now **you** can get  
**Certified even Faster!**

Introducing the **NEW**  
**Accelerated Hybrid  
Online Program!**

We offer both Certifications Courses and Seminars.

**Academy of  
Lymphatic  
Studies**

The Source for Research Based  
Lymphedema Management

**Website [www.acols.com](http://www.acols.com) Phone 1.800.863.5935**

The Academy of Lymphatic Studies announces a new program:  
**Our Accelerated Hybrid Online Program** allows students to obtain their certification in only **7 working days!**

**Advantages for Students Include:**

**Cost Savings** Less time in the classroom means less time away from work & family.

**Quality** Optimal mix of online and classroom hours to allow students to get the maximum educational benefit.

**Flexibility** Students utilize our Home Study or Online Portal, whichever they choose.

**More Locations** Now offering more classes in more locations than any other lymphedema program, allowing the student to choose which location best serves their needs.

**All courses and seminars are approved for CEU's**

Course registration includes educational DVDs, CD-ROMs, textbooks, and other course materials.

In regard to the first question the Board declared that a **massage therapist cannot delegate their work to and supervise an unlicensed person.** That person would be performing massage therapy and would need to be licensed. In regard to the scope of practice question the Board declared that **utilizing a mechanical, intersegmental, traction table does fall within the massage therapy scope of practice.** The Board noted however that the massage therapist must have proper training before utilizing the table. The exact language of the declaratory statements was not available at the time of the meeting. Board staff said they would provide the exact language as soon as it is available, look for it in my next report.

### Miscellaneous

In other news Kaye Howerton, executive director reported that there are currently about **30,000 licensees.** Information regarding unlicensed activity reveals that **66% of unlicensed health care activity in the state of Florida involves massage therapy.**

**Gary Petitjean** has been a Florida LMT since 1988, a teacher since 1995 and has experience with massage school program development and management. Gary teaches HIV, Law, Ethics and Medical Errors with the Florida AMTA. Email: GaryPetitjean@hotmail.com.

*Disclaimer: This information is not the official transcript or minutes of the Board of Massage Therapy. The official minutes can be found on the Board's website at [www.doh.state.fl.us/mqa](http://www.doh.state.fl.us/mqa).*



## 2-Day Unit I Workshop (16 CEU's)

March 6 & 7, 2010 • 8am - 5pm

Cost: \$359

Central Florida School of Massage Therapy  
450 Lakemont Ave. Ste A • Winter Park, FL

Register online or give us a call.

Want to learn how to fix pain fast? Want to impress your friends with your newfound ability to fix their pain in minutes? Understanding connective tissue is the key to understanding pain in the 21st Century. This is your class to learn how to fix achy knees, painful backs and sore shoulders... fast! Are your clients ready to get better quickly? Are you?



Once you learn The Rossiter System techniques for pain relief, you'll be in great demand!



Office: 800-264-8100

513-541-3559

Cell: 513-478-2767

<http://therossitersystem.com>

[rhr@rossiter.com](mailto:rhr@rossiter.com)

Rossiter & Associates, Inc. 1501 Teakwood Avenue Cincinnati, OH 45224

# AMTA MEMBERSHIP APPLICATION

**Thanks for choosing AMTA.** We're delighted to have you join us! Simply return this completed form to AMTA via mail or fax to 847.864.5196 and you can begin to reach professional excellence.

## Member Contact Information

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Work Phone \_\_\_\_\_  
Home Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_

## Membership Confirmation

If you provide a current e-mail address above, we'll confirm your membership via e-mail.

## Professional Membership

- \$235 + \_\_\_\_\_ chapter fee = \$ \_\_\_\_\_  
*Please check and submit documentation for one of the following:*
- Photocopy of diploma or proof of graduation from a minimum 500 in-class hour entry-level massage therapy training program.
  - Photocopy of National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) certificate or confirmation of passing score.
  - Photocopy of current AMTA-accepted city, state or provincial license.

## Student Membership

You must be enrolled in a 500 in-class minimum entry-level massage therapy program.

- \$79 + \_\_\_\_\_ chapter fee = \$ \_\_\_\_\_
- Yes, I'm currently enrolled in a 500 in-class hour minimum entry-level massage therapy training program.

School Name \_\_\_\_\_  
School Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Total Program Hours \_\_\_\_\_  
Anticipated Graduation Date \_\_\_\_\_

## Code of Ethics Agreement

I am familiar with the requirements of membership in the American Massage Therapy Association and agree to abide by the Bylaws and Code of Ethics upon acceptance of my membership. I understand that violation of the Bylaws or Code of Ethics can be grounds for termination of my membership. I attest that I have never had a permit or license related to massage therapy revoked, suspended or voluntarily surrendered. I am not currently under any disciplinary action on a complaint resolved or unresolved in this state or any other location.

\_\_\_\_\_ Date  
I have read and agree to the above (signature)

## Opt-Out Options

### Mailing Lists

- The AMTA membership list is occasionally made available to selected organizations and mailers of quality products. If you wish to receive such mailings, please check box at left.

### E-mail Addresses

- If you do not wish to receive e-mails from AMTA, please check box at left.

### Fax Numbers

- If you do not wish to receive faxes from AMTA, please check box at left.

## Payment Options

- Check enclosed, payable to AMTA  
Charge my  MasterCard®  Visa®  Discover®

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Zip Code \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

AMTA is not responsible for fees resulting from bounced checks, stop-payments, overdrawn accounts or exceeded credit limits. Dues are nonrefundable.

## Mail or Fax Your Completed Application to:



## AMTA Member Services

500 Davis Street, Suite 900  
Evanston, IL 60201-4695  
Fax: 847.864.5196

*Thanks for joining our family of massage therapists!*

# Proposed AMTA-Florida Chapter Standing Rules

*The proposed standing rules shown below are presented here for member review. The proposed standing rules will be voted by the members attending the annual meeting. The proposed standing rules have been updated to bring them current with chapter operations.*

## **Section I. Purpose**

**Paragraph 1.1** The purpose of these Standing Rules is to define some relationships and activities necessary for the AMTA-Florida Chapter to accomplish its charge for the benefit of the membership.

## **Section II. Chapter Name**

**Paragraph 2.1** The name of the Chapter is American Massage Therapy Association – Florida Chapter. In these Standing Rules the abbreviated names used are “AMTA-FL Chapter” or “the Chapter” or “Chapter” or “AMTA-FL.”

## **Section III. Priority of Documents**

**Paragraph 3.1** These Standing Rules are subject to the AMTA National Bylaws and other AMTA National governing regulations. Any conflict between these Standing Rules and the AMTA National Bylaws or other AMTA National governing regulations shall be resolved in favor of the AMTA National Bylaws or AMTA National governing regulations.

## **Section IV. Chapter Elections and Member Voting**

**Paragraph 4.1** The Chapter elections shall be held at the Chapter Annual Meeting.

**Paragraph 4.2** The Chapter Annual Meeting shall be held each year within 60 days of the Chapter fiscal year which year begins March 1st of each year.

**Paragraph 4.3** The Chapter elections shall be decided by a majority unless otherwise stated in these Standing Rules.

**Paragraph 4.4** The day-to-day Chapter business is operated by a Board of Directors which is composed of elected Officers and an Immediate Past President. The elected officers shall hold office for 2 year terms which terms shall be limited and staggered based on the current schedule established by the AMTA National Bylaws.

**Paragraph 4.5** The qualifications to hold an appointed office and stand for election as a Chapter Officer are:

- Holding a current and valid massage therapist license issued by the State of Florida, and being an AMTA Professional Member in good standing for at least one year in the AMTA-Florida Chapter, and signing an acknowledgment indicating a willingness to serve in the elected or appointed position.
- A candidate for the office of Chapter President or 1st Vice President shall have previously served in a Chapter elected position for at least one Chapter fiscal year or served in an appointed Board position for at least one complete Chapter fiscal year within the preceding three Chapter fiscal years or have been appointed to an AMTA-FL Chapter Committee by the Board for at least one complete Chapter fiscal year within the preceding three

Chapter fiscal years.

- Attendance at an AMTA Nationally sponsored Chapter Officer Training Program may be substituted for one year of Chapter service as a Board appointee.
- All appointed officers shall assume the position within 10 days after their appointment.

**Paragraph 4.6** Chapter Delegates and Alternates are elected at the Chapter Annual Meeting.

- The number of Delegates and Alternates elected at any Chapter Annual Meeting shall be controlled by AMTA National Bylaws.
- Delegate candidate names are placed on the ballot in the order received first by the Nominating Chair, then by floor nominations.
- Delegates must attend the National Convention, House of Delegates for the Term elected.

**Paragraph 4.7** The Annual Budget shall be approved by majority vote of the membership at the Annual Meeting.

**Paragraph 4.8** Amendments to the Standing Rules and the Chapter fee shall be approved by majority vote of the membership at the Annual meeting.

## **Section V. Board of Directors**

**Paragraph 5.1** The Chapter Board of Directors (BOD) is the governing body of the AMTA-FL Chapter.

**Paragraph 5.2** The Chapter BOD shall consist of the following members: President, 1st Vice President, 2nd Vice President, 3rd Vice President, Secretary, Treasurer, and Immediate Past President.

**Paragraph 5.3** Each AMTA-FL Director shall have a voice and a vote at all AMTA-FL Chapter Board meetings. Directors may only abstain from voting at an AMTA-FL Chapter Board meeting provided their abstention meets the criteria for abstention stated in the current edition of Robert's Rules of Order.

**Paragraph 5.4** The AMTA-FL BOD shall meet in face-to-face meetings at least 4 times per year. The BOD may also meet by telephone conference as necessary to conduct Chapter business.

**Paragraph 5.5** The AMTA-FL BOD telephone meetings shall be open to the membership and the date and time of the meeting announced on the Chapter web site. The President and Board shall determine the date and time for all meetings. There is no limit as to the number of telephone meetings that may be held in any fiscal year.

**Paragraph 5.6** The AMTA-FL Board shall meet annually to develop a strategic plan and a proposed Chapter budget for the next fiscal year.

## **Section VI. Units**

### **Paragraph 6.1**

The Chapter may have Units and the Chapter BOD shall determine the organizational structure of the Units.

- a. The Chapter BOD shall appoint a Board Member as liaison to the Units and to report at all BOD meetings on the status of Unit activity. The appointed person shall be called "Unit Liaison."
- b. An AMTA- FL Chapter Unit is formed and maintained by AMTA-FL professional members residing within boundaries defined by the Chapter BOD.
- c. The name of each Unit shall include the AMTA-FL Chapter name and the geographic location of the Unit.
- d. Operating instructions for Units will be prepared and maintained by the BOD member appointed as liaison to the Unit. The Chapter BOD shall approve the Unit Operating Instructions.
- e. A new Unit Chairperson is appointed and confirmed by the Chapter BOD. The position is for one (1) year or until a successor is appointed and confirmed.
  1. The new Unit Chairperson must hold a meeting, with a minimum of four (4) or more Professional members in attendance within six (6) months of their appointment and confirmation.
  2. The first meeting the Unit Chairperson will request volunteers for Unit Vice Chairperson, Unit Secretary and Unit Treasurer. This will be known as the Unit Board. If more than one person is interested in a position, the Unit Chairperson will conduct an election. All AMTA-FL-Chapter Professional Members present may vote. If only one (1) member is interested the Unit Chairperson may appoint that person to office.
  3. Appointed Unit position terms are for one (1) year or until a successor is elected. Elected positions will be for a period of two (2) years, or until a successor is elected.
  4. The Unit Chairperson will notify the Chapter BOD, within ten (10) days of the election results of the first meeting including the name, address, phone and, email address of each person whether appointed or elected.
  5. In the event no volunteers are appointed or elected the Chairperson may conduct the business of the Unit without a Unit Board. The Unit Chairperson would then be responsible for planning meetings and workshops/seminars, minutes, attendance sheets and finances and sending meeting reports to the Chapter BOD within ten (10) days of the event (meeting, workshop/seminar).
6. Unit Standing Rules.
  - a) Units will not have Standing Rules.
  - b) All Unit concerns and requests depending on the organizational structure will be made through the Unit liaison and/or the Chapter BOD.

### **Paragraph 6.2** Unit Meetings

- a. Each Unit will conduct a minimum of two (2) business meetings a year and workshops/seminars for the benefit of the membership.
- b. All Unit meetings are open to all AMTA Florida Chapter members.
- c. All educational functions must be approved by the Chapter Education Chairperson.
- d. Unit meeting reports are sent to the Unit Liaison, Chapter Secretary and President, including the minutes and the attendance sheet for any meeting. Financial reports and income for any meeting are sent to the Chapter Treasurer and Unit Liaison.
- e. All Unit reports are sent within ten (10) days of the Unit event(s).
- f. Non-Members (persons who are not AMTA-Florida Chapter members) are welcome and required to pay Non-Member fees.
- g. Non-Members (persons who are not AMTA-Florida Chapter members) may attend only four consecutive Unit activities.

### **Paragraph 6.3** Unit Officers and Elections

Any AMTA-FL Chapter Professional Member, who resides within the Unit boundary, may be a Unit Officer

- a. Units will conduct official elections after one (1) year of being established. Thereafter, elections are conducted every two (2) years.
- b. Unit Call for Nominations must be made a minimum of thirty (30) days prior to Unit elections and may be done through the Chapter Newsletter, (AMTA-Florida Journal), Chapter web site or a separate Unit mailing.
- c. Unit officers are: Unit Chairperson, Unit Vice-Chairperson, Unit Secretary, Unit Treasurer, the Secretary and Treasurer may be one position.
- d. Unit elections must be held within ten (10) days before the Chapter Annual meeting. The Unit Chairperson or the Unit Secretary must notify the Chapter BOD of the election results.

### **Paragraph 6.4** Unit Committees

The Unit Chairperson and/or the Unit Board may choose to have Unit Committees. All Unit Committees have a direct organizational relationship with the Chapter Liaison responsible for Units.

### **Paragraph 6.5** Unit Newsletter and Mailings

- a. The Unit must have all mailings, email blasts or web site notices approved by the Chapter Unit Liaison.

### **Paragraph 6.6** Unit Finance

- a. All Unit income is reported to and remitted to the Chapter Treasurer, within ten (10) days of receipt.
- b. All Unit bills are paid by the Chapter Treasurer, within thirty (30) days of receipt.

- Paragraph 6.7** Unit Termination  
A Unit will be terminated by the Chapter Board of Directors when any one of the following four conditions exist:
- When a Unit does not have the required meetings, two (2) per year.
  - When a Unit does not comply with Chapter Standing Rules or AMTA Bylaws.
  - When a Unit Chairperson or Unit Board notifies the Chapter BOD that the Unit is no longer functional.
  - When the Chapter BOD votes to confirm the dissolution of that Unit.

**Paragraph 6.8** Non AMTA Professional members and AMTA student members may not hold office in an AMTA-FL Chapter Unit but may participate in Unit events.

## **Section VII. Chapter Committees**

**Paragraph 7.1** Committee Chairs are appointed by the President and approved by the Board.

**Paragraph 7.2** Persons chosen for a Committee Chair appointment must acknowledge their willingness to voluntarily serve the Chapter as the Chair designee by signing an acknowledgment expressing their intent to accept and faithfully discharge the duties of the appointed position.

**Paragraph 7.3** The following are considered Standing Committee Chairs and are appointed each year by the President and approved by the Board: Awards, Education, Membership, Legislation, Public Relations, Newsletter (not the Journal Editor), Unit Liaison, Historian and Standing Rules.

**Paragraph 7.4** Committees are funded by the Chapter and their income and expenses will appear as a Budgeted item on the Chapter Budget.

**Paragraph 7.5** Committee Chairs are responsible as part of their charge to obtain Committee members to help carry out their mission.

## **Section VIII. Finance**

**Paragraph 8.1** The elected Chapter Treasurer is the Chief Financial officer of the Chapter.

**Paragraph 8.2** The Treasurer shall be responsible for preparing the Annual Budget and for providing monthly Financial Reports to the Board.

**Paragraph 8.3** The Treasurer shall only invest Chapter funds in Florida insurance protected accounts that will provide interest income to the Chapter.

**Paragraph 8.4** The Treasurer and the President shall be the principal signatories on all Chapter bank accounts including checking, money market, and CD accounts.

**Paragraph 8.5** The Treasurer will work closely with the AMTA National Accounting Office to provide information, prepare reports, and maximize the benefit of the financial relationship.

**Paragraph 8.6** The Treasurer, and if necessary the President, shall approve all Chapter expenses whether they are paid by AMTA-FL or by the AMTA National Financial Office for the benefit of the Chapter.

**Paragraph 8.7** The Treasurer shall determine annually whether the Chapter Fee portion of the Annual AMTA Membership dues is sufficient to fund the financial needs of the Chapter and shall recommend to the Chapter BOD an increase or decrease of the amount collected. The Chapter BOD shall determine if any increase or decrease in Chapter fees is needed and shall direct the Treasurer to take the appropriate steps to have the change noticed and placed on the Annual Meeting Agenda for member vote in even numbered years.

**Paragraph 8.8** A simple majority vote of the membership is required to change the Chapter fee. The current Chapter fee is \$20.00 per year. Ten (\$10) dollars of the Chapter fee is set aside for legislative activity.

**Paragraph 8.9** The AMTA-FL BOD may decide to purchase bonding on the persons handling Chapter funds in addition to the bonding provided by AMTA National.

## **Section IX. Standing Rule Amendment and Vote**

**Paragraph 9.1** The Standing Rules are amended and approved by the AMTA-FL Chapter BOD at a face-to-face BOD meeting. A favorable 2/3 majority vote of the Board is required to approve any amendment that is to be voted by the membership.

**Paragraph 9.2** Any Amendment to the AMTA-FL Standing Rules is to be promulgated to the membership in writing at least 30 days prior to the date of the Annual Meeting at which the membership will vote to ratify them.

**Paragraph 9.3** A majority vote of the Membership present at an annual meeting is required to approve any amendment of the Standing Rules.

**Paragraph 9.4** The ratified Standing Rules will be sent to AMTA National for inclusion in the Records of the Association.

## **Section X. Chapter Records**

**Paragraph 10.1** Originals or copies of Chapter records will be stored in a location designated by the Chapter BOD.

**Paragraph 10.2** The Chapter Secretary shall be the Custodian of the Chapter Records.

# Advertisers INDEX

<b>Freedom From Pain Institute</b>	4
<b>Reconnecting Neuromuscular Responses</b>	7
<b>Academy of Ancient Reflexology</b>	13
<b>Cortiva Institute Humanities Center School of Massage</b>	13
<b>Day-Break Geriatric Massage Institute</b>	15
<b>The Upledger Institute, Inc.</b>	19
<b>Body Memory</b>	20
<b>Academy of Lymphatic Studies</b>	25
<b>Rossiter System of Workouts for Fast Pain Relief</b>	26
<b>Compassionate Touch</b>	31

## Want to Place a Classified Ad?

25 words for \$10.00. Additional words @ .25 each.  
Please contact Karen Roth at [clublanai@msn.com](mailto:clublanai@msn.com)

## Classifieds

### Sacro Wedgy® Therapists Third Hand

Relaxing 20 minutes on the SACRO WEDGY® helps to isolate, cradle & elevate only the sacrum to mimic how the hand is used in some therapy techniques. With the sacrum stable and in a neutral position it's easier to access the piriformis, psoas & sartorius muscles using gravity to do most of the work. When combined with neck support a "natural traction" is created to help improve posture. This system works well in rehab or as self care – very important for a busy therapist! The Sacro Wedgy® retails for \$29.95. Call 1-800-737-9295 for professional volume discounts or visit [www.sacrowedgy.com](http://www.sacrowedgy.com)

### Newborn Massage

Become Certified to teach Newborn Massage to parents & earn up to 27 ceu's. Visit us at [www.etoouchmassage.com](http://www.etoouchmassage.com) for class details & schedules.

### Interested in bringing additional income to your massage practice?

Go on-line to read more: [mawestphal.thebiomatcompany.com](http://mawestphal.thebiomatcompany.com) Then contact me to talk about the benefits and business possibilities of the BioMat and other products. **Laurel J. Freeman, 352.538.3400**



*Expand your skills  
and your practice.  
Serve this  
growing  
population!*

**Compassionate Touch**  
Compassionate Touch® is a hands-on complementary approach for those in eldercare and hospice. It combines one-on-one focused attention, intentional touch and sensitive massage with specialized communication skills to enhance the quality of life for those in later life stages.

*Learn from a national leader!*  
**Level 1 Workshop  
and Level 2 Certified Practitioner Training**

Visit our website for all course details. NCSTMBI and FL Approved CE Provider  
**See our website today for 2010 FLORIDA dates and locations!**

[www.compassionate-touch.org](http://www.compassionate-touch.org)  
or call **417-844-8514**

Unique Setting! Our training is always held in eldercare facilities.  
**Register early- space is limited.**

*"This workshop is above and beyond the best of its kind!" Paula Dean, LMT, Dallas TX*

*"I know that a Compassionate Touch® Practitioner has the qualifications I look for. I can feel confident in the service she/he brings to my residents. "" M. Brown, Nursing Home Administrator*



**AMTA Florida**  
778 Northlake Blvd.  
Tarpon Springs, FL 34689

PRSRT STD  
U.S. POSTAGE PAID  
EVERGREEN  
32505

# REMEMBER

## to halt unlicensed activity.

You need to report it!!!  
You may remain anonymous.

**Call 1-877-Halt-ULA**  
**(1-877-425-8852)**

