



Virginia In Touch

A M T A V i r g i n i a C h a p t e r

Volume XX, Issue 2

www.amtava.org

April 2007

General Assembly Receives Gift of Massage

By Jeff Schlatter

On the morning of Wednesday, February 7, AMTA volunteers gathered in Richmond to show support for the Virginia Chapter by offering chair massage at the General Assembly Building.

This volunteer event provided the Legislators and their staff complimentary chair massage for a few hours to help break up some of the stress built up during the many long hours spent in the General Assembly. Accompanying photos attest to the services our members provided to those who were fortunate enough to obtain seated massages from our volunteers. Many thanks to all who

participated! Nothing but praise for our members was heard.

So much so that we have been asked to pursue the possibility of the Association's offering seated massage weekly on an appointment basis for compensation. Of course there are logistics to be considered, but we'll be exploring the feasibility of providing this service to the General Assembly members, their staff, and the lobbyists at the 2008 session.

The massage recipients started lining up from the moment we arrived at around 9:00 AM, until finally we had to close the doors at about 11:45 AM. They were excited to wait their turn for a few minutes of stress-reducing chair massage. Many of the recipients commented that they look forward to this event every year. It is both welcomed and appreciated. It gives them an opportunity to "get away from it all," even if just for a few minutes.



Counterclockwise from above: Aisha Oxendine (Richmond); Jeff Schlatter, (Piedmont); Aisha Oxendine, Dianne Rand (Richmond), and Lucia Kaestner (Piedmont); Lindsay D'Orlando (Richmond); and Wil Johnson, (Richmond).



We had a fantastic turnout of willing candidates to receive a few minutes of

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"...we'll be exploring the feasibility of providing this service to the General Assembly members, their staff, and the lobbyists at the 2008 session."

Catch the Excitement!

AMTA Virginia Chapter's HEALING CONNECTIONS Fall Conference
Virginia Beach, October 20-21, 2007

Reserve your place now—register online at www.amtava.org or by mail.

See pages 8-10 for full details!

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Current AMTA-VA Membership is 1,539

Editorial Policy

Virginia In Touch (VIT) is the quarterly newsletter of the Virginia Chapter of the American Massage Therapy Association, Inc. AMTA is a non-profit organization founded to promote professional excellence in massage therapy and to provide a support system for therapists.

Virginia In Touch Editor reserves the right to edit and/or refuse any submitted articles or advertisements, and assumes no responsibility for errors, omissions, corrections or modifications which occur in publication. Please be sure the spelling of names and places specific to your submission are correct before it reaches editing. The beliefs, ideas and opinions contained in this publication do not necessarily reflect those of the Editor, Board, VA Chapter or AMTA.

VIT does not guarantee, warrant or endorse any product, service or referral advertised within, nor does it express any opinion in regard to the legality of the use of any product advertised within in connection with the practice of massage therapy.

Any article printed in *VIT* may be used by other AMTA Chapter publications, with credit cited for sources.

Guidelines for submitting articles and ads.

Articles

All submissions MUST be received by copy deadline:

Copy Deadline	Issue Date
December 15	January 20
March 15	April 20
June 15	July 20
September 15	October 20

If received after the deadline, the article will not be in that particular issue, but if appropriate will go in the next edition. There will be **NO EXCEPTIONS!** This is in order to make the deadline and get the newsletter to you in a timely fashion. To ensure quality printing, please submit originals of graphics and photographs.

Submit articles via e-mail to: cynthiaparsons@juno.com. A printout of the submission may also be sent to:

Cynthia Parsons
214 Belmont Dr., S.W.
Leesburg, VA 20175

Subscriptions: Non-Virginia Chapter members, \$15 per year and \$25 for two years. Circulation—2,000+.

Advertising Rates

Classified: 25 words or less	(additional words, \$0.25 each)	\$20.00
Business Card	3-1/2" wide x 2" high	\$30.00
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Send ads as electronic files (PDF, TIFF, JPEG, or EPS). TIFF or EPS files need to have Stuffit (Macintosh) or Win/Zip (PC) applied BEFORE sending as an e-mail attachment. Ads should be created at a resolution of 300 ppi (TIFF or JPEG) or 1200 ppi (PDFs). Ads may also be submitted on a CD. A proof of the ad must accompany the CD. When making PDFs, be sure to "include fonts." EPS files should have "create outlines" applied to all text. Ads sent in any other format will be subject to a \$35 fee for conversion.

Classified ads for AMTA members only. There is a 20% discount on advertising rates for AMTA members. Include membership number with payment. Non-AMTA members running the same **prepaid** ad in 4 consecutive issues, receive a 15% discount. Ads received **AFTER** the copy deadline dates, are **ineligible for discounts**. All artwork not conforming to the specified sizes will be charged at the next higher rate.

Payment must be submitted along with the artwork to Cynthia Parsons.

Make checks payable to AMTA Virginia Chapter.

President's Message

by Lucia Kaestner

Hopefully, the snow, sleet and ice are behind us! Being a true optimist, I feel that spring is right around the corner.

Spring is my favorite time of year. Spring is like a rebirth. Everything is new. The plants are coming out of their winter hibernation and sprouting through the soil; people are smiling more and shedding the winter blues. Sunshine makes everyone look to warmer days ahead and being able to get out into the warm sunrays.

Our chapter has a fun-filled year ahead of us. We put one great experience behind us with Legislative Day in February. There were seven therapists who braved the snow from the night before to go to the General Assembly in Richmond and do chair massage. My sincere thanks to **Wil Johnson** (Richmond Unit President), **Aisha Oxendine** (Richmond Vice President), **Polly Vaughan** (Richmond Secretary), Delegate **Jeff Schlatter**, therapists **Dee Walsh**, **Lindsay D'Orlando** and **Dianne Rand**. Oh yeah, I was there too. There were 67 chair massages given in 2.5 hours, and we had to close the doors and turn people away! We even had requests for us to come back more than one time per year and get compensated for our great work. What a great way to promote massage.

Our next interesting and exciting event is the wonderful Leadership Training weekend at SevenOaks Pathworks retreat center. This year it is being held June 22, 23 and 24. We have a wonderful guest speaker, Cary Bayer, joining us. Cary gave the keynote speech at last year's National Convention in Atlanta.

July is CVOP, held in Evanston, Illinois. No better way to start your training as an AMTA officer than to be at National headquarters. You get to put a "face" to all the people you have heard about, spoken to on the phone or read about in AMTA correspondence. The best thing, I think, is meeting the officers from other states and making life-long friends.



September brings the National Convention being held Sept 27-30 in Cincinnati.

If that's not enough to keep you charged, Healing Connections '07 will be held October 20 and 21 in beautiful, serene Virginia Beach. This year we are privileged to have two well-known speakers, David Kent and Harold Packman. Please look for more information on our Web site and mailings that will be going out shortly.

Our chapter is growing and needs all

of us to pull together to make us strong. One of the greatest challenges we face as a chapter is to increase membership involvement. We almost have a full Board. There is an opening for a First Vice President. Information can be found on the Web site.

Our membership is our strength. We must use that strength to expand the Chapter and to improve it. I understand you are busy, and if you cannot offer to volunteer for a position or committee, than at least come to the meetings and Unit educational events, and then spread the word about what you have learned.

Please get involved and help to make this a memorable year. Together we can impact our culture and climate, creating a new respect for the personal, professional, educated therapies we offer. Looks like we are off to a great start in 2007.

Yours in Health,

Lucia Kaestner

How to Join AMTA

—Belonging is GOOD BUSINESS—

Check out the National
AMTA Web site:
www.amtamassage.org

After you have surfed
through all the great
stuff on our Web site,
there is an application
for membership that
can be submitted right
from the internet!

Call toll-free:
(877) 905-2700
(local: (847) 864-0123)

or

Fax: (846-864-1178)

or

Write to AMTA at:
500 Davis Street, #900
Evanston, IL 60201

QUENCH YOUR THIRST *2006 Atlanta Convention*

Delegates Report Back from the 2006 House of Delegates

By Jeff Schlatter

At the recommendation of **Debra Caudle**, last year's delegate, I accepted the responsibility of being a delegate to the 2006 House of Delegates (HOD) at the National Convention in Atlanta. My first reaction was similar to my first experience with CVOP earlier this year. PANIC!

There were a few questions I had to ask myself when selected to become a delegate. I wondered what makes someone qualified to serve as a representative of the members of the Virginia Chapter of the AMTA? What does the Delegate need to know to serve its members? How do I get the feedback from members to succeed in the role? Little did I know, these questions would soon be answered.

Having attended the National Convention in Richmond a couple of years ago, I had an idea of how exciting the convention could be. But serving as a delegate was clearly going to require more than just picking the continuing education classes that were of interest to me. I had no idea what a delegate had to give to prepare. Lucky for me, I was going as a delegate with members **Linda Rhett**, **Tom Kelly** and **Cynthia Parsons** who had served in the role previously, and they would be my resource on how to serve.

The House of Delegates Operations Committee (HODOC) provides helpful information packets regarding Delegate Job Description, Parliamentary Procedures, HODOC Rules of Procedure 2006, HOD Bylaws, HOD policy and Recommendation Timeline, plus four recommendations and one position statement which we would be debating and voting on during the Convention. There were two recommendations from Florida, and one each from New Hamp-

shire and South Carolina. North Carolina had submitted a position statement. We also got the Schedule of Events, HOD Orientation, proposed agenda, Mock recommendation and position statement, HOD Meeting, proposed agenda, and Candidate resume, (for delegates wishing to run for the HODOC).

Having received all this valuable information, I felt much more prepared for what to expect during the HOD. So I thought.

The next step was getting feedback from the Virginia AMTA members on what they thought about the recommendations and the position statement. **Tom Kelly** drafted a Member Survey given out during the Annual Chapter Meeting in Charlottesville. The survey gave us an opportunity to present the recommendation to the members and find out whether they supported them, didn't support them or had no opinion. Each Delegate was given the survey result so they were better prepared to fairly represent the Virginia Chapter. Then the fun starts.

The Convention really starts to get exciting when members from all over the country come together. I met, networked and exchanged state pins with

members from as far away as Alaska and Hawaii. Networking with members from other states is a chance to get to know each other. We shared our experiences about massage and life.

It was awesome. Delegates from every state gather together and debate and vote on the recommendations and the position statement. The debate is handled according to formal parliamentary procedures. Two microphones are set on either side of the room, one "for" and the other "against," allowing members to give their views on the recommendations and position statement. It went really well and after many debates every delegate votes.

The position statement proposed by North Carolina was the first ever to be accepted by the AMTA. It passed 122 votes for, 6 against. One Florida recommendation was withdrawn. Another was approved, as were the recommendations proposed by New Hampshire and South Carolina.

The overall experience was very educational. I'm glad that I had the opportunity to represent the Virginia Chapter as a Delegate and look forward to serving you again at the 2007 convention.

The Connections Continued...

By Karen Rockwell

In September I had the exciting opportunity to attend our Virginia chapter's first ever two-day conference entitled Healing Connections. And the connections continued with my first attendance to our National AMTA Conference in Atlanta. I also had the privilege to attend as a delegate for Virginia. I had heard many great stories from colleagues about their experiences at national conventions

from previous years and so I was excited to finally attend myself.

And now I have my great stories to share! First of all, attending as a delegate is well supported by our state chapter's board. The cost of the conference is covered in full and there is a generous allowance for travel and lodging for two of the days that involved delegate responsibilities. But more importantly was the opportunity to participate in the

continued on page 11

Understanding Medical Conditions to Be Treated with Massage and Cryotherapy

by Harold Packman, LMT, RMT

If you, as massage therapist, have occasionally felt a certain inadequacy in your treatment skills, these are the classes you need to attend to completely alleviate that feeling.

Imagine it's the first time someone's approached you with a doctor's approval to treat a family member who's suffered a stroke or has been suffering from Parkinson's disease. They finally got a doctor to agree that massage would probably be beneficial and you've never treated one such case before. What do you do? Don't panic! You are a schooled, licensed practitioner of massage, with the potential of learning additional skills, and now you have the opportunity to do so.

In the ice therapy class you will discover the true "holistic physicians" and how they applied cold and ice. This will lead you to present day applications and procedures. You will learn the modalities used, what ice is used for, why you do it, how to do it, frequency of treatment, and what to expect. Cryotherapy, the use of cold and ice, in the right hands, can improve the health of the entire world. Use it for migraine pain, sciatica, and fibromyalgia.

In the stroke class you will learn the types of stroke, how they happen, that they look like, the deformities, the prognosis. You will also learn what you should do: assisted ambulation techniques, canes, splints, braces, wheelchair approach to table,

leverage, positions, and the use of ice for massage treatment. You will gain complete familiarization of this pathology.

In the Parkinson's class you will learn the types of Parkinsonism, the impairment, the tremors, the rigidity, the prognosis. You will also participate in a special proprioception test that will give you the "feel" of what the Parkinsonian patient experiences when attempting ambulation. You will learn ambulation techniques, table approach, positioning, exercises and massage, frequency, and a "home guide" for the family.

In our profession there is an unfortunate bypassing of the actual "therapy" because of the tremendous popularity and influx of hot rocks, aroma, and other non-hands-on items. That's not to denigrate these techniques. They do feel good, and contribute to the "therapy," which can only be done with hands on.

Do not blame yourself for not being familiar with stroke, Parkinson's, cryotherapy, geriatric conditions, varicosity, edema—it never came your way to need it. I will be presenting all of the above in detail! You will come away with knowledge you can apply the next day in your practice, legally, safely, and consistently for a successful outcome, as well as the well being of your Patient/Client. There will be a "hands on" workshop in each class.

These classes will cover ailments and pathologies you've heard about and even learned the cause of—but how do you treat them?



Shenandoah Valley School of Therapeutic Massage

Neva Clayton, Director

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Continuing Education Classes -- 2007:

- April 21 - 22:** Healing Touch, presented by Deny Brown, RN, CHTP/I (www.denyengery.com).
May 4 - 6: Addictions and the Sacred, presented by Dr. Fernand Poutln, DC
May 18 - 20: Lymphatic Massage, presented by Lynn Phillips, CMT., CLT (www.equilibriumtherapy.com)
June 1 - 3: Anatomy Trains, presented by Carrie Gaynor, RN, RYT (www.AnatomyTrains.net)
August 4-5: Cancer Massage, presented by Lynn Phillips, CMT., CLT (www.equilibriumtherapy.com).
September 8-9: Hot Stone Massage, presented by Shoshanna Dibetta, CMT... ..

Please visit our web page or call for details and directions to our school..

Headaches: How to Quickly Identify Trigger Points

by David Kent

Commonly, when trigger points refer into the head, the patient describes the phenomena as a “headache.” It is difficult to memorize the individual pain patterns for each muscle, and doing so can give any therapist a headache. My class reviews the common myofascial trigger point (TrP) patterns that exist to ensure they are not overlooked, thereby increasing your effectiveness when treating patients with headaches. Trigger point patterns have been extensively studied and the referral patterns are well documented. (See references below)

To help you work efficiently, educate your patients and impress them with your unlimited knowledge, I will provide additional diagrams, listing all the muscles needed to check. I will also be including a few illustrations to simplify the process of identifying trigger points associated with headaches.

For example: the sternocleidomastoid¹, has referral patterns for the sternal division of this muscle.

This pattern is readily misdiagnosed as a vascular headache or a typical facial neuralgia.

The sternocleidomastoid² has a referral pattern for the clavicular division of this muscle. Patients with trigger points in this muscle commonly experience frontal headaches and earache. Referred autonomic phenomena are more likely to

involve the forehead and ear, including dizziness. This dizziness is usually described as a movement or sensation within the head and less often of vertigo, the sensation of objects spinning around the patient, or of the patient spinning.

The splenius cervicis muscle’s referral pattern produces projected pain upward to the occiput, diffusely through the cranium, and intensely to the back of the orbit often described as an “ache inside the skull.” Sometimes, splenius cervicis pain is referred downward to the shoulder girdle and to the angle of the neck. Referred phenomena could include headache and/or neck pain with unilateral blurring of vision.

How to integrate this information into your practice

A patient enters with primary complaints of severe headaches in the temporal and vertex regions, specifically mentioning pain behind the left eye. Secondary complaints include moderate cervical pain with a slight restriction of cervical range of motion.

Before starting the initial treatment, show your patient the trigger points you must check and treat based on their subjective complaints.

Using the information I will provide, you could show it them so they understand where and why you will be treating certain muscles that are nowhere close to their headache. Let the patient know that you are signing a specific treatment plan tailored to their specific symptoms. And you can give them a copy of the illustration page and circle the trigger point patterns associated with their pain.

Integrating these simple tools and techniques can increase the financial bottom line of your practice when pain free patients who are impressed with your knowledge and commitment to excellence refer you more clients.

David Kent, LMT is an international lecturer specializing in Human Anatomy Dissection, Medically Oriented Deep Tissue/Neuromuscular Therapy (NMT), Postural Analysis and Practice Building seminars. David is an innovator and has developed the Postural Analysis Grid Chart™, Trigger Point Charts, Personalized Essential Office Forms™, Videos and DVDs. To learn more about David visit www.DavidKent.com or call toll free (888) 574-5600.

References:

¹ Travel J: Identification of myofascial trigger point syndromes: a case of atypical facial neuralgia. *Arch Phys Med Rehabil* 62:100-106, 1981.

² Weeks VD, Travell J: Postural vertigo due to trigger areas in the sternocleidomastoid muscle. *J Pediatr* 47:315-327, 1955.



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Seated Chair Massage Therapy at Walter Reed Hospital: Why Not Volunteer?

by Teri Rose Hart, CMT

In December 2005, Easel Hair Salon in Washington, D.C., and Tranquility Day Spa and Salon in Manassas, Virginia, began offering complimentary haircuts, manicures, and seated chair massages to wounded military personnel and their families at Mologne House, a residential facility on the campus of the Walter Reed Army Medical Center in northwest D.C.

The soldiers recuperating at Walter Reed had suffered serious injuries such as amputations, severe head trauma, shrapnel wounds, and post-traumatic stress disorder. Many soldiers with missing limbs, or with their scalps sutured from head injuries, or with their legs and arms encased in metal "halos," come to our chairs. Others had less obvious wounds, evident only by their pained movements or silent grimaces. Their recovery periods tend to be long and challenging, and many family members come to stay with them at Walter Reed while they are recuperating.

I was very happy to have the opportunity to offer seated chair massages to this special group of people. I invite interested massage therapists to participate in this effort to bring com-



Mini spa day: Therapist Jeremy Myers lends a healing hand at Walter Reed's Mologne House.

passionate touch to these soldiers and their families.

Cause (www.cause-usa.org), the non-profit organization organizing these events, has been ministering to the needs of wounded veterans at Walter Reed since April 2003. Instructors from the Potomac Massage Therapy Institute (www.pmti.org) have been offering soldiers weekly seated chair massage therapy at the Fisher House, another residential facility at Walter Reed, since June 2005 through a grant from the Balm Foundation in New York City. Cause, PMTI, and Teri Rose Hart, a massage therapist at Tranquility Day Spa, have joined forces to expand the voluntary seated chair massage therapy into a once-a-month event.

Certified massage therapists interested in joining this volunteer effort may contact Teri Rose Hart at trosehart@hotmail.com.

PMTI is offering orientation training to the volunteer therapists to educate them on working with this group of injured soldiers.

Useful Contact Information

Virginia AMTA

www.amtava.org

Virginia Board of Nursing

6606 W. Broad St.
Richmond, VA 23230-1717
(804) 662-9909
www.dhp.state.va.us

D.C. Massage Therapy Licensing Board

(202) 442-4764

NCBTMB

National Certification Board for
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*Catch the
Excitement!*



HEALING CONNECTIONS

The AMTA Virginia Chapter's 2007 Fall Conference Virginia Beach, October 20-21

You're invited to a full weekend featuring two top-quality educators in our field: David Kent and Harold Packman. Choose one of these practical and informative two-day classes:*

HEADACHES- TYPES, TRIGGERS AND TREATMENTS - David Kent, LMT, NCTMB

Each year in the United States alone, more than 71 million people live with headaches which generate 80 million doctor visits and in excess of \$500 million in spending on over-the-counter remedies. The neck is complex and contains nerves, a number of vital visceral structures including the trachea, esophagus and carotid arteries, and a musculoskeletal system that provides support and movement of the head. It is vital to understand this anatomy and master specific treatment techniques to interrupt neck pain.

Join David for a fun, energetic and information-packed seminar. David teaches this seminar with passion after suffering from debilitating headaches for over 20 years and is today pain-free. He will demonstrate various techniques for the treatment of headaches, neck, face and scalp pain. The techniques you will learn can be used Monday morning in your practice. Visual, auditory and kinesthetic learners appreciate how David keeps learners engaged with his "easy-to-learn and user-friendly style," which has become his trademark. This seminar will address:

Headaches	Ear pain, ringing
Whiplash	Temporomandibular pain
Torticollis	Scalp pain
Trigger Points	Orthopedic Assessment
Forward head posture	Cervical sprains & strains
Face pain	Treatment techniques & protocol
Restricted range of motion	Client/therapist communication skills

Bring table, oil, and linens.

* each course provides 12 CEUs



David Kent, LMT, NCTMB, is a writer, educator and international lecturer specializing in dissection, postural analysis and practice building seminars. David is a product innovator and has developed *Trigger Point Charts*, *Personalized Essential Office Forms* and *Home Study* courses. He has served on the *International Advisory Board for the Journal of Bodywork*

and *Movement Therapies* and currently serves on several school advisory boards. Kent Health Systems hosts a nationwide Educational Advisory Council for teachers and program directors. His cutting-edge images and software add excitement to his dynamic teaching style. To learn more, visit www.KentHealth.com.

MEDICAL MASSAGE FOR PARKINSONS AND STROKE: GERIATRIC MASSAGE AND ICE THERAPY - Harold Packman, LMT, RMT, NCTMB

Medical massage is the application of a specific type of massage stroke for a specific pathology or particular dysfunction. The application of medical massage techniques has been proven to be extremely beneficial when administered with knowledge to a patient suffering from a chronic illness for the following pathologies:

■ **Parkinson's Disease.** In this hands-on workshop you will learn the subtle differences between tremors and rigidity and what to expect from your first meeting with the patient. You will gain an understanding of the blank stares, guttural voice, mental subtleties and physical challenges, and instruction and guidance in applying beneficial massage techniques to improve the patients' quality of life.

■ **Stroke.** Considered to be one of the most devastating conditions one can experience, much recovery can be experienced with proper attention and treatment. In this hands-on workshop you will acquire the ability to identify type and severity of stroke and gain knowledge of appropriate treatments. It will familiarize you with muscle contractures, distortion, edema

and prognosis. You will learn to evaluate severity, gait pattern, splints, massage table approach, leverage, dismounting, wheel chair positioning and safety. Learn to work with stroke patients with more confidence!

Geriatric Massage - Gain knowledge about massage for the mature client under normal aging conditions- special needs and how to adjust treatments for the older population. Dispel common myths about working with this age group and receive instruction on adjusting for postural distortions, skin conditions and circulation needs.

Ice Therapy - Discover the secrets of the true holistic physicians- how they applied cold and ice to best advantage. You will learn the modalities used, what ice is used for and why, frequency of treatment and results to expect. Cryotherapy- the therapeutic use of cold and ice, can improve health and mitigate pain from migraines, sciatic, fibromyalgia and many other conditions.
Bring table, oil, and linens.



Harold Packman, LMT, RMT, NCTMB, a 1964 graduate of the Swedish Institute of Massage, has been practicing massage therapy for 43 years, with a concentration in treating specific medical conditions. He has been a member of the New York State Society of Medical Massage Therapists since 1964, and has served as president for three terms. An enthusiastic educator, he has had the pleasure of teaching throughout the United States and Canada. Harold is passionate about sharing his knowledge and successful findings with massage therapists through his manual, CDs and classes. His recently published book, Ice Massage: The Ultimate Cryo-therapeutic Alternative, conveys his findings on the use of ice to treat many conditions.



HEALING CONNECTIONS

Fall Conference

Outstanding education in a tranquil setting...

CONFERENCE SCHEDULE

Friday

4:00pm Check-in for overnight guests
6:00-10:00pm Full elegant buffet dinner at the Swan Terrace dining room for those staying overnight on Friday, 6-10 pm.

Saturday

8:00am Full buffet breakfast for overnight guests at the Swan Terrace.
8:30am Continental breakfast for day attendees
9:00am Classes begin
12:00- 2:30pm Annual Chapter meeting & buffet lunch
2:30-5:30pm Classes resume
7:00-12:00pm Dinner dance with live band Savannah tickets (included for overnight guests; day attendees may purchase tickets)

Sunday

8:00am	Full buffet breakfast for overnight guests
8:30am	Continental breakfast for day attendees
9:00am	Classes begin
12:00-1:30pm	Lunch
1:30-4:30pm	Classes resume

Both classes are two days. Participants may attend as overnight guests for one or two nights, or as day attendees. Overnight guests at Founders Inn pay for room and board as a package. Rooms are booked by the Chapter. Three meals a day are included in the price of a room package. For Friday night guests the first meal is Friday dinner as described above.

ANNUAL AMTA VA CHAPTER MEETING

Open to all

Our annual meeting will be conducted during lunch. We are pleased to have David Kent, LMT, NCTMB, as our keynote speaker. He will be speaking on "Setting Personal Standards: Achieving Goals and Targets." On the agenda are Chapter officer elections, discussion of current projects, chapter goals, other business and fun!

All are welcome to attend the Chapter meeting; you don't need to take a class to attend. Please do reserve a place (if you are NOT registering for the Conference) so we can get a lunch count by notifying our Chapter Administrator, Judy Harris, at (703) 966-3639 or judyamta@verizon.net.

Founders Inn and Spa, 5641 Indian River Road, Virginia Beach, VA. Phone (757) 424-5511. Directions will be sent with registration confirmation.



HEALING CONNECTIONS

Register online at www.amtava.org to pay by credit card

MAIL-IN REGISTRATION FORM

Name _____ AMTA member? yes no
 Street _____ AMTA member #: _____
 City _____ State _____ Zip _____
 Day phone _____ eve phone _____ Email address _____
 Emergency contact: Name _____ Phone _____ Relationship _____

Register now to reserve your place—classes are limited. **Save \$50** by registering early—by August 15. Final Deadline: October 5. Students receive AMTA member price. Each class provides 12 CEUs, NCBTMB approved.

CLASSES (choose one)	AMTA member early	AMTA member by deadline	non-member early	non-member by deadline
Saturday 9:00-5:30 and Sunday 9:00-4:30				
Headaches: Types, Triggers, and Treatments	\$300	\$350	\$350	\$400
Medical Massage for Parkinsons and Stroke: Geriatric Massage and Ice Therapy	\$300	\$350	\$350	\$400

For day guests not staying overnight at the Founders Inn, continental breakfast and buffet lunch both days are included in the price of the class. Please join us for the fun and spectacular dinner dance with live band by purchasing a ticket now - \$30.

Packages for overnight guests staying at the luxurious Founders Inn include three meals a day—starting at Friday night's elegant buffet dinner at the Swan Terrace, 6:00-10:00pm, and ending with lunch on day of departure. Deluxe guestrooms, use of fitness center, pool, jacuzzi, high-speed internet access, tennis, racquetball are included in the package price. Book yourself a treatment at the fabulous Flowering Almond Spa onsite (not included in package). Visit [www.FOUNDERSINN.com](http://wwwFOUNDERSINN.com) to view the beautiful hotel and grounds.

Double room package: \$100 nightly per person
Single room package: \$170 nightly

Class _____	Price \$ _____
Sat. dinner dance: Quantity _____ x \$30 = \$ _____	
Single room \$170/night: Friday	\$ _____
	Sat. \$ _____
Double room \$100/night/person: Friday	\$ _____
	Sat. \$ _____
Requested roommate name: _____	
Need a roommate? <input type="checkbox"/> yes	
Spouse (not attending conference) (includes 3 meals/day) \$75/night	\$ _____
Name: _____	
TOTAL \$ _____	
I am bringing a table <input type="checkbox"/> yes <input type="checkbox"/> no	
Please circle your Saturday dinner choice: salmon strip steak tortellini (vegetarian)	

Regarding hotel accommodations: The Chapter will book your room for you upon receiving your registration. Please let the Chapter know immediately if you need to cancel your booking. See cancellation policy below.

Pre- and post-conference rooms: Offered at special price of \$139 (single) and \$159 (double occupancy), based on availability. No food included. Please book these directly with Founders Inn.

Cancellation policy: After October 5, class cancellations will be given credit for future chapter-sponsored classes. Cancellations for room packages will be refunded 50% for emergency circumstances. Cancellations must be received in writing by Chapter Administrator Judy Harris at judyamta@verizon.net or 2402 Nordok Place, Alexandria, VA 22306.

Please mail this form with check made out to **AMTA Virginia Chapter** to: Terry Kahn, 6191 Ran Lynn Dr., Roanoke, VA 24018.

Questions? Contact Judy Harris at (703) 966-3639 or judyamta@verizon.net.

THE COACH'S CORNER

You Are in High Demand

by Cary Bayer

Wouldn't you love a business where everyone wanted what you offered? Even giants like Microsoft aren't in demand by everyone; not everyone owns a computer. But there is a business desired by virtually every adult alive—it's called massage therapy.

That's because everybody has a body. And most bodies are in pain. Very few of the 80 massage therapists I've coached recognized this when I started with them. (They'd been so focused on making ends meet they missed the big picture—that everyone they meet can become a client.) It's the absence of this insight that causes MTs' financial struggles. Other jobs are taken to pay bills, and if time and energy remain, some sessions are done part-time. This is a great loss for you and all who never make it to your table.

Realizing that virtually everyone wants your service makes you enthusiastic and bold. (Enthusiasm and boldness create new clients.) Thinking this way, you won't have to rely on gift certificates and discount packages to land new clients. These are marvelous marketing stratagems, but none is as easy as getting clients at, say parties.

Tell someone at a party that you're a massage therapist, and she'll likely express interest. At this point, many MTs laugh and reach for the spinach dip. Others reach for a business card. The wise therapist reaches for her appointment book and asks when she'd like to come in for some relief. Landing a new client can be that simple.

That's why it's important to get into conversations about what you do, the second question strangers ask. Don't just give your card and ask her to follow up. Sadly, many people don't recognize they deserve the pleasure of ongoing massage.

Try playing a new business game, targeting one new client from your yoga class, or party. Some consider this audacious, even presumptuous. But what have you got to lose? I don't encourage dropping business cards everywhere, but I do

encourage adopting four easy strategies:

1. Recognize that every adult is interested in relief from physical pains and/or desires deep relaxation.
2. Tell people what you do when asked; if they're interested, wait for them to say they'd love a massage.
3. Then, take out your appointment book and schedule a session.
4. Stay open to the reality that this can happen anywhere at any time.

“Since everyone wants what I do, I can get new clients every week.”

Goal Setting

On Sunday night, write your goals for the coming week for the number of sessions given; the number of new clients; the number of discount packages sold. The following Sunday night, review the results. If you reached the goals, stretch the next week. If you didn't, see how you could alter how you spoke and acted. You might also track categories, like the number of strangers you asked if they'd be interested in having sessions, the number of business cards given out, etc. The power of your intention to grow your business and the power of your attention to recording your results stimulate your success.

The remarkable thing about getting clients in this radical new way is that it's mostly a matter of staying focused and having courage. You can see the wisdom in these ideas, but it's easy to revert back to being like the Cowardly Lion in *The Wizard of Oz* and let fear stop you. Here's an affirmation to thwart that:

“Since everyone wants what I do, I can get new clients every week.” As this thought grows in your consciousness, it becomes the way you think, speak, act, and expand your business.

Cary Bayer was the keynote address speaker at the 2006 American Massage Therapy Association convention in Atlanta. He's a Life Coach and CE provider licensed by both the National Certification Board for Therapeutic Massage and Bodywork, as well as Florida Dept. of Health's Board of Massage Therapy. A faculty member of Massage Business University, he's authored more than two dozen publications on personal growth, including *The Prosperity Aerobics*, *Breakthrough Coaching for Massage Therapists*, *Massage Therapists and Money*, and *Reach out and Touch Someone: Tips for Marketing Massage*. He's privately coached some 80 massage therapists throughout the U.S. He conducts private practices by telephone by the ocean in south Florida (954-788-3380) and in the mountains of New York State (845-679-5526). He is also a teacher of Transcendental Meditation. You can find him on the Internet at www.carybayer.com and can reach him by email at succes-saerobics@aol.com

Atlanta

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governmental procedures of our organization that shape our association.

The excitement in the air once I arrived was so contagious. Everywhere you go there are colleagues from all over the country, easily identifiable by the nametags provided with our registration. The environment was charged with the energy of our common link we have together as healers. And for me, I know that was a highlight of being in Atlanta.

Of course there were also the several great learning experiences I enrolled in. These included classes with great names in the field, such as James Waslaski, LMT and Jerry Hesch, P.T., both of which gave me the chance to bring home new skills to my clients. It was an exciting opportunity and I enthusiastically recommend that you put next year's convention in Cincinnati on your calendar.

Legislative/Government Relations UPDATE

By Becky Bowers-Lanier

At the time of this writing, the 2007 General Assembly session is ALMOST over.

Put on hold during the General Assembly session was the ongoing concern around scope of practice issues among CMTs and estheticians. We expect to participate in a series of meetings to determine how these issues can be resolved.

With the pesky little problem of transportation unsolved, the Governor will present his amended bills, including the budget, and any bills that he vetoes, to the re-convened General Assembly on April 4. We political junkies are most interested in the battleground that transportation has turned out to be. The Republican majority wants to use approximately \$150 million each year to service debt on \$2 billion in bonds for road construction. Republicans have proposed a few modest fund-raising initiatives, including increased fines on speeding and reckless drivers. However, transportation is nowhere near funded as it should be, by this plan.

How does all of this affect massage therapists? If you live in areas of the Commonwealth where traffic jams and congestion are part of everyday living, you know that transportation prob-

lems must be fixed. If you have children in public schools, you want funding to pay for teacher salaries. If you are worried about crime, you want to be sure that public safety is adequately funded. And if you depend on your clients to fund their sessions with you, you want to make sure that their health care is otherwise provided for by adequate state support to health care. So transportation solutions affect everyone.

If you have any questions about legislative issues of concern to Virginia's massage therapists, don't hesitate to contact Virginia AMTA's lobbyist, **Becky Bowers-Lanier**, at becky@macbur.com.



Reflexology

May 19, 2007

Richmond, Virginia

8 contact hours for \$125.00 by NCBTMB
Approved Provider

Joseph L. Schibner, IV, founder of the American Institute of Massage will teach you the history and practical application of Reflexology focusing on the hands and feet.

Joseph brings more than 15 years experience in Reflexology and other massage modalities to this dynamic presentation.

Please call (804) 290-0980 or email us at AmlnstMass@aol.com and check out our website, www.aimva.com

The Best Way to Predict the Future is to Help Create It

Learn new skills or expand current ones. Being a volunteer creates opportunities for unlimited personal growth.

Open Chapter Volunteer Positions

Available immediately by appointment:

Chapter 1st Vice President
Web site Workgroup members

Contact: Judy Harris for more information at
(703) 966-3639 or judyamta@verizon.net

Volunteer for the Virginia Board of Directors

Name: _____

Position: _____

E-Mail: _____

Phone: _____

Member ID: _____

Are you a professional member in good standing?

yes no

Provide a brief statement about why you would like to run for this position: _____

To run for a position on the Virginia Chapter's or Unit's Board of Directors, you must be in good standing as a professional member of AMTA.

Mail form to Judy Harris, 2402 Nordok Place, Alexandria, VA 2230, or e-mail: judyamta@verizon.net

Choose to be an AMTA Student Member

When you belong to the AMTA family, you are choosing the only massage therapy organization that is self-governed, membership driven and not for profit. It will be the best thing you do for you and your profession.

Take the first step by calling the National Office (877) 905-2700 or visit the Web at www.amtamassage.org

The benefits of a student membership include discounts on merchandise purchases, online info and classes. As a student, right away you can participate in an AMTA chapter where you can begin building relationships that will impact your career.

You'll also be able to attend national and regional conventions, and learn about professional practice in the Professional Development Center.

Your membership includes a subscription to *mtj* (*Massage Therapy Journal*), which gives you continuing education courses and articles to further build your knowledge and develop your skills.

While a member in good standing with AMTA and actively enrolled as a massage therapy student, AMTA's professional and general liability insurance covers you for your school-sponsored or sanctioned activities, up to \$2 million per incident and up to \$6 million in aggregate coverage annually. If you're ever named in a claim, you'll have peace of mind knowing that your insurance has got you covered.

AMTA's Toll-Free Number

Dial AMTA at **877-905-2700** anytime free of charge. Call Monday through Friday from 8:00AM to 5:30PM Central to reach a live person. Enter an extension or listen to a short voice option menu listing departments and services members request most often.

Now that calling AMTA is easier and more cost-effective for you, we hope it encourages you to stay in touch more often!

2007 Board Meetings and Teleconferences

All teleconferences are Tuesdays at 8PM

May 8 — teleconference

June 22-24, Friday-Sunday — Seven Oaks Leadership Training & Weekend Retreat

October 19-21 or 26-28, Friday-Sunday — Virginia Massage Conference: Healing Connections

December 4 — teleconference

NOVA Unit

by Guinevere Meyer, Unit President

Unit Officers

President	Gwen Meyer (703) 461-8142 novapresident@cox.net
Vice President	Annie Dierker (703) 819-7813 anniedierker@aol.com
Treasurer	Linda McDonald (703) 861-7578 LMacDAppt@aol.com
Secretary	Cynthia Parsons (703) 777-8540 cynthiaparsons@juno.com

The Western world tends to recognize two overall approaches to medicine: Biomedical/Conventional/Traditional and all others (Complementary and/or Alternative Medicine/Modalities or CAM). Increasingly, the medical world recognizes the value of massage as an additional (adjunct) therapy to conventional therapies. As evidence of this, local colleges are including Massage Therapy in their curriculum. The Medical Education Campus of Northern Virginia Community College hired me this past January to teach the Massage Therapy Career Studies Certificate Program. This is a three-semester program that includes courses in Swedish, deep tissue and clinical massage, pathology, cardiopulmonary resuscitation and other prerequisites such as human biology and health science.

This is another example of how our profession is gaining more credibility and professionalism in the marketplace. It is a popular course of study, and my goal is to turn this program into a recognized and accredited Associates Degree program.

As always, we continue to schedule events for you, our members. Please contact one of the Unit officers for further information and check our Web site www.amtava.org for current events. We look forward to seeing each and every one of you at our next event: Mindful Reflexology with Njideka Olatunde on Sunday, June 3, at the National Massage Therapy Institute in Falls Church. And please plan to attend our AMTA



Virginia Annual Conference, Healing Connections, to be held October 19–21 at The Founders Inn in Virginia Beach. As always, there will be continuing education courses offered. Again, please check our Web site for further information: www.amtava.org.

I'd like to welcome all new Virginia AMTA members. Please feel free to contact me or any of the Unit officers to learn the benefits of getting involved. Our profession continues to expand and reach new heights, and it is not only exciting but also educational to be involved.

Cheers and best regards for a Happy Spring!

Farewell and Thanks: Vickie Hux

The Board extends a very sincere thank you to NoVA treasurer Vickie Hux. She is stepping down from that position which she has held for three years. She has carried out her functions diligently, accurately and professionally. We wish her good health and good fortune in all her future endeavors.



Nancy Helland's Introduction to Energy Clearing

By Annie Dierker

As vice president of the NOVA unit, I want to send a big thank you to Nancy Helland for her introduction to energy clearing. Nancy's vibrant personality and enthusiastic attitude created a wonderful atmosphere for her introduction to energy clearing workshop. For most audience members, Nancy's workshop was the first time they had ever heard of energy combined with bodywork. Of the approximately 30 attendees, many were beginning massage therapy students.

Nancy, on the other hand, has been focusing on energy work for six years and has been practicing massage for 17. She has studied under energy clearing founders Eric Dowsett and Jean Haner, making her passionate about the technique. She told the audience members that in knowing how to clear energy, she finds it easier to work with some of her more challenging clients. For Nancy, energy clearing proves to be the best method for her to be less affected by "disturbed energy." According to her, knowledge of this technique has not only improved her work life, but her personal life as well.



Nancy Helland introduces students to energy clearing work at her recent workshop in Falls Church.



Annie Dierker (foreground) and other attendees experiment with a pendulum.

In order to demonstrate the concept of energy, Nancy passed out pendulums and had audience members dangle them over their palms. Students were amazed as they watched their pendulums either circle or sway back and forth above their palms. As for the students whose pendulums were slow to make a movement, Nancy encouraged them to take deep breaths and clear their minds. Eventually, everyone had a moving pendulum. Students became even more impressed as they were instructed to turn over their hands and they watched as their pendulum moved in the opposite direction as it had been before.

After the pendulum activity, Nancy introduced the concept that our energy is extended beyond our physical body. The idea is that our energy extends in layers, the layers representing concepts such as our spirituality and our emotions. Every individual has different lengths of energy. To further demonstrate her point, Nancy called on a volunteer. Using a small dowsing rod, she walked away to the other end of the room from her gentleman volunteer. She asked the participants if they could locate where her volunteer's spiritual layer began. Slowly, Nancy walked towards him with her dowsing rod pointed straight. When she was approximately 6 feet away, we watched as the rod moved, representing the beginning of her volunteer's spiritual energy layer. After demon-

strating with a second volunteer, Nancy passed around the dowsing rod, allowing students to practice finding each other's energy layers.

Nancy Helland's presentation was both fun and interesting. Her honest and open discussion on energy gave even the most skeptical a lot to think about. Nancy will soon be able to teach the energy clearing technique, and we look forward to learning when her next workshop will be. Thanks again, Nancy, for your time and for introducing us to energy clearing. For more information, you can go to www.clearhomeclear-heart.com

Recommended books: *The Field* by Lynn Taggart. *The Moment that Matters* by Eric Dowsett.

Reflexology: A Healing Art

by Njideka Olatunde, Certified Reflexology Instructor, Naturopathic Healthcare Practitioner

Reflexology is the art of working specific areas on the hands and feet to relieve body stress and pain. This method of healing through touch has re-emerged across the country as a practical alternative to stress reduction, pain relief and overall wellness.

Focus on Healing is offering reflexology certification classes for health care practitioners and bodyworkers at Piedmont Massage School, to learn how to integrate health care modalities and conventional medicine with reflexology. The training classes will introduce reflexology in a fun and relaxed learning environment.

The classes are hands-on and will introduce students to reflexology history, theory, application, therapy integration, marketing and business development. The reflexology certification training is about earning CEU credits while learning, feeling and experiencing reflexology, one of the fastest growing complementary/alternative therapies for wellness programs.

See: www.focusonhealing.com

2007 Calendar

June 3, Sunday, 2:00PM – 5:00PM

Topic: Mindful Reflexology

Speaker: Njideka Olatunde

September 16, Sunday,

2:00PM – 5:00PM

Topic: Yes, you can reprogram your DNA!

Speaker: John Grauerholz, MD

Location: All seminars, unless stated otherwise, will be held at The National Massage Therapy Institute, 803 W. Broad St., Falls Church, VA 22046.

Directions: From Rt. 495, take Rt. 7/ Leesburg Pike, exit towards Falls Church. Go 2.4 miles and turn right into parking lot. From Rt. 66, take Rt. 7 exit (east). Go 1.5 miles to the school.

Legislative Day

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relief from some awesome volunteers. Richmond Unit had a strong contingent at the event. **Wil Johnson**, the new Richmond Unit President, joined forces with **Aisha Oxendine**, **Dianne Rand**, and **Lindsey D'Orlando**. State Chapter President **Lucia Kaestner**, **Dee Walsh** and I represented the Piedmont Unit. Thanks also to our Legislative Consultant, **Becky Bowers-Lanier**. She helped by making the necessary arrangements to secure a room for us to set up our chairs, light refreshments and brochures.

I look forward to doing this event again next year and hope to see some new faces and meet folks from all units in the Chapter. I know the General Assembly is looking forward to our return next year also. They truly appreciated every minute of time we volunteered.

Shining Star Unit

by Terry Kahn, Unit President

Unit Officers

President	Terry Kahn	(540) 725-1721 terrykahn@yahoo.com
Vice President	Beverly Adams	(434) 455-2786 bgadams_1@juno.com
Treasurer	Brenda Clark	(540) 449-8558
Secretary	Bea Wilcher	(540) 344-3538 heatwave20022002@yahoo.com



We've had a great winter/spring so far in Southwest Virginia. In January, life coach Laura Francis stepped in as a substitute speaker to give a presentation on creating your ideal life. Eric Goodbar followed in February with a demonstration of Aikido and gave tips on how ki (chi) can be effectively applied in all aspects of your life. March brought John

and Sharon Franklin showing us Zero Balancing. Thanks to all our wonderful presenters.



John Franklin demonstrates Zero Balancing with Brenda Clark.

2007 Calendar

- April 9** – Sarah Hameline - Guided Imagery and Music
- May 14** – Lucia Kaestner - Massaging Cancer Patients
- June 11** – Freeda Cathcart - Life Skills Begin at Birth
- July 9** – Program to be announced

April 9 will be Music Evoked Imagery from Sarah Hameline, as described in the previous *Virginia in Touch*.

On May 14 our own Chapter President, Lucia Kaestner, will be relating how massage can benefit people with cancer. She has had several years of training in this specialty, including classes with Tracy Walton and at Sloan Kettering. She draws from her own experience working on the oncology floor of a local hospital.

June 11 Freeda Cathcart will be exploring with us childbirth and parenting choices, and sharing skills that can enhance your family's well being throughout their lifetime. She is a Certified International Childbirth Educator who has been teaching for over 15 years. She currently teaches at the Yoga Center in Roanoke.

Meetings are held at the Daniels Institute of Massage, 1130 Second Street SW, Roanoke, near the corner of Second Street and Walnut. Social time starts at 7pm, with the meeting called to order at 7:30PM.



Tidewater Unit

by Pam Reid-Nielsen, Unit President

Unit Officers

President	Pam Reid-Nielsen (757) 787-2654 nielsenpm@verizon.net
Vice President	Rob Lotrecchiano (757) 839-7001 aremclmt@msn.com
Secretary	Tammy Goodroe (757) 343-9581 tdklmt@yahoo.com
Treasurer	Vera Zarth (757) 422-9030 advancedmassage@aol.com

Hi everyone. I'm excited to be starting my term as Tidewater Unit President. I'm still playing "catch-up," meeting the

other Board members, going through the boxes that Stephanie Heron, immediate past Unit President, gave to me, and finding out just how this Unit operates.

We have a great team, and I'm looking forward to our first meeting, to talk with Unit members and get your ideas. We want your input; this Unit can be whatever we make of it!

We are in the process of planning events for 2007.



Unit Meeting

Date: Thursday, May 3, at 6:30PM
Place: Tidewater Tech
 2697 Dean Dr.
 Virginia Beach, VA 23452
 (757) 340-2121

Reserve the date and come and meet us and give us your ideas on how we can make this a Unit you want to belong to.

Mark your calendars NOW for the Healing Connections conference to be held in Virginia Beach, October 19-21. It should be a wonderful experience!

Welcome to the Peninsula members, who have recently been merged with the Tidewater Unit. We hope to see you at the meeting on May 3rd!

Piedmont Unit

by Franciska Pocanic, Unit President

Unit Officers

President	Franciska Pocanic (434) 981-1115 fran_pocanic@ntelos.net
Vice President	Lucia Kaestner (434) 960-2698 Caymans96@aol.com
Secretary	Deborah Caudle (434) 293-8039 DRC@Ntelos.net
Treasurer	Dee Walsh (434) 242-4887 deewalsh@comcast.net
Meetings Committee Chair	Betty Mooney (434) 466-9075 krockwellcmt@yahoo.com
Events Coordinator	Jeff Schlatter (434) 882-2336 knead2revitalize@hotmail.com
Sports Massage Training Chair	vacant
Immediate Past President	Darlene Leon (434) 589-8052 Darlene12001@aol.com

It is a great privilege for me to serve as a new AMTA president for the Piedmont Unit. I want to thank our board members for their support and help in adjusting to this new role. I will continue to learn and benefit from their great and varied experience as volunteers, active AMTA members and therapists. I have

been a massage therapist for nine years and graduated from Virginia School of Massage in Charlottesville.

Currently, I am teaching at the VSM and working at UVA Medical Center as the Heart Center Massage Therapist.

Come and join us at the Piedmont Unit meetings, April 19 and October 18, meet your board members and fellow massage therapists and listen to interesting speakers. There is also time to socialize and exchange ideas and experiences. Volunteering is a wonderful way to participate in community events, meet people, and help promote benefits of massage therapy.

The *Virginia in Touch* newsletter and our AMTA Virginia Web site are very informative and up to date on all events in our region related to our association. Your board members are always available to answer questions and listen to any new ideas or suggestion.

I look forward to seeing you at our April 19 Unit meeting.

Calendar of Events

Tuesday, April 19, 2007

Topic: Soft Tissue Issues

Presenter: Dr Anthony Valente

Tuesday, October 18

Presenter: Eric Magnum, PT

Meetings start at 6:30PM with a social, followed by the speaker, leaving enough time for a question-and-answer period.

All the meetings are at **Aesthetic Associates** (directly behind Chili's restaurant) 176 Zan Road, Charlottesville. Phone: (434) 974-7181.



LUCIA A. KAESTNER, CMT
MANAGER

176 ZAN ROAD • SEMINOLE SQUARE
CHARLOTTESVILLE, VIRGINIA 22901
TUES. - FRI. 9-6 • SAT. 9-4

aesthetic@solonbuilder.com (434) 974-7181
www.aestheticassociates.net FAX (434) 974-4997

Richmond Unit

by Wil Johnson, Unit President

Unit Officers

President	Wil Johnson	(804) 230-7272 healr@verizon.net
Vice President	Aisha Oxendine	(804) 986-1116 aishacmt@hotmail.com
Secretary	Polly Vaughan	(804) 357-2117 polly@essentialmassagellc.com
Treasurer	Kathy Menner	(804) 440-9000 TheRightTouchMassage@comcast.net
Membership Chairperson	Vickie Jenkins	(804) 405-8958 jenkinsrg47@yahoo.com



Introducing Wil Johnson, Richmond Unit's New President

I have been a massage therapist for more than 25 years. While not actually doing hands on massage everyday during that time, I was either involved in a part time massage business, or studying our art/trade/craft/profession. I served in the military for several years, which afforded me numerous travel opportunities overseas where I studied different modalities. I am also currently an instructor at Beta Tech technical school.

I am the owner of a newly established brick-and-mortar facility located just



Virginia President Lucia Kaestner and Richmond Unit President Wil Johnson with a celebration cake commemorating the first new Richmond Unit meeting.

2007 Calendar

Unit meetings:

May 20, August 19 and November 4

Place: Richmond Ambulance Authority
2400 Hermitage Road
Richmond, VA 23220

Time: 3:00PM to 4:30PM

over the James River on the south side of Richmond. To keep the overhead down, I renovated the building myself, and I lease out a part of the facility to another therapist (there is strength in numbers). I practice clinical massage focusing more on the medical conditions, as opposed to spa treatments.

It is this difference between the "spa" and "clinical" sides of massage that prompted me to volunteer to become president of the Richmond Unit. I feel that there are numerous challenges to our profession and our prosperity as massage therapists. The challenges as I see them are:

- Who are we as massage therapists? How do we define ourselves?

- How do our peers perceive us and define us? (i.e. PT, OT, Chiropractic, etc)
- How does the general public perceive us?
- How are we perceived by the insurance industry?
- It is better that we define ourselves than let others do so.

I feel that we have strength in numbers and through this organization we can prosper, but only if we all pull toward the same goal. Which brings us to the question of "What ultimate goal do we strive for?" My personal goal is to help guide as many individuals as I can, and to help build our organization and promote our profession.

I thank you all and I hope that you all will join me in actively participating in our prosperity. Please feel free to call on me; I am here to serve you.

MOVING?

If you plan on moving or have moved, please send a change of address to our National Office. This will ensure that you will continue to receive all mailings, including your Chapter mailings. E-mail address changes also must be sent to National.

Mail to: **AMTA**
Suite 900, 500 Davis St.
Evanston, IL 60201-4695

Include your membership number and old address.

Your clinical success is our goal. Theory comes alive through practice.

Over 2,000 students have attended Myofascial Release Massage Seminars.

75% of this seminar is hands-on practice. In **Part I, Upper Body**, you will learn 32 myofascial release strokes (some suitable for on-site application). The instructor and teaching assistants give each student individual attention for every stroke taught so that the work can be used immediately. It can be easily integrated into your existing routine, offered as a stand-alone myofascial massage, or used to relieve common complaints such as low back pain and repetitive use syndromes.

Derived from Hellerwork.

Part I, Upper Body, is a pre-requisite to Part II, Lower Body, and Part III, Advanced Strokes/Evaluation and Treatment. Certification is available after taking Part II.

What students are saying about the Myofascial Release Massage

- "Great work, we should have learned this sooner."
- "Howard is a great teacher."
- "Great hands-on course, and fun to learn."
- "The class moves quickly and comes together well."
- "The manual is awesome - specific and detailed."
- "Howard's extensive experience, attention to detail, and explanation of procedures are outstanding."
- "Howard has simplified Hellerwork and Roling into deep therapeutic massage for chronic stress and pain."
- "The best class I ever took."

 The Myofascial Release Massage is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. The seminars are also approved for 20 hours of continuing education by the the State of Maryland, AMTA, ABMP, Board of Certification of the National Athletic Trainers Association, the American Medical Massage Association, and the International Massage Federation.

Myofascial Release Massage

Easy to learn. Immediate results.

HowardRontal.com

Schedule of classes for Part I, Upper Body

Includes a professionally prepared workbook with instruction and 150 photographs of specific strokes taught in the course.

AKS Massage School, Herndon, VA
April 13-15 and October 19-21, 2007
(703) 464-0333, Cost: \$350

Cayce/Reilly School of Massotherapy
Virginia Beach, VA
June 29-July 1, 2007
(757) 428-3588, Cost: \$350

Blue Ridge Healing Arts Academy
Concord, NC
June 22-24 and
November 9-11, 2007
(704) 795-7478
Cost: \$350



AMTA-Virginia Chapter 2007 Calendar of Events

June 22-24, Friday-Sunday

SevenOaks Leadership Training &
Weekend Retreat
Cary Bayer, Communicate Effectively

July 12-15

Chapter Volunteer Orientation
Program
Evanston, Illinois

September 27-30, Thursday-Sunday

National Convention
Cincinnati, Ohio
Contact: (877) 905-2700, ext. 157

Oct. 20-21, Saturday-Sunday

Virginia Massage Conference:
Healing Connections
Contact: Judy Harris,
judyamta@verizon.net

October 21-27

National Massage Awareness Week
Contact: (877) 905-2700, ext. 133



Cynthia Parsons
214 Belmont Dr., S.W.
Leesburg, VA 20175

VIRGINIA CHAPTER OF THE AMTA



P M T I

Potomac Massage
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31 Years of Excellence in Massage Therapy Education

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Introductory Workshops

A Touch of Massage: One day workshop that explores touch & how it relaxes, heals, and rejuvenates.
Apr 22 or May 12 or June 23 or July 22 or Aug 19, 2007

Heart of Touch: Designed to teach basic massage techniques that can be shared with family or friends. Taught by experienced PMTI instructors.
6 Tuesday Evenings May 2-June 19, 2007

1st Aid/CPR: This class will teach you adult 1st Aid/CPR. CPR is taught in the morning and First Aid in the afternoon.
Apr 22 or May 12 or June 23 or July 22, 2007

Check the website for the most up to date schedule.

Continuing Education

<p>Making Sense of Research March 28, 2007 4 CE hrs</p> <p>Study and Learning Skills April 1, 2007 4 CE hrs</p> <p>Exploring the Myofascial Web April 13-15, 2007 21 CE hrs</p> <p>Intro to Cranio Sacral April 21-22, 2007 12 CE hrs</p> <p>Lymphatic Massage Lvl 1 April 27-29, 2007 18 CE hrs</p> <p>Reiki II May 12-13, 2007 12 CE hrs</p> <p>Bodywork for the Childbearing Year May 31-June 3, 2007 34 CE hrs</p>	<p>Intro to Trager June 24, 2007 6 CE hrs</p> <p>NMT/ Tessa and Pehris June 29-July 1, 2007 20 CE hrs</p> <p>Infant Massage August 8-11, 2007 30 CE hrs</p> <p>Reiki III August 11-12 and 17-19, 2007 28 CE hrs</p> <p>Reiki I Refresher August 14, 2007 3 CE hrs</p> <p>Reiki II Refresher August 15, 2007 3 CE hrs</p> <p>Caring for Clients with Cancer October 12-14, 2007 22 CE hrs</p>
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Check the website for the most up to date schedule.

Relax in our Massage Therapy Clinics!

Student Clinic (\$35/hour Swedish massage) Professional Clinic (\$50/hour or \$75/90-minute massage)

See the website for the times offered (under the clinic section) or Call 202/686-7046 x 101

