



American Massage Therapy Association, VA Chapter  
c/o Judy Harris  
2402 Nordok Place  
Alexandria, VA 22306

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Join us for AMTA Virginia Chapter's  
2010 **Healing Connections** Summer Conference  
in Charlottesville, Saturday and Sunday, July 24-25.

**Catch the Excitement!**  
**Red-Hot Prices...All classes \$99 per day...BIG SAVINGS!**

### Three great course offerings:



Douglas Nelson presents:

**Differential Assessment:  
Creating Truly Effective  
Treatments**



Michael McGillicuddy presents:

**Introduction to Pain Management for Sports  
Injuries: Lower Extremity**

**Introduction to Kinesio Taping**

Your choice of one of these outstanding courses, plus our AMTA-VA Annual Chapter Meeting  
with complimentary buffet lunch!



**Healing  
Connections**



2010 Summer Conference  
July 24-25 in Charlottesville



### **Differential Assessment: Creating Truly Effective Treatments**

A two-day, 12-hour class presented by  
Douglas Nelson, NCTMB, CNMT  
12 CE hours

When a client presents with a specific musculoskeletal problem, the success of the treatment depends on the decisions made by the therapist. Great treatment in the wrong place won't get results. Fascial work can be amazing, but only when fascia is the problem. Myofascial trigger points are notorious for causing discomfort, but how can you be sure that a trigger point is the root of your client's pain? Trigger points can also mimic neural issues, but neural issues can mimic muscular tightness. How can you tell the difference?

In this seminar, the participants will explore the decision-making process involved in creating truly effective treatments. For newer therapists, you will learn how to make more effective choices right from the beginning. For veteran therapists, the more techniques you amass over the years, the more important it is to choose wisely from all those choices because there isn't time to do everything. (When looking for a needle in a haystack, more hay won't help!) By what criteria do you make the decisions you make in a session? Could better decisions enable you to help your clients even more?

The seminar will focus on these areas:

1. The process of being an excellent soft-tissue detective
2. Trigger points: Understanding and applying current research and treatment approaches, including spray and stretch
3. Palpation strategies in differential assessment: the tissue tells a story
4. Neural issues, assessment and treatment

*Students, please bring massage table, one sheet, and dress in loose clothing.*

### **Douglas Nelson**

The founder and principal instructor of Precision NMT seminars, Doug has taught hundreds of seminars to various populations, from physicians' conferences to educational seminars for lay people. Practicing massage therapy since 1977, he has studied with a host of great educators and worked in several clinical environments. He is the president of BodyWork Associates, a sixteen-therapist massage therapy clinic in Champaign, Illinois, which has been in operation for over 25 years. Doug still maintains a very active practice; he doesn't just teach, he has a busy personal practice (over 1,100 client visits annually); the clinic is the laboratory for the development of PNMT. Doug has treated thousands of clients over the years, from the NBA to the NFL, to factory workers, to high-level musicians who suffer musculoskeletal pain. Doug is passionate about the efficacy of the work and has conducted many clinical research studies to investigate PNMT.

### **Annual AMTA VA Chapter Meeting**

Our annual meeting will be conducted during lunch from 12:00-2:00pm on Saturday.

The keynote speaker is Maureen Hook, PT, CMT, Missouri AMTA President and AMTA House of Delegates Operations Committee Chair. She will speak on *Living! Growing! Changing!* and inform us about how AMTA is responding to members' changing needs.

The Chapter Meeting is a time to catch up with colleagues and find out about current issues affecting our profession. On the agenda are chapter elections, awards and discussion about Virginia Chapter's projects and goals, time for networking, door prizes, and delicious food!

All are welcome; you don't need to attend a class or be an AMTA member to attend the complimentary luncheon and Chapter Meeting. However, if you are NOT attending a class, **please reserve a place for yourself so we can get an accurate count for lunch.** Contact Judy Harris, Chapter Administrator, at [judyamta@verizon.net](mailto:judyamta@verizon.net) or 703-966-3639.

This year's conference features exhibitors bringing products and services of interest to you. The Exhibit Hall will be open Saturday morning through Sunday evening for your shopping pleasure. Those interested in exhibiting, please contact Franciska Pocanic at [fran.pocanic@gmail.com](mailto:fran.pocanic@gmail.com).

## **Introduction to Pain Management for Sports Injuries: Lower Extremity**

A one-day, six-hour class presented by Michael McGillicuddy, LMT, NCTMB, CKTP  
6 CE hours



This workshop combines pain management concepts and strategies with massage therapy treatments.

The first part of the workshop will deal with the subject of pain: what it is, what causes it, the stages of pain, the types of pain, some of the pain theories and treatments for pain. This will include subjects such as acute pain, chronic pain, the gate theory of pain, the pain spasm pain cycle and how the body heals.

The second part of the workshop will present a few of the 15 most common sports injuries treated by a massage therapist for the lower extremities. Participants will identify and assess the common conditions of the lower extremity and then learn massage techniques, stretching and strengthening procedures for each condition. This will include treatment of conditions such as plantar fasciitis, sprained ankles, Achilles tendinitis, shin splints, and knee sprains.

The intention of the workshop is to educate the massage therapist about treatment of soft tissue pain and injury. You will learn what is happening with soft tissue injuries in the different stages and which massage therapy techniques are appropriate to administer for each stage. Participants will learn a multiple technique approach to each condition. A massage therapist's understanding of how and why to treat is critical to the effectiveness of the treatment. Come enhance your knowledge!

*Students, please bring massage table, one sheet, bolster or pillow, and dress in loose clothing.*

## **Introduction to Kinesio Taping**

A one-day, six-hour class presented by Michael McGillicuddy, LMT, NCTMB, CKTP  
6 CE hours

Kinesio Taping is a technique that can be incorporated into your massage treatment protocols to enhance and prolong the effectiveness of the treatment. If you are treating clients

with pain, lymphatic problems, sports injuries, poor posture or muscle imbalances, you might want to consider adding Kinesio Taping Method to your practice. In this presentation, you will learn the concepts of the Kinesio Taping Method, discover the unique functional qualities of Kinesio Tape, comprehend the various cutting techniques and their clinical application and comprehend the functional difference between Kinesio Taping and other methods. Come learn a few of the common applications of Kinesio Taping that can help your clients days after your massage therapy treatment!

*Students, please bring massage table, one sheet, bolster or pillow, and dress in loose clothing.*

**Note: These classes may be taken as a two-day package or either can be taken separately. Pain Management held on Saturday, Kinesio Taping on Sunday.**

### **Michael McGillicuddy**

Michael McGillicuddy is nationally certified in therapeutic massage and bodywork and is president of USA Pro-Sports, a continuing education company, which conducts workshops throughout the world. Michael is also an internationally recognized speaker and has spoken in the USA, Europe and Australia. He graduated from the Florida School of Massage Therapy in Gainesville, Florida, in 1984 and is the owner and administrator of the Central Florida School of Massage Therapy in Winter Park, Florida, where he teaches and practices massage therapy. Michael designed and conducts a sports internship program at the University of Central Florida for graduate students of massage therapy. In 1996, Michael was selected as an Athlete's Medical Service Volunteer working in the Atlanta Olympic Village Athletic Training Room. He is the past state president of the Florida State Massage Association.

**Catch the  
Excitement!**





Saturday and Sunday,  
July 24-25  
Charlottesville, Virginia

Register  
online at  
[www.regonline.com/amtava](http://www.regonline.com/amtava)  
to pay by credit card  
or check

### Mail-in Registration Form

Name \_\_\_\_\_ AMTA member?  yes  no  
Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Day phone \_\_\_\_\_ Eve phone \_\_\_\_\_ Email address \_\_\_\_\_  
Emergency contact: Name \_\_\_\_\_ Phone \_\_\_\_\_ Relationship \_\_\_\_\_

Each class provides NCBTMB-approved CE hours. Register now to reserve your place—class sizes are limited.  
**SAVE \$25, REGISTER EARLY—by June 10. Final deadline to register: July 10.**

#### Classes

(circle one two-day course, or McGillicuddy courses may be taken as a two-day course or either day separately)

#### Register early (by June 10)

#### Register by final deadline (July 10)

<b>Differential Assessment</b> (12) Sat. 9am-5:30pm; Sun. 9am-5pm	\$198	\$223
<b>Intro to Sports Injuries</b> (6) Saturday 9am-5:30pm	\$99	\$124
<b>Intro to Kinesio Taping</b> (6) Sunday 9am-5pm	\$99	\$124
<b>Both Intro courses</b>	\$198	\$223

Please send this form with your check (made payable to AMTA VA Chapter) to:

Judy Harris  
2402 Nordok Place  
Alexandria, VA 22306

#### General Information

Saturday and Sunday classes start at 9:00am. Please arrive by 8:15 to check in.

A complimentary lunch buffet will be provided by the Chapter on Saturday from noon to 2:00, during the Virginia AMTA Annual Chapter Meeting. **If you wish to attend the Chapter Meeting and ARE NOT taking a class, please inform Judy Harris so we may reserve a place for you.** Contact her at judyamta@verizon.net or 703-966-3639. All are welcome and encouraged to attend. A bag lunch is provided on Sunday.

The Conference is being held at the Holiday Inn, 1901 Emmet Street North, Charlottesville, VA 22901, on Route 29 just north of the 250 bypass.

**Hotel accommodations:** The Chapter has reserved a block of rooms for attendees wishing to stay overnight. Special rates apply to Friday and Saturday nights at **\$99, single or double.** To reserve a room, contact the hotel directly at 800-242-5973. Book early! Please mention this Conference to receive the special rate. Cancellations must be received 48 hours in advance to avoid charges.

**Cancellation policy:** Cancellations received by **July 16** in writing to Judy Harris, 2402 Nordok Place, Alexandria, VA 22306, will be refunded in full less a \$25 administrative fee. Cancellations received after this date will be given credit for future Virginia Chapter classes. Email cancellations will **NOT** be accepted.

**Questions?** Please contact Judy Harris at 703-966-3639 or judyamta@verizon.net