

Idaho In Touch

A Publication of the American Massage Therapy Association - Idaho Chapter, Vol. 18 No. 4 Winter 2010

Mark Your Calendars!

**AMTA-Idaho
Annual State Convention
April 1-3, 2011 in Boise**

**Detailed information to come
in the February Issue of
*Idaho in Touch***



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**Check out AMTA-Idaho
on the
CHAPTER WEBSITE
www.amtaid.org
and on
FACEBOOK**

<http://www.facebook.com/pages/American-Massage-Therapy-Association-Idaho-Chapter/105956276114997>

DATES TO REMEMBER

Chapter:

April 1-3, 2011, AMTA-Idaho State Convention
in Boise, Idaho

National:

October 19-22, 2011, AMTA National Convention
in Portland, Oregon

FROM THE PRESIDENT

Dear Members,

It is that time of year, where we look back on the year and reflect. I for one am thankful for the opportunities that I have had this year. I had the privilege of going to Evanston for some training this summer, we learned how better to serve the members and work with the National office. Then I went to the National Convention which was held in Minneapolis this year. Between seeing friends from across the country and classes, I had a great time. The atmosphere at a National Convention is contagious. I want to take this opportunity to let you know that next year the National Convention is in Portland, Oregon, and I want to encourage all that can to think about going. It is not very often that we have a National Convention that close to us, and those that can should take the opportunity to experience it.

We have a legislative committee that is working hard at getting massage regulation for our state. At the present we have a bill draft and are working with a Senator to get it proposed at this winter's congressional meetings. We will do our best at keeping you informed of our efforts. For last minute updates, look at our website or facebook page.

This is my favorite time of the year. I love the Thanksgiving holiday when I can think of the many things that I am blessed with. Then on to the Christmas season where everyone is wanting to help others. The colors, sights, sounds, and just being with family and loved ones is what this time of year is all about for me. Take this time to think back on the year, and even with the trials of the economy, there were some good times. Remember those good times, think of those that mean the most to you, and be grateful for all that you have. This can even help you with learning how to overcome the stuff that didn't work this year. We have some good things planned for the chapter next year. Our state convention will be held in Boise in early spring, so start planning now.

As always, a reminder to you that we as your board are here to serve you. So if there is anything you need, just let us know, and we will do what we can to address your concerns.

A thought to leave you with: "What lies behind us and what lies before us are tiny matters to what lies within us."
– Ralph Waldo Emerson
Your President, Trisha Pennell

MEMBER PROFILE

Name - Lenny Burdick

City of residence? Meridian

Family status, children, pets?

Single with one cranky cat named Harmony

Where do you practice? Meridian

Where did you receive your massage training?

Potomac Massage Training Institute
in Washington D.C.

What are your specialties?

Orthobionomy, Craniosacral Therapy,
Mayan Abdominal Massage, Visceral
Manipulation, Light Tough Therapies

Why did you become a massage therapist?

Bodywork is my heart's calling

What did you do before you became a massage

therapist? I was a manager of computer
geeks, namely Manager of Network Support
and Software Support

What are your hobbies and past times?

Traveling and Geocaching

What other talents besides massage do you have?

Herbs and essential oils, as well as lots of
other fun things

What are your retirement goals? Travel

How do you protect your arms and hands?

I do light touch therapies, which in and of
itself is better for my arms and hands than
some other modalities. I receive bodywork
regularly.

Lenny currently serves as our chapter treasurer.
We appreciate all your skill and service, Lenny.

JUDY SILCOCK ELECTED TO NCB BOD

We are proud to announce the election of **Judy Silcock** to the National Certification Board of Directors. Her term begins January 1, 2011. The NCBTMB BOD is made up of nine members, who together supervise and direct the affairs of the national certification programs, as well as the organization's committees and examinations. They also determine NCBTMB policies and procedures.

Judy was elected for a four-year term. She is a full-time massage therapist and has held state-level offices with the IMA and the AMTA. Judy also serves on the Government Relations Committee and the Approved Provider Committee of the NCB. In addition, she has served as chair of the Recertification Subcommittee and an item writer for the National Certification Exam.

"I am delighted to have been elected to the board. I promise our certificants that I will represent them, as well as our stakeholders, with integrity, honesty, and an openness of mind," said Silcock.

AMTA IS DEDICATED TO YOUR PRACTICE

In 2010 we have released several new benefits to help you and your career, including:

- * The first in our social media series, facebook: a guide to social networking for massage therapists
- * A completely FREE website for Professional and Student members
- * Discounts on all products offered by Massage Warehouse
- * Specially reduced prices on business products from Vistaprint
- * An easy way to add instant gift certificates to your website from GiftCardCafe.com
- * "Pre-paid" access to quality lawyers nationwide from Pre-Paid Legal, Inc.

Look for more benefits soon. The year isn't over yet, and we're not done giving you the tools you need to succeed!

TWITTER FOR YOU AND YOUR CLIENTS

A New Benefit For AMTA Members!

Twitter can serve as a guide to social networking for massage therapists. It has more than 106 million registered users! Your clients are listening, so quickly tell them what's happening at your practice. Communicate with your clients, reach prospective clients and promote events at your practice - in 140 characters or less! This FREE guide was made specifically for massage therapists, and it will help you start marketing your practice today. Start Tweeting Today!

YOUR OWN FREE WEBSITE

Another New Member Benefit

Promote your practice and attract more clients!

Attract more clients and boost your credibility with your own free website. AMTA has partnered with a trusted vendor, BodyworkSites, to come up with a great new benefit for you: A free website for all Professional and Student members:

- * **Easy 5-Minute Set Up** - Keep your energy for your practice. It only takes five minutes to set up your new website.
- * **5 Pages of Content** - What makes your practice unique? Tell prospective clients about how you can help them, what to expect for their first massage, why they should make an appointment with an AMTA Member, how to contact you, and more.
- * **54 Templates** - Customize the look of your site. Make the personality of your practice integral to your website. Focus it on the consumers you are seeking.
- * **Frequently Asked Questions** - Visit the comprehensive FAQ document to learn more.
- * **Technical Support** - Have a question about your website? Get the answers you need by emailing BodyworkSites' knowledgeable tech support team.

Having a website is an easy and powerful way to market your skills and your passion for massage. Use this new benefit to connect with new clients, communicate with current clients, and most of all, to promote your practice.

Create Your Website Today!

NEW OFFICERS TRAINING HELD AT LAVA HOT SPRINGS

On Friday October 23, 2010, the New Officers Orientation and Leadership Training was held at the Lava Hot Springs Inn.

The new officers present were:

Rebekah Childers - Central Unit Assistant Rep

Hayley Lowry - Eastern Unit Rep

Brenda Paulsen - Eastern Unit Assistant Rep

Melissa Beresford - Western Unit Assistant Rep

Lenny Burdick - Treasurer

Trisha Pennell, President, headed up the training while Teresa Hoyle, Secretary, took notes during the orientation. Gayla Nickel, Newsletter Editor, was the instructor.

We enjoyed massages from some great therapists, Nichelle Scoggin and Lindsay Armstrong, graduates from ISU's massage therapy program.

The Riverwalk Thai Café served us an incredible dinner while everyone spent time getting to know each other better. Then we finished off the evening soaking in the healing waters of Lava Hot Springs.

After a delicious hot breakfast buffet at the Lava Hot Springs Inn on Saturday morning, we got down to business. We assessed what everyone wanted to get out of the training. Gayla opened a discussion on the difference between rules & guidelines, and everyone took turns talking about their most embarrassing moment. We then went through the chapter Rules and Guidelines handbook, which can answer lots of questions if we start there first. New officers were sworn in, and we discussed the value of working as a team as well as job descriptions.

Following lunch at the Royal Hotel, Gayla presented several games and exercises that promoted team work and the need for every board member to do their part.

What a great training to help our new officers get off to a great start! Thank you to all who participated.

– Teresa Hoyle

DELEGATE REPORT

This past September I was privileged to represent Idaho in the 2010 National AMTA House of Delegates (HOD) session in Minneapolis, Minnesota. This was my first time as a delegate, and although I sat in on the process last year, I have gained a new respect and admiration for all those involved in our House of Delegate process.

The purpose of the House of Delegates is to shape our governing body in a direction that is beneficial to our members, as well as inform the public of what our association represents. The statements you vote on end up in the HOD meeting to be debated and again voted on. This is one of the many ways your national and state representatives work for you.

This year there were six position statements that Professional members wrote and submitted. There are timelines, specific formats and other criteria that must be adhered to in order for position statements to be submitted. There is also a national committee that is available to assist the authors in editing and changing the statements to increase their chances of passing in the HOD voting process. A statement may be sent back and forth to the HOD committee several dozen times and still not make the cut. This year there was one statement that an author had been working on over 4 years!

Once the statement has met all the required criteria, it is sent out to each state delegate who is then responsible for informing and acquiring members' votes on the statement. These are the statements you were asked to vote on in your unit meetings. Knowing how the Idaho members in my state voted, I then took your votes back to the National HOD.

During the HOD process, delegates were asked to listen open-mindedly to the discussions about each individual position statement. The debates that took place were lively, exciting, and often times very heated. It was clear to me that the individuals behind these statements were passionate and real about their beliefs.

After discussions ceased, or the allotted time ran out, one vote from every representative was taken.

Depending on what I heard in the debates and on your opinions, I then voted based on my interpretation of what was in the best interest for Idaho and our association.

This year there were a record number of position statements, a total of 6 in all. Once a statement passes, it is submitted to the association *AS IS!* There can be no more changes made to it. The outcome of this year's HOD meeting was amazing due to the fact that all these statements were very impressive. Unfortunately, the content of each statement was overshadowed by improper references, misspellings, and/or improper grammar. At least two statements failed due to only one word! Due to the majority's scrutiny, none of the six Position Statements passed.

(For more information on each Position Statement, please refer to www.amtamassage.org)

I encourage all of you to learn more about this amazing process of our organization. Whether it is reading our current position statements, volunteering on an AMTA committee, or even writing position statements, there is opportunity for you to support at each level of the process. **THIS IS YOUR ASSOCIATION!** Reach for your future with your voice!

– Tamra Roth
AMTA-ID Chapter Delegate 2010

JOIN AND GET EXTENDED MEMBERSHIP

AMTA School Members are part of an inspiring community that strives to educate and grow future leaders of the profession. Join now and you'll get an extended AMTA School Membership for only \$350! Receive exciting benefits as a School member:

Resources:

- * Webinars—these free online sessions offer you the opportunity to gain useful and timely information without even leaving your office.
- * Teachers Online Forum—join this lively, ongoing discussion about daily challenges of massage therapy educators!
- * Massage Profession Research Report—this in-depth research report gets to the heart of trends driving consumer use of massage therapy and massage therapy education—giving you the information you need to make decisions about your school.
- * Fact Sheets for Schools—stay on top of

demographics and trends in massage therapy education.

- * Career Guidance—a wealth online resources to guide your students on the right path.

Promotion:

- * School Profile Page—increase your enrollment by creating a school profile page. Receive leads from prospective students immediately!
- * AMTA's Job Bank—Post positions and browse resumes of qualified instructors for free!

Publications:

- * School Advantage e-newsletter—articles to enhance your curriculum and grow your school.
- * Massage Therapy Journal—Keep your skills current by reading about the latest in modalities and more in the award-winning mtj®.

Participate:

- * AMTA Schools Summit—Trade ideas with school faculty, owner and administrators at our annual meeting just for massage therapy educators!
- * Teachers Track—Use these specialized courses at the amta National Convention will to get the most out of your classroom and reach your highest potential as a teacher.

Being an AMTA School Member gives you access to all this and so much more! Don't wait—join AMTA now:

1. Online at www.amtamassage.org
2. By phone at 877.905.2700
3. Or contact our dedicated School representative, Michael Donovan at 877.905.1674

OUR CHAPTER MAKES HISTORY WITH FIRST TECHNOLOGICAL CHAPTER BOARD MEETING

At the National Convention Leadership Training this year, we discussed facilitating meetings, different ways to hold BOD meetings when members are long distances from each other, phone conferencing, and meetings over the internet. I shared with other chapter presidents that the Idaho Chapter just had our first board meeting via video conferencing using various university video sites.

I explained that one of my vice presidents, Susan Beck, works at a university and was able to set up the different sites across the state and how, at one point, we even brought in our legislative consultant from Florida into the meeting. I shared how it

brought down the cost of the meeting, since we didn't have travel expenses, and how the board members only lost a few hours of work instead of two to three days. The other presidents were very responsive to the idea and asked for information about the logistics of video conferencing so they could see if the idea was feasible for their chapters.

Initially I was personally hesitant about the video conferencing, since I like having the board members face to face, but I thought it would be a good way to save chapter money. The actual experience was beyond what I was expecting. Because of the way the set up works, it helps keep everyone on task, and we were able to get through the agenda without as many side tracks. Having the board members use microphones when they were speaking also helped keep us from talking over one another. Although there were some conflicts with the scheduling, I feel this is overall an effective format to use for board meetings, since it is still face to face and saves chapter money.

Thank you, Susan, for making the arrangements for this historical mark in our chapter.

– Trisha Pennell

AMTA-ID BOARD OF DIRECTORS MEETING

The first chapter board meeting held via video conferencing was held on September 16, 2010, as officers were located at various universities throughout the state to access audio video equipment. In attendance were the following:

Trisha Pennell - President
Susan Beck - 2nd Vice President
Judy Silcock - 3rd Vice President
Teresa Hoyle - Secretary
Lenny Burdick - Treasurer
Patti Slagel - Central Unit Representative
Rebekah Childers - Central Unit Assistant Rep
Paul Weston - Northern Unit Representative
Becky Olinger - Northern Unit Assistant Rep

After minutes from the previous meeting were read and approved, officers reported.

Susan Beck shared the financial savings provided the chapter as a result of utilizing the video

conferencing instead of having all officers travel to a specific location. As a result, we have the funds to send our Alternate Delegate to the National Convention.

Lenny Burdick reported the following balances in our accounts as of July 31, 2010:

\$ 9,521.23 in checking
\$34,396.13 in government relations
\$43,917.36 total

Patti Slagel hosted the Central Unit workshop and meeting where Cindy Langston Mason taught four hours on Sciatica and Pain in the Ossa Coxa. Six participants attended the training held on August 21st at the Intrinsic Health Center in Twin Falls. Three members attended the unit meeting where they voted in favor of all six position statements. During discussion, part-time therapists expressed having a hard time meeting the 200-hour recertification requirement in rural regions. It was clarified that this requirement is for recertification with the NCB and not with the AMTA.

Hayley Lowry reported eleven participants in attendance at the Eastern Unit workshop and meeting. At the workshop they were trained in treatment of the cervical muscles. Members voted in favor of the six position statements.

Paul Weston hosted a four-hour training on August 21th at Gritman Therapy Solutions in Moscow. Five participants learned muscle testing from instructor Milo Griffen. The members voted to pass five of the six position statements, and legislative surveys were distributed. A second meeting was held on August 22nd in Coeur d' Alene in which nine members approved five of the six position statements. Sally Hacking, our legislative consultant, shared with the group her credentials and an overview of the rest of the state's position on certification and licensure.

Stacy Fisher reported that their Western Unit workshop was cancelled due to lack of response. Three members were present for the unit meeting held at Apollo College. Melissa Beresford submitted her resume to be approved as the Western

Unit Assistant Representative. Members voted in favor of five of the six position statements. Stacy, who is the chairman for the 2011 State Convention, reported that she has one educator so far. Laura Gilliam will be teaching sixteen hours on Posturology as well as our ethics class.

Gayla Nickel submitted the following newsletter report:

June Issue	\$ 589.58
September Issue	<u>430.49</u>
Six-month Total	\$1020.07

Lenny reported that the newsletter was not categorized in the budget as such. Judy suggested we mail the newsletter to Idaho massage schools and other chapters.

Stacy reported that our website is up to date at www.amtaid.org, and that we have 133 people that “like” our facebook page. She inquired about the need for permission from event attendees to upload pictures taken. It was suggested that members sign a permission sheet at these events. Trisha will also inquire about this at the national office.

Patti asked for a phone and address list of members for follow up purposes.

Shelley Hitz reported a balance of \$373.30 in the video library. She asked for a bid to transfer video’s to DVD’s, since library use has been minimal lately. Trisha asked that research be done to determine the cost, and Judy suggested we use a professional. Patti suggested that we survey the members to see if they would use the library if DVD’s were available.

Patti Slagel suggested we consider getting the treasury back from the national office. She found it difficult taking care of convention expenses and suggested that people might be more willing to work for us if they could get paid quicker. As Lenny is new to the position of treasurer, she suggested we wait on getting the treasury back until she has time to adjust to the work.

Stacy would like to have the website paid directly from national so she doesn’t have to take care of the finances any more. Lenny will follow through and

get back to her on that.

Compensation for board members teaching chapter workshops was again discussed. Some consider this a conflict of interest, since board members vote on the budget. It was suggested that instructors at least get their convention fees waived. The issue was tabled pending on guidance from the national office.

Judy expressed concern about lack of communication between board members. She is not getting responses to legislative requests. Trisha suggested that board members reply within 24 hours to any correspondence.

It was decided to have the leadership training for new board members only this year.

It was clarified that board members cannot serve on the nominating committee due to conflict of interest. The committee consists of one member from each unit.

Sally Hacking, our legislative consultant, joined the video conference. She clarified the current focus as:

1. No people out of work
2. Grandfathering
3. Portability

She also requested that we get surveys turned in. Some people haven’t been able to open the e-mailed survey. Paul will try another format. It was suggested that Stacy also put it on the website and that we send them to Idaho massage schools. The due date was extended to the end of October. Sally then clarified that licensure is not about individual people, but about “the greater good.”

The next steps include

1. Looking at feedback from members
2. Communicating with other professionals, namely chiropractors, physical therapists, osteopaths, medical doctors, Idaho massage schools, ABMP, and other associations

Susan made a motion that AMTA-Idaho support legislative efforts. Lenny seconded, and the motion passed unanimously.

UNIT HITS RECORD ATTENDANCE!

Hayley Lowry hosted her unit workshop with record attendance. With seventeen attendees – eleven members, four non-members, and two student members – she reached an all time high for attendance in an Eastern Unit Workshop! Held in Pocatello at the Idaho State University Massage Therapy School, the group was equipped with hydraulic tables and several anatomical models of the spine which gave them a chance to handle the spine on a whole new level.

Attendees learned advanced injury techniques involving the cervical/lumbar spine and sacroiliac joint. Instructor Ivan Lach traveled from Park City, Utah, to share his knowledge, and although it was a wonderful meeting, some felt they could have used another day of instruction with the intense and vast material covered. The participants were very interactive and asked some great questions.

Ivan instructed the group on the cervical spine in the morning followed by a hands-on session, after which they were served some delicious wraps from the Press Box. In the afternoon the group moved on to the sacroiliac joint followed by another hands-on session. At the end of the day, and the group requested more instruction on the neck, following which certificates were awarded for six continuing education hours.

Overall, everyone walked away with some new techniques and a better understanding of the cervical spine and sacroiliac joint.

Thanks to all who attended making this meeting such a huge success! And thank you to Susan Beck for providing the wonderful facility.

IDAHO MASSAGE LICENSING UPDATE

The chapter legislative committee has worked diligently this fall to have a draft bill to license massage therapy on a state level. We have worked with National AMTA Government Relations, and with the Associated Bodyworkers and Massage Professionals. We have also worked collaboratively with the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations, and

have garnered their support for the exemption language contained within our draft legislation.

The Draft bill (and please note that we emphasize the fact that this is a draft only) is now ready to be taken to the next step to seek and confirm a Sponsor, be it Senator and or Representative. As our draft will have to be in agreement with the Idaho format for introducing legislative bills, we will await response from the Sponsor and or staff and will keep all interested groups informed.

We will keep the AMTA-Idaho Chapter membership informed via our state chapter web site at : <http://www.amtaid.org>

and also AMTA-Idaho facebook at: <http://www.facebook.com/pages/American-Massage-Therapy-Association-Idaho-Chapter>.

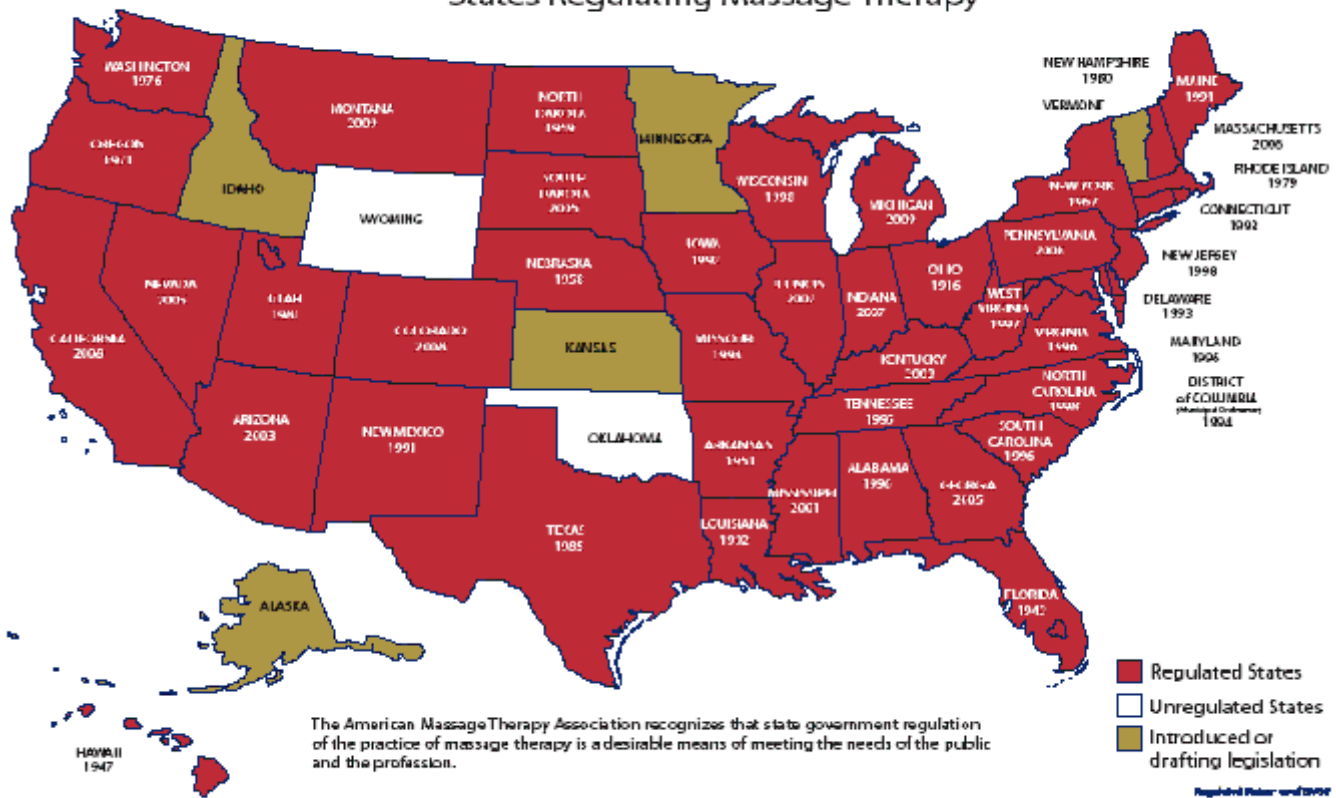
As soon as our bill has a number and a sponsor, we will inform you and ask for your support by contacting your legislators and will request your time as a volunteer to bring this into action. Right now, all we have is our draft copy. Please take time to read it and discuss it within our professional community.

The draft bill is a cooperative living draft utilizing the KISS concept; Keep It Simple Sally! Sally Hacking is our legislative consultant who has been working closely with us to assure our bill is in alignment with other state licensing bills. We are excited and anticipating your cooperation and support as we move forward. Please make sure to check our web and facebook online sites as the legislative session starts.

Start thinking about what you can do to assist when we go to the state capital. It may be a trip to Boise to show your support, requesting letters of support from clients, or assisting in other ways.

Respectfully submitted by Susan Beck
for the Legislative Committee

States Regulating Massage Therapy



States Introducing Legislation:

Alaska
 Idaho
 Kansas
 Minnesota
 Vermont

States Unregulated:

Oklahoma
 Wyoming

All other states are regulated.

A MESSAGE FROM PAUL WESTON

AMTA-Idaho Government Relations Committee Co-chairman Susan, thank you so much for taking care of the above report. I really do appreciate you taking the time to put this update together.

Thanks also to everyone for everything you're doing. Onward and upward!!!

AMTA-IDAHO OFFICER ROSTER

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Judy Silcock (see 3rd Vice President)

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National WEB page
www.amtamassage.org

AMTA-IDAHO VIDEO RENTAL FORM

1. Place a check in front of your selection. Limit one selection per order.
2. Fill out the needed information and sign the copyright agreement.
3. Mail the order form together with a check or money order to "AMTA-Idaho."
4. Mail to: Shelley Hitz, 4075 East 169 North, Rigby, Idaho 83442.
5. You may list any suggestions, requests, and/or questions at the bottom of the page.

SELECTIONS and FEES

<input type="checkbox"/>	The 10-Step Protocol: CranioSacral Therapy; John E. Upledger, D.O., OMM.	\$10
<input type="checkbox"/>	Muscle Energy Techniques for Muscle Dysfunction; Leon Chaitow, Osteopath	\$10
<input type="checkbox"/>	Positional Release Techniques; Leon Chaitow	\$10
<input type="checkbox"/>	Massage for Sports Health Care: For Enhanced Athletic Performance and Recovery; Benny Vaughn	\$10
<input type="checkbox"/>	Myofascial Pain Syndromes: Trigger Point Therapy - Hip, Thigh, Calf; Janet Travell, M.D.	\$10
<input type="checkbox"/>	Soft Tissue Release; Stuart Taws	\$15
<input type="checkbox"/>	Japanese Hot Stone Massage; Mark Hess and Shogo Mochizuki	NEW \$15
<input type="checkbox"/>	Active Isolated Stretching, Assisted, 1-2; Aaron L. Mattes	\$10
<input type="checkbox"/>	Active Isolated Stretching, Unassisted; Aaron L. Mattes	\$10
<input type="checkbox"/>	Human Anatomy: Upper Extremities; Robert D. Acland, FRCS	\$10
<input type="checkbox"/>	Human Anatomy: Lower Extremities; Robert D. Acland, FRCS	\$10
<input type="checkbox"/>	Human Anatomy: The Trunk; Robert D. Acland, FRCS	\$10
<input type="checkbox"/>	Human Anatomy: Head and Neck, 1-2; Robert D. Acland, FRCS	\$15
<input type="checkbox"/>	Neuromuscular Therapy: Its Science and Philosophy, 1-3; Paul St. John	\$15
<input type="checkbox"/>	Neuromuscular Therapy: Cervical Injuries, Postural Analysis, Pelvic Stabilization, 1-3; Paul St. John	\$15
<input type="checkbox"/>	Neuromuscular Therapy: Pain Mechanisms of the Low Back, 1-3; Paul St. John	\$15
<input type="checkbox"/>	Neuromuscular Therapy: Shoulder, Upper Torso, Spinal Column, Extremities, 1-3; Paul St. John	\$15
<input type="checkbox"/>	Neuromuscular Therapy: TMJ Dysfunction, Hands, Feet, Eyes, 1-3; Paul St. John	\$15
<input type="checkbox"/>	Neuromuscular Therapy: Neuromuscular Components of Scoliosis, 1-3; Paul St. John	\$15

NEW and DONATED VIDEOS

<input type="checkbox"/>	Onsen Treatment of Pain Functional Assessment and Correction of the Lower Body, Vol. 2; Rich Phaigh (This video series was donated missing Vol. 1; however, I have Vol. 1 in a binder and will include it)	\$15
<input type="checkbox"/>	Onsen Treatment of Pain Functional Assessment and Correction of the Upper Body, Vol. 3, 4; Rich Phaigh	\$15
<input type="checkbox"/>	Sports Massage, Vol. 1, Myofascial Techniques; Richard M. Royster II, M.A., L.M.T., C.A.	\$10
<input type="checkbox"/>	Sports Massage, Vol. 8, An Introduction to Acupressure and Sports Massage; Carol Kresge, L.M.T.	\$10
<input type="checkbox"/>	Sports Massage, Vol. 10, The Chiropractic Approach to Soft Tissue Manipulation; Dr. Sandra Boon, D.C. and Dr. Louis Leonardi, D.C.	\$10
<input type="checkbox"/>	Healing Stone Massage, Vol. 1; Carollanne Crichton	\$10
<input type="checkbox"/>	Healing Stone Massage, Vol. 2, Carollanne Crichton	\$10
<input type="checkbox"/>	Mastering Pregnancy Massage; Leslie Stager, R.N., L.M.T.	\$10

Please send the designated video to:

Name: _____ Phone: _____

Address: _____

PO Box or Street Number
City
State
Zip Code

E-mail: _____

I am enclosing _____ \$10 _____ \$15 to cover shipping and handling cost both ways.

I agree to return the rented video(s) in good condition and will not duplicate it while it is in my possession.

 (Signature) (Date)

I am also enclosing a donation of \$_____ to be used for the AMTA-Idaho Video Library.

Suggestions, Requests, Questions:

RUN IN THE SPRING ELECTION!

On page 14 of this publication, you will find an election candidate resume. Please consider serving your chapter and running for office. The positions that will be open in April 2011 are as follows:

- First Vice President
- Third Vice President
- Central Unit Representative
- Eastern Unit Assistant Representative
- Northern Unit Representative
- Western Unit Assistant Representative
- Chapter Delegate
- Chapter Delegate Alternative

Volunteering to serve as an officer in the chapter is an exciting opportunity that provides many benefits:

- * Attend the Annual AMTA-Idaho Officers Retreat and Leadership Training, expenses paid
- * Learn more about the association, how it is structured, and how it functions
- * Get to know other officers and therapists and exchange ideas on work a leadership
- * Experience the fulfillment and reward that comes from becoming a contributing member of the world's largest non-profit massage association
- * Build your confidence and professionalism through attendance at meetings, workshops, and conventions with other professionals

If you would like to run, or if you have any questions concerning service in the chapter, please contact Trisha at 208-521-4416 or trishamasther@q.com.



IDAHO IN TOUCH Advertising Information

Full page

- \$85 per ad for one insertion
- \$80 per ad for multiple insertions

½ page - 7" wide x 5" high

- \$65 per ad for one insertion
- \$60 per ad for multiple insertion

¼ page - 3.5" wide x 5" high

- \$45 per ad for one insertion
- \$40 per ad for multiple insertions

Business card size

- \$20 per insertion

Deadline dates: Feb 15, May 15, Aug 15, Nov 15

Publish dates: Mar 1, June 1, Sept 1, Dec 1

E-mail ad to gohthermas@aol.com.

Make payment payable to "AMTA-Idaho" and mail to Gayla Nickel, 445 Marjacq Avenue, Idaho Falls, Idaho 83401, 208-524-1696. Payment must be received before ad will be published.

ATTENTION!!

For the next issue only of *Idaho in Touch*, the deadline is January 15 instead of February 15, 2011.

Please have all submissions to the newsletter editor punctually so that convention information can be distributed promptly.

Thank you.

AMTA-IDAHO ELECTION CANDIDATE RESUME

Please print or type

Name AMTA I.D. #

Office you are seeking

Home address

Telephone (W) Telephone (H)

Number of years in massage Year you joined AMTA

Massage school attended

Date of completion Number of hours

Other related schooling

Current massage license

List AMTA chapter and national offices held, with dates (include committees)

Relevant community or professional experience

Qualifications for office you are seeking

Are you currently able to commit the appropriate time for the performance of your duties?

What are your reasons and objectives for seeking this office?

“At Board meetings I understand that I must be present, focused and courteous; that I must put aside my private life for the duration of the function; that I will refrain from introducing distracting influences to other Board Members; and that I will be prepared to transact the business of the Association.”

Mail to: AMTA-ID Board of Directors, c/o Trisha Pennell
420 North 4200 East, Rigby, Idaho 83442

Signature

Cooperative Training Systems and
A Gift of Health Therapeutic Massage

present

25 continuing education hours

in

STRUCTURAL MUSCULAR BALANCING

Approved by the National Certification Board for
Therapeutic Massage and Bodywork (NCBTMB)
as a continuing education provider #048508-00.

Held on February 10-13, 2011, in Idaho Falls, ID.

Thursday 9:00-5:00

Friday 9:00-5:00

Saturday 9:00-5:00

Sunday 9:00-1:00

EVERY BODY'S UNIQUE!

Structural Muscular Balancing honors the concept of uniqueness and individual needs and uses tools to assess the client's own neuromuscular patterns through proprioceptive feedback. The SMB protocol guides you through the main structural muscles, creating a balance that is felt immediately by both therapist and client. Though gentle and noninvasive, SMB is extremely effective at working deep within the client's body to reset neuromuscular patterns that are creating tension, pain, and discomfort.

ABOUT THE INSTRUCTOR

GAYLA NICKEL is a **Certified SMB Instructor** and Nationally Certified in Therapeutic Massage and Bodywork (NCTMB). Successful Massage Therapist for over twenty-one years, Gayla has been an instructor of bodywork for fifteen years, twelve of which she owned, directed, and instructed at A Gift of Health School of Massage, member AMTA-COS. She has been practicing Structural Muscular Balancing for over twenty one years and has taught it to her apprentices, students, and colleagues for the past fifteen years. She has a passionate love for this work and enjoys helping others find fulfillment in the changes it creates.

Personal interests include family, her Maltese Stuey, music of all kinds, theater, Broadway, travel, sky diving, and hiking.

SMB can be conveniently incorporated into your current method of treatment, enhancing your skill level and the benefits your clients receive. In this training, the participant will:

- * receive clear, concise instruction and background information
- * observe skilled demonstrations
- * experience hours of hands-on practice
- * participate in question/answer sessions to ensure personal comprehension
- * learn and clarify the basic SMB protocol

The participant will learn:

- * A system of identifying dysfunctions in the neuro-muscular system in the areas of the head and neck; anterior pelvis, torso, thighs; ligaments and muscles of the posterior pelvis; muscles of the spinal column
- * A protocol to facilitate fluency and balance
- * Techniques to facilitate the client in resetting and rebalancing the neuromuscular patterns of dysfunction
- * Precision Muscle Testing as an assessment tool in evaluating the energetic imbalances in the body
- * A protocol for correcting an imbalanced ileocecal valve
- * How to incorporate SMB into your current treatment

This workshop is targeted at certified massage therapists as well as advanced SMB students.

To enroll, send the registration form below along with your check or money order for the total amount to A Gift of Health, 445 Marjacq Avenue, Idaho Falls, Idaho 83401. Please feel free to contact the instructor with any questions at 208-524-1696 or gohthermas@aol.com. A confirmation letter with logistics will be sent upon receipt of your registration.

Bring a referral and get a \$50 rebate!!

This workshop generally sells for \$495. Take advantage of this "Economy Discount Offer" now!

REGISTRATION FORM, SMB Feb 10-13, 2011

Name _____

Address _____

Telephone _____

E-mail _____

Registration fee (includes a manual) \$325

Early registration by Jan 29, 2011 - 25

Therapists repeating a partial training - 50

Therapists repeating the full training -150

TOTAL AMOUNT ENCLOSED \$

CONTINUING EDUCATION

Sponsored by The American Institute of Clinical Massage

The following seven workshops will be held at the above institute located at
4365 Inverness Drive, Post Falls, Idaho 83858

HEALTHY AGING - EAST MEETS WEST instructed by Dr. Margo Jordan Parker, OMD
January 8, 2011, 11:00 a.m. to 3:00 p.m.

* This course is NCB approved education - 4 Continuing Education Hours for \$80

For more information and to register, please contact mparkeromd@herbalfortress.com or phone 208-660-7363

About the Workshop. This class will explore healthy aging for men and women with time honored advice and tips on living a healthy and balanced life. **From the West:** Physical and mental exercises will be offered for successful aging. **From the East:** Basic Chi Gong and breathing exercise for healthy aging will be offered. Meridian energy mapping will be taught as well as a self help energy flow technique that can be practiced at home to promote flexibility and longevity.

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**BASIC HEARTSPIRE LOMILOMI** Instructed by Jim and Kim Hartley

January 22-24, 2011, 9:00 a.m. to 6:00 p.m.

\* This course is NCB approved education - 24 Continuing Education Hours for \$475

\$100 nonrefundable deposit, \$425 if paid in full 2 weeks prior to the event

For more information and to register, please contact [inspire@heartspire.com](mailto:inspire@heartspire.com) or phone 360-956-1169

**Supplies.** 1 set of sheets, 1 pillow case, 1 blanket, plastic garbage bag, water bottle, pot luck dish for last day, personal item with a story behind it to help introduce yourself.

**About the Workshop.** This workshop will teach you to glide with soft/deep hands and forearms, while using your body weight to create depth with ease. The massage strokes are done with forearms, soft and deep hands, and body weight for depth and pressure and with rhythmic patterns that have purposeful meaning and story behind them.

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EVENT SPORTS MASSAGE instructed by Bob McAtee, RMT, CCSC, C-PT

February 5-6, 2011, 8:30 a.m. to 5:30 p.m.

* This course is NCB approved education - 8 Continuing Education Hours to \$295

For more information and to register, please contact registrar@aicmtouch.com or phone 208-773-5890

Supplies. Linens, bolsters, massage lubricant, snacks. The participants should wear, or be prepared to change into, exercise attire. (**Recommended Text:** *Therapeutic Massage in Athletics* By Pat Archer)

About the Workshop. Event sports massage is designed to enhance performance during or recovery after competition. Event massage is typically administered at the event and requires the therapist to be able to adapt as necessary, based on the athlete's condition, weather, equipment challenges, etc. If you're interested in working with active people, whether they are elite athletes or weekend warriors, this seminar will stimulate your thinking and teach you effective methods that you can immediately incorporate into your existing practice. This 16-hour workshop provides an introduction to the techniques and protocols used in event massage, including pre-event, inter-event, and post-event massage. We'll place a special emphasis on the needs of football players and the use of appropriate sports massage before, during, and after games. The course is 75% hands-on.

DEEP TISSUE - LOWER BODY LOMILOMI instructed by Jim and Kim Hartley

January 26-28, 2011, 9:00 a.m. to 6:00 p.m.

* This course is NCB approved education - 24 Continuing Education Hours for \$475

\$100 nonrefundable deposit, \$425 if paid in full 2 weeks prior to the event

For more information and to register, please contact inspire@heartspire.com or phone 360-956-1169

Supplies. 1 set of sheets, 1 pillow case, 1 blanket, plastic garbage bag, water bottle, pot luck dish for last day, personal item with a story behind it to help introduce yourself.

About the Workshop. In this three-day workshop, the participants will develop deep tissue lomilomi strokes and listening skills to assist in the well being and healing of issues and conditions located in the lower half of the body. Students will learn a unique joint rotation series both prone and supine that frees up the range of motion in the lower back, hips, knees and ankles.

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**AYRUVEDIC MARMA MASSAGE**

February 18, 2011, 6:00 p.m. to 9:00 p.m.

February 19, 2011, 9:00 a.m. to 5:00 p.m.

February 20, 2011, 9:00 a.m. to 5:00 p.m.

17 Continuing Education Hours for \$315.00

For more information and to register, please contact [registrar@aicmtouch.com](mailto:registrar@aicmtouch.com) or phone 208-773-5890

**About the Workshop.** In the traditions of Ayurveda there are many forms of massage. Ayurvedic Marma Massage is a dynamic pattern that flows with a light application of warmed herbal oil, and it also incorporates a system of vital energy points on the body called marma. Pressure on these points relays messages to various organs and systems in the body providing relief from pain, toning the nervous system, increasing lymphatic circulation/blood flow, and balancing the body's movement of Prana.

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ENERGY MEDICINE instructed by Dr. Margo Jordan Parker, OMD

February 26-27, 2011, 10:00 a.m. to 5:00 p.m.

* This course is NCB approved education - 12 Continuing Education Hours for \$225

\$200 if paid 2 weeks prior to the event

For more information and to register, please contact mparkeromd@herbalfortress.com or phone 208-660-7363

About the Workshop. Energy Medicine will teach the student all the traditional forms to include: Energy Anatomy, Traditional Chinese Medicine and the 5 "elements," Reiki, Healing Touch, Polarity Therapy, Chakras, Color Therapy, and Sound Therapy/Vibrational Healing. Demonstrations of all the modalities will be provided, and the students will participate in experiential exercise to feel the flow of subtle energy.

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**HEALTHY AGING FOR WOMEN** instructed by Dr. Margo Jordan Parker, OMD

March 12-13, 2011, 10:00 a.m. to 5:00 p.m.

\* This course is NCB approved education - 12 Continuing Education Hours for \$225

\$200 is paid 2 weeks prior to the event

For more information and to register, please contact [mparkeromd@herbalfortress.com](mailto:mparkeromd@herbalfortress.com) or phone 208-660-7363

**About the Workshop.** This class is a comprehensive course that focuses on prevention issues that concern women. You will gain the tools for healthy aging, prevention, and longevity. Both men and women are welcome to take the course. Topics covered will include: food therapy, nutritional supplements, energy medicine, weight loss, acupressure for health, acupressure face lift, progressive relaxation, Tai Chi, and Chi Gong.

## AN INTERVIEW WITH LARRY KAUFMAN - STRUCTURAL INTEGRATION

### **The Art and Science of Our Work**

As massage therapists, we are constantly striving to gain a better understanding of the body. To be better at our craft, we want to know the science behind the modalities that we use and we strive not just to be good technicians but artful in what we do. The following article is an interview with Larry Kaufman, the founder and director of the Northwest Center for Structural Integration and Structural Integration (SI) Practitioner for the past thirty years. In this article I've tried to assess the philosophy and motivation behind his practice and teaching. This article explores how he has been able to bridge the science, the practical application, the intuition, and the art of massage and bodywork. As you read the interview, I believe this 'bridge' will become more solid and profound in nature. – Tara Hoyer

### **Give us a brief description of SI as you view it.**

Structural integration (SI) works to align the body's structural components (head, neck, spine, shoulders, arms, thorax, pelvis, legs) to its vertical center (core) and to support the transfer of motion through it. Like water flowing through a hose, the transfer of movement through the body's vertical core is significantly affected by the alignment of its structural components. Twist the upper and lower ends of a hose in opposite directions and water can't flow through it. Rotate the body's structural components in opposite directions and movement can't transfer through its core.

SI systematically releases or remobilizes layers of connective tissue (fascia) that differentiate muscles and keep the body's structural components from shifting position. Fascia is "plastic." It molds and adheres to muscle and bones limiting their ability to move independently and shift position. Releasing adhesion between layers of connective tissue is fundamentally different from stretching or massaging muscles. Dr. Ida Rolf, the originator of SI, observed that the stress of repetitive motion, injury, and postural imbalance caused adhesion between fascial layers surrounding individual muscles, keeping these muscles from moving independently and gliding smoothly. When muscle layers lose their ability to move independently and glide freely, range of motion is lost and the transfer of motion between muscles (kinetic linkage) becomes limited. By releasing fascial layers surrounding and separating each muscle, it becomes possible to affect the mobility of individual muscles, the kinetic linkage between muscles, and the alignment of the body's structural components. SI does not attempt to repair injuries or to impose perfect postural alignment. The intent of SI is to help clients gradually remobilize their muscles, bones, and connective tissue layers so that they are supported physically and free to move in a balanced manner.

### **What were you doing before SI? What drew you to SI in the first place?**

Initially when I was a psychology student I was very interested in exploring different alternative therapeutic modalities such as Primal Therapy, Gestalt Therapy and Process Oriented Psychology. I also had a bad back. I knew I needed to deal with the physical aspect of my back as well as the underlying emotional causes. I needed internal support and found that SI was the perfect modality for addressing my physical and emotional growth. SI has been a developmental process for me. It helped me change physically and grow emotionally. Before I trained as an SI practitioner, I was a student of classical Chinese medicine in San Francisco which introduced me to the concept of being whole and balanced, and a professional river guide in Northern California which taught me how to see and feel patterns of movement, much akin to currents through client's bodies. When I work with people I take my lessons from both of these disciplines. I use each client's movement to guide me in freeing adhesions that block the flow through their vertical center.

### **One of your most memorable experiences with a client and SI?**

The most significant work that I do is with clients over time. I love watching them grow and change. It is often not a spoken experience but more a witnessing of their strength emerging and developing. Every day is something new as I work with clients in their own personal journey. Probably my most memorable experience in SI was getting work done on me during my own training. Up to that time I didn't have an understanding on how the different parts of our body worked together, nor did I have an experience of breathing fully. All of a sudden I was out of pain and feeling supported in my entire torso. My spine changed, my breathing changed, and I moved in a way that I couldn't before.

### **Can you address the common conception that SI is painful?**

The simple answer is yes, it can be. Practitioners of SI use a lot of pressure in order to release or unglue adhesions between muscles and between muscle and bone. However, pain associated with releasing these adhesions can be greatly

lessened when the client is actively involved in moving their own body. That said, people will not let go of physical and emotional strain if they feel unsafe or unsupported. I teach students that creating a safe and nonjudgmental environment encourages clients to take greater control over their own process. Helping your client release strain and remobilize areas of his body that have been overworked, injured, or emotionally traumatized can be painful. Teaching clients to move their body as you work enables them to control the duration and intensity of each release, both physically and emotionally.

**What other modalities and complimentary therapies do you use/refer to/recommend?**

I work with many different disciplines, such as naturopathic doctors, physical therapists, chiropractors, massage therapists, and acupuncturists in assessing and providing treatment for clients.. Every discipline has its benefits and value. Treatment modality is unique to each client. I try to listen to the clients' needs and encourage them to choose modalities that are align with their own personal worldview. The way I practice SI is most aligned with the practice of classical Chinese and naturopathic medicine. My practice is focused on supporting each client's vital force, their Chi, and their movement. I believe that it is the flow of movement through a client's body's that gives it strength and integrity, and that it is the process of "letting go" that allows them to discharge physical and emotional strain.

**When and how did you begin teaching SI? On your website you speak of the flow, and in telephone conversation you spoke of this concept and your teaching style. Can you elaborate further on your pedagogy?**

I started teaching in 1988 when I was living in Colorado. I had been practicing SI for 10 years at that time and was part of a group of practitioners who were involved in Process Oriented Psychology and Conflict Resolution. I was teaching groups on process-related bodywork, therefore beginning to teach SI was a natural progression. I was approached by fellow therapists to share my perspective on SI, which led to developing a full curriculum. My approach was unique in that I was trying to combine and integrate both the physical and emotional aspects of this work. The process work taught me to follow my client's emotional process, and the SI taught me how to support my client's physical growth and change.

**Can you tell us a little bit about the Northwest Center?**

The NW Center for Structural Integration is an IASI (International Association of Structural Integrators) approved school located in Portland, Oregon. The NW Center grew out of collaboration between myself and Dr. Steven Sandberg-Lewis at the National College of Naturopathic Medicine. Dr. Sandberg-Lewis asked me to design a teaching curriculum that could be utilized by naturopathic medical students in a clinical setting. Since that time the NW Center has grown to providing classes for practitioners from different therapeutic modalities. It offers classes for students with extensive anatomy and bodywork knowledge as well as students just beginning their exploration. We teach an introductory, three-weekend seminar on structural bodywork, the first phase of the certification process. In this class we focus on specific clinical protocols and myofascial release. We also offer a five-week practitioner's training that covers the ten session SI series based on the teachings of Dr. Ida Rolf. In this training students give and receive a ten session series as well as take two class models. As part of our certification program we provide supervision and mentorship for students beginning their own private practice work in SI and offer a three week advanced seminar in SI protocols.

**Is there one thing you wish people could understand about SI?**

SI puts people back together in an amazing experience. Dr Rolf's 10-session recipe is brilliant. It is a system of bodywork that can profoundly affect a client's body and offers each practitioner a forum in which to express their own style and creativity.

Larry Kaufman has practiced integrative bodywork for more than three decades. He holds Basic and Advanced certifications from the Rolf Institute in Boulder, Colorado, as well as a degree in psychology from Antioch College. He is a former member of the Integrative Medicine Center at St.Mary's Hospital and past Director of the Weber Street Center for Process Oriented Body Work and Conflict Resolution (Colorado). Larry is a licensed massage therapist in Oregon and Washington. The founder and Director of the NW Center for SI ([www.theiasi.org](http://www.theiasi.org)), Larry maintains an active private practice in Portland, Oregon and is an author of A Practical Guide to Structural Integration. You can contact Larry at (503) 984-8200, [www.structuralintegrationtraining.com](http://www.structuralintegrationtraining.com), and [northwestcenter@gmail.com](mailto:northwestcenter@gmail.com).



Tara Hoger is a Licensed Massage Practitioner and Reiki Master Teacher who operates Crow Medicine Body and Energy Work in Moscow, Idaho. She is looking forward to the upcoming Structural Integration Training and Certification Program to be offered in Moscow, Idaho, starting in January 2011!



## Practitioner Training in Structural Integration

The Northwest Center for Structural Integration is pleased to announce a series of structural integration classes throughout the 2011 year, including the option for certification through the NW Center and ability to sit for the certification examination through the International Association for Structural Integration ([www.theIASI.org](http://www.theIASI.org))

Hone your skills and expand your practice with Structural Integration (SI) training! Sign up for one phase of the training or the entire training and certification program.

For more information, training cost, and registration please call 503-984-8200,  
email at [northwestcenter@gmail.com](mailto:northwestcenter@gmail.com),  
or visit our website at [www.structuralintegrationtraining.com](http://www.structuralintegrationtraining.com).

### Training Classes and Dates:

**Phase One:** January 21-22, February 18-19, & March 11-12, 2011 (Fri 7:00-10 :00 & Sat 9:00-5:00)

Using the underlying principles and techniques used in Structural Integration and Structural Bodywork, this is a hands-on training, teaching structural assessment and myofascial release.

**Phase Two:** April 4-May 5, 2011 (Mon-Thurs 9:00-5:00)

A 5-week, 160-hour intensive for students and practitioners who wish to receive an in-depth training in Dr. Rolf's 10-session protocols. A blend of lecture, demonstration, and practice.

**Phase Three:** 100 hours of independent study with clients with ongoing clinical supervision.

**Phase Four:** October 3-20, 2011 (Mon-Thurs 9:00-5:00)

Advanced 3-week seminar for completion of certification process, covering all aspects of SI practice.