

oregon news

Spring 2017 Edition

American Massage Therapy Association-Oregon Chapter
1834 SW 58th Ave, Suite 200 • Portland OR 97221
On the web at: or.amtamassage.org

2017 CHAPTER CONVENTION

Saturday
April 8, 2017
at 8:00 AM

-through-

Sunday
April 9, 2017
at 6:00 PM (PDT)

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REGISTRATION INFORMATION

Member Full Convention \$160

Full convention price includes:

Saturday and Sunday classes, Saturday lunch, Saturday evening social.

Nonmember Full Convention \$210

Full convention price includes:

Saturday and Sunday classes, Saturday lunch, Saturday evening social.

Sunday Cupping Class by Carly Samish, LAc \$35

You must also have a Full Convention Registration to take this class. Class fee is for your own set of cups.

Saturday Business Meeting/Lunch ONLY \$30

SCHEDULE OVERVIEW

Saturday, April 8, 2017

- 7:30am - 8:00am Registration (Coffee & Donuts)
8:00am - 12:00pm Introduction to Facilitated Stretching w/ Bob McAtee
*Author of FACILITATED STRETCHING
Topical Cannabis Use & Research
12:00pm - 2:00pm Annual Meeting with Lunch
2:00pm - 6:00 Facilitated Stretching: Freeing the Shoulder
w/ Bob McAtee
Ethics: Working with Veterans
6:00pm - 7:30 pm Happy Hour
(Hosted Bar, Hors d'Oeuvres, Door Prizes & Networking)



Sunday, April 9, 2017

- 7:30am - 8:00am Registration (Coffee & Donuts)
8:00am - 12:00pm Kinesio Taping
Paperless Office
12:00pm - 1:00pm Lunch (on your own)
1:00pm - 5:00pm Cupping (1 cupping class only in the afternoon. You must register separately and pay the fee for the cups on the registration page.)

REGISTER AT:

<https://www.eventbrite.com/e/amta-oregon-2017-chapter-convention-registration-31861376234>



AMTA-OR Office
1834 SW 58th Ave, Suite 200
Portland OR 97221
(541) 915-5263
or.amtamassage.org
amtaor@gmail.com

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www.oregon.gov/obmt/pages/index.aspx

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Massage Therapy Foundation
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National Certification Board (NCBTMB)
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The Newsletter Editor and Advertising position is open.

To apply, please contact:

President Julie Crispin, LMT #13977
(503) 756-1707 • president.amtaor@gmail.com

AMTA OREGON CHAPTER ANNUAL MEETING & CONVENTION

APRIL 8-9, 2017
EAST WEST COLLEGE, PORTLAND
co-sponsored by



In a departure from the schedule of previous annual meetings and conventions, this year's AMTA-OR gathering offers two full days of continuing education, instead of a Friday evening/Saturday education format. This means participants may earn up to 16 Contact CE hours by attending Saturday's annual meeting and classes on both days.

This year's exciting faculty of presenters has something for virtually everyone, from hands-on technique to business management – check out the offerings and the presenters on page 6 of this issue.

Full registration includes classes, Saturday's lunch and meeting, and the Social Hour after class on Saturday, hosted by Massage Envy.

(More information and registration on pages 1, 6, & 8)

PLEASE KEEP YOUR INFO CURRENT!



If your mailing address, phone number, or email address has changed since you last renewed your membership in AMTA, please contact AMTA National at amtamassage.org, and provide them with an update so you continue to be included in communications regarding Oregon activities, and to receive your next newsletter.

Thank you!

About this publication

Contributions are welcome; all submissions must include a legible signature and phone number and may be edited for space and clarification. Address all correspondence to: Editor, at oramta.news@gmail.com. AMTA-OR reserves the right to edit materials; reject copyrighted materials unless consent of copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in its publications. Information, articles, endorsements, and ads contained in this newsletter do not necessarily reflect the opinions of the American Massage Therapy Association. We reserve the right to reject material that conflicts with the American Massage Therapy Association's bylaws, policies, core values, mission or vision statements, strategic plan goals, future directions, or the code of ethics or scope of practice for AMTA members.



President's Message – Julie Crispin LMT 13977, President

Happy Spring! Looking forward to a change in the season and the weather! Bring on the blossoms and new growth!

Looking back, this Winter we held our January board meeting in Eugene, Oregon. Custom Craftworks generously hosted our meeting and panel discussion on the Business of Massage and Insurance Billing, and even hosted our lunch! Thank you Custom Craftworks, especially Teri Sura, who spent the whole day working so we could be there! We had a great turn out for the board meeting and the panel. We also got a great behind the scenes tour of the Custom Craftworks facility and learned about construction of one of our most important tools – our table! One thing for certain came out of the Insurance Billing panel discussion: we have a lot more discussing and sharing to do regarding LMTs and billing practices in Oregon. We are planning an Insurance panel discussion in Portland. Stay Tuned!

In early February, AMTA OR hosted Nicola McGill of Klose Institute for a 45-hour Manual Lymphatic Drainage certification class. Despite torrential rain and an ice storm, 18 LMTs were able to complete their basic MLD training! The BOD hopes to offer more of these in-depth classes in the future.

Spring is a very busy time for AMTA Oregon Chapter! We have elections for our Board of Directors. We have our State Convention and Annual Board Meeting, April 8th and 9th in Portland, at East West College of the Healing Arts. I am super excited about our convention this year. At the annual meeting on Saturday we will vote on our annual budget, swear in our newly-elected board of directors, get an update from our lobbyist and give out awards while enjoying a box lunch from Elephants Delicatessen. We cut way back on expenses by choosing not to hold a formal dinner, so we could offer you some amazing classes – and up to 16 CEs for only \$160. Massage Envy Oregon will be hosting a Happy Hour social on Saturday for convention attendees.

We are excited to announce that we have been given the green light by the OLCC and the OBMT to begin our first ever group research project testing the efficacy of Topical Cannabis. We have funding, product, research method and tools. Now we just need LMTs willing to participate and subjects willing to be tested. If you are interested in participating, contact AMTAOR@gmail.com.

One of the goals I set for my term as President is to build bridges. I want to connect our Massage community – to the schools, the business owners, the OBMT, and to our members. I have done a lot of networking and bridge building and will continue to do this for the remainder of my term.

Enjoy the newsletter. Lots of information about Elections and our Convention! It's an exciting time of year! See you at Convention!

- Julie

READ THIS AND ENTER TO WIN 8 CONTACT CES

Embedded somewhere in the text of an article in this issue of the Newsletter is a word that appears in RED type. Everyone who emails Leslie Giese the word is put in a drawing for two 4-CE hour (8 contact CEs, valued at \$105.00) AMTA Oregon courses at Face-to-Face meetings.

**So read the Newsletter, find the Red Word hiding within one of our articles, and email the word, along with your contact information, to:
bodybunch@msn.com**

Editor's Notes

- Doug Kinnaird, LMT #2958



This edition of the AMTA-Oregon Newsletter is my 17th - and last - as editor. The time has come to pass the torch. It's been a wonderful experience - definitely fun, but more importantly, a true honor - to serve our active and growing chapter since that Spring 2013 edition, when I took the reins from Becky Leetch. That was a sad transition, as Becky passed away the following May, after her long battle with pulmonary fibrosis.

Over the years, I've had the opportunity to cover both state and national AMTA events, one highlight being the 2013 AMTA national convention in Fort Worth, Texas. We've had input from many excellent contributors - articles, educational pieces, photos - and it's been fun meeting and working with many of those contributors. Initially, I worked with an outstanding artist, Peter Nuncio, who did all the layout and production work, but I took on that part when chapter dues became voluntary and chapter finances got tight. For me, it wasn't difficult, given an early career in advertising and PR, when I produced a number of newsletters. When this edition comes out, I'll have celebrated the first full year of my 4th quarter-century of life. Though I still joyfully work as an LMT 5 days a week (most weeks), this publication needs some new blood and fresh ideas.

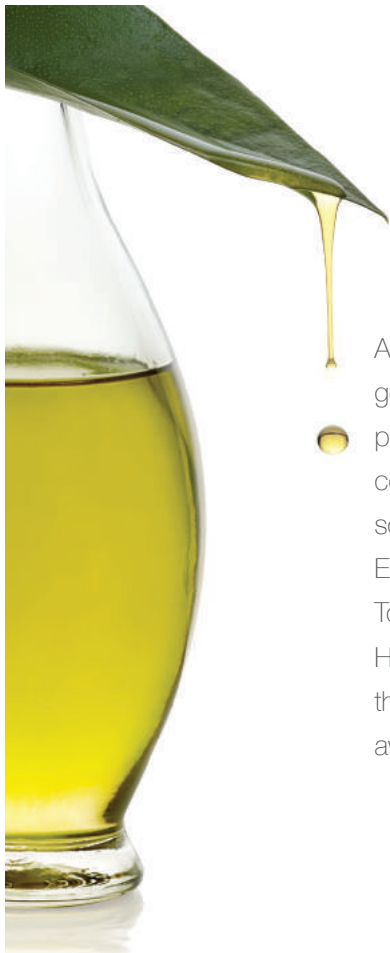
So the position is open. It requires some computer skills, but numerous apps are available for easy layout and production, if

one lacks a background in the field. Good language skills - spelling, grammar, vocabulary - are essential. And working on deadline is important in meeting the needs of advertisers. Oh, yes, advertisers; these are the people and businesses that defray the cost of publishing the newsletter. They're wonderful supporters of our chapter and part of this job is handling the advertising.

It's not an insignificant amount of work - incidentally, it's a volunteer position - but it has many rewards, and I'll be happy to help our new editor make the transition to make it as seamless as possible.

Thank you to the entire Oregon Chapter of AMTA for this opportunity to serve for the last 4 years. It's not goodbye. I look forward to seeing my many friends at classes and events, and to seeing what my successor does with future editions.

- Doug



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AMTA-OR 2017 Annual Meeting and Convention - April 8 & 9

Your Guide to Continuing Education Class Offerings

Renee Stenbjorn, 1st VP and Education Chair of AMTA-Oregon, has lined up an outstanding faculty of presenters and a wide variety of educational experiences for this year's convention. Here are descriptions, hours, and times of all seven classes, two days of continuing education that can earn participants up to 16 contact CE hours. Register soon to secure your seat, at: <https://www.eventbrite.com/e/amta-oregon-2017-chapter-convention-registration-31861376234>

SATURDAY, 4/8 - 4-Hour Classes:

MORNING: 8am-12 Noon, 4 hours CE each session

Hands On: Introduction to Facilitated Stretching

By Robert E. McAtee LMT, CSCS,

Author of *FACILITATED STRETCHING*

This course is designed to teach a series of valuable stretches from the facilitated stretching repertoire that can be easily incorporated into a table massage session. These stretches, combined with soft tissue work, will enable you to obtain greater overall success in client treatment sessions.

Lecture: Cannabis Use & Research

Trista Okle of Empower Oils & AMTA Board Member

The most recent information about topical application of cannabis oil, including research being led by the AMTA Oregon Board. This presentation will inform you about the legal aspects of cannabis use. You will also learn about the scientific basis of the uses of this oil.

AFTERNOON: 2pm-6pm, 4 hours CE each Session

Hands On: Facilitated Stretching: Freeing the Shoulder

By Robert E. McAtee LMT, CSCS

Author of *FACILITATED STRETCHING*

This interactive applied anatomy seminar uses visual and kinesthetic aids with practical palpation exercises, to bring shoulder anatomy to life. The seminar also includes demonstration and practice of therapeutic interventions (pin and stretch, transverse friction, and facilitated stretching) to access and release the soft tissues of the shoulder girdle, allowing for more freedom of movement around the joint. We'll explore the role of the rhomboids, serratus anterior, pectoralis minor, latissimus dorsi, and the four rotator cuff muscles in the health, function and mobility of the shoulder.

Lecture: Ethics: Working with Veterans

By Belle Landau & Cheryl Greathouse of Returning Veteran's Project

To outline, discuss, and make clear the role and importance of ethics, both legal and personal, as it pertains to massage therapists working with military veterans of war suffering from PTSD due to traumatic experiences.

SUNDAY 4/9 - 4-Hour Classes:

MORNING: 8am-12 Noon, 4 hours CE each session

Hands On: Taping

Learn to use Kinesio Tape principles and apply them to many common injuries frequently seen in massage settings. You will have an opportunity to work with the tape in the classroom and gain skills you can immediately apply in your practice. This is the same taping method used by Olympians and other top athletes.

Lecture: Paperless Office

Neesie Doss, OR LMT

Director, PDX Healing Massage .

This course will help you streamline and rejuvenate your office practices while helping the environment. Topics include becoming paperless in all facets of business: HIPAA compliance, scheduling, the intake process, chart notes, accounting, marketing and more. Learn how to eliminate clutter and spend more time doing what you love.

AFTERNOON: 1pm-5pm, 4 hours CE each session

Hands On: Cupping Carly Samish, LAc

Blue Fire Healing

Cupping is used in massage therapy to treat stagnation and congestion in muscles causing pain and stiffness. The pressure can be strong to provide relief from tension and pain, or gentle to increase lymph flow, circulation and relaxation. As the cups draw congested fluids and toxins to the skin surface there is often a discoloration called "sha" that can look like a rash or possibly a bruise. This is a normal part of the process of resolving stagnation in the muscles, and the sha typically fades in a few days.

(Presenters' biographical information on Page 8)

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Upcoming Classes:

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Portland, OR May 4 - 7, 2017
 Seattle, WA May 13 - 16, 2017
 Big Sur, CA May 28 - 2, 2017

CRANIOSACRAL THERAPY 2 (CS2)

San Francisco, CA May 4 - 7, 2017
 Seattle, WA May 18 - 21, 2017
 Portland, OR Oct 19 - 22, 2017

SOMATOEMOTIONAL RELEASE 1 (SER1)

Portland, OR May 4 - 7, 2017
 Big Sur, CA May 7 - 12, 2017

SOMATOEMOTIONAL RELEASE 2 (SER2)

San Francisco, CA May 4 - 7, 2017

UNWINDING MERIDIANS: Applying Acupuncture Principles to CST 2 (UMAC2)

Seattle, WA May 18 - 21, 2017

CST TOUCHING THE BRAIN 1: Stimulating Self-Correction Through The Glial Interface (CTTB1)

Seattle, WA Nov 16 - 19, 2017



*John Matthew Upledger,
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Denver, CO Apr 27 - 30, 2017
 Edmonton, AB Sep 14 - 17, 2017
 Chicago Nov 2 - 5, 2017

TOTAL BODY ENERGETICS 1 (TBE1)

Palm Beach, FL Dec 7 - 10, 2017

LYMPHATIC BALANCING: Total Body (LBTB)

Seattle, WA May 13 - 16, 2017

LYMPHATIC BALANCING:

Upper Quadrant (LBUQ)

Palm Beach, FL May 4 - 7, 2017
 Denver, CO Aug 17 - 20, 2017
 Portland, OR Oct 19 - 22, 2017
 San Francisco, CA Oct 26 - 29, 2017

LYMPHATIC BALANCING:

Lower Quadrant (LBLQ)

Edmonton, AB May 18 - 21, 2017
 Chicago, IL Jun 1 - 4, 2017
 Dallas/Ft Worth, TX Aug 3 - 6, 2017
 Minneapolis, MN Sep 7 - 10, 2017
 New London, CT Sep 28 - 1, 2017

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AMTA-OR 2017 Annual Meeting and Convention - who's teaching?



Saturday, 4/8, Morning & Afternoon

Robert E. McAtee LMT, CSCS - Author of FACILITATED STRETCHING

Bob, a Colorado Licensed and Nationally Certified massage therapist, began his career in 1981, specializing in sports and orthopedic massage therapy and facilitated stretching. Since 1988 he has maintained an active, international sports massage practice in Colorado Springs. He enjoys providing relaxation massage, sports-oriented massage, and helping resolve soft-tissue injuries (rotator cuff, carpal tunnel, low-back, piriformis syndrome, hamstrings, plantar fasciitis, etc).



Saturday, 4/8, Morning

Trista Okle - Owner of Empower

Trista's business name, "EMPOWER," was originally a mouthful of an acronym for Ending Marijuana Prohibition by Organizing Women to Enact Reform. The name stuck with her long after, coming to represent growing a business from what started as a marijuana legalization advocacy group by, and for, women. She now works with women of all ages and backgrounds, teaching them about the uses of Empower Oil and cannabis as a health remedy, teaching them the craft. She says "I get to wake up every day and live my dream, while empowering others. It's the best feeling ever."

Saturday, 4/8, Afternoon

Belle Landau - Executive Director, Returning Veteran's Project

and Cheryl Greathouse LMT 11951

RVP provides free counseling and other health services to veterans of post-9/11 war zone veterans and their family members, including a massage clinic at University of Western States' Chiropractic & Massage Campus. UWS assists, providing free chiropractic & massage services at their clinic for post-9/11 war zone veterans who come through RVP Services, delivered by students near graduation. Student providers are supervised on-site by clinical staff, after a New Provider Orientation, informing them about our mission, need for our services in Oregon, military culture, signature injuries of wars in Iraq and Afghanistan, reintegration challenges, and the impact on military families.



Sunday, 4/9, Morning

Nessie Doss, LMT - Director, PDX Healing Massage

Nessie has practiced as an LMT in Oregon for more than 5 years, and has gone from being an LMT to owning her own massage business, PDX Healing Massage, with several employees. They specialize in several well-known therapeutic massage techniques to provide comfort and healing for clients. Nessie also is an instructor at East West College of the Healing Arts, primarily focused on Business & Therapeutic Relations.



Sunday, 4/9, Morning

Allen Knecht, DC

Namaste Integrative Chiropractic Medicine

Dr Knecht is a Chiropractor at Namaste Integrative Medicine whose SW Portland practice focuses on helping his clients balance the Mind, Body and Spirit through nutrition, homeopathy, structural alignment and the release of emotional stress. He wants to help people achieve wellness through his exceptional and comprehensive multimodal approach to health. One of his modalities is Kinesio Taping (KT Tape). This tape is lightweight, comfortable to wear and can be used in many common injuries such as lower back pain, knee pain and shin splints.



Sunday, 4/9, Afternoon

Carly Samish, LAc - Blue Fire Healing

With a Master's degree in Acupuncture from the Oregon College of Oriental Medicine, Carly's comprehensive training includes all aspects of Chinese medicine and a year-long clinical internship. She offers acupuncture services in Portland, using acupuncture to provide individualized and relaxing treatments, using gentle needling, plus moxibustion heat therapy, bodywork and other modalities. Teaching is one of her joys. She offers classes and workshops on bodywork modalities for students and professionals, and meditation classes to the public.



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The Red Word Winner from our Fall Edition is....

Holly Brooks, LMT # 12307

Practices in Eugene at Lussuria Salon & Spa

Massage has been part of my life since my teenage years, when my mother sent me to a Swiss woman for a massage treatment. I was scared spitless, but this professional's touch awakened a profound recognition and need for grounding via bodywork. Throughout the next several decades I used massage therapy to manage high levels of work-related stress and chronic pain. A confluence of childbirth, cancer diagnoses for my mother and husband, and a need to find nurturing, worthwhile work led me to the remarkable Potomac Massage Training Institute in Washington, DC. During my training, I discovered I could transmute my own fear and loss into deep caring and compassion, and found satisfaction in being of service to others. In my Eugene practice I do a mix of relaxation and pain relief work, and am grateful each day for a profession that facilitates well being for all.

Thank you for IMPLEMENTING this contest!

*Psssst...we're doing it again! Find the Red Word and email:
Leslie Giese LMT #5975 - bodybunch@msn.com*



New AMTA Member Benefit: 25% Off ClinicSense!

Whether you're a sole practitioner or a small clinic, paperwork can eat up a lot of your time. ClinicSense automates many of your day-to-day administrative tasks, so that you can spend up to 72% less time managing your paperwork, and have more time to do what you love – massage!

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- Pro - \$74.25 per month (you save \$25.75/mo)

More information, including a 14-day free trial, is available at ClinicSense.com

A Double Dose of Education and Lunch, Too, Hosted by Custom Craftworks

January BOD Meeting & Continuing Education Class in Eugene

The January meeting of our AMTA-OR Board of Directors included an afternoon of Continuing Education for members who attended. We met in Eugene on Saturday, January 21 at Custom Craftworks. Following the morning Board Meeting, Custom Craftworks hosted lunch, and gave us a tour of their manufacturing facilities.

The day's continuing education filled the remainder of the day, a Professional Career Development & Insurance Billing Training. Three former AMTA-OR presidents and several first-timers were in attendance.

A BIG Thank you to Teri Sura for hosting us and providing lunch! It was a fabulous day of fun and education. And seeing how our most important massage tool - our table - is built was fascinating and instructive.



18 LMTs Earn MLD Certification



Newly-Certified in Manual Lymph Drainage

Nicola McGill of Klose Institute taught the 45-hour certification class in Manual Lymphatic Drainage, in early February. Her course was hosted by AMTA Oregon.

SAVE THE DATE FOR SUMMER FUN

Sunday, August 6

10am - 1pm

AMTA-OR Summer Social

Mimosas and hors d'oeuvres aboard the sternwheeler, Portland, the Oregon Maritime Museum at Portland's Waterfront Park.



The Ethics of Insurance Billing

It's all about money...or is it?

By Natalie Weintraub, LMT #17001

The most hotly debated topic during the insurance discussion in Eugene was about service fees. That is, how much can you bill insurance for your massage? How much should you bill? We didn't all agree on what the best practices are, but there was a lot to be gained from discussing this fuzzy topic. There aren't any specific laws about service fees, but there are several ethical points to consider. Let's break the arguments down:

Why would you bill more for insurance?

- There's a separation between who's receiving the massage and who's paying for the service. Your client is your customer, with whom you've established a face-to-face, professional relationship. Your client is a person. On the other hand, the entity paying for the service is a large, faceless, organization. This makes it much easier to overcharge - you have no scruples about taking advantage of a large corporation.
- There is a little extra work involved in billing insurance. Besides submitting the claim, you have to spend time checking on a client's benefits (online or over the phone), keep track of money owed, and hunt down missing payments. Some providers feel that they are justified to charge for the time spent doing these tasks.

Why would you not bill more for insurance?

- The cost of a service should be the same no matter who's paying. This gets right down the core issue: Why should the monetary value of a massage depend on who pays for it? I understand that massages cost more or less in different towns and states, but that's not the issue here. The same massage given by the same provider taking place in the same city should have the same cost.
- Overcharging for services sends a very specific message to the insurance companies. These companies already have difficulty grappling with the idea that massage therapy can be beneficial for acute, chronic, and preventative care; significantly increasing the cost of a massage will skew its worth even more.
- Most insurance plans have an annual limit to their massage benefits. A client might have coverage for 20 sessions per year,

or they may have a \$1500 limit. You can get a lot done in 20 sessions, not only for acute treatments but also for regular maintenance throughout the year. But if your client has a dollar limit instead, and you're billing \$200 per session, you can't give very many massages before the benefit runs out. Is that fair to your client?

Your insurance fees should be usual, customary, and reasonable per your geographical region. You need to set fees that you can confidently justify, not just to yourself but to others. If the massages you give your insurance clients are qualitatively different than those you give your cash clients, you might be able to justify an increase in price. But what happens if your cash client gets insurance coverage? Will you give her a different style of massage, or will you charge her insurance less?

Why bill insurance at all? I bill insurance because I'm a medical practitioner and my massages are medical treatments. I bill insurance because it's the only way most of my clients can afford to see me twice a month (or more), which is the only way I can take care of their pain.

Stepping back even further, we need to ask ourselves the big question: Why do we give massages? Is it to help others? Is it to make money? I realize there isn't a **clear** answer here - obviously we need money to survive, so that can't be ignored. But there are far less physically and emotionally taxing ways to do that, which means that we wouldn't be in this profession if we didn't also want to help people.

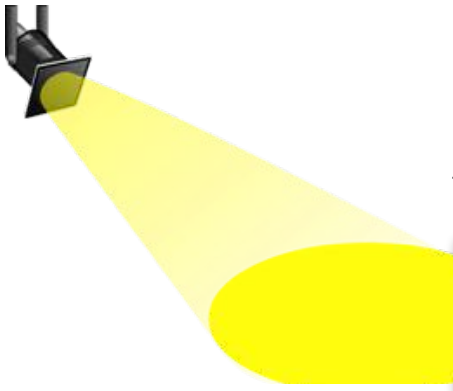
There's no right answer, of course; it'll be different for everyone. But where exactly we fall on that spectrum should be our guide in these matters. There's a reason why this insurance discussion qualified as an ethics course. We need to ask ourselves these difficult questions and use the answers to guide our actions. But if you give them some thought or discuss them with colleagues, you can find what works best for you and your business.

Disclaimer: The views and opinions expressed in this article are those of the authors and do not necessarily reflect the official policy or position of AMTA.

In the Spotlight:

Kathy Calise, MBA

Advancing massage education at LCC



Kathy Calise, MBA, is a leader in professionalizing the practice of massage and played a major role in the protecting the licensing of massage therapy in Oregon. As Program Director for Health Careers and Job Training in Continuing Education at Lane Community College, in Eugene, she manages non-credit continuing education programs, including Nursing Assistant, CNA 2 Pharmacy Technician, Phlebotomy, Medical Receptionist, and the 620-hour Massage Therapy Program. In addition, and related, to her academic role, Kathy became a public member of the Oregon Board of Massage Therapists, in July of 2007. Students were dissatisfied with the OBMT, at the time, and she invited board members to talk to them, which led to her being invited to join the board.

During her board tenure, she served as board liaison to the education committee, the insurance billing task force and the exemption task force, of the state legislature. In 2010, she became chair of the OBMT, taking the position during another time of turmoil that had removed the executive director and threatened the board's very existence. Her skills in negotiation, team building and compromise, honed by working with the legislative committees, were invaluable in shepherding the board through the crisis.

Community college non-credit continuing education programs were once prohibited by state law from issuing certificates, upon completion of their programs. Only

completion awards were permitted. No such prohibition, affected proprietary continuing education programs, putting college students at a disadvantage. Working with peers in the state's other colleges,

Kathy took the problem to the legislature, and in 2015, won the right to issue certificates, the non-credit curriculum equivalent of a diploma, in all training programs.

Kathy is a community college success story, herself. As a single mother of three, she went back to school at Lane, in the Network Operations Program (computer networking, she explains), and helped finance her studies working in the program's office. She lost her job briefly, upon graduating from the 2-year program, but was quickly hired back when her old boss was let go. His successor realized she was the only person who knew how the department worked.

On the advice of her supervisor, Kathy continued her studies, first at George Fox University, earning a BA, and later at Marylhurst University for an MBA. Her MBA dissertation, presented as white paper to the National Council for Continuing Education & Training (NCCET), became her argument to the legislature to change the law on certifications.

"I believe that education is the key to success and that everyone should be a life long learner," she has written on her Linked-In profile. "I am a Lane Community College Student success story and an example of how education can truly change a person's life."

Reflections on Massage & Unconditional Love - *By Regina Freres, LMT #11115*

February is a month engulfed in love, with Valentines Day on the 14th and surrounded, from New Year's Day to February 28, by messages of love, spoil your partner, relationships, and fun, cheesy, red hearts everywhere. This had me thinking about love and its evolution in my life and career.

My original life plan was to help children. In a psychology class, we studied the effects of neglect on the human brain and human attachment experiments, based on Romanian orphanages. Places with zero human interaction, metal cribs, and basic needs barely met. The many studies on the atrocities that occurred in these orphanages provide insight to attachment and touch-based science. My teacher suggested I was too close to the subject and would end up with 28 kids in my home - probably true. I could feel their pain, wanted to love them, needed to hold them, create a safe space in both home, my presence, and within themselves. I wanted to take these babies, touch their perfect feet, smell their hair, and sing lovingly, while rocking them gently to sleep. I was far too attached to a long-term outcome with humans, especially children and trauma.

Shortly after the psychology class, my first child and miracle was on his way. I thought about wanting to influence children with love, and my earlier studies on human touch motivated my career path. I had love, but needed a skill and some science. By choosing massage, I learned how to create a healthy, calm environment and most important, how to listen to my child. I listened to his cries with love and answered with love. I listened to his body with love and answered with loving touch, eventually helping ease colic and establishing sleeping patterns and a sense of security in this new world. Through touch and massage as a profession and environment, I have raised two boys for 15 years. Both are brilliant, very healthy, recovered quickly from injuries, and are well-versed in mind/body/spirit self-awareness, including empathy.

Fourteen years of massage helps a person and career to evolve in many ways. In spas, touch brought a sense of relaxation and retreat for clients. With veterans massage created physical results, with a focus on mental and spiritual safety and comfort. I work in a chiropractor's office, currently, predominately with acute trauma. As it turns out, issues that are more complex tend to come up with frequent treatments for clients. I am starting to fine-tune a specific path for my career with this knowledge!

Over my career, I have seen my relationships, both professional and personal, evolve dramatically into a deep understanding and connection. With my children, I learned about unconditional love and acceptance, knowing and feeling as a whole being what it feels like to love and want only the best for them. I will make mistakes, they will as well, and sometimes none of us likes each other. Moreover, we will disagree on the right moves to make in most aspects of life. Here is where the cool epiphany comes in.

At work, I do my best to walk into the room balanced, centered, heart based, to love the person I will work with - all

their soul, body, mind, even the traumas. I may use a skill they dislike; we adjust; no judgements from either side. I may not have a skill they want; I may attempt to learn it. Every human I touch is unconditionally loved and accepted. I am merely there to facilitate an ever-learning skill and passion for bodywork. There is no right or wrong body, no too this or not enough that, never too much - and I have yet to meet someone undeserving of unconditional love, or of receiving it through healing touch. I have witnessed numerous moments of shame from a client about their body; a thought process, a trauma, a feeling, having been there for their self-care. In these moments, I focus on loving them. As is. Whole. Bodywork allows me to show them the feelings unconditional love carries, and if it influences their heart to remember that truth in any amount, I have done my job.

I became certified in manual lymph drainage, last month, and look forward to learning more next month about working with veterans and clients with PTSD, at our upcoming convention. I spend a lot of time expanding my modalities, fine-tuning my career path, and ensuring I have what is needed for anyone walking into my space. Repeatedly, I receive feedback that I care, and that the love I feel and offer is so strong it assists in creating the results my clients are looking for in massage. After so many years of massage, this aspect of love rings true and stays true. Unconditional love is the basis of my career and life. Through massage, I have strengthened my ethics and boundaries. Through the feeling I hold in my heart and have fine-tuned over the years, I have seen unconditional love and acceptance. I am blessed with the most incredibly deep connections. Every single relationship is heart based: client to coworker, child to friend, family to strangers. Love exudes trust both on and off my table. It is true authentically in how I live, how I practice, and who I am.

I would like to say thank you to February. You, February, remind me how important love is. From a single mom who has grieved the loss of a brother and recently mother, I attest to the powers of love, and live, grateful to experience it firsthand in every breath of my life. It is at the basis of every single breath we take from the first to the last, from the joyous moments that take our breath away to the ones that hurt in physical pain or in grief so deep that taking a breath seems impossible. From me to you, in this breath, in whatever holds true for you now at this present time in your life, I love you. Right where you are. Every way, shape, and form that makes you, you on every level - from the light to the dark through to the entirety.

With love unconditional and eternal. Blessings and gratitude,

- Regina

New Members - January 2017



A Warm Welcome to Our New, Transferred and Returning Members

Spring is in the air! This season brings sweet breezes - ripe with the promise of growth and encouraging fresh possibilities. The same holds true for our AMTA chapter. Over the last year our membership numbers have grown steadily. January and February saw 105 members added to our roster! Attendance at our meetings and classes has been on the rise as well. In this fresh part of the new year, we look forward to 2017 and hope to hear from you as we shape and care for our chapter together.

-Willow Hall, LMT #7566, AMTA-OR 2nd Vice President & Membership Chair

First Name	Last Name	City
Colin	Banks	Portland
Christopher	Bennett	Gladstone
Soma	Bhargo	Eugene
Jordan	Breckenridge	Salem
Sally	Brewer	Eugene
Alexander	Brown	Portland
Malialani	Burton	Rogue River
Laura	Cannon	Hubbard
Debi	Clark	Canby
Zach	Diamond	Portland
Geneva	Foster-Ward	McMinnville
Raiquo	Grimes	Portland
Shelby	Gritman	Beaverton
EunYoung	Ha	Estacada
Lele	Heartloom	Portland
Brittani	Killgo	Beaverton
Sarah	Koch	Newberg
Kali	Lane	Bend
Kelsey	Lindsey	Enterprise
Caixia	Liu	Portland
Sarah	Livingston	McMinnville
Jason	Luckman	Albany
Zo	Madrone	Eugene
Leah	Maier	Beaverton
BreAnna	Manassa	Blodgett
Robyn	Mann	Springfield
Perry	Mason	Eugene
Cheryl	McDonald	Portland
Shannon	McLaren	Medford
Emily	Meagher	Bend
Christina	Nelson	Gladstone
Alex	Nutter	Portland
Chelsea	Oughterson	Eugene
Belita	Paluay	Portland
Brenda	Royce	Springfield
Hilary	Servatius	Portland
Mandy	Shields	Beaverton
Natthawan	Steele	Oregon City
Jennifer	Thomas	Beaverton
Janice	Thorsell	Bend
Bobbie	Towery	Falls City
Peter	Tuthill	Roseburg
Kristina	Valdez	Beaverton
Levi	White	Salem
Josh	White	Eugene

New Members - February 2017

First Name	Last Name	City
Jessica	Steinberg	Portland
Denise	Schroeder	Portland
Kelsey	Newcomer	Portland
Alicia	Fox	Grants Pass
Ellen	Crownover	Redmond
Heather	Muchmore	Keizer
Calandra	Reding	Hammond
Lena	Johnson	Eugene
Scott	Horton	Bend
Kimberly	Daniels	Canby
Katelind	Hedin	Forest Grove
Denise	Hearing	Saint Helens
Jennifer	Huffman	Bend
Marsha	Harper	Canby
Stephanie	Brannan	Tigard
Trudi	Hill	Bend
Amanda	Richardson	Eugene
Denise	Moyer	Eugene
Genesis	Lugo	Umatilla
Bonnie	McKee	Beaverton
Kendra	Greiner	Bend
Danielle	Hoefl	Heppner
Katlin	Pointer	Eugene
Greta	Garr	Portland
Marla	Jurgensen	Clatskanie
Pauline	Culpus	Warm Springs

Returning Members - January 2017

First Name	Last Name	City
Ann	Connors	Central Point
James	Jennings	Portland
Ariel	Lewis	Portland
Lucia	Lewis	West Linn
Rita	McClellan	Prineville
Krystal	Meyer	Portland
Beverly	Rablin	Silverton
Elizabeth	Searle	Portland
Angelica	Williams	Portland

Transferred Members - January 2017

First Name	Last Name	City	From
Jacob	Castle	Portland	KY
John	Eicher	Bend	WA
Danica	Gering	Newberg	CA
Carrie	Gerold	Portland	NV
Julie	Haugen	Portland	NULL
KaSandra	Ramirez	Portland	DC
Janae	Schiller	Portland	UT
Diann	Shively	Ashland	AZ
Christine	Szofnarowski	Bend	UT

Transferred Members - February 2017

First Name	Last Name	City	From
Christina	Mitchell	Portland	NY
Erik	Brennan	Portland	MA
Laura	Kaeter	Portland	CO
Terri	Sandusky	Bend	WA

Returning Members - February 2017

First Name	Last Name	City
Amie	Woyna	Phoenix
Tiffany	Watson	Salem
Matthew	Ramos	Hillsboro
Kalee	Gray	Portland
Dorothy	Stevens	Butte Falls
Shauna	Carter	Redmond
Nancy	Krivacek	Portland
Maxine	Trujillo	Salem
Mindy	Jurik	Springfield
Jacie	Overton	Medford
Jennifer	Grant	Portland

BENEFITS YOU CAN RECEIVE FROM BEING A MEMBER OF THE AMTA OREGON CHAPTER



We are easily accessible! We have our own website, www.amta-or.org and Facebook page, where you have direct connection with other members, www.facebook.com/AMTAOregon. This is a member driven organization and therefore you actually have a voice in this Chapter. The mission of the AMTA is to serve AMTA members with advancing the art, science and practice of massage therapy.

We are invested in supporting the Massage Therapy Foundation. www.massagetherapyfoundation.org, which is the leader in true massage research giving information that you can use! We strongly support the Massage Therapy Foundation as we believe in the work the foundation is doing. Their mission is stated as: "The Massage Therapy Foundation advances the knowledge and practice of massage therapy by supporting scientific research, education, and community service."

High quality affordable education - we offer continuing education classes at Chapter meetings about four times a year. We feature national and local instructors and the Chapter subsidizes this education.

We have regular Chapter meetings where you get to be involved in what happens in your Chapter. You have an opportunity to meet your peers.

We have an Annual meeting where you can actively participate in the development of your Chapter. You can vote online for Board members and for Delegates who will be our voice on the national level. You can even run for some of these positions! You can be present at the Annual Meeting to meet your new Board members and Delegates. This is a good chance to support your Chapter.

Also at the Annual Meeting:

- We offer affordable classes.
- You can actively network with other massage therapists, board members and educators.
- Registration includes the opportunity to attend the Annual Meeting, choice of several CE classes and invitation to our social event.

The Chapter takes an active role in the laws and legislature in Oregon and is vigilant in keeping an eye on what is going on. We've retained a lobbyist for many years to advocate on our behalf.

There are a number of volunteer opportunities for you to participate on a local, state, and even national level.

We offer mentoring for AMTA-Oregon members which is an excellent benefit for local Licensed Massage Therapists or

students who are looking for help with questions, thoughts, ideas, and much more.

We are a group of supportive, friendly and helpful people. We look forward to meeting you at one of our meetings or events. Come see what's happening at AMTA-

Oregon!

For more information about benefits, see the AMTA benefits page at: <http://www.amtamassage.org/membership/Benefits/professional-list.html#bucket-1>

To apply for membership, please apply online at: <http://www.amtamassage.org/membership/join-membership-package-chapter.html>

EXPANDED INSURANCE COVERAGE FOR AMTA MEMBERS

We know our members have many skills beyond massage therapy. And, some work in other fields. If you are an AMTA member who is also an esthetician or a yoga instructor, coverage for those practices is available in your AMTA professional and general liability policy.

NEW AMTA STUDENT SCHOLARSHIP PROGRAM

We are excited to share with you information about the AMTA Student Scholarship program as a new initiative to support the next generation of massage therapists! This program invites students to participate in an essay contest where one applicant will be awarded a \$5,000 scholarship. Help AMTA spread the word, and let fellow massage therapists, teachers and schools know about this exciting opportunity. Download the flyer on our website and share it through email, social media and on your chapter website!

MASTER THE CLASSROOM

Is teaching the next step in your massage therapy career? Get started with AMTA's NEW Teacher Training program, Master the Classroom! This comprehensive self-paced online training program will give you the skills you need to succeed in the classroom—all while earning valuable continuing education credits. From key learning principles and styles to classroom management, Master the Classroom is an important training program for new and experienced teachers!

AMTA'S AFFINITY PROGRAMS

Accidents and medical emergencies happen when you least expect. Protect yourself and your family with the AMTA Emergency Assistance Plus Plan for just pennies a day. You'll get invaluable services: Emergency Medical Evacuation, Transportation Home, Travel Assistance, Companion Assistance and much more! Best of all, as an AMTA Member you are GUARANTEED low group rates and cannot be turned down.

AMTA-Oregon
1834 SW 58th Ave., Suite 200
Portland OR 97221

The mission of the American Massage Therapy Association is to serve AMTA members while advancing the art, science and practice of massage therapy.

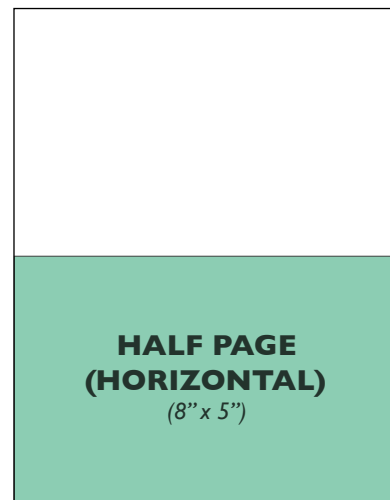
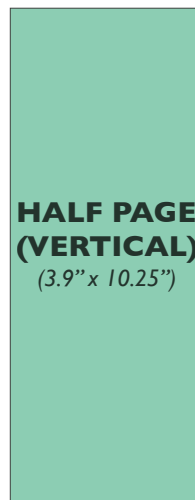
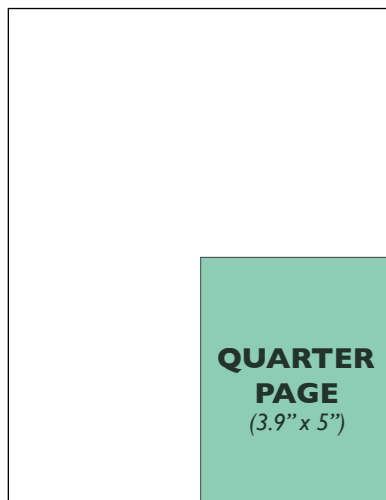
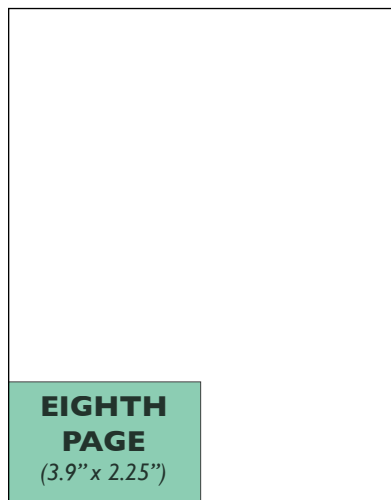
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