



Alabama Kneads

AMTA-AL CHAPTER NEWSLETTER

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INSIDE THIS ISSUE:

DID YOU KNOW?

- AMTA WAS FOUNDED IN 1943 WITH 29 CHARTER MEMBERS, THE DUES WERE \$0.29
- TODAY AMTA HAS APPROX 57,000 MEMBERS
- AMTA is the only national massage therapy membership organization that requires all practitioner (Professional) members to take continuing education. The association views CE as a vital part of professionalism.

[More AMTA History](#)

MEMBER MEETING AND [MANUAL LYMPHATIC DRAINAGE CE CLASS WITH ELISA DIFALCO](#)

Pages 4 & 5

[WESBITE CHANGES AND MEMBER SURVEY'S](#)

Pages 10 & 11

CVOP RECAP FROM ONE OF OUR BOARD MEMBERS

Page 6

[MEMBER BENEFITS!](#)

Page 3

[BECOME A MENTOR AND START CHANGING LIVES](#)

Page 9

[NATIONAL CONVENTION INFO & REGISTRATION](#)

Page 8

[NATIONAL MASSAGE THERAPY AWARENESS WEEK](#)

Page 7

AMTA-AL Chapter's mission is to advance the profession of massage therapy and educate the community on the benefits of massage therapy. We offer members opportunities to earn continuing education hours. We send members three newsletters a year and hold an annual community-building event. Members can find recent news and upcoming events on our website.

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Advertise HERE!
[Or on our website!](#)

Business Card	2 x 3 1/2	\$25
1/4 Page	3 1/2 x 4 1/2	\$40
1/2 Page	4 1/2 x 7 1/2	\$55
Full Page	7 1/2 x 10	\$75
Classified	25 words or less Free to AMTA members	

This newsletter is published quarterly by the Alabama Chapter of the AMTA. A non-profit professional organization of licensed massage therapists and students preparing for licensure.

Alabama Kneads welcomes contributions from our readers. Information for publication must be submitted on disk or email. Copyright material must be accompanied with a release from its holder.

All advertisements must be prepaid. All advertisements must be in standard format (word, jpg or tif), emailed to the above address. Please make check payable to AMTA-AL Chapter.

Submission Deadlines

2/10, 5/10, 8/10, 11/10

The Alabama Chapter reserves the right to edit materials for clarification and where appropriate for space, accept or reject materials and assumes no responsibility for errors, omissions, corrections or modification in publication. The opinions contained in this publication do not

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Evanston, IL 60201
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Fax (847)864-1178
<http://www.amtamassage.org>

A WORD FROM OUR CHAPTER PRESIDENT

Although my membership “years” only state that I’ve been part of the American Massage Therapy Association for 8 years, I have never been a member with any other association since I started my career as a massage therapist in 1990. As far as I’m concerned, I have always been proud to call myself a Professional Member of the AMTA for 23 years. For the past 4 years I have had the privilege to attend several national meetings including the AMTA National Conventions. I have met lifelong friends at these meetings. This brings me to my point. Being a part of a group has its benefits.

I have learned, there is nothing better than camaraderie with other therapists. You really can learn a lot from other therapists, especially if they didn’t come from the same background, area, or learn the same types of modalities of massage. It benefits you as a therapist and as a person not be a recluse. Do you find yourself only going online to get your education? Do you really learn “hands on” information through the computer? If your answer is yes, then more

power to you. If you agree that maybe learning some new techniques might not be so bad, then mark your calendar. Alabama has two or more state conventions a year. First weekend in May is our BIG Annual Convention with continued education classes, social events, and a luncheon where members vote on upcoming changes and volunteers. There is another awesome meeting with CE opportunities and socializing the first weekend in November. AMTA members are the luckiest of any other association from which you can receive liability insurance. Liability insurance is a must for all of us. But, the difference is the Local Alabama Chapter you have with the AMTA. Not to mention the TONS of other benefits you get when you are an AMTA member. If you haven’t looked lately, you should go to www.amtamassage.org and type in “benefits”. You probably will be very shocked of the length of the list. Check it out! After you realize that continuing to be a member of the AMTA is well worth the money, check out your Alabama Chapter. It too has benefits. It’s a way to

meet people and become a part of something worthwhile. As a group, volunteering for community service events is always rewarding.

One more thing, a question seems to always come up when becoming or renewing membership with the AMTA and it is this, “Why should I be a member of AMTA when I can get insurance cheaper?” The answer is, “The AMTA is a non-profit organization that uses **ALL** your money to help **“promote massage therapy as a profession”**. All other organizations in which you get liability insurance through are “For Profit”. AMTA NEEDS YOUR MONEY TO HELP **US** AS A PROFESSION!! In my eyes, that’s a good thing. No other association does anything remotely close to what AMTA does. So, when it’s time to renew your membership, I hope you won’t hesitate and stay with us. Get involved. Go to conventions. Go to Massage Mingles. Get to know one another and make a few more friends that you actually have something in common with. God Bless you all and I hope to see you in Madison for the awesome class in [Manual Lymphatic Drainage](#) in November.

LaDonna Ward

[Minutes from 8/1/2013 Board Meeting](#)

Discounts on Vista Print, FREE WEBSITE, Health Care RX Discount Card, Massage Warehouse Discounts, T-Mobile Discounts and MUCH MORE!
All for just being a **Member of AMTA!** [Check it out NOW](#)

FALL MEMBER MEETING AND CE'S

Elisa DiFalco worked for the famous Dr. Robert Lerner who introduced **Manual Lymph Drainage** to the United States on ABC World News Tonight with Peter Jennings and established the first clinics of Lymphology in New York & Florida. Elisa became Clinic Director and Owner of the Lymphedema Treatment Services Facility in Ft. Lauderdale listed in the World Directory of Who's Who and was used as a "Clinic Day" site for Lymphedema Certification Courses as a model of how MLD Clinics perform in the United States. The MLD Institute was born out of her clinic as the only MLD educational course to acknowledge LMT Therapists scope of practice while expanding their base of knowledge for the current MLD Market. With 15,000 treatments to her credit and working F/T as an MLD practitioner for 15 years, the MLD Institute International has worked on the most complex cases not only in the United States but treated patients globally sent by their governments for treatment in the U.S. when treatment was not available in their own country. Additionally, the MLD Institute enjoys the reputation of having worked with two physician experts: Dr. Lerner and Dr. King who were instrumental in the evolution of the LANA organization, offered research, diagnosis, treatment and continuing education. A wealth of knowledge to benefit the public and professionals in the industry. The practice offers MLD for over 40 conditions and specializes in pre/post op MLD for Surgery. Currently, www.Twitter.com/MLDInstitute is the largest lymphatic following in the world.



NCBTMB Provider #
450512-07

Massage
Mingle
11/1/2013
7pm-9pm

Register NOW for this AMAZING Class!

November 2nd and 3rd at the NEWLY Remodeled
[Radisson Hotel in Madison, AL](#)

Beautiful facilities with a serene courtyard in the center of the hotel.
256-772-8855

The rooms are only \$74.00 per night

When making your reservation, tell them you need the AMTA Room Rate

10 CE's -AMTA Members \$200.00 Non AMTA Members \$250.00

A deposit of \$50.00 is required to hold your spot in class.

Schedule for Fall Meeting and CE's Friday 11/1/13 thru Sunday 11/3/2013

Friday-7:00pm-9:00pm Massage Mingle at the Radisson Hotel, Madison AL

Saturday-9:30am Check in/Class Registration

10:00am-12:00pm Class Time

12:00pm-2:00pm Member meeting and luncheon

(Food Provided, members and non members are welcome)

2:00-6:00 Class Time

6:00pm-Classes dismiss

Sunday

8am-12:00pm Class Time

12:00pm-End Classes and dismiss

WHY SHOULD I ATTEND?

WHY THE CE'S

Attending the CE's with Elisa DiFalco will enhance your practice! This World Renowned Instructor will walk you through Step-By-Step of MLD. This modality can be implemented in your practice to assist your clients' healing and recovery throughout all walks of life!

WHY THE MINGLE?

Have you ever attended one of our chapter mingles? Well you have been missing out!! During these mingles, we take time to personally get to know one another over snacks and casual conversation. These mingles are designed to allow therapists the opportunity to intermingling with their surrounding colleagues in a very unique way!

WHY THE MEETING?

During our Member Meeting and Luncheon, you will be able to hear what is going on in your chapter in which you contribute. You will also have the opportunity to ask the board questions and vote on upcoming changes etc. During these meetings we also relay information from the State Board when it is applicable and available. COME SEE WHAT YOUR BOARD CAN DO FOR YOU!

REGISTRATION FOR FALL MEETING AND CE

PLEASE COMPLETE THIS FORM AND SEND BACK TO SHARON BRYANT - A \$50.00 DEPOSIT IS REQUIRED TO HOLD YOUR PLACE IN CLASS, THE REMAINDER CAN BE PAID AT THE DOOR -SEE MAILING INFORMATION BELOW

SPECIAL OFFER

AMTA MEMBERS \$200
NON AMTA MEMBERS \$250.00

10 CE'S, MASSAGE MINGLE
(LIGHT SNACKS PROVIDED) AND
LUNCHEON ON SATURDAY

ROOM RATES ARE \$74/NIGHT
MUST BOOK DIRECTLY WITH
RADISSON HOTEL, TELL THEM
YOU WANT THE AMTA RATE
Radisson Hotel in Madison, AL
256-772-8855

I PLAN TO ATTEND THE
MESSAGE MINGLE ON
11/1

- ☐ YES
☐ NO
☐ UNDECIDED

I PLAN TO ATTEND THE
MEMBER MEETING AND
LUNCHEON

- ☐ YES
☐ NO
☐ UNDECIDED

I PLAN TO ATTEND THE
MLD CLASSES

- ☐ YES
☐ NO
☐ UNDECIDED

I WILL BE ROOMING AT
THE RADISSON

- ☐ YES
☐ NO
☐ UNDECIDED

Comments:

AMTA MEMBERSHIP #

Name

Address

Email Address

Phone

You can also register online! [Click Here](#)

S H A R O N B R Y A N T

101 HALBROOKS ROAD
HARTSELLE AL 35640
256 603 4596



CVOP - "CHAPTER VOLUNTEER ORIENTATION PROGRAM" 2013



Chapter Leaders Shine at CVOP!

The twelfth annual Chapter Volunteer Orientation Program (CVOP) was held in Evanston, Illinois, July 11-14. Seventy-one chapter officers representing forty-eight chapters took part in the training. More than 85 percent of the attendees were first-timers with open minds and an enthusiasm for learning!

Chapter Relations Committee Chair Chris Voltarel kicked off the weekend on Thursday afternoon explaining the purpose of CVOP and how members can engage, connect and thrive through volunteer activities. President-elect Nancy Porambo welcomed the group and described how she became involved in mas-

sage and how she has carried the CVOP theme "remember the member" through her volunteer work within her chapter and as a national volunteer and board member. Facilitators Jill McCrory and Dr. Bridget Cooper of Leadership Outfitters then closed the session with a keynote presentation focused on "From Belonging to Connecting."

On Friday, the CVOP team introduced the "AMTA Morning Show" with appearances from key AMTA subject matter experts who discussed and answered questions on association basics and risk management. This was a new element at CVOP and addressed important topics that impact the association. Another element making its debut at this year's

CVOP was an introduction of staff members prior to the program fair. Attendees were overheard saying that they were happy to know that we have such professional and helpful staff addressing our members' needs.

The weekend concluded with the addition of Ann Blair Kennedy from the Chapter Relations Committee joining Chris, Jill and Bridget in presenting the Saturday rotational sessions and an afternoon hospitality break "pineapple" style. "This year's CVOP had a new and fresh energy brought on by introducing some new concepts and formats in addition the enthusiasm of the attendees," said Chris Voltarel. "The Illinois Chapter members were warm and welcoming hosts and the participants bonded and contributed at a different level than in the past. All of our CVOP alumni from 2003 through 2013 belong to a very special community of chapter leaders. Volunteers bring their passion and love for the profession and association to their volunteer work. CVOP has stood the test of time and continues to be a successful learning experience for AMTA chapter volunteers that we're very proud of."

-taken from AMTA National website



AI Chapter was represented by Kristie Williams: Newsletter Chair/Secretary/ North central Liaison:

"I cannot thank this chapter enough for allowing me the opportunity to educate myself with these amazing leaders. I hope to bring what I have learned to the table for our Chapter and help us grow even more"
Kristie Williams

OCTOBER 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
NATIONAL MASSAGE THERAPY AWARENESS WEEK						
27	28	29	30	31		



15 WAYS TO PROMOTE MASSAGE THERAPY

Do you find yourself wondering every year how you can promote massage? Worry no more! Here are 15 easy ways to Promote for this years NMTAW

1. Educate consumers on the benefits of massage—[download these free materials!](#)
2. Give chair massages to your area's fire department, post office or police force.
3. Run special promotions for your clients.
4. Contact local media outlets and offer chair massages to reporters and on-air personalities.
5. Tell a friend about [AMTA's Find a Massage Therapist®](#) locator service, and [make sure your profile is current.](#)
6. Host an education session on the benefits of massage for a local business or organization
7. Give a portion of your massage income that week to a charity (check with a tax expert on how to handle donations)
8. Obtain a mayoral or gubernatorial declaration in honor of NMTAW.
9. Participate in an [AMTA Volunteer Connections](#) event.
10. Encourage clients to sign up for [AMTA's e-touch consumer newsletter](#)
11. [Update your social media status](#) in honor of NMTAW.
12. Host an open house at your massage therapy practice.
13. Invite other health care professionals to a NMTAW activity.
14. Visit a retirement home and share how [massage can benefit senior citizens](#), especially those with arthritis or other ailments.
15. In areas with massage therapy legislative opportunities, offer chair massage to public officials and employees.



Attend the AMTA National Convention!

AMTA offers the highest quality continuing education

Engage your mind with over [35 continuing education opportunities](#) at Convention! AMTA is an NCBTMB approved provider. We submit all education sessions for state approval.

When you're not learning, you'll have plenty of opportunities to socialize

Connect with your peers! You'll never get bored at Convention with AMTA's [social opportunities and special events!](#) Connect with old friends while you make new ones!

Save money while you stay comfortably

The [AMTA host hotels](#) are offering Convention attendees reduced rates if you reserve your room early.

Convention offers multiple ways to expand your practice

Let your practice Thrive! Browse the latest in massage products and technology at the [most robust exhibit hall](#) the industry has to offer.

Fort Worth has so much to offer

Cowboy culture! Art museums! Shopping! Fort Worth is an [amazing place to explore](#).



Looking for a GREAT Career?
Must obtain NMT Certification
Contact **256-590-6689** for more information!
Great Pay/Flexible hours

WANT TO BECOME A MENTOR FOR OUR STATE?

shape the future of massage therapy: become a mentor!



The new **amta** Mentoring Program helps guide those new to the profession on their path to success.

As an experienced **amta** member*, we invite you to be a part of this important Member Only benefit. By signing up as a Mentor you can share your wisdom, give back to the profession and expand your professional network. Mentors offer guidance, friendship and support to their Mentees.

*We ask that Mentors have at least five years of professional Massage Therapy experience.

goals of the amta's mentoring program

- Assist massage therapists who are new to the profession with goal setting, communication and success planning
- Help massage therapists adjust to and navigate their new career
- Allow Mentors to give back to the profession and **amta**
- Encourage Mentees to realize their full potential

why participate?

- Network and community involvement
- Foster lasting friendships
- Share mutual interests
- Develop leadership skills
- Sharpen communication skills
- Free benefit for all **amta** members

I'm interested in more information about the mentoring program!

Turn in this form after the presentation to your Chapter Representative, **or** Go to www.amtamassage.org/mentor to create a profile*, **or** Email mentoring@amtamassage.org for more information.

name

phone

email

best way to contact you

Once you complete a Mentor profile on the **amta** website, Mentees will search for you based on location, skills, work setting, etc. and request a relationship with you by email. You can accept or deny the request based on availability. You decide how many Mentees you would like to Mentor at any given time.

* www.amtamassage.org/mentor also includes links to resources to assist and guide program participants.

mailing address

500 davis street, suite 900 | evanston, il 60201-4695

Or sign up online by clicking [HERE](#)

STAY CONNECTED USING OUR CHAPTER WEBSITE!



Our chapter is working hard to keep you informed! We have made

several changes to our website over the past year! There are lots of new and exciting ways to stay connected throughout our state! We would like for you to take some time as a chapter member to get familiar with our site. When new

members are added to the chapter, we recognize them on the new site. We also recognize those members who celebrate milestones with AMTA. We would like to make all of our members feel welcome and appreciated!

HOW TO NAVIGATE THROUGH THE NEW SITE

Looking for a job or looking to hire?

We now have a [JOB BANK](#) on the site!

Wanting to know what awesome CE class we are offering next? Click the [EVENTS](#) Tab

Looking for ways to volunteer in our chapter? Click the [volunteer opportunities](#) link

Want to find out about our mingles? Click the [events](#) tab

Want to ask the board questions?

Click the [contact us](#) tab



*Stay connected,
ask questions,
get informed and
be involved!
Let's all strive
to make our
chapter grow!*

Update your information on the National Site so we can be sure you are in our system!

Make your voice heard. Vote for AMTA Position Statements Today

AMTA-AL CHAPTER T-Shirts

\$15.00/EACH

CONTACT RON JOGANIC

205-655-2193

joganics@msn.com

Save the Date

The annual convention will be held in
Birmingham Alabama in May 2014!!!

Mark your calendars! The First weekend in
May 2014 We have an awesome convention
planned! More exciting information to come!
Be checking your email!!



Get Your CE's while having a BLAST!!!

Check your email spam
folders!

We have started a new
constant contact program!



Alabama Board of

Massage Therapy

Check out their new site for licensee information, renewal, establishment
licensing, rules and regulations, contact the board and MUCH MORE!

Alabama Board of Massage [Website!](#)

[View the State Board Calendar of Events](#)

[Download /print forms directly from the site](#)

[Review board meeting minutes!](#)

Alabama State licensing board now recognizes the MBLEX exam. [Click here](#) for more information

As of January 1, 2013 there is not a renewal of your
National Certification. For more information on this,
please visit the [NCBTMB](#) website.



Alabama Kneads
1430 1st St SW
Cullman, AL 35055

ATTENTION: If you are receiving this through Postal Mail but would like to receive it through EMAIL please contact me at 256-590-6689 or kristiej.williams@gmail.com

Upcoming Meetings:

**November 1st- Massage Mingle
Madison AL**

**November 2nd and 3rd
Member Meeting and Manual
Lymphatic Drainage 10 hr CE with
Elisa DiFalco, Madison AL**

**May 2014 ANNUAL CONVENTION
Birmingham AL
(more info to come)**