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Idaho In Touch

A Publication of the American Massage Therapy Association

TO SERVE AMTA MEMBERS WHILE ADVANCING THE ART, SCIENCE AND PRACTICE OF MASSAGE THERAPY

Message from the President



I find myself connecting with a lot of massage therapists these days. Whether on email, Facebook, over the phone or in person; I am talking to so many of you so much more. Licensing has brought my colleagues to my attention. We chat about the application process, and go on to talk about ourselves, our practice,

our schooling, our families and our lives. I find out about where you came from, how many kids (or grand-kids) you have, what your hobbies are, and even your dog's name. Likewise, I hear great new points of view and feedback on what our chapter is doing. In short, I get to listen.

Communication is so important to our chapter. The details and actions of informing our members are a facet of nearly every strategic goal, action plan, work group and committee. We spend a considerable amount of time on getting information compiled and sent out to you. However, from ten years in practice I have learned that listening is the most important part of communication. Heck, from ten years of marriage I have learned that listening is the most important part of communication.

For several years a major focus of our chapter has been activism in legislation and achieving state licensing. Our successes are boldly evident, but we have no room

to sit back on our laurels and congratulate ourselves. The new state license brings more change to Idaho massage therapists. The application process has left many with questions. Continuing education requirements will mean more therapists will be looking for workshops and classes. City governments will work to transition their ordinances following preemption. In an effort to prepare for change, our board met to determine the new direction of our chapter at our Strategic Planning Retreat.

When I review the work from our Strategic Planning, the most evident point of action that keeps coming up in my mind involves meeting as many of you face to face and listening to what you have to say. Your board members have already begun the process of reaching out, immediately scheduling smaller informal meet-ups and more times when we can meet you and talk to you. Please join us for these meet-ups, invite fellow therapists and bring us your questions and concerns, network with others or just stop in and say hi. We'd love to buy you coffee and hear how its going.

On behalf of your chapter board, now more than ever we are listening.

Have a great summer!

Suzie Lindberg, President

Government Relations Update

By Judy Silcock, June 2013



Licensing Rules were passed by the legislators just before the end of the 2013 session and applications were up and ready on the IBOL website by April 3rd.

Attention: The State Massage Board has asked me to emphasize the importance of getting your paperwork in ASAP due to the time it takes to review each application. The deadline is July 1st and it is fast approaching. In order not to have a delay in your ability to practice massage, make sure everything is in order.

Here are some pointers regarding your license application

- PLEASE READ THE INSTRUCTIONS PAGE THOROUGHLY before completing your license applications. By doing so, you will save time and energy by submitting complete applications with all requested information instead of delaying your application because of incomplete information.
- **You must be a member of a “Massage Association” rather than a “Trade Association” to qualify for the grandfathering clause (see option D on opposite column).**
- When you sign your application, you are signing an affidavit that you have read and understand the Law and Rules. It is **YOUR PROFESSIONAL DUTY** to do so before submitting your application.

- On or after July 1, 2013, it is unlawful to practice Massage Therapy in the State of Idaho without a valid state license.
- **HELPFUL INFORMATION IF YOU ARE GRANDFATHERING** (see A-D below):

A: To obtain a Score Report from the National Certification Board: Go to **ncbtmb.com**, Log in, Click "Complete Form", Click on "Score Report." There's a \$20.00 fee.

B: To obtain an MBLEx Score Report from FSMTB Go to: **www.FSMBT.org** click on “forms and Publications” then click on “forms” and scroll down to “Mobility Form.” Fill out and submit with \$20.00 fee.

C: If you are a current member of **ABMP** and need verification, please contact Nancy Potter at **nancy@abmp.com** (preferred) or 800-458-2267 EXT. 671.

D: To obtain verification of your current professional membership through **AMTA**, contact “Membership Services” at National and request them to send the verification form to The Idaho Board of Massage Therapy. You will need to fill out a “Contact Us Form” from this link: **https://www.amtamassage.org/forms/contact-AMTA.aspx**. Under “Select Topic” go to “AMTA Membership Benefits”, then in your comment section: Say: “Please email membership verification to **mas@ibol.idaho.gov**. The membership verification may also be mailed to: Idaho State Board of Massage Therapy, IBOL, P.O. Box 83720, Boise ID 83720-0063.”



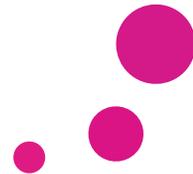
“On or after July 1, 2013, it is unlawful to practice Massage Therapy in the State of Idaho without a valid state license.”



Image courtesy of photostock / FreeDigitalPhotos.net

Editor's Note:

“Applying for state licensure is EASY! Do it today. If you have been an AMTA member in good standing for at least 12 months, option D (previous page) is the easiest. Simply request for membership verification to be sent to IBOL (through the online “Contact Us Form”), go to IBOL to fill out and print your application, have it notarized, write your check, and stick it in all the mail. Oh, and don’t forget to include your proof of age.”



To submit an application

Go to the IBOL site, in the left column click on “Massage Therapists,” then click on “Forms.” You will be guided to four forms. The first is “An Instructional Form” which you should download and read thoroughly. The next three forms include the following options:

1. One for grandfathering into licensure;
2. One if you have taken an examination;
3. One for endorsement (holding a license in another state).

Download one of the three as it pertains to your situation, fill out and submit with appropriate documents and fees.

The total fee for licensing is \$125.00. (\$50.00 for the application fee and \$75.00 for the initial license fee).

Our State Board continues to be busy reviewing applications and has asked that you **DON'T WAIT UNTIL THE LAST MINUTE** to submit your application. Due to the volume still yet to be reviewed, it's imperative that you get it in ASAP so that you meet the July 1st deadline. If you have any further questions you may contact April at IBOL by telephone: 208-334-3233, or email mas@ibol.idaho.gov. Their web site is: www.ibol.idaho.gov.

Facebook Report



Becky Olinger took over as Facebook Administrator May 18, 2013. The Facebook page name has been changed to AMTA – Idaho. We are in the process of shutting down the old page, which was started as a personal page as opposed to an organization.

AMTA – Idaho page “liked” all the member’s business pages that could be found, as well as the all the state massage schools’ pages and some of the instructor’s business pages that have taught in Idaho.

We need all members that are on Facebook to “like” our page and suggest our page to others to increase our visibility. As of May 20, 2013, the page has 416 “likes.” If you have a business page that has not been “liked” by AMTA – Idaho, please email Becky at beckyolinger@hotmail.com.

An event was created for the AMTA National Convention in September. As unit representatives decide on the dates for meetings and workshops, please send that information to Becky and an event will be created.

Website Report

The website administrator (Becky Olinger) has been researching the use of an online site management program that will update the website and Facebook as well as other social media sites we may want to utilize. The current web host was just renewed until August so the change-over will likely take place at that time.

Please contact beckyolinger@hotmail.com to get items published to the www.Amtaid.org web page.



<http://www.amtaid.org/>

Image courtesy of photostock / FreeDigitalPhotos.net

Why Are Body Mechanics So Important?

By Eric Stephenson / Image courtesy of FreeDigitalPhotos.net

I have spent the better part of the last fifteen years obsessed with the subject of body mechanics as it relates to massage therapy. It is a healthy obsession, as I am always looking for a better or easier way for not only massage therapists but also other spa service providers to work optimally.

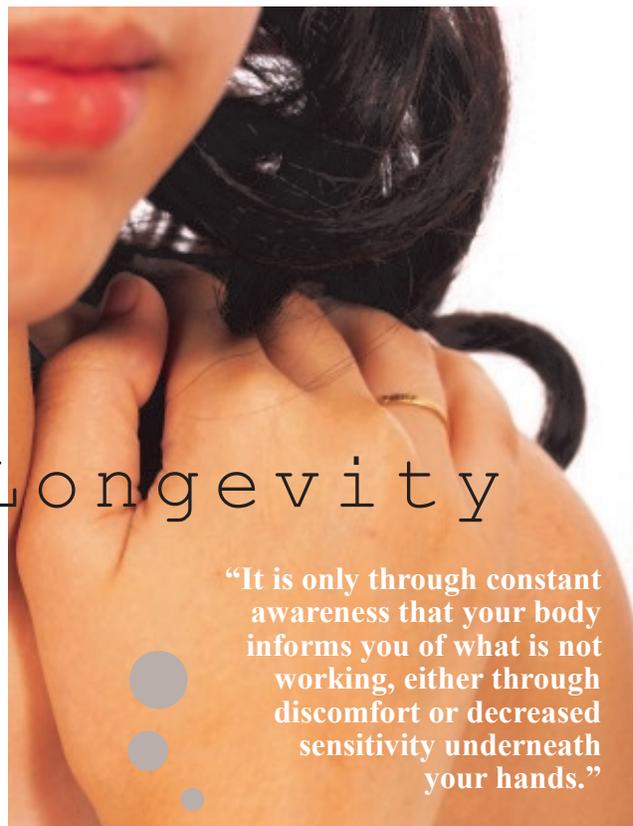
There are two main reasons for a diligent pursuit of optimal mechanics. The first may seem obvious- it helps preserve your physical body and energetic resources. It is no secret physical injury is a major cause of compromised daily life for practitioners and forced premature exit from the spa profession. The second is possibly not as obvious but I would contend, is as crucial- it vastly improves the quality of touch that a client experiences.

Career Longevity

Moving from the body's core and maintaining spinal alignment are the biggest postural challenges we face in providing a service whether it is a massage, facial or a pedicure. Without continual, conscious awareness, we fall into habitual movement from our shoulders. The effects of gravity pull our head and shoulders forward as our torso moves into flexion, taxing the lumbar vertebrae and the spinal extensors. The practice becomes paying attention to mechanics- every session.

The best example of this is the well documented effect of forward-head posture. According to Rene Cailliet, M.D., if the head weighs ten pounds and the center of the ear sits directly over the center of the shoulder, the load on the spine and its tissue is only 10 pounds. However, if the head is translated forward, its weight increases 10 pounds for every inch forward. From my own observation, the majority of spa practitioners have between 3 to 5 inches of forward head posture when performing a service. How can we best prevent this? By remembering to bring our head back to a neutral position, bringing our spine back into alignment and trusting our palpation skills to guide us.

For a massage therapist, palpation skills don't require much help from our eyes. In fact, habitually looking down at our work not only has detrimental effects on our spine, it compro-



“It is only through constant awareness that your body informs you of what is not working, either through discomfort or decreased sensitivity underneath your hands.”

mises our sensitivity. That sensitivity is exactly what enables a great therapist to feel muscle contraction, fascial adhesion and potential trigger point activity. So the idea becomes to concentrate on staying as relaxed as you can through the joints, so that your proprioception picks up on the tension in the client's body, rather than the tension in your own.

So the idea of perfecting your body mechanics becomes in reality, a daily practice. It is only through constant awareness that your body informs you of what is not working, either through discomfort or decreased sensitivity underneath your hands. Armed with the knowledge of forward head posture in the front of your mind, paying utmost attention to spinal alignment will go a long way toward your career longevity.

Eric Stephenson is the co-founder of imassage, Inc. in Delray Beach, FL and the Director of Education for Elements Therapeutic Massage in Highlands Ranch, CO. He will be presenting at the Idaho AMTA 2014 State Convention in Sun Valley. Please visit www.imassageinc.com to learn more.

imassage





Our Newsletter is Going Green

Going green doesn't just save trees; it helps save the chapter a lot of money as well. Money that can be spent on supplementing education costs for YOU, the members!

Starting September 1st, 2013, those of you with an email address on file with National will ONLY receive the electronic version of the newsletter UNLESS you inform us that you want to continue receiving the printed version.

There are two ways to continue receiving a printed version:

1. Send us an email at amta.idaho.newsletter@gmail.com and tell us that you want to continue receiving a printed version of the newsletter.

OR

2. Fill out this form and mail it to:

**AMTA ID Chapter
Attn: Going Green
101 Rosewood Ave
Pocatello, ID 83201**

Note: Even if you have requested to receive the printed version in the past, PLEASE submit your request again to ensure that we have up to date information.

I would prefer to receive the printed version of the Newsletter

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

AMTA ID # _____



Image courtesy of photostock / FreeDigitalPhotos.net

AMTA ID Eastern Unit Workshop 2013

TECHNIQUES IN MYOFASCIAL MASSAGE: AN INTRODUCTION

High Quality Continuing Education Opportunities from AMTA-ID

AMTA-ID is excited to welcome Roger Olbrot, President of the AMTA-Utah chapter! Roger is a teacher and Director of Education at the Myotherapy College of Utah. He holds bachelor's degrees in Chemistry and Biology, with further graduate studies in Medical and Environmental Microbiology. Roger directed the massage therapy at the 2002 Olympic Winter Games in Salt Lake City, co-directed the massage therapy for the International Gay Games in Sydney, Australia in 2002 and co-directed the massage therapy for the 2004 Olympic Summer Games in Athens, Greece. Roger will be teaching us the basic concepts of fascia and Myofascial Release techniques for the upper body.



Myotherapy College of Utah NCBTMB Provider # 450162-06

8 CEU's In A Hand-On Clinical Workshop You Can Afford!

WHEN

Saturday, Oct 12th, 8am-5pm

WHERE

921 South 8th Avenue, Pocatello, ID (ISU Massage Clinic)

The cost will be \$90.00 for AMTA members, \$110.00 for all others.

Participants should **bring sheets** and a **lotion or cream** that gives very little glide, so the skin and underlying structures may be engaged without slipping. Palmer's Cocoa Butter or Prossage Heat are acceptable. Attendees should wear something to **allow access to the Pectoralis muscles**, such as a sports bra. **Tables will be provided.**

Discounted room rates for attendees have been arranged at the Rodeway Inn across from the ISU Campus, 835 S. 5th Ave. Pocatello, ID. \$40.00 for a room with one bed, \$45.00 for a room with 2 beds. Call (208) 233-0451 and mention your attendance at the AMTA workshop to get your discounted room!

Directions to the ISU Massage Clinic: <http://www.isu.edu/ctech/massagetherapy/location.shtml>

Agenda: We will be in class at 8:00 a.m., break for lunch at Subway on AMTA-ID (\$10.00 max) at 12:00 p.m. and back in class from 1:00 p.m. until 5 p.m.

Register Now! <http://www.brownpapertickets.com/event/394666>

ANNUAL CONVENTION HELD IN COEUR D'ALENE, ID

Convention Report

By Becky Olinger, June 2013

The 2013 AMTA-ID State Convention was held April 19-21 in Coeur d'Alene, id. The workshop opportunities were Myofascial Sports Massage taught by Dr. Pete Pfannerstill, Chinese Facial Massage & TMJ and Indian Head Fusion taught by Debbie DeNardo, and Ethics: Roles and Boundaries, also taught by Debbie DeNardo. 30 massage therapists attended the convention, which was held at the Best Western Plus-Coeur d'Alene Inn.

In Dr. Pfannerstill's workshop, students learned the basic principles and theories of Myofascial Sports Massage (MSM), learned the standing structural awareness test and learned basic body reading as a way to evaluate clients. The instructor demonstrated basic and advanced MSM spreading strokes. With direction from the instructor, the students then performed these MSM strokes on their classmates.

The instructor combined these strokes into a full-body MSM routine and demonstrated how it can be completed in 30 minutes. Students performed the full-body routine on their classmates. They learned about common sports-related injuries, such as neck, lumbar and thigh strain, rotator cuff dysfunction, piriformis iliotibial band syndromes, anterior & posterior compartment syndrome and plantar fasciitis. Students then evaluated injuries and subsequently performed MSM routines for treating these common sports injuries.

In Debbie DeNardo's Chinese Facial Massage and TMJ, Students learned that Chinese Facial Massage is a relaxing and rejuvenating facial massage which engages 25 pressure points (including 2 on the hands). Techniques were learned and experienced that help tone, uplift, remove tension, reduce facial lines and increase circulation to the face. Students also learned that facial massage can benefit Bells Palsy, facial tics, TMJ problems and can reduce scars. The treatment not only relaxes the facial muscles but stimulates the lymph drainage system, thereby removing excess fluid and waste products. Students were also taught a honey-pat facial technique.



On day 2 of Debbie's workshop, she taught Indian Head Fusion Chair & Table. Indian head massage is based on an ancient Indian healing system called Ayurveda, which means "knowledge of life". While the title indicates only the head being massaged, this massage focuses on the parts of the body most prone to tension and stress: the upper back, neck, shoulders, upper arms, face and scalp. The massage is calming yet revitalizing and combines effleurage, stroking, kneading, friction, percussion and pressure point techniques. Students learned to perform these techniques on classmates both in a seated position and lying on the massage table.



AMTA-IDAHO NEW MEMBERS

(Since March 1st, 2013)

Megan Deal	Post Falls	Northern Unit
James Pryor III	Boise	Western Unit
Allison Tremblay	Boise	Western Unit

WELCOME!
LOOK FOR YOUR UNIT
REPRESENTATIVES
ON THE
AMTA-ID OFFICER
ROSTER (PG 11).
CONTACT THEM WITH
ANY QUESTIONS YOU
MAY HAVE.

Upcoming EVENTS

Northern Unit Meeting: (See pg. 9)	Tuesday, June 4th at 6:30 p.m. In Lewiston at 917 9th Ave.
Eastern Unit Meeting: (See pg. 7)	Saturday, Oct 12th, 8 a.m.-5 p.m. At ISU Massage Clinic 921 South 8th Avenue Pocatello, Idaho
National Convention:	September 24-28, 2013 Fort Worth, Texas

Advertise with us!!!



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Contact Hayley Lowry for details:
208-540-1028
hayley.lowry@gmail.com

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Mar. 1 • June 1 • Sept. 1 • Dec. 1



Advertising Costs

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- ½ page: \$65 per ad
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- ¼ page horizontal: \$45 per ad
- Business card size: \$20 per ad

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National WEB page

www.amtamassage.org

INSIDE THIS ISSUE...

IMPORTANT LEGISLATION UPDATE!

“On or after July 1, 2013, it is unlawful to practice Massage Therapy in the State of Idaho without a valid state license.”
Read inside for more details (pg. 2-3)



AMTA-IDAHO
101 Rosewood Ave
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