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NO. 4

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amta
american massage therapy association®

Idaho In Touch

A Publication of the American Massage Therapy Association

TO SUPPORT OUR MEMBERS AND PROMOTE THE HIGHEST PROFESSIONAL STANDARDS



Message from the President

A joyous holiday season to you all. As with most holiday greetings, I am compelled to look back at 2013 and measure all the changes and happenings. I usually create a year-in-pictures collage to send out to my friends and family, letting them see the events and places and friends that have colored the last year for my husband Jeff and I. I would begin by showing them sailing pictures, as we were lucky enough to have friends who joined us (the only way to afford it) in the Caribbean to sail and dive and play in January. February, with its endless gray skies would show a picture of loss and grief as we said goodbye to our dog Maggie. March blew in plenty of spring skiing and a new chapter in our lives as we saved a pound mutt we named Squeek. The spring ushered in the beginning of rafting season. We kicked off summer with a trip down the Main Salmon River and rounded it out with a trip down the Snake River through Hell's Canyon. The fall has changed the leaves and likewise our lives as I begin an exciting new job.

Our chapter has seen change as well. First and foremost, we have grown our ranks. I welcome all new and renew-

ing members to a community of your peers. In 2013 we became state recognized health care professionals, holding the first licenses in Idaho for massage therapists. Over 1700 massage therapists are now licensed in the Great State of Idaho. Our beautiful newsletter has gone green and that change has saved us money and helped us reach more people. The most recent change for our will come with the start of the new year.

Beginning in 2014, members will no longer pay chapter dues but will have the option to make a contribution to the chapter when they renew. This is exciting news for members but a considerable monetary challenge for the chapter to endure. More details of this change will be forthcoming, but I would like to take a moment to urge you to continue to support our chapter with your contribution. With your help, we can continue to bring you support, continuing education, government relations and community involvement.

In touch and joy-

Janji

WELCOME NEW MEMBERS

September 1st through December 1st, 2013



First Name	Last Name	City	Unit
Sydney	McHugo	Boise	Western
Dawn	Trapp	Boise	Western
Emily	Dodge	Boise	Western
Kelsey	O'Leary	Boise	Western
PengLi	Yang	Boise	Western
Jeeranana	Panyadee	Boise	Western
Jamie	Jenks	Idaho Falls	Eastern
Robert	Gale	Meridian	Western
Saedee	Cowdrey	Middleton	Western
Dava	Ramirez	Nampa	Western
Daniel	Buckley	Pocatello	Eastern
Karrie	Turner	Pocatello	Eastern
Chelsey	Williams	Pocatello	Eastern
Susie	Holdaway	Post Falls	Northern
Emilio	Huerta	Weiser	Western

**WELCOME!
THANK YOU FOR
JOINING THE
AMTA-IDAHO
CHAPTER**

**LOOK FOR YOUR UNIT
REPRESENTATIVES
ON THE
AMTA-ID OFFICER
ROSTER (PG 11).**

**CONTACT THEM WITH ANY
QUESTIONS YOU MAY
HAVE.**

Upcoming EVENTS

AMTA Idaho Convention: May 2-4, 2014
Sun Valley, Idaho
<http://www.amtaid.org/>

Sun Valley Wellness Festival: May 22-24, 2014
Sun Valley, Idaho
<http://SunValleyWellness.org>

Injury Treatment: Hip & Pelvis: March 1-2, 2014
Post Falls, Idaho
<http://stores.theratraining.com>

AMTA National Convention: September 17-20, 2014
Denver, Colorado
<http://www.amtamassage.org>

Essentials of Intraoral Massage: Oct 11-12, 2014
Post Falls, Idaho
<http://stores.theratraining.com>



Join us in Sun Valley May 2-4, 2014



2014 AMTA Idaho State Convention Update

AMTA Idaho is excited to announce that the 2014 Idaho State convention will be held in beautiful Sun Valley, Idaho on May 2, 3, 4, 2014.

Early bird online registration will begin January 13-31, 2014 with a discounted rate of \$299.00. Complete details about educators, classes, hotel and travel information, will also be provided on www.amtaid.org at that time.

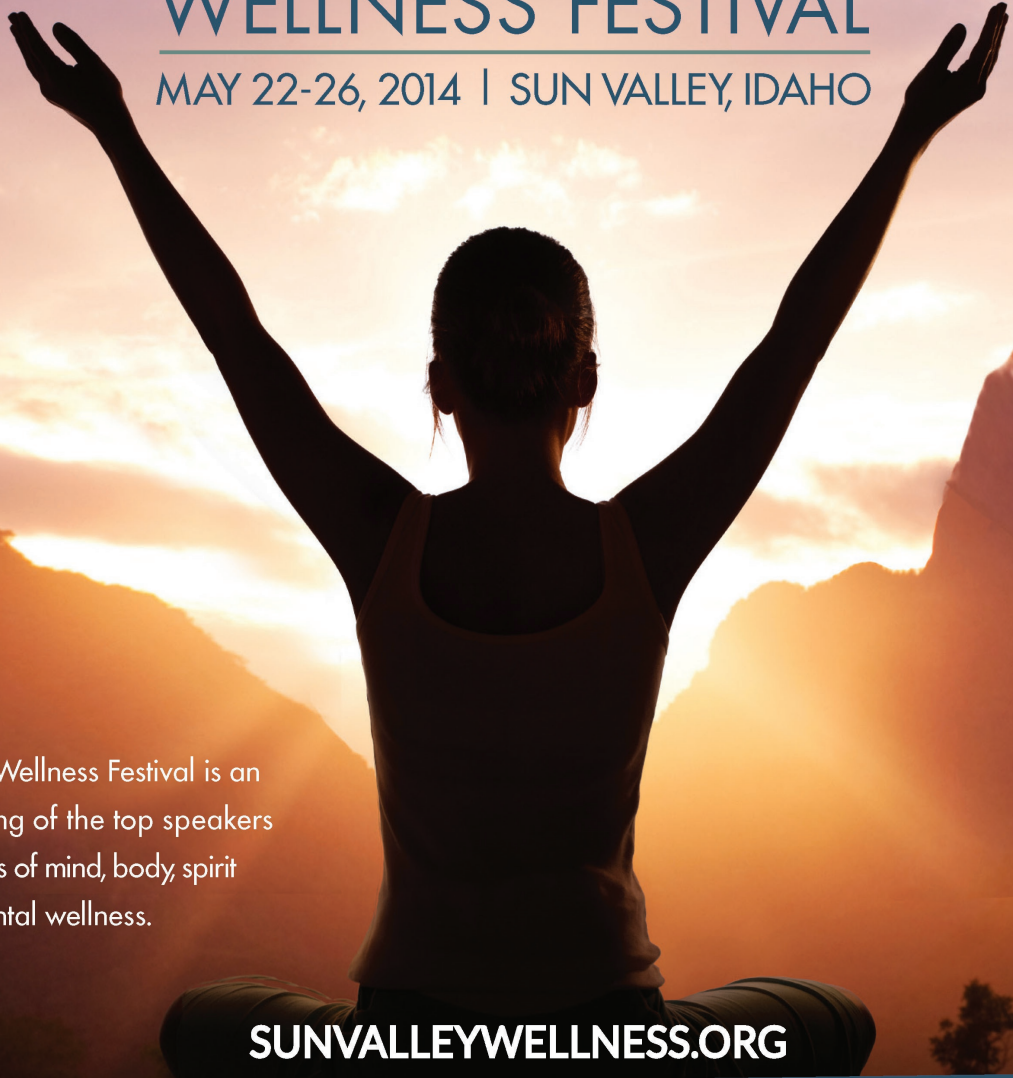
A prepaid registration will include 17 CEU's, (including ethics), a fabulous swag bag, and gourmet member dinner.

Please join us for amazing educational opportunities, networking, and fun in Sun Valley!

Tamra T. Roth
2014 AMTA Idaho State Convention Chair



17TH ANNUAL
**SUN VALLEY
 WELLNESS FESTIVAL**
 MAY 22-26, 2014 | SUN VALLEY, IDAHO



The Sun Valley Wellness Festival is an annual gathering of the top speakers and practitioners of mind, body, spirit and environmental wellness.

SUNVALLEYWELLNESS.ORG

30+ Presentations, Wellness Expo, Movement Classes, Workshops, Private Sessions, Children's Festival and More!

Also featuring Eric Saperston, Dr. James Rouse, Kate Riley, Susan Randall, Gary Quinn, David Pond, Dr. Sheila Walker, Kate Janke, Rev. Michael Milner, Kyle Cease, Betsy Chasse and others.

2014 PRESENTERS



PANACHE DESAI



ARIELLE FORD



TOMMY ROSEN

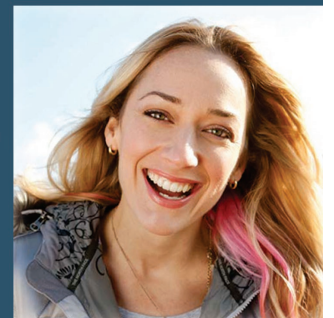


HOWARD MARTIN

FEATURING KEYNOTE SPEAKERS:



DIANA NYAD
 INSPIRATIONAL ATHLETE



KRIS CARR
 CRAZY SEXY WELLNESS



AMTA – Idaho Facebook & Webpage Report

by Becky Olinger

Our Facebook page is now up to 446 "likes." The webpage has undergone a facelift and more changes are on the way. I appreciate any and all feedback and am open to suggestions. I will be creating an event for the convention next month that will include online registration & payment options.

I would love to add some photos from chapter events to both the website and our Facebook page so if anyone has some great pictures, please email them to me at: Nunitrep.amtaid@gmail.com.

Report on Eastern Unit Meeting and Workshop 2013

By

John B. Phillips, LMT, Eastern Unit Representative

The real story here is the fantastic "Techniques in Myofascial Massage: An Introduction" workshop we had with Roger Olbrot, the Director of Education at the Utah College of Myotherapy and AMTA-Utah Chapter President. Roger is very skilled, knowledgeable and fun to be around, which made for an entertaining and informative experience. There were twenty one people in attendance, ten AMTA members and eleven non-AMTA members. We learned practical, hands-on myofascial techniques that will benefit our clients and keep us on the cutting edge of research driven massage therapy. I have heard a great deal of positive feedback from the attendees, many of whom are asking to have Roger back again. Thanks to Susan Beck, Director of the ISU College of Massage Therapy for allowing the use of the facility, and to Andrea Gower, faculty, for facilitating the use of it.

We chose to have our unit meeting two months earlier than the workshop, at Portneuf Valley Brewing in Pocatello. We had some great food in a relaxing atmosphere, all courtesy of AMTA-ID. Six AMTA members attended, and Felila Fountain

came forward to take on the role of Eastern Unit Assistant Representative. Welcome Felila, and thank you! We discussed the AMTA 2013 Position Statements, approving of statements 1 (massage therapy can improve health through its effects on the physical, mental and social wellbeing of an individual) and 2 (massage therapy can assist in reducing anxiety). Position statement 3 (massage therapy can improve health related quality of life for cancer patients) sparked everyone's interest, and we discussed it at length. We concluded that the statement lacks clarity concerning the special knowledge and skills required for massage therapists to work with cancer patients,

particularly if they have had lymph nodes removed. I personally learned a few things, and changed my intake form to reflect that. Hanging out and talking with peers is just as valuable as any workshop, and free food too. Come to the meetings, you are invited! As evidenced by the majority of non-AMTA attendees at this workshop, AMTA-ID is poised to take the lead in meeting the need for state mandated CEU's for all licensed massage therapists in the state. We look forward to serving members with high quality CEU opportunities in the future.



Myofascial Massage Instructor Roger Olbrot at the Eastern Unit Workshop

Government Relations Update

By Judy Silcock, December 2013



AMTA-ID GR REPORT

Once again it gives me great pleasure to bring you the Government Relations Update.

As of 11/25/13 we had 1,722 licensed therapists in Idaho. Our State Board is working hard to represent each therapist and I am sure we are all very appreciative of their hard work.

FYI:

To check the license status of a massage therapist:

1. Go to our state website ibol.idaho.gov
 2. On the right hand side, click "License and Registration Search"
 3. In the middle of the page, click "Search Licenses and Registrations"
 4. Next to "Profession", click "Massage Therapists"
 5. Click "Start Search" at the bottom
- For a more specific search, type in the name or city.

It's important to encourage everyone you know in your area to become licensed. If they need help, direct them to the website or contact April at: mas@ibol.idaho.gov.

I would also remind you to read the Law and Rules again so you can become familiar with their contents. I for one have read them numerous times, and STILL can't quote them (it's an on-going process).

You are able to follow the Board activity on the IBOL website by clicking "Massage Therapists" on the left hand side. Then go to "Agendas" or "Minutes".

Some (but not all) of the other categories you can access are:

1. State Licensure Law and Rules (two separate headings)
2. Proposed Laws & Rules
3. Calendar of Events
4. Agendas
5. Minutes
6. Financial Reports
7. Applying for Licensure
8. Renewal Process
9. Fees
10. Continuing Education
11. FAQ's
12. Name & Address Changes
13. Requesting Duplicates
14. Filing a Complaint
15. Disciplinary Action
16. Hearings
17. License & Registration Search
18. Forms

Take some time and get familiar with it.

Respectfully Submitted,
Judy Silcock
AMTA-ID GR Chair

Mirror Mirror

By Eric Stephenson / Image courtesy of FreeDigitalPhotos.net

Have you ever gone for a massage, asked the therapist for something specific and been disappointed when they did not include it during the session? A sure way to increase clients' satisfaction is to deliver the massage they were expecting. That sounds easy, but during the recent ABMP Teachers Educator Meeting I attended in April, they confirmed what I have been hearing for years. The biggest client complaint in the industry is: "I did not get the massage I asked for."

A key touch point on a client's massage session is the intake. During the intake, you have a great opportunity to communicate understanding of what they are seeking. There is a simple technique you can use that allows clients to recognize that they have been heard and that you plan to deliver what they are seeking. This technique is called **mirroring**.

Follow these four easy steps to ensure that what you heard is actually what the client communicated:

Step 1: Listen

During the intake, ask the client what type of massage she would like to receive. Specifically ask if there are any areas of the body the guest would like addressed or avoided. Listen closely to what they are asking. *Example:* "I would like a full body massage. My neck has been hurting lately, and if it is fine with you, I would like some extra time spent on my feet."

Step 2: Mirror Back

After the client identifies what she is seeking, mirror this back to her so that she knows her concerns were heard. *Example:* "So, you would like to have a full body massage, some work that will specifically alleviate the tension you feel in your neck, and extra attention and time for your feet. Is that correct?" The client will either agree or clarify further. Sometimes what we heard is not actually what was said.

Step 3: Get Agreement

Once you have mirrored correctly, you will get agreement from your client. *Example:* "Yes, that is exactly what I am looking for." If you did not get it right, this is your opportunity to further explore the client's needs and make another attempt to get agreement before you begin the work.

Step 4: Deliver

Now you must deliver what the client has asked for. It is vitally important to deliver what the guests are requesting, not what you think they need. Although therapists may make suggestions, ultimately clients will be dissatisfied if they do not receive what they perceived they would.

"I did not get the massage I asked for." Those are nine words no one wants to hear. May this technique help ensure it.

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



Mission Statement: To support our members and promote the highest professional standards.

Chapter Goals:

Expand our membership base.
Encourage overall participation in chapter events, continuing education and networking opportunities.
Increase our presence in schools.
Provide a legislative presence at the state and local level to meet new challenges the chapter may face.

Goals and Actions:

Expand our membership base.

Increase our online presence.
Create Networking opportunities regionally.
Create a chapter hand bill with formatting of the newsletter for non-members and students.
Develop massage teams (sports, MERT) open to all (members and non-members).
Develop Student Day – outreach program at state convention with professional panel and student breakfast.
NMTAW- press releases, mayor’s declarations, volunteer opportunities.
Invite non-members to join our notification lists (Constant Contact or other), Facebook, etc.
Advertise in Hedra and other alternative publications and purchase lists to reach a broad range of non-member practitioners.

Encourage overall participation in chapter events, continuing education and networking opportunities.

All board members have unit networking opportunities (coffee klatch / potluck / bbq) on a more consistent basis.
Listen to members and survey members for feedback.
Manage contact with members through email list service (Constant Contact, MailChimp).
Create chapter specific letter / brochure for new and current members.
Increase unit to unit coordination & communication for meetings and continuing education through Education Chair to decrease overlap of dates.

Increase our presence in schools.

Ask national about school affiliations.
Explore guest speaker opportunities within schools.
Update our list of schools state-wide and over state borders.

Provide a legislative presence at the state and local level to meet new challenges the chapter may face.

Solicit involvement through current city governments who will be changing city ordinance following preempting of state law licensing.
Maintain AMTA-ID presence at State Board of Massage meetings.
Coordinate efforts through Government Relations Chair person.

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Judy Silcock (see 2nd Vice President)

Facebook Administrator

Becky Olinger (see Northern Unit Rep)

Website Administrator

Becky Olinger (see Northern Unit Rep)

Leadership Chairman

Open

Marketing Chairman

Open

Chapter WEB page

www.amtaid.org

National WEB page

www.amtamassage.org

**Advertising Costs**

- Full Page: \$85 per ad
 - ½ page: \$65 per ad
 - ¼ page vertical: \$45 per ad
 - ¼ page horizontal: \$45 per ad
 - Business card size: \$20 per ad
- Discounts available for multiple insertions.

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

Deadlines:

Feb. 15 • May 15 • Aug. 15 • Nov. 15

Publish dates:

Mar. 1 • June 1 • Sept. 1 • Dec. 1