



amta
american **massage therapy** association®

New Mexico Newsletter
February 2015
www.amta-nm.org
Chapter Phone (505) 503-4600



Our mission is to support members in developing the art, science, and practice of massage therapy in a caring professional and ethical manner in order to promote the health and welfare of humanity.



President's Message:

I have greatly enjoyed my first year as president. Being a part of this organization has opened so many doors for me. My favorite part has been connecting with YOU the members. Coming from a small Italian family, I now feel I have a great big one in AMTA. Learning from you all has been such a joy. I am especially looking forward to another fantastic Annual Conference & Meeting in March to meet more of you. The Education Committee is . . . *cont'd on page 2*

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Your Chapter's Board of Directors:

President: Amy C. Zampella president@amta-nm.org

1st Vice President: Position Vacant

2nd Vice President: Donald F Schiff 2vp@amta-nm.org

3rd Vice President: Dee Dee Anders 3vp@amta-nm.org

Secretary: Position Vacant

Treasurer: Kirk Sugars treasurer@amta-nm.org

Elected House of Delegates Representatives:

Dee Dee Anders and Katina Lowe - Delegates

Amy C. Zampella - Alternate

Note: Several board positions are open. See details page 3.

Upcoming Events

February 21: ABQ, New Mexico Academy of Family Physicians Winter Refresher

March 11: Roswell, Coffee Meet-up

March 16-20: Santa Fe, Legislative Massage Awareness Week

March 20: ABQ, NE Coffee Meet-up

March 27-29: ABQ: AMTA-NM Annual Conference & Meeting

April 8: Roswell, Coffee Meet-up

April 13: ABQ, Downtown Coffee Meet-up

May 1-3: Ruidoso, EMS Region 3 Conference

President's Message (cont'd from page 1)

. . . working hard to make this a value-added, fun event. Read about the Conference and all the other projects your chapter has been working on in this newsletter. Many of us entered this field for altruistic reasons. The chapter has tried to spread the word of massage by "doing good" in the community. Many of the events we participate in help advance the field of massage therapy, while supporting our members' efforts to connect with the public and grow professionally. We appreciate feedback on how we can best serve you.

Your Chapter Government Relations Committee has been working closely with our lobbyist Hobson Consulting to sunrise our massage therapy licensure regulations. This is a very important process to protect our licensure. A big thanks to chair Donald Schiff for keeping us informed and how we can all help.

We are looking for new leadership to come into the Chapter board to continue the work of those who came before. Please consider whether you have some time to give to your association. Please consider whether you have time to give to your association. Volunteers are the life blood of this chapter. These remarkable people donate their most precious resource --time. Whatever you have time for this year, we truly appreciate all our members. Thank you for all you've done and the wonderful profession we have chosen.

-- Warmly, your President, Amy C. Zampella

Government Relations Report

Governor Martinez has appointed Susan Andrews, an Albuquerque attorney, to the state Massage Therapy Board to fill the vacant position. The main bill to

extend the sunset date for all the boards and commissions is SB 318. It was introduced without the names of about 10 boards which had vacancies.

By the time you read this, it will probably have been referred to the Senate Finance Committee. The sponsor of the bill, Sen. Carlos Cisneros (D - Questa), is the vice-chair of the bill's next committee. He has promised to amend the bill to include all of the excluded boards and commissions originally omitted. Please call or email the committee members asking them to support Sen. Cisneros' amendment.

An important part of being an active citizen is contacting your legislators about your needs and concerns, particularly regarding legislation. Be brief when calling your legislators' offices. Their staff will keep a tally of similar responses, *i.e.* for including Massage Therapy in SB 318. The more calls legislators receive from us, the more eager they will be to help us, both now and in the future. Please also call or email your own legislators about the sunset extension bill, as you should about any issue of concern.

We will keep you informed with weekly reports and action items by email, including what committee the bill is in and who needs phone calls and emails sent to them. You can track SB 318's progress through the Legislature on its website, www.nmlegis.gov. The time you spend contacting legislators may be what keeps us all in business.

-- Donald F. Schiff, AMTA-NM 2VP and
Government Relations Chair

Wish To Be A Part of Something Special?

Join the AMTA-NM BOD

Are you passionate about the massage profession? Do you want to make a difference in your community? Do you wish to develop your leadership skills? Are you interested in traveling? Why not run for a Board position!

It is so rewarding to serve on the board of the AMTA- NM Chapter. There are opportunities for learning, networking, community service, and personal growth. You do not need any special experience -- just a positive attitude and willingness to serve your local AMTA members.

Some of the requirements include attending a vision planning session in the Spring of 2015, some face-to-face board meetings, conference call board meetings, assisting in organizing chapter events, recruiting volunteers, and possible committee work (related to education, event massage, government relations, membership, etc.) There is also some compensation available for board members who travel to the 2016 AMTA National Convention in Pittsburgh!

Job Descriptions for each position are available on the amta-nm.org website.

1st Vice President - 2 yr. term

3rd Vice President - 2 yr. term

Secretary - 1 yr. (remainder of a 2 yr. term)

Treasurer - 2 yr. term

Delegate - 2 yr. term

Alternate Delegates (2) - 1 yr. terms

If you are interested in serving on the 2015/2016 NM Board of Directors, please send a letter of intent and a resume to Felecia Harvey, Commissioner on Candidacy at Felecia.Harvey@rm01.enmuros.cc.nm.us or contact her at (575) 626-4941.

We are accepting nominations until March 23, 2015 and will vote on the new board at the March 28 Annual Meeting in Albuquerque.

You can read all about the elections process and position descriptions at http://www.amta-nm.org/2015_Conference.html#2015annualmeeting&elections. If you have any questions, call the Chapter President, Amy Zampella or any current board member http://www.amta-nm.org/About_Us.html.

What Have Chapter Members Been Doing?

Symposium of Integrated Medicine in the Land of Enchantment (SIMPLE), ABQ
NM Mission of Mercy (MOM) Dental Event, Rio Rancho
KOB-4 Health Fair, ABQ
NM Academy of Family Physicians Winter Refresher, ABQ
NM Massage Board Meetings, ABQ
Legislative Finance Committee Meetings, Santa Fe

Symposium of Integrative Medicine Professionals in the Land of Enchantment (SIMPLE)

The Chapter participated in the Symposium of Integrative Medicine Professionals in the Land of Enchantment (SIMPLE) Conference this past October 13-15. This event was part of our goal of networking with integrative medicine practitioners to promote the inclusion of massage therapy in these circles.

This was our first year at the event, having been invited by the University of New Mexico (UNM) Center for Life, the host and one of the sponsors. By having a presence at this event, we showcased our skills and knowledge to the integrative medical community.

A great perk for volunteers was being able to attend any of the excellent lectures on topics including botanical medicine, women's health, integrative oncology, pain management, and music/art/healing. A big thank you to the following amazing volunteers who performed complimentary massages and networked with other practitioners during the 3-day event:

Melanie Cotton	Amy Zampella	Jocelyn Tate
Dee Dee Anders	Nicole Chamberlain	Cassie Christensen
Dawn Saunders	Karla Linden	Joyce Gilbert
Carolyn Genet Martin	Donald Schiff	Jennifer Wolfe
Lisa Matteson		

A special thank you goes to David Lang, past Chapter President and UNM Center for Life Director of Manual Therapy, for inviting us to participate.

--Amy Zampella

Renaissance Artsfaire

We had another successful year at the Dona Ana County Renaissance Artsfaire in Las Cruces on November 1 & 2, 2015. Rick Wiles did a great job organizing the team of student and professional therapists. As is typical, the winds cranked up on Sunday - luckily Rick thought ahead and had our tent staked and tied down to withstand Mother Nature.

The event grossed a total of \$1395.00 for the \$1 per minute chair massage fee. We have these wonderful members and friends to thank:

Dee Dee Anders

Christine Thompson

Sharon White

Rick Wiles

Jane Lynham

Karl Lynham

Amy Zampella

Vernardo Romero

Adriana Garcia

Mary Castillo

Nicole Gregory

Gosia Allison-Kosior

Ashley Watkins

Faith Rodriguez

Sue Styer

Tresa Jameson

Rita Jackson

Cynthia Keith

Donald Thompson

Renee Roach

Brenda Raley





KOB-4 Health Fair

Chapter Volunteers worked hard at providing the public a taste of massage at the KOB Channel 4 Health Fair in Albuquerque over the January 24th & 25th weekend. We provided 231 ten minute chair massages and accepted \$289.00 in contributions to the AMTA-NM Chapter. Member Chrystal Copeland of Tree of Life Massage gave a massage to newscaster, Jorge Torres, for the Channel 4 news segment!

We had a great time speaking to the public about the benefits of massage and promoting our members through the Find a Massage Therapist Locator service.

Thank you to the following members for providing chair massage and making this event a success:

Dee Dee Anders
Donald Schiff
Elizabeth Gendreau
JoAnna Dunn
Kristin Cunnar
Joyce Gilbert
Steven Wallschläger
Cameron Clare

James Brown
Melanie Cotton
Denise Flores
Joe Russey
Amy Zampella
BreAnne Garcia-McClellan
David Crettol
Chrystal Copeland



Sarah Russell, Elizabeth Gendreau, James Brown, JoAnna Dunn, Dee Dee Anders



Amy Zampella, Kristin Cunnar, James Brown, Donald Schiff



Steven Wallschläger

Stretching to New Heights Together You and AMTA-NM



The 2015 AMTA-NM Annual Conference and Meeting is right around the corner.

The weekend is sure to be filled with interesting educational classes and wonderful social opportunities. This year's conference will offer 10 NCBTMB approved continuing education units including Susan Salvo's Business & Marketing class and David Lang's *Stretching-to-Rehab*, a hands-on active isolated stretching workshop.

We'll kick off the conference Friday evening with an Opening Cocktail Reception where conference participants will have the chance to get to know therapists from around the state and to talk with Susan and David. Of course, there will be door prizes throughout the weekend! This year's door prizes include items from Thera-band, doTERRA and Aromaland.

If you're looking to fulfill your Board Certification requirements we have added a bonus day on Friday which provides the opportunity to fulfill your research and ethics requirements. Susan will teach *Research: The New Frontier?* Friday morning and review some of the current research affecting the field of massage today as well as providing you the tools for critically reading research articles. Friday afternoon, Susan will continue to share her knowledge with *Ethics: The Heart of Our Profession*.

If you haven't already registered, you can register online until March 13th. To register go to the AMTA-NM website and click "register" from the 2015 conference page. On the conference page you can also find full course descriptions, presenter bios and a copy of the conference agenda. We look forward to seeing you March 27th!

--Dee Dee Anders



COME OUT FOR THE EMS REGION III CONFERENCE THIS MAY

Your AMTA Chapter will once again participate in the upcoming EMS Region III Conference in Ruidoso May 1st to 3rd. The 2015 Region III Conference will be held at the Ruidoso Convention Center and will have a large exhibition of EMS products and service suppliers, and provide education for New Mexico's emergency caregivers.

Our chair massage booth will be offering chair massage to the hard-working fire fighters, paramedics, physicians, and other emergency personnel. Due to changes in AMTA National policy, we will only be soliciting contributions to the chapter at the event. We have been participating in this event for many years -- our booth is always a popular stop for conference attendees. We are looking for AMTA members to volunteer a few hours of time performing chair massage at this event. The funds earned will be used for AMTA-NM member education in the coming year.

This is a great way to network with the emergency medical community and promote your business. Not only are we there to educate this population on the benefits of massage for their patients, but also to speak to them about the importance of taking care of themselves as hard-working caregivers.

The chair massage booth schedule is as follows:

Thursday April 30th - Setup only at 4:00 pm

Friday May 1st - 8:00 am to 5:00 pm, 3 hr. shifts at 8:00, 11:00, and 2:00 pm

Saturday May 2nd - 8:00 am to 5:00 pm, 3 hr. shifts at 8:00, 11:00, and 2:00 pm

Sunday May 3rd - 8:00 am to 11:00 am, one 3 hr. shift

**Please contact Rick Wiles via text or voicemail at (575) 308-3579
Reserve your shift today!**



Presents

Stories on the Rivers of Life

*Hear our stories...
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A Benefit Performance at the Hiland Theater

4800 Central Ave SE, Albuquerque

Saturday, March 7

Gala 6:00PM • Performance 7:30PM

Gala and Show \$50.00 • Show \$25.00

Tickets available at: unmcfl.org

All proceeds go to the Integrative Medicine Pediatric Cancer Care Fund

Featuring performances by:

NDI-NM National Dance Institute of New Mexico

Albuquerque's Poet Laureate Hakim Bellamy

Public Academy for Performing Arts

Eldorado High School Jazz Band

The Party Rockers

Albuquerque Academy's Dance Troupe

Emilee Greenhouse

Coleman Academy of Irish Dance

Baroquen Hearts





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To register, use Priority Code NM AMTA 3-15



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CranioSacral Therapy 1 (CS1)

Las Vegas, NV May 14-17, 2015
Albuquerque, NM Sep 17-20, 2015
Tucson, AZ Dec 3-6, 2015

CranioSacral Therapy 2 (CS2)

Phoenix, AZ Jun 25-28, 2015
Austin, TX Aug 13-16, 2015

SomatoEmotional Release 1 (SER1)

Denver, CO Sep 10-13, 2015
Dallas/Ft Worth, TX Nov 12-15, 2015
Tucson, AZ Dec 3-6, 2015

Ecosomatics Small Animals (ESSA1)

Truth or
Consequences, NM May 17-20, 2015

Additional dates and locations at Upledger.com



AMTA National & The Insurance Industry by Amy Zampella

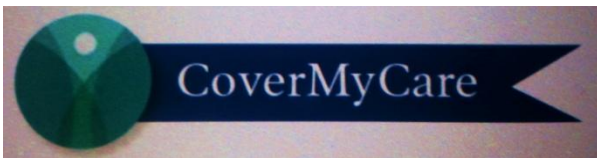
If you are interested in working with medical providers and the insurance industry, there are some important developments:

2016 CPT Code Changes

Did you know that the Current Procedural Terminology (CPT) codes and the process for medical billing will change in 2016? Susan Rosen is AMTA's representative to the American Medical Association's (AMA's) Current Procedural Terminology (CPT) Health Care Professional's Advisory Committee. Susan has been at the table with a variety of healthcare practitioners to keep abreast of the changes and report them to --cont'd on page 11

Insurance *Cont'd from page 10*

AMTA at the National Board meetings. Here's some information about current procedures: http://www.amtamassage.org/career_guidance/detail/172. Her role is to ensure massage therapists will be able to bill for their services when the CPT code changes are implemented. The former system was based on codes for each type of service (massage, hot/cold therapy, manual therapy) and the amount of treatment time. The new system will be based on the complexity of the case - the abundance and severity of injury/disease, and the amount of effort needed to treat. I was lucky enough to be involved in a test survey on the usefulness and ease of the new system. It will be a big learning curve for therapists when it's released, as it's a different way of billing, not based on time of treatment.



Insurance Reimbursement for Massage Therapy

Another exciting development in the future of insurance reimbursement for massage therapists is the "Cover My Care" <http://www.covermycare.org> initiative. AMTA is one of the founding members. CoverMyCare is a national grassroots program of information and patient engagement designed to create public advocacy for access to all healthcare providers who are licensed in the states. This includes providers of acupuncture, massage, naturopathy, chiropractic and midwifery.

The Affordable Care Act contains a provision (Section 2706) that says insurance administrators cannot discriminate against any health care provider that is a licensed practitioner. Officials in the states who are obliged to make sure their insurance companies are complying with Section 2706 are largely unaware of, or are ignoring, its provisions. The Cover My Care initiative is designed to promote the inclusion of massage and the other therapies. Read the massage therapy section here.

<http://www.covermycare.org/cmc/integrative-health/professions/massage/> This is also a great resource for you to point physicians to - many of them do not have much knowledge of our discipline.

I am glad to see AMTA keeping abreast of changes and transitions in the integrative healthcare model. I hope that the AMTA will provide resources to its members for successful implementation of these programs. Even if you are not interested in working with insurance reimbursement, these initiatives can benefit the public by making massage more accessible and possibly more affordable.

I will pass along updates as I get them from future AMTA National Board meetings.

--Amy Zampella

AMTA Member Milestones Oct 2014 – Jan 2015

5 Years

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Kristin	Cunnar	Albuquerque
Clara	Geertz	Santa Fe
Martha S.	Gonzalez	Tyrone
Mary	Struzik	Santa Fe

10 Years

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Timothy	Gay	Las Cruces
Elizabeth	Mitchel	Las Cruces
Alexis	Schuster	Albuquerque

15 Years

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Fred	Clark	Albuquerque
Debra S.	Doyle	Santa Fe
Jerron	Roberts	Las Cruces

20 Years

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Claudia Ann	Raphael	Santa Fe
Verna	Reed	Silver City
Resa	Schreffler	Edgewood

25 Years

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Janet	Jordan	Albuquerque
Thalia	Venerable	Santa Fe

30 Years

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Patt	MacDonald-Christie	Albuquerque



Join us on Facebook under AMTA New Mexico
for Up-to-the-Minute News!

AMTA New & Transfer Members October 2014 – January 2015

October

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Melinda	Beal	Lovington
Tanya	Bekman	Hobbs
Rhydian	Blackthorne	Albuquerque
Bonnie	Morrow	Albuquerque
Melissa	Goade	Roswell
Linda	Penning	Alamogordo

November

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Roque	Chavez	Albuquerque
Rosalee	Leon	El Prado
Sarah	Shaw	Portales
Taylor	Morisette	Santa Fe

December

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
D. Arianna	Foord	Santa Fe
Adem	Garcia	Santa Fe
Diane	McCord-Arnold	Holloman Air Force Base
Andrea	Niehaus	Santa Fe
Caitlin	Winson	Santa Fe
Maria	Maranon	Pena Blanca
Mollie	Reu	Santa Fe

January

<i>First Name</i>	<i>Last Name</i>	<i>City</i>
Jessica	Fulton	Albuquerque
Christina	Gasca	Albuquerque
John	Gutierrez	Santa Fe
Ramona	Jimenez	Moriarty
Rosa	Martinez	Los Ojos
Patricia	Richardson	Portales
Tatiana	Schotte	Placitas
Cassidi	Stabile	Albuquerque
Iris	Pelham	Ranchos de Taos
Peter	Storm	Santa Fe

A warm hello from your NM AMTA Chapter Newsletter Editor Chrissy!
I am always open to new ideas. Please share your thoughts on how to
improve the newsletter. JoAnna Dunn and I welcome any suggestions.

Contact me at shya_3@yahoo.com

I hope to meet many of you at the March Conference!

PHOTO GALLERY



Lisa Matteson and Amy Zampella at NMMOM



Lisa Matteson, Joyce Gilbert, and Melanie Cotton at SIMPLE



All ready at SIMPLE Conference



Joyce Gilbert, Lisa Matteson, Amy Zampella, & Melanie Cotton



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