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The mission of the
**american massage
therapy association®**
is to serve AMTA
members while
advancing the art,
science and practice
of massage therapy.

Cupping – A Great Addition to Your Practice

BY ANITA SHANNON

Why Incorporate Vacuum Manual Therapy Into Your Practice?

Massage Therapy has become an invaluable asset as a Complementary Allied Medicine approach to wellness and common health issues. Adding Vacuum Manual Therapy (VMT) to existing services will easily generate abundant interest to create a busy and profitable resource for new clients.

VMT is a fast and effective addition to manual therapy techniques for common conditions such as chronic pain, scoliosis and other spinal issues, arthritis, plantar fasciitis, TMJD, headaches, injuries, and surgical recovery.

Treatments are done in a series once or twice each week, sessions are short in duration, and the techniques can be easily added into current protocols. Quality education is crucial to success with VMT, and the investment in training and equipment is low.

Benefits of Vacuum Manual Therapy

We have all seen the celebrities sporting their “cup marks” on the red carpet, most recently on the 2016 Olympics coverage and in a rather pathetic presentation on Good Morning America in May, 2017. Traditional cupping therapies are very different from VMT, even though they both use similar tools. We all have hands, but a carpenter uses their hands very differently from a surgeon ... same tool, different techniques. The vacuum is used just as a hand is used a manual therapy, but is “negative pressure”.

Negative pressure adds a whole new dimension as the vacuum and techniques combine as a deep and soothing approach to soft tissue manipulation. Scars disappear, ROM improves, tissue softens and regains elasticity, lymph liquefies and moves, pain levels decrease, and blood flow increases to help move deep inflammation out of the tissues. Athletes benefit greatly from treatments incorporating



SAVE THE DATE | MAY 4-5, 2018!

**William Burton will be offering
Cupping, Level 1, certification (20 CE) at
the AMTA-NY Convention in Syracuse.**

VMT for injury recovery, as well as performance enhancement.

Effects on Fascia

The combination of deep soft tissue release with structural alignment techniques produces profound effects in the fascia. While structural malformations will limit progress, structural issues formed by compensatory habits, past injuries or trauma can respond very quickly to VMT.

One has only to view the astounding video from France called “Strolling Under the Skin” to see the masterpiece of design that is the fascia. Long threads with lubricating droplets connect soft tissue and cover soft and bony structures, and it becomes so evident that this tissue can easily become bound down by a trauma, chronic inflammation/dehydration or chronic compression. This will restrict movement of blood and lymph flow, along with movement of muscular structures and joint articulations.

The vacuum is used to gently open the space up between these strands and move residue from trauma and compression. Increased blood flow to

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Deadlines

Fall: September 1
Winter/Spring: March 1
Summer: June 1

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the skin aids the body in eliminating residual inflammation that dehydrates the soft tissue and fascia.

Plantar fasciitis is a painful condition, and the quantity of remedies on the market indicates the large number of sufferers. VMT is used to reduce pain levels, increase flexion and extension of the toes and foot, as well as loosen and release soft tissue of the entire foot, leg and hip. Powerful micro-cup magnets should be integrated into the treatment, and work at a deep level to shift tissue toward recovery.

Effects on Lymph

Another fascinating application for VMT is weight loss and lymphatic issues. VMT is used to create something called "Lymphatic Liquefaction" to liquefy the lymph and allow it to begin flowing to filtration and elimination.

A great descriptive name for a common condition is "Solid Bloat" ... this person is bloated with congested lymph, which is not flowing for filtration and excretion. Some form of inflammation is almost always present, and the lymph simply dehydrates and collects. This can affect the entire body, or be localized over a joint or zone of the body.

People will diet and exercise, but if the restriction in the fascia and/or the inflammation in the bony and soft issues is not shifted, the congestion will continue to build and restrict movement, blood flow, and elimination of tissue wastes. This can lead to degenerative disorders and inflammatory disorders in the body.

If the patient has weight issues that underlie the Solid Bloat, stimulating lymph flow helps boost metabolism. The loss of inches of congested lymph can also provide the much-needed boost to continue with weight loss practices

VMT has been used prior to surgeries such as hip, knee or shoulder replacements to prepare the lymph system and soft tissue for the procedure. When the referring physician has released the patient for treatment, the vacuum is used to clear any surgical debris from the area, keep scars soft and supple, and maintain blood flow for optimal cellular nutrition and natural healing agents. Many surgeons send their patients for VMT prior to surgery so that operating conditions are ideal, and post-surgery so patient recovery is quick and complete.

Breast Health – Lymph and Restrictions

Women who have undergone breast surgeries often suffer restrictions in movement and lymph flow from excessive scar tissue, soft tissue contractures, sometimes creating restrictions in breathing. VMT uses a gentle pumping mode with large cone-shaped cups to release and soften tissue to regain range of movement, reduce scar tissue and assist with lymphatic congestion, especially if nodes have been removed.

Many of the millions of women who have any kind of breast surgery do not realize the need for manual therapies for healthy breast care until they have been treated and experience the immediate benefits. The pumping vacuum mode is similar to a breast pump, and stimulates the lymph flow in the breast. Women with the diagnosis of "Dense Breast Tissue" reported that the tissue felt much lighter, and a few of them reported a positive change in their diagnosis with their next mammogram or thermogram.

VMT for breast health has been praised because it is powerful, yet gentle, and results are quickly observable. Word spreads quickly in your community when there is a successful remedy for the pain and discomfort that so often accompanies breast procedures and conditions.

More Information

There is a plethora of information available about cupping, especially since Olympian Michael Phelps proudly showed his marks in August, 2016. Vacuum Manual Therapy is pure manual therapy for soft tissue and rarely leaves any discoloration, since VMT techniques do not include stationary cupping. Information ranging from "hidden secrets of cupping" to quality articles and videos are a click away on your computer. Try choosing 3-6 different sources for a more complete view of the wide variety of ancient and modern techniques that use the familiar vacuum cup.



Anita Shannon is licensed in massage therapy and cosmetology since 1983. An educator since 1990, she appears at national chiropractic, massage and spa conventions and currently presents workshops on ACE Massage Cupping™ and MediCupping™ at international locations since developing these brands of bodywork in 2002. She has published multiple articles in *Les Nouvelles Esthétiques*, *Massage Today*, *Massage & Bodywork* and *Massage Magazine* and has created five educational videos on vacuum therapies. Anita was inducted into the Massage Therapy Hall of Fame in 2011. Visit www.massagetcupping.com

Member QUESTION & ANSWER Class Review

Here are comments from NYS AMTA Member Brian Tarolli after participating in the VMT class this past Spring:

Q: What was your overall impression of the cupping class and are you finding it applicable in your practice?

A: It IS applicable and has been highly effective and appreciated.

Q: Are you using it?

A: Yes, A LOT!

Q: Has it increased your business at all?

A: Yes, quite a bit. Clients are going to work or to the gym with cup "kisses" and everyone wants to know where they had it done. Cup "kisses" are free advertising.

Q: When do you use it?

A: I use it daily now. I was adding it to sessions complimentary but started charging extra June 1.

Presidents Corner

BY NICHOLAS BODKIN, LMT

As I write this, I keep thinking about the diversity of the massage profession and the AMTA-NY membership. We have Licensed Massage Therapists who have practiced Massage Therapy for over 40 years, and we have students who are just beginning to explore the opportunities of our profession. We are a community of unique individuals! Each of us chose this profession for many different reasons; whether it was your first career choice, or your second, the reason why you chose to pursue this profession is uniquely yours.

As we move forward in our practice, we often find ourselves in the solitude that comes along with it. Yes, we have our customers and fellow coworkers, but we lack the connection with our community of massage therapists. When we come together as a community of professionals, we share ideas, experiences, advice and friendship. Years ago when I attended my first AMTA-NY convention, I experienced this for myself. At that time, I had been practicing for 6 years and had kept relatively to myself in a private practice. I was aware of other LMT's in town, however, I had never met many of them. Sitting in one of my first classes at that convention, I found myself looking around the room for a partner for the hands on portion. I connected with another male therapist in the room. We began to introduce ourselves and we were shocked to discover that we worked in the same town. In fact, our offices were less than 2 miles apart! We had heard of each other for years, but had never met. Little did I know, that at that moment, a great friendship had begun. We became convention buddies- treating it as our yearly excuse to attend classes and enjoy convention. After convention, we would schedule trades in order to practice our newly found skills and techniques. Our friendship continued to grow, and at my wedding, there was no doubt that I would have him stand by my side as I married the woman I love. After all these years, we continue to attend convention together as Chapter Volunteers. He ended up being one of those friends that I can always rely on.

I wanted to share my personal experience because the AMTA is more than insurance; convention is more than continuing education credits; our career can be less secluded when we take the opportunity to brainstorm with other therapists. I encourage you to join us for our annual AMTA-NY 2018 Convention in May. When we come together as members, we open the door to untold possibilities. Perhaps you will find yourself sharing your story one day!

Sincerely,



Nicholas Bodkin, LMT
AMTA-NY Chapter President

O.K. Everybody, On Your Feet!

BY GEORGE RUSSELL



How can we be “quick on our feet”-ready to turn on the proverbial dime-without experiencing ourselves as unstable, or “tipsy”? Conversely, how can we maintain a solid foundation, without feeling that we have “feet of clay”?

You: “But Dr. Russell! Surely it can’t be possible to be both fleet-footed and grounded?” **Me:** “Why _____ (your name here), not only is it possible, it’s necessary!”

Perhaps dancers, more than anyone, understand the importance of knowing at all times just where their feet are - even when their feet are off the ground. In mid-leap, the dancer’s concern is not so much “Where will I land?” but “How will I land?” **Answer:** squarely on the sole of one foot, with the other foot in energetic form.

The rest of us can borrow some of the dancer’s attentiveness to the foot.

Try this: When you feel anxious, ungrounded, ask yourself, “where are my feet?” Not only will the absurdity of this question interrupt your stream of stressful thinking - and this in itself is an improvement - but, by placing your attention to your feet, you will start to feel a return of stability and a decrease of distress.

Try this: When you feel tired, get out your feet. Put one bare foot down on the floor and trace its edges with your finger. Then lift that foot, and with your hands, and gently slap and pat, and rub and bend and fold that foot in all the ways it can be bent and folded. (Warning: Stop if you find you’ve made an origami crane!) Repeat with other foot.

Try this, too: Stand tall. Root the balls of your feet and your heels into the floor, while lifting and spreading your toes, and lifting your arches as well. Then allow the toes to rest on the floor, while keeping the arches high. Feel the “four corners” of your foot: the big toe, the little toe, and the two sides of the heel. Keep the arches lifted! Now bring your feet together and feel the “suction cup” that the two feet and their arches combined form on the floor (This is one of Irene Dowd’s images). Imagine that you are drawing strength and energy up from the ground through the suction cup. Repeat.

Feeling ambitious? You are, aren’t you? Lie down on the floor one foot less than a leg’s length away from the wall. Press the soles of your feet firmly into the wall but don’t allow your body to just slide away. Really press, until finally, against resistance, your legs straighten. By doing this, you will increase your awareness of what you do all day long when standing and walking and dancing: you press against the floor, in opposition to gravity. In depression and fatigue, we all tend to diminish the pressure we exert against the earth, which in turn diminishes our height and power. As you lie on the floor, really press your soles into the wall and feel your spine lengthen!

When Bad Things Happen to (perfectly) Good Feet. Foot problems are endemic. Falling arches are common and can lead to plantar fasciitis and bunions, among other things. If you want a great clue as to what



goes on in your walk and stance, check out the location of any corns and/or callouses you may have, and the wear-patterns on the soles of your shoes. I often check this out with a patient to determine where the stress is going and how he or she can work toward a healthier gait. Orthotics (custom foot/arch supports) can also help. (Secret: even some dancers wear orthotics!) Do exercises for your arches to keep them strong and lifted. Stretching your calves can also help you keep your feet healthy, especially if you like to wear heels higher than an inch. Try Yoga Toes: www.yogapro.com, a simple but ingenious invention that counters bunions by spreading each individual toe, which in turn spreads the entire foot in a supportive direction. With a few exceptions, going barefoot as much as you can is a good thing.

I’m always asked: What are the best shoes for me to wear? I don’t think there’s a single answer. But a wide toe box allowing for plenty of toe-room is preferable to a narrow toe box. A shoe should provide arch support, and allow you to feel the four corners of the foot. There are some cool new shoes out there, like MBTs, that allow you to keep strength in your foot muscles. If you go for MBTs, make sure that they fit well, and that you roll through the shoes fully when you walk.

George Russell will be teaching three workshops in October.

October 21 – Functional Anatomy and Treatment: Low Back and Hips- Southern Tier @ Johnson City Senior Center- Binghamton/ Johnson City

October 22 – Functional Anatomy and Treatment: Foot and Ankle – Central New York @ Crouse Hospital, Marley Education Center- Syracuse

October 23 – Functional Anatomy and Treatment: The Knee – Western Finger Lakes @ ROC City Wellness- Rochester

For more information, go to our website www.amtanewyork.org, and go to Education

The CSMT Corner

BY SAMANTHA PAIGE-GRAEBER, CHAIR

Emergency Response Team's First Full Scale Exercise

On Saturday, June 10th, The American Red Cross of Greater New York conducted a full-scale disaster simulation that allowed volunteers, employees and partners to practice and evaluate existing procedures for disaster response. More than 200 Red Cross Volunteers from across the region participated in the exercise. CSMT is a Red Cross Partner.

The simulation was based on an Improvised Nuclear Device detonation on Manhattan's lower west side with an estimated yield of 10 kilotons (a kilotons equals 1,000 tons of TNT). It would have impacted New York and New Jersey.

The Emergency Response Team was able to provide teams at two of the six sites. One team was dispatched to DROHQ (Disaster Relief Operations Headquarters) located at the Rockland County Fire Training Center in Pomona. The second team was sent to Shelter One which is located at the Farmingdale High School in Farmingdale.



Pomona's team

Team Leader:

Samantha Paige-Graeber,

Co-Team Leader: Melanie Schmich,

Team: Greg Howell, Lle-Anne McKenzie and Frank A. Casucci, III



Farmingdale team

Team Leader: Donna Webb,

Co-Team Leader: Jasmin Pitter,

Team Members: Alexandria Nichols, Vanessa Ali, Nayda Maymi and Patricia Wilcox

We were welcomed with a round of applause. Many volunteers were unaware of the massage ERT's existence and were delighted to learn about it. They were grateful to receive massage work, and the ERT was excited to have the opportunity to experience a full scale exercise! A win-win situation for all.

The Emergency Response Team is in need of members throughout NY State. In order to join, you must take the CSMT Responder Course. If you are interested in joining, please contact me at ladystar44@icloud.com or 845.519.4112 (voice or text).



Samantha
Paige-Graeber,
Chair

Education Corner

BY PAT COLLINS

What Type of Learner Are You?

The ways people learn are usually categorized into four types:

- **Visual:** You learn well when taught with images, pictures, and spatial organization.
- **Auditory:** You learn well when taught with music, sound, rhyme, rhythm, speaking or listening
- **Reading/Writing:** You learn well by reading or writing the material you want to learn
- **Kinesthetic:** You learn well when you can move your body, and/or use your hands and sense of touch. Writing or drawing diagrams are physical activities that can fall into this category.

Most of us are stronger learners in one or two of these categories. As massage therapists, which do you think the majority of us falls into? (hint: touching and using hands!)

AMTA offers many great and informative online courses that you can find at www.AMTAMassage.org. These are a very convenient way to get your continuing education hours.

BUT! Being kinesthetic learners, are online courses optimal for really getting the most from your classes and truly absorbing material that you can incorporate into your practice?

Your AMTA-NY Chapter is dedicated to bringing you the best *hands-on experiences* from a variety of teachers who come from many professions and backgrounds. George Russell, a chiropractor; Shari Auth, an acupuncturist; and Daniel Verina, an Acute Care Nurse Practitioner are examples of the "cross pollination" of healthcare practitioners, in addition to the talented and skillful Licensed Massage Therapists, who share their experience and knowledge with us. George Russell will be teaching Functional Anatomy and Treatment classes throughout New York State in September. Shari Auth will be in Buffalo teaching us a full body massage technique using your forearms that can save your hands and prolong your career. Enjoy a full and fun weekend learning Traditional Thai with Yaron Carmel in the New York City/Long Island area. Daniel Verina and Felicia Newsome will be teaching Oncology massage in the Hudson Valley.

You're invited to be a kinesthetic learner all fall at our hands-on classes! Please see the back page for a full listing of classes coming this fall near you and register early to get the best prices for the classes!



Pat Collins
Education Chair

Thank You Sports Massage Team Members

BY SHANIA SONNEVILLE, SMT CHAIR

The Sports Massage Team would like to take this opportunity to thank its volunteer members. The individuals representing the American Massage Therapy Association through public service at sporting events show selfless dedication. Their tireless efforts increase referrals through the AMTA locator service. The volunteers present at these events throughout the year are representing not only the national organization but also the individual sole proprietor and every business that hangs an American Massage Therapy Association logo in their office.

The objective of the Sports Massage Team – New York Chapter is not only to educate on the benefits of massage but to demonstrate how a cohesive team of health care professionals can help reduce the risk of injury and promote relaxation. It is quite possible the massage therapists at these events are directing athletes and spectators right into the offices of every AMTA member through the locator service. Thank you to the volunteers working these events outside their city to help grow our organization as a recognizable and reliable source for providing outstanding industry standards.

The Sports and Community Outreach volunteers go above and beyond being just a member of an organization and for this reason they are rewarded. We reward their labors by providing an educational voucher that can be used for AMTA-NY Chapter classes. There are now two ways they can earn educational vouchers: Volunteer for both The Sports Massage Team and Community Service Massage Team events. Team members who volunteer for SMT as well as CSMT will earn \$25 for every 2 events worked with a maximum credit of \$100. Team Leaders can volunteer for SMT as well as CSMT events and earn \$50 for every 2 events worked with maximum credit of \$100.

Thank you again to the SMT members and team leaders that helped grow our AMTA presence this year at sporting events.

Mountain Goat: Team Leader: Kyle Hierholzer, AMTA Team members: John Podesta, TC Pelletier, Brett Meehan, Frank Totino, Josie Moore

Run For Recovery: Team Leader: Kyle Hierholzer

Tour de Cure Rochester: Team Leader: Shania Sonnevile, Team member: Katy Heneghan

Bike MS Geneva: Team Leader: Josie Moore

If becoming a Sports Massage Team Member speaks to you, please contact Shania Sonnevile, SMT Chair at Shania.lmt@gmail.com or 315-576-3321. Applications for team membership can also be found and submitted online.

New York is Meritorious

Two New York members were honored with National awards at the AMTA convention in Pasadena. If time is money, the NYS and National AMTA members are truly rich based on the amount of time both of these New Yorkers give.



Jasmin Pitter was awarded the humanitarian award, which is given to a candidate and acknowledges the “heart” of massage in action. She is the AMTA-NY Chapter’s lead delegate and volunteers on Community Service Massage Team and Emergency Response Team. Outside of the AMTA, her volunteerism is also commendable! She donates time to many causes, a few of which are the Global World Healing Summit, Teachers Back to School Wellness, Marine Corp. Family Day and the African Genesis Institute. She also created a scholarship in her son’s name, with Families Against Reckless Driving which provides workshops on preventative and safety measures and the consequences of reckless driving.



Pat Collins was recognized with both the AMTA-NY Chapter’s and AMTA National’s Meritorious Award.

This award acknowledges diligent volunteerism done in an altruistic manner. Dolly Wallace, our National AMTA President, said the following about Pat:

“Our first recipient is known to her New York chapter as a dedicated team player to whom the members always come first. As a stickler for details, her efforts are always aligned with AMTA and she is relied upon for her wise counsel.”

Pat has served New York as a Unit Chair, on the Board of Directors as VP and then two separate terms as President. She has served as the Education, Convention, Communication and Newsletter Committee Chairs and is currently the state chapter’s Financial Administrator.

She also has several volunteer positions with AMTA National.

**Congratulations to both
and THANK YOU!**

Follow Your Pathway to Success

Discover Upledger CranioSacral Therapy...

"Great experience. As a massage instructor and having been the director of a massage school, I appreciated how well all aspects of this workshop came together - admin and curriculum."

— Natalie K., LMT

Upcoming Classes:

CRANIOSACRAL THERAPY 1 (CS1)
Pittsburgh, PA Aug 24 - 27, 2017
NJ Shore, NJ Sep 7 - 10, 2017
Hartford, CT Sep 21 - 24, 2017
Fairfield, NJ Oct 19 - 22, 2017
Ithaca, NY Dec 14 - 17, 2017

SOMATOEMOTIONAL RELEASE 1 (SER1)
Fairfield, NJ Sep 21 - 24, 2017

SOMATOEMOTIONAL RELEASE 2 (SER2)
Hartford, CT Sep 21 - 24, 2017

CST FOR LONGEVITY: Reversal of the Aging Process (CSLRAP)
Toronto, ON Sep 21 - 24, 2017

CST FOR PEDIATRICS 1 (CSP1)
Toronto, ON Nov 2 - 5, 2017



IN LOVING MEMORY:
John Matthew Upledger,
CEO & John E. Upledger,
DO, OMM, developer of
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AMTA New York Chapter

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AMTA Fall Classes Available

BUFFALO

October 15, 2017 – The Emerson Education Annex, Williamsville

Forearm Massage: Work Smarter, Not Harder (8 CEH) with Shari Auth

Learn to give a full body massage using the forearms as the primary tool.

Registration: \$200

SYRACUSE

October 22, 2017 – Crouse Hospital, Marley Education Center, Syracuse

Functional Anatomy and Treatment: Foot and Ankle (8CEH) with George Russell

Examine the foot as a stable foundation and powerful propeller of the body, review anatomy, functions and dysfunctions of the foot, and practice techniques to make the foot work and feel better. **Registration: \$200**

November 4, 2017 – Crouse Hospital, Marley Education Center, Syracuse

Gross Anatomy Dissection Lab; Upper Body (8 CEH)

with Kelly Meyers and Dr. Norton Berg

Through the careful palpation of dissected cadavers, this class offers you the opportunity to increase your understanding of the human body and anatomy, especially the skeletal system. **Registration: \$200**

November 5, 2017 – Crouse Hospital, Marley Education Center, Syracuse

Clinical Massage for Veterans I: Upper Body (8 CEH) with Lauren Felice

You'll learn to assess and address injuries and dysfunctions associated with veterans by focusing on massage therapy skills for the upper body. Techniques can be applied to all clients. **Registration: \$200**

BINGHAMTON

October 21, 2017 – Johnson City Senior Center, Johnson City

Functional Anatomy and Treatment: Low Back and Hips (8 CEH) with George Russell

Learn additional approaches for treatment of lower back issues. Refresh your knowledge of the anatomy in that area and understand how to restore both strength and flexibility in this region of common pain. **Registration: \$200**

ROCHESTER

October 23, 2017 – ROC City Wellness, Rochester

Functional Anatomy and Treatment: The Knee (8 CEH) with George Russell

Learn the anatomy of the knee, postural clues to assessing knee problems, and techniques to improve standing alignment and knee function. **Registration: \$200**

NEW PALTZ

October 21-22, 2017 – Deyo Hall, New Paltz

Introduction to Oncology Massage (14 CEH) with Felicia Newsome and Daniel Verino

Learn oncology massage: cancer biology and therapeutics strategies for safe and effective treatment. **Registration: \$350**

TUPPER LAKE

November 4, 2017 – American Legion in Tupper Lake

Introduction to Craniosacral Therapy (8 CEH) with Lisa Satalino

CST is a gentle, hands-on technique which is used to facilitate the body's self-correcting mechanisms, promote wellness, and restore function. **Registration: \$200**

LONG ISLAND-WANTAGH

October 13-15, 2017 – Wantagh American Legion

Introduction to Traditional Thailand Massage (20 CEH) with Yaron Gal Carmel

Learn the theory and practice of Thailand Traditional Massage, done on a padded floor, the receiver is clothed comfortably to allow the application of deep yoga-like stretches to the whole body. Treat ailments using hands, elbows, feet, knees and legs. **Registration: \$500**