

California Currents

California AMTA Members Newsletter

January, 2016

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March 5–7, 2016 AMTA California Chapter Education Conference

Website Page Information: Home page lists Conference information and link to Eventbrite pre-registration:

www.amta-ca.org

Eventbrite Pre-Registration for March 5–8, 2016:

Eventbrite Pre-Registration

President's Message — Lisa Santoro



As we get closer to the end of the year, my thoughts veer toward new beginnings. Even though our fiscal year ends in March, we have already completed the budget for 2015–2016. As we reviewed last year's adventures and projected for 2016, I got excited for all the things that we have planned for members all over California.

The first major event for California AMTA members is being planned for March, 2016, the statewide Education Conference.

2016 Annual AMTA-California Education Conference March 5 – 7, 2016, Wydham Irvine – Orange County Airport

The California Chapter Education Conference schedule is March 6–7, with a student day, March 5 and what a lineup of education presenters we have for you!

Originally a cruise was planned, but due to unforeseen circumstances the decision was made to hold it at the Wyndham Orange County Airport Hotel in Irvine. Because of this change, we were able to expand the educational options and provide more of an opportunity for students to be able to network throughout the conference.

Sample Teachers and Topics

Hands-on Classes	James Waslaski, Cynthia Ribeiro
	Sunday to Monday, March 6-7
Ethics	Mark Dixon, Orange County Unit
Research	Karen Boulanger
Marketing	Irene Diamond, Golden Gate Unit

Together we will make this Conference a success—and that means there's many opportunities for you to pitch in. Some of the jobs needed are listed on the following page.

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Some of the Volunteer Jobs needed for the 2016 AMTA-CA Education Conference in March are:

- Helping at the registration desk
- ▶ Monitors for classes (those who monitor the door and sit in to make sure all CE information is collected)
- ► All around Helpers—"go fer's" to check-in with instructors, vendors
- People who can answer questions will wear an "Ask Me!" button and mingle throughout the Conference

Conference Volunteers = Free Education Hours

In honoring your time, and celebrating your sense of giving to your organization, for every hour served volunteering, you get an hour of education FREE. Yes, I said "FREE!" So sign up! Come and have fun with your friendly Chapter Board and fellow members!!

New AMTA-CA Website Design

Many of you may have clicked on to the AMTA-CA website, and said to yourselves, "This stuff is so out of date! When are they going to take care of that?" Well, your answer would be, "Hey! We have a new website coming!" By the time you read this, it may even be up with crucial information for you. Our AMTA National Office has been steadily working with me and various others getting our wants and needs fulfilled to be able to roll out a much more informative and more accessible website. We need content! Please send pictures of events, yourself in your office, let us know about the cool stuff you're doing in your practice, as well as events that you hosted or participated in.

AMTA-CA Chapter Positions and Service

Given all the great things this Chapter has to offer, how can YOU:

1. Meet many other massage therapists across the state?



Wyndham Irvine-Orange County Airport, March 2016
17941 Von Karman Avenue, Irvine, CA 92614 1-949-863-1999

- 2. Meet your legislators, decision-makers and others to make sure you have a future profession?
- 3. Bring incredible presenters to our state and shape the future of massage in California?
- 4. Make friends, laugh until you just can't anymore, work with like-minded people who are all attuned to the same goals you are?

You can join in the fun of getting involved in the Chapter. There are positions open in the coming election where YOU can make a difference, and work TOGETHER with others who think like you do, or may have a fresh perspective that can enhance your professional and personal life. When I first came to California, I didn't know a soul. I had never lived anywhere else besides Massachusetts, and this whole California culture was very different. The first people I called were the AMTA Silicon Valley Unit people. Luckily for me, they were having a meeting, and I met some great people who I am still friends with today there.

I have been an AMTA member since 1995, and only started volunteering in 2000. Since that time, I have done a lot for both Massachusetts and California AMTA Chapters, and will continue to volunteer. It's just too much fun not to.

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I also have a vested interest in how my career will be protected in the future. I know the songs that now play in everyone's head: "I don't have time," "I'm focusing on my career right now," "I don't have the kind of skills to do anything..." I've said this to myself, too. The thing is, you DO have time. Being involved is the most important thing you can do right now for our profession.

Thank you all for all that you do, I wish you a prosperous and healthy New Year.

Kind Regards, *Lisa*Lisa Santoro, President
AMTA California Chapter
president@amta-ca.org
617-312-2302

Send us your ideas for volunteering!

California AMTA members' 2016 Statewide Education Conference is in the planning stages.

Please email requests and volunteering offers to "AMTA-CA Chapter Office" at:

info@amta-ca.org

Upcoming Chapter Positions

At the March, 2016 Education Conference, Chapter Board positions to be filled:

- President– Secretary
- Second Vice PresidentSouthern
- Third Vice President Representative
- Delegates



2016 Annual AMTA-California Education Conference March 5-7, 2016 ■ Irvine, CA

Saturday, March 5 – Studen	it Day	!
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2:00 - 6:00 PM

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10:00 AM – 1:00 PM	Exhibitor Registration & Set-Up		
12:00 PM	REGISTRATION OPEN		
1:00 – 7:00 PM	EXHIBITS OPEN (Student Day Events, with continuing registration)		
2:00 – 4:00 PM	Longevity in the Field, Panel Discussion: Marcia Degelman, Michael Roberson, Cynthia Ribeiro, Lisa Santoro, Jeannie Martin		
4:30 PM	VENDOR RECEPTION – Meet and Greet!		
Sunday, March 6	Breakfast 7:30 to 8:15 AM		
8:30 – 11:30 AM	Back-to-Back Class Sessions: James Waslaski, Elite Sports Therapy Cynthia Ribeiro, Headaches Mark Dixon, Ethics		
12:00 PM - 3:00 PM	Business Lunch with AMTA-CA Board Elections		
3:30 – 6:30 PM	Back-to-Back Sessions: Mark Dixon, Ethics (Repeat) AMTA-sponsored CAMTC Event James Waslaski, Corrective Exercise		
6:45-8:00 PM	Keynote Address & Dessert Social		
Monday, March 7	Breakfast 7:30 to 8:15 AM		
7:30 – 8:15 AM	EXHIBITS OPEN		
8:30 AM – 12:30 PM	Back-to-Back Sessions: James Waslaski, Multiple Nerve Compression Cynthia Ribeiro, Lumbar/Pelvic Issues (6 hour class — 3.0 blocks) Karen Boulanger, Research		
12:30 AM - 2:00 PM	Lunch		

3:00 - 5:00 PM AMTA-California Chapter Board Business Meeting

James Waslaski (afternoon session), Multiple Nerve Compression

Cynthia Ribeiro, Lumbar/Pelvic Issues (6 hour class con't. — 3.0 block)

Back-to-Back Sessions:

WHERE: Wyndham Hotels and Resorts ■ 17941 Von Karman Avenue Irvine, CA 92614

Irene Diamond, Marketing and Business

Eventbrite Conference Pre-Registration



As listed in Lisa Santoro President's Letter (page 1-3), the upcoming March 5-7, 2016 Annual California AMTA Education Conference will include hands-on instruction classes with:

James Waslaski, Massage Hall of Fame Inductee www.orthomassage.net

Some of the **Volunteer Jobs** needed for the AMTA California Chapter's March, 2016 Education Conference in Irvine, California are:

- **▶** Registration Desk Assistants
- ▶ Information Assistants "Go fer's" to check-in with instructors, vendors
- ▶ Conference Assistants Wear an "Ask Me!" button and mingles throughout the Conference

Each volunteer hour = 1 hour Free Education at this Conference's classes

Please email requests and volunteering offers to "AMTA-CA Chapter Office" at: info@amta-ca.org

Government Relations News Legislative Review of California's Massage Therapy Act (AB 1147)



2016: California Legislature will review the current Massage Therapy Act and vote to continue or change the CAMTC (California Massage Therapy Council).

On September 18, 2014, Governor Brown signed Assembly Bill 1147 (<u>AB 1147</u>) into law. This law revised 2008's <u>Massage Therapy Act</u>, and became effective January 1, 2015. It <u>extended voluntary certification</u> of massage therapists via the <u>California Massage Therapy Council</u> (<u>CAMTC</u>). The CAMTC was created by the original 2008 Massage Therapy Act, Senate Bill 731 (SB 731).

Major features of the **2014 Massage Therapy Act** included:

- ► CAMTC (California Massage Therapy Council) is authorized to continue operating, with a revised Board structure that is reduced in size to 13 members, and mostly composed of non-massage therapy professionals
- ▶ Revised educational criteria and testing requirements for applicants
- ► Expanded authority of cities and counties regarding land use authority and local ordinance controls that regulate massage therapy businesses, including sole providers

In 2015, with the return of "land use authority and local ordinance controls" to regulate professional massage, approximately 50 cities in California have enacted moratoriums on approving new massage therapy businesses. A common reason given: this provides the time necessary to review and amend massage ordinances. The actual effect has been to keep massage therapists from practicing.

2016 Sunset Review — California Legislature will assess the 2014 AB 1147 law. One possible outcome of this review: CAMTC is discontinued, and all regulation plus certification of massage therapy business may be returned to California city and county local governments.

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Government Relations News Legislative Review of California's Massage Therapy Act (AB 1147)

2016: California Legislature Will Review the Massage Therapy Act, and Vote to Continue, Change, or Retire the State Law Regulating Massage Therapy

The current version of the **Massage Therapy Act (AB 1147)** became effective on January 1, 2015 and will be valid through December 31, 2016. This 2-year bill continued voluntary certification of massage therapists through the **California Massage Therapy Council (CAMTC).** The California State Legislature must vote to extend the Massage Therapy Act during the 2016 legislative session or it will sunset (expire).

In 2014, the California Legislature conducted a **Sunset Review** of the original 2008 Massage Therapy Law and the CAMTC. This review was to assess the results of the original law, and vote on whether or not to continue the Massage Therapy Act. Such a Sunset Review can yield recommendations to:

- 1) Retain the program or agency as is; or
- 2) Modify the program or agency; or
- 3) Allow the program or agency to terminate, including repeal of relevant laws

2014 Sunset Review Results

CAMTC (California Massage Therapy Council) was authorized to continue operating, but its Board structure was reduced in size to 13 members, and mostly composed of non-massage therapy professionals. Educational criteria and testing requirements for certification applicants was revised.

In 2015, with the return of land use authority and local ordinance controls to regulate professional massage therapy, approximately 50 cities in California have passed moratoriums on opening new massage therapy businesses. The argument by local governments has been that a moratorium provides the time necessary to review and amend massage ordinances. The actual effect has been to keep massage therapists from practicing and blocking thousands of California citizens from having access to massage therapy services.

More cities have established expensive and discriminatory establishment and permit fees, effectively making it too expensive to open or operate a massage business.

In March of 2016, the Massage Therapy Act and the CAMTC will begin its second Sunset Review process, and the California Legislature will assess the effects of Assembly Bill 1147.

What is a Sunset Review?

Whenever the California Legislature creates a law giving authority to a bureau or board to oversee a profession, that law comes up for review every so many years (typically every 5 years, but sometimes less). The Sunset Review Process is an opportunity

for the legislature to evaluate the effectiveness, value and problems of a regulated profession. If the Legislature does not create a new law to continue a profession's credential process, then the law sunsets or ends. The California Massage Therapy

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California Massage Therapy Act, continued

Council (CAMTC) is a not-for-profit public benefit corporation and is subject to this review process (just like the Nursing Board, the Physical Therapy Board, the Acupuncture Board, etc.).

If the legislature chooses not to act on this year's Sunset Bill, then CAMTC will lose its legislative authorization and cease to exist. There would be no more state certification.

All of the privileges that go along with state certification, such as portability and pre-emption from local practitioner credentialing requirements, would end and you would, as was true before 2009, need to get your practitioner permit from each jurisdiction in which you choose to work as a massage therapist.

At this point, there is not a high likelihood of an end to CAMTC and certification, but it is NOT beyond the realm of possibility.

What this year's hearings will most likely be about is the land use authority, which was returned to cities beginning in January of 2015. Under the original Massage Therapy Act (in force from 2009 to 2014), cities were not allowed to create special zoning and fees for massage businesses (meaning offices or spas, actual brick and mortar establishments) that were different from those imposed on other professional businesses (anything from estheticians, physical therapists and acupuncturists to accountants and lawyers).

The benefit of this prohibition is that it kept cities from classifying massage businesses as adult entertainment and regulating us like strip clubs and bars. Cities, however, complained that these restrictions did not allow them to prevent brothels from operating—disguised as massage businesses.

Since AB 1147 (Bonilla) became law, these land use rights were returned to local control, and the

result has been the proliferation of punitive and discriminatory local ordinances across California.

What Does It All Mean?

Okay. So you read patiently through all of that. What does it all mean?

It means that this year we go back to Sacramento and ask the state legislators to pass a new version of the Massage Therapy Act that requires regulation of the actual profession of massage, instead of allowing cities and counties to lump therapeutic massage providers in with prostitution, brothels and sex trafficking and undergo punitive establishment permitting process, land use restrictions or additional Livescans to prove that we are not prostitutes.

So What Should You Do?

Maybe these new local ordinances have not affected you, because you do not yet work for yourself. Or you work in a city that hasn't yet amended their local ordinance or placed a moratorium on new massage businesses. But talk to your colleagues, see what it would take to open an office in the city in which you work (or want to work). You could be forced to pay hundreds (or thousands!) of dollars in permitting fees and application costs, just to have a hundred square feet to call your own.

It is time for us to tell State Senators and Assembly Members that they must do something to help massage therapists. It is time for us to act in support of the massage profession.

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Government Relations Corner Tony Siacotos, CMT — AMTA CA Government Relations Chair

For 2016 Sunset Review of California Massage Therapy Law: What Should You Do?

Do You Matter? Unless You Read Past This Headline, You DON'T.



I know. That's mean. Seriously though, if you care about how you are regulated and want to be treated as massage professional instead of a prostitute and a criminal, then read this article and get involved.

2016 will be a big year for massage therapists in California. We have a huge opportunity to finally get the respect our profession deserves. More importantly, we can have that respect translated into a law that treats us as professionals instead of criminals. But for that to happen, rank and file massage therapists—people like you and the other massage therapists that you know—need to stand up and speak up. Complaining isn't enough.

For the state law to change, legislators need to see massage therapists as a profession that shows up to fight for the right to practice without discrimination. A hundred massage professionals speaking up on behalf of the massage profession means makes an impression on lawmakers, much more than seeing the same ten people they saw last year. A thousand massage therapists is a force to be reckoned with.

And the amazing thing is: It is EASY to make your story and your priorities matter.

Here is what you can do now:

Start writing YOUR STORY, especially if you have been negatively impacted by the 2014 Massage Therapy Act revisions. Then when you receive the call to action you can fine-tune it and just hit "SEND"!

Participate in the Chapter Government Relations Committee Calls:

Please contact GR Chair Tony Siacotos at gr@amta-ca.org for details.

Plan to attend the Sunset Joint Hearing at the State Capitol in Sacramento

Note: A firm date for this will be set by early February. It will most likely be on Monday, March 14, but could be March 7 or 28. As soon as the date is set, we will let you know.

Here is a link to a video of the 2014 Sunset Hearing (so you can see what one looks like): http://www.youtube.com/watch?v=In9lDeNd414

Attend Legislative Day at the State Capitol in

Attend Legislative Day at the State Capitol in Sacramento on Tuesday, April 12, 2016.

AMTA-CA members can meet with their Senators and Assembly Members to educate and discuss the Sunset Bill. We will have specific "asks." Appointments are scheduled by our lobbyist, who also provide training, talking points and handouts prior to the appointments.

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Government Relations Corner, continued

Schedule a meeting with your Senator and Assembly Member in her/his District office. This assures that when they vote on massage laws, they will be thinking about you and your clients.

It is time to communicate with State Senators and Assembly Members about supporting the massage businesses of California. It is time for you to act in support of the massage profession.

Learn. Act. Fight. Matter.

Thank You,
Tony Siacotos
AMTA-CA Government Relations Chair
gr@amta-ca.org

California Government Relations Volunteer Team Positions Available

GR Website Editor

The Government Relations Committee needs the services of a computer-literate person to be in charge of updates to the Government Relations Section of the AMTA-CA Chapter website.

If you have some experience in the "back end" of WordPress that is a real plus, but if you can work with Microsoft Word or Google Docs, you will have very little trouble learning WordPress.

Local Representatives

We need inspired professionals to spread the word on how law and legislation affects practicing therapists across the state. You will also support massage therapists in advocating in their communities and in taking their concerns to their state legislators.

If you are the classic "people person," this is for you.

Task Volunteers

There is also a fair amount of information that is useful to our lobbying efforts. If you take pleasure in trolling the internet and making the occasional phone inquiry, please volunteer on an as-needed basis to take on some of this research.

Little things matter a lot

These relatively easy tasks are not major time-fillers all by themselves. Most of them are routine and take just an hour or two every week.

But right now we have too small a team of people handling ALL of them. For the handful of people currently representing you to local and state government, it is just too much work.

Please think seriously about the fight for YOUR rights as a massage therapist. Pitch in just a little in support of the profession you love. Your simple contribution will benefit literally thousands of your fellow massage therapists.

If interested, please send your contact information in an email to

gr@amta-ca.org

with the subject line: "I Would Like to Help"



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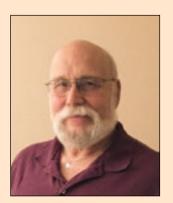
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AMTA-CA Sports Massage Team Progress and Events Report: 2013 to 2015



Tom Benson, CMT Chapter Mid-State Liaison and Sports Massage Team Leader



Jeannie Martin, CMT Chapter Second Vice President and Sports Massage Team Liaison



2015 Los Angeles Unit Sports Massage Skills Calibration Class

One of our California Chapter's most exciting current projects is the **AMTA-CA Sports Massage Team.** This worthwhile enterprise has taken several years to gain traction—but over the past year and after a great deal of effort—our Sports Team has actually taken off and is gaining altitude. Therefore, I thought this would be a good time to send out a status report to our AMTA California membership.

Timeline

2013

Lisa Santoro (then Northern Representative prior to being our AMTA-CA President) organized preliminary information to start a statewide Chapter-supported Sports Massage Team. Tom Benson, our California AMTA Mid-State Liaison, began an effort to form a Sports Massage Team based on his prior experience working with the Washington Chapter's highly successful team.

2014

- Tom conducted a Silicon Valley Unit Sports Skills Calibration class.
- Jeannie Martin was appointed Chapter Board Liaison for the Team.
- Since Tom and I began our collaboration, we have marked the following 2015 achievements.

2014-2015

- 1. We have had four **Sports Massage Skills Calibration Classes** in 2015:
 - 2 in Los Angeles
 - 1 in Orange County
 - 1 in Sacramento

2014: We had one class in Silicon Valley, bringing the total to 5 trainings for a team of just over 100 qualified Event Massage Therapists.

- 2. Tom and I have put together an **AMTA-CA Sports Massage Team Manual** which explains how we will be operating and what the expectations of a team member will be.
- 3. On October 9, 2015 Tom and I visited the company where our t-shirts were printed for World Burn Congress event, because this vendor maintains the plates for our shirts. There we met with the owner and figured the cost of printing our Sports Massage t-shirts with the AMTA-CA logo. We also decided on magnetic name badges for each therapist,

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AMTA California Chapter

We now have a team of just over 100 qualified Sports Event Massage Therapists.

Current Efforts

- 1. Our California Chapter goal is to hold at least one Calibration Class in each active California AMTA Unit, so we still need to have classes hosted by the:
 - San Diego Unit
 - Redwood Empire Unit
 - East Bay and Golden Gate Units

Members of these Units have expressed avid interest in these classes, so I intend to organize classes in these geographical areas in the next few months.

2. Now that we have this cadre of calibrated and vetted therapists, we are working to schedule in more athletic events. We continue to research events at which our participation would be appropriate.

We will be able to book events in more geographic areas, as soon as we have enough sports massage therapists who can be relied upon to work in each area.

AMTA-CA Sports Massage Team News, continued

as they work best with sporting events. The California Chapter will have to pay for this initially, but we will be able to recover the cost if we charge every member of the team a \$40 annual fee, as is commonly done in other states.

- 4. On Saturday and Sunday, October 10th and 11th, our therapists worked at the MS Coastal Challenge, a well known cycling event in Southern California.
 - We had 9 therapists working on Saturday, and massaged more than 160 riders.
 - We had 7 therapists working Sunday, and massaged about 90 riders — as less people were riding that day.

The response from the riders was extremely positive: the feedback was that our therapists were much better trained than the therapists at other cycling events. We hope to contract for the Northern California ride next year as well as the Southern California MS Coastal Challenge event.

Event Compensation for AMTA-CA Sports Massage Team

We do not expect our massage therapists to volunteer at these events without compensation. Each therapist will be paid accordingly for their work.

Are You Interested in a Sports Massage Career?

Working at athletic events with a trained and vetted team such as the **AMTA-CA Sports Massage Team** is a great opportunity to meet and begin to forge relationships with high level athletes.

If you're not already sports massage therapy calibrated, please contact me at:

Jeannie Martin, CMT 2ndvp@amta-ca.org or 707-695-6971

to get connected to a calibration class and other professional-level sports massage training opportunities. Also, if you are aware of a large athletic event in which the Team's participation might be of mutual benefit (to the Team and its members as well as to event participants), please forward this information to me as well.

Sincerely,

Jeannie Martin, CMT

Second Vice President and Sports Massage Team Liaison AMTA-CA Chapter Board of Director

— Continued on page 14 —

AMTA-CA Sports Massage Team News—Ongoing Classes

In 2016, there will be ongoing Sports Massage Skills Calibration classes — especially for these Unit areas and California counties:

- San Diego Unit
- Redwood Empire Unit
- East Bay and Golden Gate Units

Please watch for upcoming AMTA California Chapter email announcements of these classes.

This workshop class is a prerequisite for membership on the AMTA California Chapter Sports Massage Team.



This AMTA Chapter class MUST be completed before Certified Massage Therapists can work events with the California Sports Massage Team.

For further information about upcoming classes or registration questions, please contact:

Jeannie Martin, CMT ■ 2ndvp@amta-ca.org or 707-695-6971



Upcoming Classes:

Additional dates and locations at Upledger.com

CRANIOSACRAL THERAPY 1 (CS1) Feb 4 - 7, 2016 Los Angeles, CA Santa Barbara, CA May 12 - 15, 2016 May 29 - 3, 2016 Big Sur, CA

CRANIOSACRAL THERAPY 2 (CS2) San Francisco, CA May 19 - 22, 2016

SOMATOEMOTIONAL RELEASE 2 (SER2) Los Angeles, CA Feb 27 - 1, 2016 Orange County, CA May 12 - 15, 2016

CRANIOSACRAL THERAPY FOR CRANIAL NERVES 1 (CSCN1) Los Angeles, CA Feb 18 - 21, 2016

CRANIOSACRAL APPLICATIONS FOR CONCEPTION, PREGNANCY & BIRTHING 1 (CCPB1)

Los Angeles, CA Feb 4 - 7, 2016 Upledger Institute International is endorsed by the International Alliance of Healthcare Educators.





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