



California Currents

California AMTA Members Newsletter

Spring/Summer 2016

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2016 Massage Therapy Bill

This newsletter features a report from the AMTA-CA Government Relations Chair, Tony Sciacotos, CMT. The California legislature is working on revisions to our State's Massage Therapy Act, last amended in 2014.

His valuable report starts on page 9. There are important opportunities for all AMTA California members to advocate on behalf of their businesses and their profession.

President's Message — Jeannie Martin



Greetings to all California massage therapy professionals! As we move into the Summer months, I would like to share with you some updates on what is happening around our state.

New AMTA California Chapter Website

I am proud to announce that our new website is up and running: ca.amtamassage.org

We are currently uploading content to the site, and are working with the AMTA National Office to enable our old website to automatically roll over to the new address. Features of our new website will include:

- **Events:** All chapter Board meetings and events, and a few Unit events, are currently listed on the **Events Calendar**, and we are encouraging all Unit leaders to send us information about Unit events to post on the website calendar.
- **Legislature News:** The California Massage Therapy Council (CAMTC) board meetings and legislative hearing dates will also be added.
- **Government Relations:** Our **GR Corner** will contain current valuable and pertinent information for all members concerned with advocating for our profession.
- **Hospitality Resources:** We are planning to add a **Hospitality Corner** where Hospitality Chairs can share event meal ideas, shopping suggestions, and any other great ideas to upgrade our event hospitality provisions and assist our Unit volunteers.

2016 Government Relations Activism

I am very proud of our members' turnout at the **Legislature's Sunset Hearing** on March 14, 2016. With over 50 massage therapists filling the meeting room, we made a very good initial impression on the Joint Legislative Committee. The Government Relations Committee, under the

capable leadership of Tony Siacotos, our Chapter's Government Relations Chair—together with our lobbying firm—perseveres to advocate for the appropriate regulation of the field of massage therapy. I would like to remind our members that as we no longer have a built-in California Chapter fee; if you volunteer to donate this amount when renewing your AMTA membership, the money will greatly help to offset the cost of our professional lobbyist firm's services.

California Sports Massage Team

In the Sports Massage arena, AMTA-CA has contracted with the National Multiple Sclerosis Society to provide massage to riders and volunteers at the **2016 MS Cycling Challenge** in Southern California on October 22, 2016. All interested sports massage therapists, please contact me for more details at:

president@amta-ca.org



AMTA California Chapter 2017 Annual Conference Plans

The 2017 Annual Conference and General Meeting will be held March 24–26, 2017, at a venue in Northern California. Registration for the Conference will be online by October, 2016.

Speaking of this year's March 5–7, 2016 Conference, I would like to personally thank the following volunteers who made this Conference possible: Johnette duRand Kelly, Danielle Ellyson, Cathy Underwood and the Fullerton College Massage School students, Andrea Badger, Jenifer Smith, Diana Catsoulas,

Cara Ferrara, Tami Weismann, Evadna Nesbit, Ray Enos, Deborah Loeffl, Eleanor Guerin, Linda Groat, Sandy Jackson, René Mooshy, and Denise Fry. Thanks also to Bernita Brazier, our former Board Secretary, for recruiting and coordinating the work of these wonderful volunteers. We certainly could not have made this event a success without them.

California Unit Workshops and Elections

Since taking office, I have been honored to attend educational workshops and elections at the Silicon Valley and Orange County Units. Thank you to both Orange County and Silicon Valley for their invitation and for making me feel most welcome. I hope to have the opportunity to participate in more Unit events during my tenure as your President.

Also, I would like to say a huge thank you to Fullerton College Massage Program for inviting me to participate with their staff and students at the "Ironman 70.3" in Oceanside. It is always a pleasure for me to work with students, who are the future of our massage profession. The professionalism demonstrated by these students is evidence of the dedication and instructional excellence of their teachers. I would welcome any and all invitations from other massage schools to participate in their events and/or visit and meet with their students.

2016 AMTA California Chapter Officers Training: August 6–7, 2016

With the 2016 Officers' Training coming up on August 6–7, 2016, I would like to extend a warm welcome to all new statewide Unit leaders and volunteers.

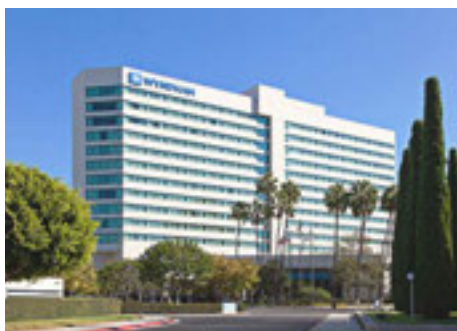
Thank you all for this opportunity to serve as the AMTA California Chapter President, and I welcome you to reach out to me with any questions, ideas or concerns.

Kind Regards, *Jeannie*

Jeannie Martin, President

AMTA California Chapter

president@amta-ca.org, 617-312-2302



AMTA California Chapter Annual Education Conference

March 5–7, 2016

Irvine, Orange County, California



Held at the Wyndham Irvine Orange County hotel, AMTA members from all over California attended advanced massage therapy education workshops, presentations regarding our profession's marketing, research, ethics, and government relations, along with AMTA business meetings and elections.

Notes on 2016 Annual AMTA California Chapter Education Conference

Each year the AMTA California Chapter Board of Directors, state Unit leaders, and statewide volunteers organize a massage therapy education conference, located at Northern or Southern California sites on alternate years.

Along with excellent Continuing Education Units modality and professional practice workshops, the Annual Conference also includes:

- AMTA California Chapter Board meetings and elections
- Government relations information meetings for all Conference attendees

- Certification information from agencies such as the California Massage Therapy Council (CAMTC)
- Student Day events
- Vendor booths for massage therapy equipment, supplies, and education resources

The first March 5, 2016 day at the Conference included a panel discussion on **“Longevity in the Field”** with massage professionals and long-term AMTA members and National/State Officials, including Marcia Degelman, Michael Roberson, Cynthia Ribeiro, Lisa Santoro, and Jeannie Martin.

The March 2016 Annual Education Conference included:

CEU Massage Modality Workshops

James Walaski Workshops

- Elite Sports Therapy
- Corrective Exercise for Pain-Free Living and Performance
- Multiple Nerve Compression

Cynthia Ribeiro Workshops

- Headaches Massage Therapy
- Role of Sacroiliac Joint in Lumbar Pain

Panel Discussion and Professional Practice Workshops

Longevity in the Field, Panel Discussion

with Marcia Degelman, Michael Roberson, Cynthia Ribeiro, Lisa Santoro, Jeannie Martin

Ethics for Massage Professionals

with Mark Dixon

Research Literacy for Massage Therapists

with Karen Boulanger

Marketing and Business

with Irene Diamond

AMTA-sponsored California Massage Therapy Council (CAMTC) Panel and Discussion

with CAMTC CEO, Ahmos Netanel

Government Relations Keynote Address

with Tony Siacotos

AMTA California Board Elections

Conference business meetings included elections for the following Chapter positions: President, Secretary, Second Vice President, Third Vice President, and Southern Representative, as well as AMTA California Chapter Delegates.

Per the Conference March 7, 2016 election meeting, current AMTA California Chapter Board includes:

Jeannie Martin, President
 Marcia Degelman, First Vice President
 Bonni Kelley, Second Vice President
 Phil Okazaki, Third Vice President
 Patricia Rusert Gillette, Northern Representative
 Michael Roberson, Southern Representative
 John Lambert, Treasurer
 Nathan O'Hara, Secretary
 Lisa Santoro, Immediate Past President
 Tony Siacotos, Government Relations Chair
 Mark W. Dixon, Awards Chair/CAMTC Representative



2016 Board Members, right to left, starting bottom row:

Jeannie Martin, Nathan O'Hara, Michael Roberson, Lisa Santoro, John Lambert, Phil Okazaki, Marcia Degelman, Bonni Kelley, Patricia Rusert Gillette

2016 Annual Education Conference Notes, con't.

Current AMTA-CA Delegates to National Convention:

Stacey DeGooyer,	Alternates:
(Delegate Coordinator)	Grace Ditsworth
Karen Boulanger	Lisa Santoro
Heidi Sue Roth	Debra Yost
Mark Dixon	Bonnie Kelly
Michael Roberson	Bobbie Sanford

The following photos and Conference attendee articles show and describe a wonderful array of workshops and presentations.

Per the **President's Letter** this issue, the March 24–26, 2017 Annual California Chapter Education Conference is in the planning stages, with online registration available in October, 2016.

Contact AMTA-CA for 2017 Conference Ideas

For any requests or suggestions regarding next year's Annual Education Conference workshop topics or presentations, please contact your AMTA Chapter Unit leader, or send an email to:

info@amta-ca.org

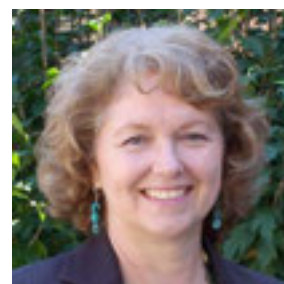


James Walaksi Workshops: Elite Sports Therapy, Corrective Exercise for Pain-free Living and Performance, and Multiple Nerve Compression

An AMTA-CA Education Conference Report

by Karen C. Russell

I was honored to receive the **Judy Dean Professional Scholarship** to attend the 2016 AMTA-CA Annual Conference in March. After a quick flight from San Jose to John Wayne Airport, I arrived at the Wyndham Hotel in Irvine, and was greeted by Chapter Board members Patricia Rusert Gillette and Bernita Brazier, and Orange County Unit President Michael Roberson. Hugs all around! That's one of the things I love about the AMTA-CA... even though I haven't seen these therapists for a while, it is so easy to re-connect with them.



Another thing I love about the AMTA-CA is that they always provide high-quality education for the members. This Conference was no exception. The speaker line-up included James Waslaski, Cynthia Ribiero, Mark Dixon, Karen Boulanger, and Irene Diamond. I chose to start my classes with **Mark Dixon's Ethics workshop**. Mark is a long-time therapist and has an easy-going style of presenting. Mark encouraged group discussion and was able to share some real-life experiences from his practice.

— continued on page 6 —

Karen C. Russel Conference Experience, con't.

Next was **Karen Boulanger's class on Research.**

Karen has a brilliant mind and teaches in a way that makes complex concepts so easy to understand. We all learned a lot about the different levels of studies, and what we as therapists can do to submit our experiences with our clients.

I finished the conference with **Irene Diamond and her Marketing session.** Irene is a real powerhouse and inspirational presenter. She encouraged us to dream big with what we want from our practices,

and gave tools which helped me to shift some of my thinking about how I schedule my time. And to close out her session, she gave out prizes to over half of the class. Winner, winner, winners!

Having previously served on the Chapter Board, I know how much time and energy it takes to make this Conference happen. I thank the AMTA-CA Board for giving me this opportunity to attend, and I appreciate all that you do to present this educational opportunity every year for the members.

My AMTA-CA Education Conference Experience

by Cathy Wong

Greetings fellow AMTA members! If you were not able to make it to the AMTA-CA State Educational Conference this year, then I am here to give you a little taste of what occurred. The Conference spanned over three days, which included many educational courses from renowned teachers, and many chances to network with fellow colleagues in our field.

The Conference opened with a well-rounded panel of professionals to engage students in a discussion of the field of massage therapy. Panelists included several members of our state board and instructors such as **Mr. James Waslaski, Ms. Cynthia Ribeiro and Ms. Irene Diamond.** The Q&A section of the panel was optimistically engaging; if you are a student curious about what Conferences entail, I highly suggest taking advantage of Student Day to capitalize on networking with other therapists and seeing what the professional world is like! If you cannot afford the cost, I would consider volunteering at the Conference next year—you can help support our organization and get a teaser of the Conference. I saw many volunteers helping out each day!

I spent my first day of courses attending **Mr. Waslaski's courses on Elite Sports Therapy and Corrective**

— continued on page 7 —



Cynthia Ribeiro Workshops: Headaches Massage Therapy, Role of Sacroiliac Joint in Lumbar Pain

My 2016 AMTA-CA Education Conference Experience, con't.

Exercises. I have attended several of Mr. Waslaski's seminars, but I learn something new every time I attend. After the first session of classes, the AMTA-CA State Board held their annual business meeting where elections of Board Officers and Delegates were held. I am excited to say that I helped assist as the Sargeant-of-Arms! I happily welcome our new Board and look forward to all that is going to unfold from their planning and events.

Winding down after the first day of courses with Mr. Waslaski, Conference attendees were presented a delicious array of desserts and the engaging **Tony Siacotos, our state Government Relations Chair!** Government policies may not be everyone's cup of tea, but Mr. Siacotos makes a subject that is otherwise dry into an engaging and hilarious

discussion, explaining things in an easy-to-understand format. It is great to know that there are people out there so passionate and ready to take a stand.

I also attended **Ms. Karen Boulanger's session on Research Literacy for Massage Therapists.** I've yet to meet another individual so friendly and passionate about research. She provided us with many resources—Massage Therapy Foundation, Research Perch, and the International Journal of Therapeutic Massage and Bodywork, to name just a few. I attended my first AMTA-CA Conference when I was a student in 2013 for the Student Day and I am very grateful to have received **Judy Dean Professional Scholarship** for the opportunity to attend my first AMTA-CA Conference as a professional member, now, in 2016.

March 5–7, 2016 AMTA-CA Conference Workshops and Government Relations Meeting



Contact AMTA-CA Board for 2017 Conference Planning

For any suggestions regarding the 2017 AMTA-CA Annual Education Conference: Email info@amta-ca.org

2016 AMTA California Chapter Service Awards

The end of the 2016 Annual Conference in March, 2016 included granting awards to the following AMTA-CA members for 2015 service achievements. We thank them for their outstanding Chapter work and service:

Government Relations Activist Award	Rhonda Kutter
Educators of the Year	Tim Veitzer & Mason Myers
Perry Pflouffe Long and Consistent Service Award	Deborah Tuck
Distinguished Service Award	Sandy Jackson
Dorothy Schwarzberg Scholarship	Stephanie Fernandez
President's Award	Michael Roberson
Chapter Meritorious Award	Nathan O'Hara
Certificates of Appreciation	Calvin Tou, Dana Hubbard, Bonnie Kelly, Michael Kirk

Pre- & Perinatal Massage Therapy Workshop

Developed by Carole Osborne



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San Diego, CA
Sept. 22 - 25

Portland, OR
Oct. 20 - 23

Berkeley, CA
April 3 - 6, '17

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Government Relations Corner

Tony Siacotos, CMT — AMTA-CA Government Relations Chair



We are entering the last three months of our effort to convince legislators to improve the **Massage Therapy Act**.

I know you get pitched this all the time, but I CANNOT STRESS THIS ENOUGH: without your help it will not get done.

For a review of the issues, please visit our:

[Legislation page](http://www.ca.amtamassage.org)
at www.ca.amtamassage.org

on our revised California Chapter website. On this page you will find updates and timely information at the top, useful resources at the bottom.

So you're likely thinking, "It can't possibly matter that much what I do." And yet it does. A little background first.

The original **Massage Therapy Act**, which took effect in 2009 after the passage of 2008's Senate Bill 731:

- Created the state law that defines the qualifications for our voluntary certification.
- Governs the **California Massage Therapy Council (CAMTC)** in issuing that certification, and sets standards of conduct for our profession.
- Also set some limitations on how we can be regulated by local (city and county) massage ordinances.

Prior to this certification offered by the newly-created CAMTC, massage therapists in California often had to register and pay fees for a massage practitioner permit in every city in which they

practiced. Many of these municipalities regulated massage therapy establishments with "adult entertainment ordinances." These ordinances presumed that massage establishments were more akin to strip clubs and sex shops than offices or healing arts professionals.

Then, as amended by **Assembly Bill 619 (effective January 1, 2012)**, the Massage Therapy Act limited the land use authority of cities and counties to selectively discriminate against massage therapy businesses in their local ordinances. This meant that **we had the legal right to locate our businesses** in the same buildings and neighborhoods in which other health care and personal services were found.

Assembly Bill 1147 (effective January 1, 2015) returned unconstrained land use authority to local governments. Many of these jurisdictions immediately reinstated their adult entertainment ordinances (also known as "nuisance abatement ordinances," which gives you some idea how they think of us) as massage therapy ordinances.

These ordinances — effective throughout California in 2015 — make it expensive and time-consuming to open a massage business, and assume that our businesses are brothels instead of massage businesses. We are trying **to get the Massage Therapy Act amended** to prevent cities from requiring that certified massage professionals prove they are not criminals in order to open a business.

— continued on page 9 —

For this to happen, lawmakers NEED to know that there is a constituency out here that requires their attention. Rest assured, local governments will be in front of these legislators telling them about their “massage parlor” problem. Who will tell them about YOUR massage therapy business?

So... what can you do?

Actions to Support the Massage Therapy Bill:

1. Attend the Senate Committee Hearing in Sacramento on Monday, June 27, 2016

Take the road trip to Sacramento.

There will be a hearing on AB 2194 (the Massage Therapy Bill) on Monday, June 27, at 1 PM.

In March 2016, we filled the meeting room for the first hearing of this bill. This has already changed the conversation in our favor, but they need to see us all there again.

And this June 27, 2016 hearing will likely be the LAST opportunity for massage therapists to tell legislators in person about our needs and about the harm being done to our businesses by punitive local ordinances. So round up your friends and make the road trip.

Even if you do not want to speak, the fact that you are in the room will make a HUGE difference. Think about it this way: you are attending to represent the ten or twenty other therapists who couldn't make it. So, if you can clear the day and make the trip, do it for them.

2. Send an Email

After this hearing, it is likely that the bill will be in its “final” form, meaning the one that the both houses of the legislature think are satisfactory. At this point, we will ask you to send an email to your Senator and Assemblymember. This email will either express your support for the fine job they have done in representing your interests, or politely ask them to make further changes.



Massage Therapists at March 14, 2016 Calif. Legislature Hearing. State massage therapists attended and testified.

In either case, this emailed message is as important as having a presence at the hearing. And there is NO excuse for not taking two minutes to do it. You can take that much time away from Facebook, yes?

3. Visit Your Legislators: July, 2016

Finally, and I know this is the hard one, please plan on visiting your Senator and Assemblymember **during the month of July. They will be in recess, and right there in your (and their) home district, for the entire month.** Imagine them, lonely and bored, just sitting in their District Office waiting for you to visit them.

The prospect of having to talk to an elected official is daunting to many of you, so we are going to try to make it as easy and painless as possible. Stay tuned: we'll show you how.

Mark your calendar. Talk to your colleagues. Keep an eye on your inbox. Summer is heating up.

Sincerely,

Tony Siacotos, CMT

AMTA-CA Government Relations Chair

gr@amta-ca.org

Links to locating your home or business city's California Assembly and Senator offices/contacts:

<http://findyourrep.legislature.ca.gov>

Senate Business and Professions Committee

State Senator Email Link

2016 AMTA and Sports Massage Upcoming Events

August 2016

AMTA-CA Statewide and Officers' Training

Aug. 6–7, Mercy Retreat and Conference Center, Burlingame

Camp Pendleton Family Day, Sat. August 27

September 2016

Best Buddies Challenge *, Saturday Sept. 10, 2016
Hearst Castle, San Simeon

Workshop at National Holistic Institute, Santa Ana: Treating Shoulder Injuries

Instructor: Cynthia Ribiero, 8 CEUs,
Date: Sept. 18; 8:30 AM Registration
Lunch 1:00–2:00 PM (provided)
Workshop 9:00 AM–7:00 PM

* Underlined Event: Website Page Link

October 2016

Ironman World Championship, Kona, HI,
Sat. Oct. 10, 2016, Kona, Hawaii

National AMTA Annual Convention

Wed.–Sat. October 26–29, 2016
Milwaukee, Wisconsin

National Massage Therapy Awareness Week

Sun.–Sat. October 23–29, 2016

November 2016

Workshop at National Holistic Institute, Santa Ana: Massage Approach to Concussions

Instructor: Oleg Bouimer, 8 CEUs,
Date: Sunday, Nov. 6; 8:30 AM Registration;
Lunch 1:00–2:00 PM (provided)
Workshop 9:00 AM–7:00 PM

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San Francisco, CA Sep 8 - 11, 2016
Sacramento, CA Oct 13 - 16, 2016
Orange County, CA Nov 17 - 20, 2016

CRANIOSACRAL THERAPY 2 (CS2)

Big Sur, CA Sep 25 - 30, 2016
Orange County, CA Nov 17 - 20, 2016

CST AND THE IMMUNE RESPONSE - Extremities (CSIREX)

Visalia, CA Aug 18 - 21, 2016

ADV 1 CRANIOSACRAL THERAPY (ADV1)

Big Sur, CA Aug 7 - 12, 2016

DEVELOPING AND DEEPENING CRANIOSACRAL PRESENCE (DDCSP)

San Diego, CA Jul 14 - 17, 2016

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TOTAL BODY BALANCING 1 (TBB1)

Portland, OR Oct 20 - 23, 2016

TOTAL BODY BALANCING 2-3 REVIEW (TBB23R)

Palm Beach, FL Aug 4 - 7, 2016

ORTHOPEDIC LYMPH BALANCING:

- UPPER QUADRANT (OLBUQ)
Edmonton, AB Sep 16 - 18, 2016
- LOWER QUADRANT (OLBLQ)
Denver, CO Sep 9 - 11, 2016

JOINT BALANCING:

LOWER QUADRANT (JBLQ)
Denver, CO Sep 9 - 11, 2016

MUSCLE BALANCING:

LOWER QUADRANT (MBLQ)
Dallas/Ft Worth, TX Aug 12 - 14, 2016

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