

California Currents

California AMTA Members Newsletter

Winter 2016-2017

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2017 California Conference

This newsletter features program information for:

AMTA California Chapter Annual Education Conference and General Meeting, March 24–26, 2017

Eventbrite Registration

now available online for this March, 2017 Conference at:

Dolce Hayes Mansion Hotel and Resort 200 Edenvale Avenue San Jose, California

President's Message — Jeannie Martin



I am so excited about the:

AMTA California Conference and General Membership Meeting

that is coming up next month at the beautiful **Dolce Hayes Mansion Hotel Resort** in San Jose. We have an amazing lineup of presenters to learn from, so please plan to join us there March 24–26. It's gonna be great—do NOT miss this one!

2017 AMTA Chapter Board Elections

As some of you may have heard, the structure of State Chapter Boards is changing, as per a decision made at the AMTA National level. Instead of the current eight voting Chapter Board seats, we will now only have five voting positions. These are **President**, **Secretary**, **Financial Advisor** (formerly Treasurer), and **two other voting Board Members**

...Which brings me to the topic of elections. This year's open Board positions are **Financial Advisor** and **one Board Member.** In addition, there are **three open Delegate** positions to be elected.

If you are interested in standing for one of these open positions, please send a completed **Candidacy Application Form** and your resume to **coc@amta-ca.org.** If you have any questions about the upcoming Chapter election, please call Nathan O'Hara, our Chapter Secretary at 805-453-2908.

I look forward to seeing you next month at our AMTA California Chapter Conference.

Kind Regards, Jeannie Jeannie Martin, President AMTA California Chapter president@amta-ca.org, 617-312-2302

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2017 AMTA California Chapter Annual Education Conference and General Meeting

March 24–26, 2017

Dolce Hayes Mansion Resort Hotel
San Jose, California



From Jeannie Martin, AMTA California Chapter President

Dear AMTA-California Colleagues,

Join the California Chapter of the American Massage Therapy Association for the 2017 Annual Education Conference at the Dolce Hayes Mansion Conference Center.

This year the Chapter is excited and proud to host acclaimed speakers:

- Julie M. Porter, BSN, RN, CMT
- Tom Hendricks, DC
- Teri Rogers, NCBTMB, CMT
- Carolyn Tague, MA, CMT
- Irene Diamond, RT
- Mark Dixon, CMT, BTCMP

Online AMTA Member Conference registration:

Eventbrite Registration

Dolce Hayes Mansion Resort Hotel pre-registration link:

Dolce Hayes Hotel Registration

or

Phone: 1-866-981-3300

In addition to the fantastic slate of speakers, the weekend will also feature:

- Vendor Networking
- Lots of CE Credits
- Giveaways & Swag
- Student Day
- Annual Business Meeting & Chapter Elections
- Opportunities to Learn, Grow, & Network with your professional colleagues!

Dolce Hayes Pre-registration

Discounted Conference Hotel Room Rates available through:

February 24, 2017

Phone pre-registration—specify your planned attendance at:

"California Massage Education Conference"



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2017 Annual AMTA-California Education Conference March 24–26, 2017 ■ San Jose, California

STUDENT DAY & FULL REGISTRATION OPEN

Friday, March 24 - Student Day!

12:00 PM

1:00 – 4:00 PM	EXHIBITS OPEN — Student Day Events, with continuing registration				
2:00 – 4:00 PM	AMTA Chapter Board of Directors, Panel Discussion: Meet with California AMTA Board members, talk about what AMTA membership offers. A panel discussion will then focus on what it's like to work in different areas of massage.				
4:00 – 8:30 PM	Vendor Reception and registration				
6:30 PM	Keynote Speaker Address: Julie M. Porter, BSN, RN, CMT				
Saturday, March 25	Breakfast and Registration 7:30 to 8:15 AM				
8:30 – 11:30 AM Class Sessions	Tom Hendrickson, Manual Therapy for Hip/Low Back Pain — 6 Hours Total Teri Rogers, Essential Lymphatic Performance™ — Day #1, 6 Hours Total Carolyn Tague, Hospital-based Massage — What's Happening, 2017? — 2 Hours				
11:30 AM – 12:00 PM	Break				
12:00 AM – 3:00 PM	Business Lunch with AMTA-California Board Elections, Awards Presentation				
3:30 – 6:30 PM Class Sessions	Tom Hendrickson, Manual Therapy for Hip/Low Back Pain — Continued Teri Rogers, Essential Lymphatic Performance™ — Day #1, Continued Irene Diamond, Top 5 Steps to Double Your Practice in 90 Days, Ends 7:00 PM				
6:45-8:00 PM	Evening event: Reception hosted by AMTA-CA President, Jeannie Martin				

Sunday, March 26 Breakfast and Registration 7:30 to 8:15 AM

8:30 AM - 11:30 AM	Carolyn Tague, Stress, Anxiety and the Client's Story — 3 Hours			
Class Sessions	Teri Rogers, Essential Lymphatic Performance [™] — Day #2, 6 Hours Total			
	Mark Dixon, Building a Safe Practice, Delivering Massage Ethically			
12:30 AM - 2:00 PM	Lunch and Government Relations Presentation with			
	Tony Siocotos, AMTA California Chapter Government Relations Chair			
3:30 - 6:30 PM	Carolyn Tague, Stress, Anxiety and the Client's Story (Repeat) — 3 Hours			
	Teri Rogers, Essential Lymphatic Performance™ — Day #2, Continued			
	Irene Diamond, Top 5 Steps to Double Your Practice in 90 Days, Ends 7:00 PM			

The following newsletter pages describe the Conference class presenters, topics, and CEUs information.

WHERE: Dolce Hayes Mansion Resort Hotel ■ 200 Edenvale Avenue, San Jose, California Eventbrite Conference Pre-Registration Information and Link: www.ca.amtamassage.org

2017 Annual AMTA-California Education Conference Class Sessions: Saturday March 25 and Sunday, March 26

Saturday, March 25 Breakfast 7:30 to 8:15 AM

8:30 – 11:30 AM Class Sessions

Tom Hendrickson, Manual Therapy for Hip and Low Back Pain — 6 hours total, including March 25 afternoon session 3:30 to 6:30 PM

Teri Rogers, Essential Lymphatic Performance[™] — Day #1 of 2 6 hours total, including March 25 afternoon session 3:30 to 6:30 PM *

Carolyn Tague, Hospital-based Massage — What's Happening, 2017? 2 hours lecture, 2 CEUs

11:30 AM – 12:00 PM Break

12:00 AM - 3:00 PM

3:30 – 6:30 PM Class Sessions Business Lunch with AMTA-California Board Elections, Awards Presentation

Tom Hendrickson, Manual Therapy for Hip/Low Back Pain — Continued 6 hours total, 6 CEUs

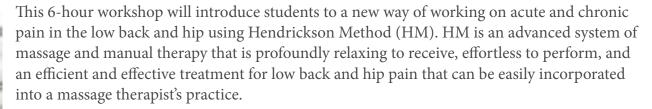
Teri Rogers, Essential Lymphatic Performance[™] — Day #1 of 2, Continued 6 hours total, including March 25 afternoon session *

Irene Diamond, Top 5 Steps to Double Your Practice in 90 Days, Ends 7:00 PM 3.5 hours total, 3.5 CEUs (Note: class session repeats Sunday, 3:30 – 7:00 PM)

Manual Therapy for Hip and Low Back Pain

Sat. March 25, 8:30–11:30 AM and 3:30–6:30 PM, 6 CEUs

Tom Hendrickson, DC



Tom Hendrickson, D.C. is a world-renowned authority on musculoskeletal disorders. The Founder and President of the Hendrickson Method® Institute, Dr. Hendrickson has been teaching his unique method of massage and manual therapy since 1982. He also maintains a successful clinical practice in Kensington, CA, specializing in soft tissue injuries.



Essential Lymphatic Performance™ — **2-days**Sat. March 25, 8:30−11:30 AM & 3:30−6:30 PM, Day #1

Essential Lymphatic Performance[™] is unique and exciting approach to Lymphatic Drainage Massage. It is incredibly effective, efficient, non-invasive, gentle release work — with immediately observable results. (6 class hours on March 25 and 26, 12 CEUs.)

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^{*} Teri Rogers' Essential Lymphatic Performance™ class includes 6-hours for both March 25 & 26, 12 CEUs

2017 Annual AMTA-California Education Conference Classes Saturday, March 25 Hours

Continued: Essential Lymphatic Performance™ — 2 Days Program

Teri Rogers, NCBTMB, CMT

Sat. March 25, 8:30-11:30 AM & 3:30-6:30 PM, Day #1

Sun. March 26, 8:30–11:30 AM & 3:30–6:30 PM, Day #2, 12 CEUs

Full attendance at both class days required for 12 CEUs credit



Teri Rogers has been studying massage and Eastern healing arts since 1980 throughout the United States and the Pacific Rim. Since 1985, she has taught massage therapy and Eastern modalities to over 10,000 students at several colleges, massage conferences, and exclusive spas in the United States, including over 20 years at Mueller College for Holistic Studies in San Diego, California.

Internationally, Teri has worked with doctors in hospitals and clinics including the Guang An Men Hospital, Beijing, China; Clinica Naturopatica, Marabasco, Mexico; and Foundation for Shivago Komarpaj, Old Medicine Hospital, Chiang Mai, Thailand. She currently maintains a successful practice, as well as teaching and working with Eastern and Western doctors, chiropractors, and acupuncturists in Laguna Beach, California.

Hospital-based Massage — What's Happening, 2017?

Carolyn Tague, MA, CMT

Sat. March 25, 8:30-10:30 AM, 2 CEUs

This presentation will include a brief history of Hospital-Based Massage Therapy and share the latest information on current trends. Topics discussed will include a "day in the life" of a Hospital-Based Massage therapist, recommendations for preparing to work in a hospital, competencies recommended by the AHIC Hospital Based Task Force for practitioners and hospitals, and resources for next steps to entering this truly fulfilling specialty area.

Carolyn Tague brings over 18 years of adult education and training development to her teaching and consulting work. For six years, Carolyn served as clinical faculty and supervisor in integrative medicine, specializing in massage therapy. She has trained professional Complementary Alternative Medicine (CAM) practitioners to work effectively and safely within a hospital setting and beyond. Her consulting services, including policies and procedures development, have been provided to local, national and international hospitals and clinics, as well as to individual practitioners.

Saturday, March 25 Hours and AMTA Chapter Board Meeting

11:30 AM – 12:00 PM Break

12:00 AM – 3:00 PM Business Lunch with AMTA-California Board Elections, Awards Presentations

Board Elections: This year's open Board positions are **Financial Advisor** and one **Board Member**. In addition, there are three open **Delegate positions** to be elected.

Interested applicants, please send a completed Candidacy Application form — shown on page 9 — and your resume to **coc@amta-ca.org**. If you have any questions about this upcoming California Chapter election, please call Nathan O'Hara, our Chapter Secretary at 805-453-2908.

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2017 Annual AMTA-California Education Conference Classes

Saturday, March 25 Hours

3:30 – 6:30 PM Class Sessions **Tom Hendrickson, Manual Therapy for Hip/Low Back Pain — Continued** 6 hours total, 6 CEUs

Teri Rogers, Essential Lymphatic Performance[™] — Day #1 of 2, Continued 6 hours total, including March 25 afternoon session *

Irene Diamond, Top 5 Steps to Double Your Practice in 90 Days, Ends 7:00 PM 3 hours total, 3 CEUs (Note: class session repeats Sunday, 3:30 – 7:00 PM)

6:45 PM March 25th Conference classes conclusion

Evening event: Reception with AMTA California Chapter President, Jeannie Martin. Hours and room information available at Registration Desk.



Top 5 Steps to Double Your PracticeSat. March 25, 3:30–7:00 PM, 3.5 CEUs
Note: Class Repeats Sunday, March 26, 3:30 to 7:00 PM

Irene Diamond, RT

- This fun, interactive class will teach you 5 of the Top, (Hidden) Strategies you absolutely need to incorporate into your practice to double your practice within 90 days! You will discover how to get fully booked up with your dream clients, and increase your income.
- Learn how to structure your "Time Triangle" so you are booking clients when YOU want to work
- Discover the "Million-Dollar Magic Words" to say before, during and after your sessions to have clients eagerly book & re-book with you.
- Practice the words to have clients beg you to book them (you will receive scripts), so they slide gracefully off your tongue with ease.
- Understand how you are unique and use that to your advantage.
- Learn my "Neon Sign Formula" to uncover who your dream clients are and how to attract them.
- Gain knowledge of how to get more clients from referral sources that are right under your nose (AND it costs you nothing!).

Through this class, you will learn how to be more confident in your conversations with potential and current clients, and referring partners. You will be able to help clients see the value of booking a session with you, and you will lock in some of the best ways to encourage clients to see you as often as you want them to — all with complete integrity and heart.

Finally — learn what it takes to double your practice!

Irene Diamond is a massage therapist, marketing specialist, and inventor of the **Diamond Method.** Irene will present her marketing expertise to double class attendees' massage practice clientele and income levels.

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2017 Annual AMTA-California Education Conference Class Sessions: Sunday, March 26

Sunday, March 26 Breakfast 7:30 to 8:15 AM

8:30 AM – 11:30 PM Carolyn Tague, Stress, Anxiety and the Client's Story — 3 Hours

Class Sessions Teri Rogers, Essential Lymphatic Performance[™] — Day #2, 6 Hours Total

Mark Dixon, Building a Safe Practice, Delivering Massage Ethically

12:30 AM – 2:00 PM Lunch and Government Relations Presentation with

Tony Siocotos, AMTA California Chapter's Government Relations Chair

3:30 – 6:30 PM Carolyn Tague, Stress, Anxiety and the Client's Story (Repeat) — 3 Hours

Teri Rogers, Essential Lymphatic Performance[™] — Day #2, Continued

Irene Diamond, Top 5 Steps to Double Your Practice in 90 Days, Ends 7:00 PM

Please view newsletter pages 4 to 6 for descriptions of continued and repeat classes from Saturday, March 25, 2017.

Stress, Anxiety and The Client's Story

Carolyn Tague, MA, CMT

Sun. March 25, 8:30–11:30 AM, and 3:30–6:30 PM, 3 CEUs Per Class



Have you ever been caught not knowing what to say or how to respond to a client? This experiential workshop will offer insights and effective healing tools for working with clients who bring their experiences of stress, anxiety, grief and more to the session. I firmly believe that how practitioners of any discipline hold the space for client's story makes the difference between a good practitioner and an excellent practitioner. Our clients deserve excellence, especially during times of significant stress. These practices for building therapeutic relationships will help you better serve all your clients, and help keep you grounded and fulfilled in your practice.

Carolyn Tague brings over 18 years of adult education and training development to her teaching and consulting work. More information for Carolyn Tague is available on page 5 of this newsletter, for the "Hospital-based Massage—What's Happening, 2017?" class listing.

Essential Lymphatic Performance™ — 2-days

Teri Rogers, NCBTMB, CMT

Sat. March 25, 8:30–11:30 AM & 3:30–6:30 PM, Day #1 Sun. March 26, 8:30–11:30 AM & 3:30–6:30 PM, Day #2, 12 CEUs

Full attendance at both class days required for 12 CEUs credit

Essential Lymphatic Performance[™] is unique and exciting approach to Lymphatic Drainage Massage. It is incredibly effective, efficient, non-invasive, gentle release work — with immediately observable results. (6 class hours on March 25 and 26, 12 CEUs.) More class information is available on newsletter pages 4 to 5.

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^{*} Teri Rogers' Essential Lymphatic Performance™ class includes 6-hours for both March 25 & 26, 12 CEUs

2017 Annual AMTA-California Education Conference Classes, Continued Sunday, March 26 Hours

Building a Safe Practice, Delivering Massage Ethically

Mark Dixon, CMT, BTCMP

Sunday. March 26, 8:30-11:30 AM, 3 CEUs



This is not a lecture.

We'll play together in a safe, collaborative setting and explore the ways we can provide a therapeutic environment, based upon trust and respect. Every attendee will contribute to the success of our time together. Whether you work in a spa, health club, doctor's office, hotel, cruise ship, private practice — or are seeking employment — you'll leave with tools that will help you instill confidence in your clients and increase positive outcomes and re-bookings.

The positions and opinions expressed for this class are those of the speaker, and do not represent those of the **California Massage Therapy Council (CAMTC),** of which Mark Dixon is Chairman of the Board.

Mark W. Dixon entered the massage profession in 1988, and has volunteered in service to his colleagues, who have become valued friends, teachers, and mentors ever since. He has volunteered continuously for the AMTA, The Massage Therapy Foundation, the National Certification Board for Therapeutic Massage and Bodywork for the U.S. Olympic Committee since 1988.



Top 5 Steps to Double Your PracticeSunday. March 26, 3:30–7:00 PM, 3.5 CEUs
Note: Repeat class from Saturday, March 25, 3:30 to 7:00 PM

Irene Diamond, RT

This fun, interactive class will teach you 5 of the Top, (Hidden) Strategies you absolutely need to incorporate into your practice to double your practice within 90 days! You will discover how to get fully booked up with your dream clients, and increase your income.

Irene Diamond is a massage therapist, marketing specialist, and inventor of the **Diamond Method.** Irene will present her marketing expertise to double class attendees' massage practice clientele and income levels.

Full description of topics for this Irene Diamond class is available on page 6 of this newsletter.

UPCOMING CALIFORNIA EVENT: AMTA 2017 National Convention, Pasadena





Save this Date for the AMTA 2017 National Convention, held in Pasadena, California!

Check back this spring for additional Convention details at:

AMTA 2017 National Convention

This Convention will include continuing education, networking and products to help you succeed. Convention volunteer efforts from California Chapter AMTA members will be very much appreciated. Our AMTA California Chapter website pages and 2017 newsletters will provide ongoing information.



Candidate and Volunteer Resume Form

Please print or type					
Name:		AMTA I.D. #:	Yr joined:		
Home Address:					
Phone (w)	(h)		(fax)		
E-mail:			_		
Years in massage CAN	TC# Massa	age license?	City/County		
Massage school attended/# of	hours:		_		
Date of completion:	Other related schooli	ng:			
I am interested in volunteering	g in the following areas:	: (details can be f	ound on the <u>Chapter v</u>	vebsite)	
Awards	Exhibitors	Offic	er's Training		
Budget	Government Relatio	nsParli	Parliamentarian		
Bylaws & Standing Rules	Membership	Serg	Sergeant at Arms		
Annual Conference	Newsletter	Soci	Social Media		
Education Chair	Nominating	Spor	ts Massage		
National Convention Delega	te	Oth	er		
Decord of Discotors Decoids	+ 4 - + 1/D 2 1 1/D 2 1 1/D C	-	an Dana Manth / Canth		
Board of Directors: Presider	IL 15L VP 2110 VP 310 VP 3	ecretary rreasur	er kep. North/ South		
Relevant community or profes	sional experience:				
List AMTA Chapter (C) and Un	-				
Other Qualifications_					
FOR THOSE SEEKING A BOARI How many hours a week do you Are you currently able to com What are your reasons and ob	ou estimate will be requir mit the appropriate time	red to perform th for the performa	ance of your duties?	YES NO	
At Board meetings, I understa duration of the function; that be prepared to transact the bu	will refrain from introdu	cing distracting i	•		
Signature	Date				
Please submit to the Chap	er Office:				

Mail: AMTA California Chapter, 2844 Cardinal Dr., Lincoln, CA 95648

Email: coc@amta-ca.org Fax: 518-463-8656

AMTA California Chapter 2844 Cardinal Dr., Lincoln, CA 95648 Phone 800-696-2682 Fax 518-463-8656 www.ca.amtamassage.org

Massage Therapy Protocols for Concussion

Seminar Sessions Available: Massage Therapy Designed to Address Concussion Injuries
Boris Prilutsky, NCBTMB



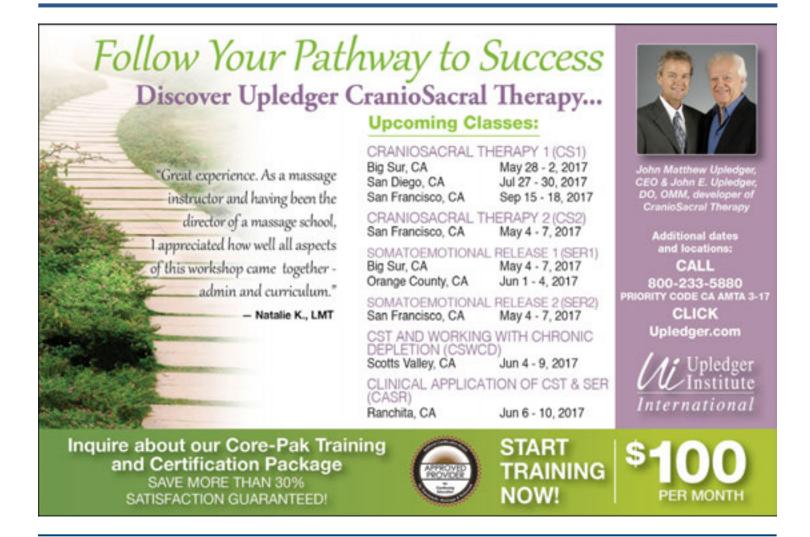
Few weeks ago, in his interview to USA today, one of the greatest athletes ever—Mr. Bo Jackson—claimed that he never would play football if he knew the consequences of concussions.

Respectfully I disagree, and because I am pretty familiar with mind of professional athletes, I'm positive he would play. Besides, nowadays—with all this public awareness—is there any decrease in participation for these sports? Do parents stop taking kids for football, lacrosse, or soccer practice? Especially teenagers involved in these sports.

Appropriately designed Massage Therapy protocol can be a most effective methodology to address concussion.

To summarize, I would like to stress that despite public awareness of the danger of contact sports, American football will continue to be popular, as it always was. It is a big part of an American culture. Participation of kids in competitive contact sports will never decrease. This phenomenon is also a big part of an American culture, just like the number of car accidents steadily increasing proportionally to

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Massage Therapy Protocols for Concussion, Continued

the number of car on streets and freeways, while whiplash resulting from a car accident is as significantly a cause of concussion as contact sports.

However, we don't need to despair, even when speaking of the most dangerous detrimental effect of contact sports—"the silent killer" known as asymptomatic concussions. It assaults people without obvious symptoms and brain dysfunction develops little by little. Hopefully, all will agree, American football is a huge part of American life. It is impossible to imagine our country without the Super Bowl. However, football has also a very dark side associated with death and irreversible changes in the brain function of players.

Let's look at the life of an average football player. From a relatively young age, he undergoes body and head collisions of different intensity. One of the most dangerous consequences occurs during high school and college years when the brain is still going through the final stages of development, and at the same time is actively loaded with information.

During these years, young athletes frequently experience so-called "Repetitive Head Injury Syndrome" (RHIS). In these cases, the young athlete continues to compete after what initially seems like relatively mild head trauma. While doing so, he encounters repetitive mild concussions which add up to and create a slowly lingering clinical picture of RHIS.

As was shown by Boden et al, (2007) 39% (!) of high school football players continued to play during the same season while still having residual

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Massage Therapy Protocols for Concussion, Continued

symptoms of recent concussions. Later. these students who in reality suffer from RHIS are diagnosed with attention deficit disorders or tagged as "academically incapable."

The effect of multiple concussions over time remains significant and can result in long-term neurologic and functional deficits. These multiple brain insults are termed "Repetitive Head Injury Syndrome." (Cifu, et al., 2014)

While the professional football player continues his career, the intensity and violence of head injuries increase. Let me give you one stunning example. Scientists from Boston University examined 79 brains of deceased NFL players from Brain Bank and found that 76 (!) had exhibited changes associated with Chronic Traumatic Encephalopathy (Breslow, 2014). These brains were donated by relatives or arranged to be donated by players before they died.

Boxing and Ultimate Fighting are even more gravely dangerous to athletes. While less alarming—but still hazardous—situations happen in ice hockey, soccer and other contact sports.

Finally, we are forever in debt to our veterans who come back home after being severely injured by improvised explosive devices (IEDs) in Afghanistan and Iraq. It was reported that 20% (!) or "233,000 service members who served in Iraq and Afghanistan suffer from Traumatic Brain Injury" (Meyer et al, 2010). All that needs to be done is to establish the real clinical approach to a rehabilitation from a concussion, prevention of encephalopathies developments, as well as to the prevention of concussions.

In 1964, a Soviet physician and scientist, Professor Demobo, researched, developed, and proposed hands-on massage protocol for post-concussion rehabilitation. Since then, this scientifically-developed protocol has clinically proven to be a very effective treatment methodology. In 1973, I was required to study this protocol, and tried to align it with my main interest: massage practices to treat painful sports-related injuries, including sciatica, neck disorders, etc. Personally, I wasn't aware of pandemics of brain trauma in the U.S. until the incidents with Ray Rice.

I'm discussing these massage therapy practices in my blog:

https://medicalmassage-edu.com/an-injustice-to-ray-rice/

During the last 4 years I have treated successfully around 100 cases. After my 1973 training, treating concussions became a new huge passion. My current plan is to share this knowledge and clinical experiences with many massage therapists, who will share my passion for this treatment protocol.

At this short blog I'm describing my plans to offer seminars on concussion massage therapy: https://medicalmassage-edu.com/plans-for-2017/

If traveling expenses are not significant, I plan to present my 3-hour introductory courses at a very low cost. Let me know if you have any questions. In case I have to charge, it will be a very minimal fee, only to cover traveling expenses.

Looking forward to seeing you in my upcoming introductory seminars.

Best wishes, Boris Prilutsky, NCBTMB