



California Currents

NEWSLETTER FOR THE CALIFORNIA CHAPTER OF THE AMERICAN MASSAGE THERAPY ASSOCIATION Conference 2022

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Online Registration Now Available!

Annual California Massage & Bodywork

Educational Virtual Conference

Members: \$89 Non-members: \$129

Friday, April 22, 8am-8pm

8:00a-12:00p Oncology Massage: Panel Discussion **Miechelle Hwang**

12:00p-12:30p Break

12:30p-2:30p A Simple Recipe for Social Media Success **Tracey Lee Davis**

2:45p-4:45p Creating Lifetime Clients **Felicia Brown**

5:00p-8:00p Touching the Mind: Mental & Mood Disorders for the Massage Therapist **Ruth Werner**

Saturday, April 23, 8am-7pm

8:00a-12:00p Building Healthy Therapeutic Relationships **Carolyn Tague**

12:00p-12:30p Break

12:45p-3:45p The Ethics of Client Communication: Talking to Clients About Their Health **Ruth Werner**

4:00p-7:00p CranioSacral: An Overview, Part1 **Melinda Naye**

Sunday, April 24, 8am-8pm

8:00a-11:00a Anxiety, Breath and COVID: What is the Role for Massage Therapists? **Ruth Werner**

11:00a-11:30a Break

11:30a-2:30p CranioSacral: An Overview, Part 2 **Melinda Naye**

2:45p-4:45p Ignite: Moving from Burned Out to Shining Bright **Felicia Brown**

5:00p-8:00p Using Meditation in Your Massage Practice **Ariel Hubbard**

Welcome!

This year, our Annual California Chapter Massage & Bodywork Educational Conference is going virtual again and [Registration is Now Open!](#)



We are offering over 16 hours of continuing education, as well as opportunities for personal enrichment over 3 full days.

Our Board agreed that this format allows more members to participate in our conference who may not have the time or resources to travel for an in-person conference. Going virtual also is a great savings to the Chapter, which will allow us to offer more in-person and virtual workshops throughout the year.

This year we are planning to offer more affordable continuing educational events for our members. Our plan is to offer a workshop each month, both in Northern and in Southern California, so look out for those emails for classes you want to attend.

We are looking forward to everyone attending our Virtual Educational Conference (*April 22-24*) as well as our Annual Business Meeting (*April 29*).

Phil Okazaki, CMT



Conference Schedule

FRIDAY, APRIL 22, 2022

8:00a-12:00p Oncology Massage: Panel Discussion* **Miechelle Hwang**

12:00p-12:30p Break

12:30p-2:30p A Simple Recipe for Social Media Success* **Tracey Lee Davis**

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*** denotes enrichment courses**

2022 AMTA CA Annual Educational Conference

Oncology Panel Discussion

Moderator and Presenter, **Miechelle Juul Hwang**
with Elaine Louie, Adrianna Showalter and Michelle Sanderson

4hrs/Enrichment

Friday, April 22, 2022, 8am-12.00 noon

Join this Panel discussion and get insights into how oncology massage can enhance your Massage therapist career.

If you are already an oncology massage therapist looking to further your career, this panel will serve as great inspiration. If you are new to the world of oncology massage, this will open your eyes to the many pathways oncology massage can shape your career.

Four exceptional women join in the discussion to share their knowledge and experience. Their career includes private practice, hospital based massage, infusion center and in-patient massage, specialized lymphedema management, post-op care, and more.

1. Oncology Massage Career and job opportunities
2. Continuing to Educate yourself and being part of the Healthcare community
3. General Health concerns and covid concerns when working with Cancer survivor Clients
4. What is your dreams for Oncology Massage in the future.



Miechelle Juul Hwang, CMT, CLT

Miechelle is a Certified Lymphedema Therapist (CLT). She finished her training in "Complete Decongestive Therapy" (CDT) and Advanced Head and Neck class at Norton School of Lymphedema Therapy.

She also works with Plastic Surgery Recovery and Reconstructive Recovery, both closely linked to MLD and oncology massage. In addition to running her own practice in Carmichael CA, she provides massages to patients receiving chemo and infusions at Dignity Health Mercy San Juan and Mercy C Street Infusion Centers in Sacramento.

Miechelle is a preferred provider with S4OM (Society for Oncology Massage) and an AMTA member.

Miechelle received the NCBTMB Oncology massage certificate, a significant specialty achievement awarded only after the highest and most rigorous course of study.

She is the winner of the Performance Health and National Holistic Institute Scholarship in 2017, and studied at the Institute of Integrative Oncology (IIO) under Greet the Day in L.A. to become a specialist in Oncology Massage. She is now an educator and runs Live-online courses for the Greet the Day.

Elaine Louie, CMT, CLT

Elaine Louie is a Board Certified Massage Therapist with a Bachelor of Science Degree in Health Science/Hospital Administration. She is certified in Manual Lymph Drainage (MLD)



2022 AMTA CA Annual Educational Conference

Oncology Panel Discussion

Moderator and Presenter, Miechelle Juul Hwang
with Elaine Louie, Adrianna Showalter and Michelle Sanderson

(continued)

and Complete Decongestive Lymphedema Therapy. While she is trained in multiple forms of massage therapy, her specialty and passion are focused on oncology massage and MLD. Elaine is a Preferred Provider for the Society For Oncology Massage.

Working with a variety of patients to alleviate chronic or acute pain, swelling from lymphedema or lipedema, and stress/anxiety, she combines clinical and therapeutic massage for an effective while relaxing therapy session. She would like everyone to know that massage does not have to be painful to be effective, and believes that the mind-body-spirit connection is an essential part of everyone's health and well-being. She also believes that massage therapy should be utilized by all, and is most effective as a preventive/maintenance program.



Adrianna Showalter, CMT, MLD

Adrianna works with adult and pediatric cancer patients and provides oncology massage in private practice, infusion center, inpatient, hospital and hospice settings.

Since 2007, she has worked with many hospital-based oncology programs in the Riverside, CA area, including Reach to Recovery for American Cancer Society, Image Reborn and Breast Buddy for Kaiser and guest speaker for various cancer support groups sharing the importance of oncology massage during and after cancer treatment!

President and co-founding member of Support Sisterz, a non-profit organization that provides emotional and financial support for women battling breast/gynecological cancer in the Corona, Norco and Eastvale areas. She was diagnosed in 2006 with breast cancer and is very passionate about the importance of oncology massage training and helping women through their journey of cancer.



Michelle Sanderson, CMT, CMLDT

Michelle is a California State Certified Massage Therapist, practicing since 1997. She specializes in Oncology Massage, Lymphatic Drainage, Lymphedema Management, Plastic Surgery Recovery with an emphasis in women's breast health, and individuals experiencing autoimmunity and complex medical conditions.

Michelle actively works with cancer patients in all stages of recovery to optimize lymphatic function, reduce post-surgical pain, and promote optimal range of motion. Michelle works conscientiously to compliment treatment received from traditional and functional medicine practitioners. In her commitment to professional excellence, she actively engages in continuing education.

Miechelle Hwang can be reached at:

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2022 AMTA CA Annual Educational Conference

A Simple Recipe for Social Media Success

Tracey Lee Davis



2hrs/Enrichment

Friday, April 22, 2022, 12.30pm-2.30pm

As a small business, social media is overwhelming and often feels like you're just spinning your wheels. You have to figure out where to be, how to be engaging, and how to get results—all with a limited amount of time and resources. That's why in this session we'll provide a recipe for social media that saves time and gets results to grow your business.

You'll learn how to get started, choose the right social networks for your business, and **a 15-minute social media plan.**

My passion is turning small business owners into online marketing rockstars!

How, you may ask, did someone with a degree in Wildlife Biology and Zoology end up an online marketing expert?

My journey started when I joined a small business in the pet care industry as a manager. That's when I developed an appreciation of small, local businesses and became a firm believer in supporting them. I helped grow the business and became their Director of Operations.

My job required that I learn about email marketing. As I began to see results of our email campaigns, I realized what a powerful tool email marketing can be. About the same time, social media exploded onto the scene, and I was hooked! While I could see the value for small businesses, I didn't have the slightest idea how to go about it. So I dived in. I started attending seminars and training sessions to absorb all I could. I wanted to help small businesses have a relevant voice in the social media conversation. That led me to pivot from pet care to social media coaching and email marketing.

Tracey Lee Davis can be reached at:

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2022 AMTA CA Annual Educational Conference

The Art of Client Retention & Creating Lifetime Clients Felicia Brown



2hrs/2CEs

Friday, April 22, 2022, 2.45pm-4.45pm

The long-term success of any massage business or practice is highly dependent upon the business' ability -- and all the therapists in it -- to build strong relationships and with recurrent sales from their client base. Yet, as important as retaining clients and rebooking clients is to create a healthy practice, many massage therapists and bodyworkers struggle in this area.

Join Felicia Brown, LMBT, business/marketing coach for specific techniques on creating repeat business and life time clients.

A little about Felicia

Hi I'm Felicia Brown. I'm a Business, Marketing & Life Coach, Speaker and Best Selling Author who is passionate about helping others succeed in life and business. I love sharing my business, marketing and "life management" expertise to help heart-centered, wellness-based professionals.

I've overcome some major challenges in my life. Some were more personal in nature: growing up in poverty as a child of divorce; losing my parents and grandparents at an early age; living with chronic pain; and experiencing burnout to name a few.

Others were professional: starting multiple businesses with no money and/or no credit; closing businesses after the recession and due to COVID; and rebuilding from scratch after bankruptcy.

Through it all, I've learned to be persistent, optimistic, and resourceful to reach my goals. I've found what some would perceive as hardships were actually some of the most powerful teachers I've encountered.

Felicia Brown can be reached at:

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2022 AMTA CA Annual Educational Conference

Touching the Mind: Mental and Mood Disorders for Massage Therapists Ruth Werner



3hrs/3CEs

Friday, April 22, 2022, 5.00pm-8.00pm

This class addresses some of the most common mental health and mood disorders seen in our culture today.

In addition to reviewing some of the pathophysiology and contributing factors to mental health and mood-related conditions, we will discuss common conventional treatment options, and what we know about how massage therapy can have the most positive impact for clients who live with these challenges.

In alignment with the newest edition of Diagnostic and Statistical Manual of Mental Disorders (DSM-V), this class will examine various types of depression, bipolar disease, anxiety disorders, PTSD, obsessive-compulsive disorder, addiction, and others as time allows.

The research about the positive effects of massage for mood disorders is strong and consistent, and it is our responsibility to deliver the safest, and most compassionate, and most effective massage therapy our clients can ask for.

Don't miss this chance to learn more about the conditions that affect your clients' lives: you'll be a better therapist for it!

About Ruth:

Greetings! My name is Ruth Werner. I am a writer, educator, and retired massage therapist with a passionate interest in research and the role of massage therapy for people who are looking for ways to help manage their health.

I entered the massage therapy field in 1984. Since then, I have taught anatomy, physiology, and pathology in schools all over the United States, and I continue to provide continuing education classes at local, national, and international meetings. I am Board Certified, and an NCBTMB-approved provider of continuing education.

In 2005 I was honored with the American Massage Therapy Association Council of Schools Teacher of the Year Award, and the Massage Therapy Foundation recognized me with their Distinguished Service Award in 2018.

Ruth Werner can be reached at:

rthwnr@gmail.com

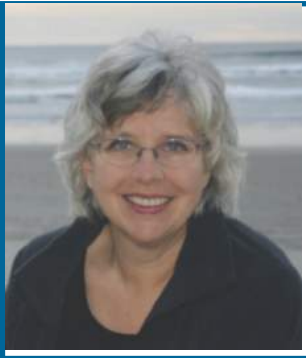
802.814.8044

www.ruthwerner.com



2022 AMTA CA Annual Educational Conference

The Ethics of Client Communication: Talking to Clients About Their Health Ruth Werner



3hrs/3CEs

Saturday, April 23, 2022, 12.45pm-3.45pm

This class addresses the delicate art of communicating professionally and with open hearts when we have concerns about our clients' well-being.

Key topics include medications that may influence bodywork choices; visual or palpatory signs that are red flags; and maintaining boundaries for client safety (how to say "no" when your client says "yes").

Basic principles of active listening are reviewed and employed as students observe a variety of difficult client-therapist conversations, all based on real-life situations provided by past participants.

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2022 AMTA CA Annual Educational Conference

Building Healthy Therapeutic Relationships Carolyn Tague



4hrs/Enrichment

Saturday, April 23, 2022, 8.00am-12.00 noon

This workshop will provide a much needed framework for appropriately working with clients that have complex stress, anxiety and emotional challenges. Practical guidelines and tools will be shared for assessing client needs, offering skillful communications and building therapeutic relationships that serve our clients and keep practitioners sustained and supported.

"Building Healthy Therapeutic Relationships" is an interactive workshop with exercises, reflection and discussion to help practitioners develop skills and consider guidelines for all the interactions beyond the hands-on clinical intervention. These skills help ensure practitioners are in support of whole person care, without stepping out of our scope of practice.

About Carolyn:

Carolyn Tague has been doing massage therapy in hospitals since 2006, including UCSF, California Pacific Medical Center, Lucile Packard Children's Hospital, and Laguna Honda Hospital. She specializes in massage therapy for out-patients and in-patients with cancer, neurological challenges, and complex chronic pain.

She is a member of the Academic Collaborative of Integrative Healthcare, where she serves on the Hospital Based Massage Therapy task force. She is also a preferred practitioner and member of the Education Forum Subcommittee with the Society for Oncology Massage (S4OM.org), an international organization for massage therapists working in the field of oncology. She presents at many national conferences and teaches internationally, including in Japan and Mexico.

In addition to her work at UCSF Osher Center, Ms. Tague is the founder of Tague Consulting, which offers education for massage therapists on working with medically complex clients and consultation with medical centers on developing or growing massage therapy services.

More recently, Ms. Tague has cofounded the Association for Massage Therapists in Healthcare (AMTiHC.org) which hopes to expand and support the field of massage therapists working in healthcare. She co-authored the textbook "Hands in Healthcare: Massage Therapy for the Adult Hospital Patient" published by Handspring Publishing in 2021. She also has published research and numerous articles that can be found in Massage Magazine, Journal for Alternative and Complementary Medicine, Journal of Bodywork & Movement Therapies, and Global Advances in Health & Medicine.

Carolyn Tague can be reached at:

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2022 AMTA CA Annual Educational Conference

CranioSacral: An Overview, Part 1 Melinda Naye, CMT, CST-D



6hrs/6CEs total (must complete both days for CEs)
Saturday, April 23, 2022, 5.00pm-8.00pm

This introductory workshop details the physiology and anatomy of the craniosacral system; its function in health, and its relationship to disease processes. Participants will learn hands-on, fascial-release and craniosacral techniques to evaluate and affect pain and dysfunction. It includes lecture, demonstration, and practice for each technique presented.

About Melinda Naye:

I have seen many lives improve and change from this work; including my own. With a history of spinal injuries, CST has been the only therapy that has worked for me. I am able to ride my horse, hike with my dog, bike and ski; all without pain because of CST.

Immediately after taking my first CST class, I noticed that clients were improving and they had a greater sense of peace and empowerment from this very simple yet powerful therapy. I was so excited! I became certified as a CranioSacral Therapist, Teaching Assistant, Study Group Leader and Upledger Instructor; teaching CSTI, SERI, CranioSacral Presentation Tools class and Clinical Applications for Advanced students. I also taught the CranioSacral Therapy for Conception, Pregnancy & Birthing class for several years.

Along with teaching CST, I have a full time CranioSacral Therapy practice in Auburn, California. I work with many different types of clients with a variety of issues ranging from chronic pain and emotional challenges to those who want CST for personal growth and/or stress relief. My clients include newborns and children, adults of all ages and the occasional dog, cat and horse!

I have a special interest in working with Obstetrics and Veterans. I currently run a once a month multi-hands Obstetric CST clinic as well as I have volunteered sessions with the Veterans Holistic Healthcare Foundation of America.

I am also the Ombudsman for the Sharecare, Overview and Introductory CST classes for the Upledger Institute; helping to spread the word about CranioSacral Therapy.

Melinda Naye can be reached at:

melindanaye@gmail.com

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www.upledger.com



2022 AMTA CA Annual Educational Conference

Anxiety, Breath and Covid (ABC): What is the Role for Massage Therapy? Ruth Werner



3hrs/3CEs

Sunday, April 24, 2022, 8.00am-11.00am

Anxiety causes shortness of breath.

People recovering from COVID-19 also have shortness of breath. Shortness of breath causes anxiety—which can exacerbate shortness of breath. All of this has a profound impact on quality of life and the ability to function. Into this maelstrom of fear, anxiety, and problems with breathing, touch may have a profoundly positive impact.

Join Ruth Werner, author of *A Massage Therapist's Guide to Pathology*, for an exploration of what the research says about anxiety, breathing, and touch—and how we may be able to apply those concepts to bring our best to clients who are recovering from COVID-19, as well as those who live with any confluence of anxiety and breathing difficulties.

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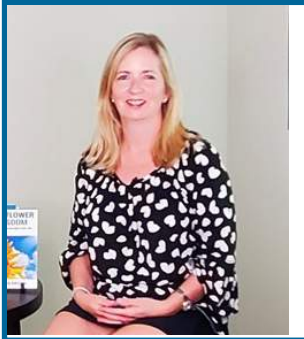
802.814.8044

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2022 AMTA CA Annual Educational Conference

Ignite: Moving from Burned out to Burning Bright Felicia Brown



2hrs/2CEs

Sunday, April 24, 2022, 2.45pm-4.45pm

It's a fairly common practice for massage therapists and bodyworkers to put the needs of others - especially their clients, business and/or staff - ahead of their own. From squeezing in that "emergency" client and skipping lunches to canceling days off and neglecting our own needs, our self-care often slides to the bottom of the priority list, if not off it.

As natural care-givers, we mistakenly think we must put everyone else first and forget to fill our own cups.

However, many have realized during the time of COVID these practices are not sustainable and that we cannot survive on fumes. Now is the time in which YOU as a massage professional realize caregiving starts with YOU. Join Felicia Brown for a session of self-care to recharge and renew. Life is too short to do otherwise!

A little about Felicia

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Melinda Naye can be reached at:

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2022 AMTA CA Annual Educational Conference

Using Meditation in Your Massage Practice Ariel Hubbard



3hrs/Enrichment

Sunday, April 24, 2022, 5.00pm-8.00pm

During a massage session, clients often need a focus for their awareness to help them reduce stress and disengage from the challenges of daily life.

This course teaches students a method to create a conducive environment for meditation for their clients, gives them instruction on tone of voice and pacing using meditations created by a Hypnotherapist. Students will be able to choose from a selection of meditations to address scenarios typical in their practice.

About Ariel:

Your instructor is Clinical Hypnotherapist, Yoga Instructor and Massage Therapist, Ariel Hubbard, who has decades of experience combining the benefits of meditation with those of massage in sessions.

Ariel F. Hubbard has worked as a practitioner in the Holistic Health field since 1988, and now teaches in-person and on-line continuing education. She is celebrating 25 years as an AMTA member and 27 years as an educator. Ariel has practiced a number of meditations and meditation retreats, such as the 10-Day Vipassana Sit, Zen meditation, Mantra meditation, Vision Quests and more.

As an author, she has written over 100 courses, two books and articles for Massage Magazine and Massage Today. She is an approved CE Instructor for the NCBTMB. She has facilitated healing work with clients, students, and medical professionals in clinical, academic, and corporate settings. She has mentored massage therapists, energy healers and health practitioners since 1995, guiding them along their path of personal development and empowerment. She is a Licensed and Certified Massage Therapist, Registered Clinical Hypnotherapist and a Reiki Master Teacher as well as a Certified Yoga Instructor.

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2022 AMTA CA Annual Educational Conference

About Your Continuing Education Credits



What are CEUs? and Why are they important?

A continuing education unit (CEU), is a measure used in continuing education programs to assist the professional to maintain their license or status within their profession. There is always something new to learn. It is very important to stay up to date in this industry. CEUs are required to keep your certifications current. If you want to maintain your professional certified status, you have to get CEUs!

Am I required to maintain CEUs?

Professional Members of AMTA have a standard of 12CEUs per year. If you are Board Certified (NCBTMB), you must submit 24CEUs with your renewal every 2 years.

Doctors, nurses, lawyers, engineers, CPAs, real estate agents, financial advisers, and other such professionals are required to participate in continuing education programs for a certain number of hours every year in order to keep their certificates, or licenses to practice, current. The annual number of CEUs required varies by state and profession. The State of California does not require CEUs to practice massage, since we currently do not have a State License for Massage Therapy.

How to get your CE Certificates?

You must attend the class in its entirety and Complete the survey at the end of the workshop.

Who is sending you your CE Certificates?

Your presenters will be issuing your Continuing Education Certificates. Each presenter will be given your contact information (email) which you provide at the time of registration. Your certificate can be downloaded and printed.

How do you add your CEs to your AMTA profile?

To access your transcript, log onto the AMTA website (www.amtamassage.org), go to "Your account" and then select "Manage CE Credits" and select "Report CE Credits" enter the workshop information. If you would like to see/print your full transcript, select "Download CE Transcript." Contact AMTA if you have questions about your CE transcript.

2022 AMTA CA Annual Business Meeting

Friday, April 29, 2022, 5pm

**Please Join Us,
Friday, April 29, at 5pm**

**Annual Chapter Business Meeting
And Election's Results**

The meeting includes:

**A look at this past year
Plans for 2022 and beyond
Presentation of the Chapter's Budget
Acknowledgment of Volunteers for their Service
Scholarship Recipients
Election's Results**

The meeting is expected to last no longer than 1hour

**Registration will open soon.
You must register to attend as
you will be provided a link to access the GoToMeeting.
Thank you!**

Electronic Voting

Allowing your voice and choice to be heard!
Ballots must be in by Monday, April 25.

AMTA California Chapter to Hold Online Elections. Ballots must be in by Monday, April 25.

Voting online provides an opportunity for a larger portion of our Chapter membership to exercise their member benefit and vote for Chapter officers and delegates.

Emails with the Call for Candidates went out early March, and the online ballots will be emailed on Friday, April 15. Ballots must be received no later than Monday, April 25. Results of the voting process will be shared at our Annual Business Meeting to be held on Friday, April 29, at 5.00pm. The Annual Business Meeting will be held virtually. You must register to attend the meeting and you will be provided a link to the presentation.

- March 2022: Call for Candidates with Candidate Application was emailed to all AMTA-CA Professional Members (this includes Professional, Retired, Inactive, and Graduate Members)
- Sunday, April 3: Due date for candidate applications.
- Friday, April 15: Members will be sent a confidential online ballot. Voting is anonymous.
- Monday, April 25: Due date for ballots.
- Friday, April 29, 5.00pm: Election results announced at AMTA-CA Annual Meeting

Open Chapter positions that will appear on the ballot:

President	2 year term (2022-2024)
Secretary	2 year term (2022-2024)
Board Member	2 year term (2022-2024)
Delegate	2 year term (2022-2024)
Delegate	Special 1-year term (2022-2023)

The candidate application process began early in March 2022. Position descriptions and eligibility requirements for each of the above positions can be found on the Chapter website, www.ca.amtamassage.org. We hope that you will consider volunteering as a way to give back to the profession and engage in the AMTA community through education, advocacy, and networking.



Registration is Now Open

**AMTA
2022
NATIONAL
CONVENTION**
August 25-27



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California Currents Contacts

Chapter Board

President

Phil Okazaki

president@amta-ca.org



Secretary

Karl Reid Cramer

secretary@amta-ca.org



Financial Administrator

Michael Roberson

treasurer@amta-ca.org



Board Member

Tracey Albuera

1stvp@amta-ca.org



Board Member

Bonni Kelley

2ndvp@amta-ca.org



Chapter Website

www.ca.amtamassage.org

Elected Delegates

1) Vacant (2021-2023)

2) Natalie Seiden (2020-2022)

Appointees

Government Relations Chair

Open

gr@amta-ca.org

Newsletter Editor

Michael Roberson

editor@amta-ca.org

Appointee to CAMTC

John Lambert

johnlambertcmt@gmail.com

Educational Coordinators

Northern: Open

Central: Open

Southern: Open

Northern Regions

East Bay Unit

Golden Gate Unit

Redwood Empire Unit

Silicon Valley Unit

Far North Region

Greater Sacramento Area

Monterey Bay Region

Napa Valley Region

Southern Regions

Orange County Unit

Los Angeles-South Bay Unit

San Diego Unit

Desert Resorts Region

Gold Coast Region

Inland Empire Unit

Mid State Region

Chapter Administrator

Jeff Milde

Calma Association Management, LLC

NOTE

California Chapter's
Phone Number

916-382-8542

and EMAIL ADDRESS

info@amta-ca.org

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