

Washington *Massage Journal*

A Publication of the American Massage Therapy Association – Washington Chapter

Professional Growth





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Seattle, WA Class Schedule

Myofascial Balancing: Balance in the Shoulder

Girdle & Arms

Nov 7-8 | Polishuk/Christman | 16 hours

Polarity Therapy General Session

Nov 7-8 | Kate Bromley | 14 hours

Heartspire LomiLomi Prone

Nov 7 | Kim Hartley | 8 hours

Heartspire LomiLomi Supine

Nov 8 | Kim Hartley | 8 hours

The Assessment and Treatment of Neck Pain

Nov 14-15 | Dr. Ben Benjamin | 14 hours

Day-Break Geriatric Massage: Level I

Nov 20-22 | Dr. Sharon Puzsko | 18 hours

**Muscle-Specific Deep Tissue Techniques for the
Legs & Hips**

Nov 21 | Brian Utting | 8 hours

Abdominal Palpation & Treatment: Pelvis I

Nov 21 | Marty Ryan | 6 hours

Abdominal Palpation & Treatment: Pelvis II

Nov 22 | Marty Ryan | 6 hours

**Muscle-Specific Deep Tissue Techniques for the
Chest, Diaphragm, and Supine Shoulders**

Nov 28 | Brian Utting | 4.5 hours

Treat the Feet

Dec 5 | Dawn Schmidt | 8 hours

**Injury Treatment: Thoracolumbar Spine, Ribs &
Abdomen**

Dec 5-6 | Pat O'Rourke | 16 hours

Facilitated Stretching: A Baker's Dozen

Dec 5 | Robert McAtee | 8 hours

Alleviating Piriformis Syndrome

Dec 6 | Robert McAtee | 7 hours

**Somatic Balancing and Stabilizing of the Shoulder
Girdle**

Dec 6 | Karen Gray | 8 hours

**Abdominal Palpation & Treatment: Breath & Bowel-
Small & Large Intestines**

Dec 12 | Marty Ryan | 6 hours

**Muscle-Specific Deep Tissue Techniques for the
Posterior, Lateral and Anterior Neck**

Dec 13 | Brian Utting | 8 hours

Muscle-Specific Deep Tissue Techniques for the Back

Jan 13 | Brian Utting | 4.5 hours

Abdominal Palpation & Treatment: Upper Abdomen

Jan 16 | Marty Ryan | 6 hours

Thai Massage: Supine Legs & Hips

Jan 17 | Kay Rynerson | 8 hours

Essentials of Intraoral Massage

Jan 23-24 | Christman/Polishuk | 16 hours

Taxes and Tax Strategies for LMPs

Jan 23 | Brian Utting | 8 hours

**Polarity Therapy 5 Elements: Ethor Element (Throat
Chakra)**

Jan 23-24 | Kate Bromley | 14 hours

Heartspire Hawaiian Stretching

Jan 30 | Kim Hartley | 8 hours

Abdominal Palpation & Treatment: Core

Feb 6 | Marty Ryan | 6 hours

**Understanding the Somatic Nervous System and
Proprioception**

Feb 13 | Brian Utting | 8 hours

Thai Massage: Supine Neck, Arms & Boly

Feb 21 | Kay Rynerson | 8 hours

Myofascial Balancing: Balance in the Neck and Head

Feb 27-28 | Polishuk/Christman | 16 hours

*The next Cranio-Sacral Core Series and Certification
begin on November 15, 2015.*

*Join the Associate Polarity Practitioner (APP) program,
enrollment can begin with any Polarity Therapy class.*

Post Falls, ID Class Schedule

Table Thai & More

Nov 7 | Kay Rynerson | 8 hours

Thumbs-Free Massage

Nov 8 | Kay Rynerson | 6 hours

**Assessment and Treatment of the Ligaments and
Deeper Structures of the Neck**

Nov 14 | Brian Utting | 8 hours

Evaluation and Treatment of Shoulder Injuries

Nov 15 | Brian Utting | 8 hours

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Fall 2015

This Issue's Theme: Professional Growth

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CONTRIBUTING WRITERS



Allissa Haines, LMT

is Director of Shenanigans at [Massage Business Blueprint](#) and is the lead mastermind behind most of the content in the community. In this issue, she contributes "7 Business Skills That Will Help You Build Your Massage Practice" along with Michael Reynolds. Allissa has operated a thriving and expanding massage practice for 10 years and sings the praises of online marketing to anyone who will listen. She has served as a volunteer in two massage organizations, teaches all over the country, and has been published in several massage publications. Known for being fast-acting and hilarious, she's also ridiculously in love with massage, scotch and cupcakes.



Michael LaTour, LMP

is a massage practitioner and educator in Seattle, teaching part-time at Cortiva Institute and offering CE and mentoring opportunities throughout the city. Although he enjoys teaching many subjects, his heart belongs to business administration and professional communication. He has a passion for helping massage practitioners develop their business skills to achieve their professional goals. In this issue, he shares some of the most common topics he discusses with other practitioners who are ready for change.



Michael Mandell, LMP

brings us the article "Kick Starting Social Media for Your Business." Michael is the former owner of M3 Bodyworks Massage Clinic in West Seattle. He worked in the hospitality industry for over 20 years and 5 years in high tech consulting and project management with Fortune 100 companies. He graduated from Brian Utting in 2004 and opened his clinic in 2005.

He now practices at Monroe Therapeutic Massage P5 and also provides business coaching and consulting. He launched [massagepractice101.com](#), dedicated to reviewing technology for massage therapists and small businesses using online scheduling and CRM/SFA systems.



Michael Reynolds

is Director of Nerdy Things at [Massage Business Blueprint](#) and handles much of the marketing and technology behind the community. In this issue, Michael teams up with Allissa Haines to share practice-building business skills. He has owned a digital marketing agency for two decades and is also a former massage therapist. He has served in a volunteer capacity for numerous massage therapy organizations and has provided comprehensive marketing services for prominent massage industry companies. He's a professional speaker, is technology-obsessed, a productivity ninja and a marketing strategist. He also loves sushi, tennis, travel and his wife and son.

Washington Massage Journal

AMTA-WA Chapter

2442 NW Meeker Dr., RMS #22
Seattle, WA 98107
Telephone: 425.822.1347
Cell Fax: 800.307.3537
Email: office@amta-wa.org
Website: www.amta-wa.org

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Staff & Design

Jane Kay Editor
Sue Marking Communications Designer 841.317.4141

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Resources

Washington State Dept. of Health
Board of Massage
206.226.4700 • www.doh.wa.gov/massage

National AMTA

847.854.0122 • www.amtamassage.org

National Certification Board for Therapeutic
Massage & Bodywork (NCTMB)
703.610.9033 • www.nctmb.com

Office of the Intergovernmental Coordinator

206.753.7300 • 800.562.4900
www.seattlewa.gov

Display and Classified Advertising

For advertising rate information, call the Chapter secretary at 425.822.1347. The 2015 Display Advertising Guide can be emailed to you in pdf format if you provide your email address on the Chapter website, or via email at office@amta-wa.org. The Display Advertising Guide can also be downloaded at www.amta-wa.org.

Mission Statement

The mission of the Washington Chapter of the American Massage Therapy Association, a national, non-profit professional massage therapy association, is to provide a forum for professional exchange, to actively support the growth of our profession, and to enhance public awareness of massage therapy.

Policies

The Washington Massage Journal reserves the right to edit material where appropriate (except in cases of copyright holder's objection or where it involves law enforcement), including any portion of that material, for errors, omissions, corrections, modifications or inaccuracies in the editorial content or advertisements in the publication, as well as production/sending delays, information, which amendments and can be printed in the Washington Massage Journal. We do not necessarily reflect the opinions or beliefs of the AMTA-WA, nor those of its parent organization, the American Massage Therapy Association (AMTA). The Washington Massage Journal provides advertising services for the convenience of AMTA-WA members and makes no representation or warranty for the content of the ads, notices, trade or quality, reliability of offerings.

2015 Publication Schedule

Winter	Feb. 5, 2015
Spring	April 15, 2015
Summer	July 15, 2015
Fall	Oct. 15, 2015

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Share the Health Benefits of Massage Therapy

AMTA's 19th Annual National Massage Therapy Awareness Week is Oct. 25-31

This member benefit is an opportunity to promote the health benefits of massage and your practice. Visit www.amtamassage.org to download free materials.



10 Ways to Get Involved

1. Share information on the health benefits of massage at your practice, doctors' offices, health clubs and other locations focusing on health and wellness.
2. Offer chair massage to a deserving organization in your community.
3. Run special promotions for your clients.
4. Contact local media outlets and offer chair massage to reporters and on-air personalities.
5. Tell a friend about AMTA's Find a Massage Therapist® locator service, and update your profile.
6. Obtain a mayoral or gubernatorial proclamation. (Download a sample proclamation at www.amtamassage.org)
7. Participate in an AMTA Volunteer Connections event.
8. Invite your clients to sign up for AMTA's e-touch consumer newsletter.
9. Update your social media status with facts about massage.
10. Host an open house at your massage therapy practice. Remember to send photos and updates from your awareness activity for consideration in AMTA publications and social media!

Using Social Media During NMTAW

Social media is a great way to share information on the benefits of massage with clients and prospective clients during AMTA's National Massage Therapy Awareness Week!

Share Massage Therapy Information

- It's National Massage Therapy Awareness Week! Do you have low-back pain? Learn how massage therapy can help. <http://www.amtamassage.org/articles/1/News/detail/2937>
- Schedule a massage in honor of National Massage Therapy Awareness Week! Visit www.findamassage therapist.org to find a qualified massage therapist near you.
- Happy National Massage Therapy Awareness Week! Research suggests that symptoms of stress, anxiety and depression may be directly affected with massage therapy. <http://www.amtamassage.org/articles/1/News/detail/2930>

Advertise Special Client Promotions

Are you running discounts or donating a portion of your proceeds to a charitable cause during NMTAW? Let your clients know through social media posts.

PRESIDENT'S MESSAGE

ANNIE LACROIX, LMP, AMTA-WA PRESIDENT



Fall is my favorite time of the year. I love the cozy days and the changing colors. I feel like I get extra time to settle down with a warm cup of tea and just think about things. Fall is an excellent time for reflection. There is a quietness and a certain vulnerability. The trees are losing the protective cover of their leaves and the earth is laid bare, ready for what the winter will bring. And there is trust. Trust in knowing that each season needs the space to do what it needs to prepare for the next. The fall does not fear the winter, nor the winter fear the spring. Each season goes into the next, knowing they are all connected in an all important process.

So it is with our work, our life and our Chapter. In so many ways, this Chapter feels like fall to me. A cozy, reflective place in which trust and vulnerability are shared. It is a gathering place for like-minded people with hearts that understand the need for this season and the next. We have had many changes this year and it makes me think of a quote from Kierkegaard:

*"Life can only be understood backwards,
but it must be lived forwards."*

We learn, we adapt, we let the seasons mold us and we move forward stronger, growing gracefully into the next cycle before us. Daily I am grateful to be part of such an adaptable group. I have seen some amazing things come from our core volunteers and I have seen our membership applaud those efforts with your contributions and your renewed memberships.

As we look ahead at the next step, I sit back in this moment, sipping my cup of tea, full of gratitude for the past and inspiration for the future. Thank you all for being part of this process.

Speaking of being part of the process, we have some amazing things coming up and we would love to expand our volunteer family. At the end of October is our Annual Leadership Retreat. Current Volunteer Leaders are invited to join us for a weekend of team-building, planning and general fun! If you are interested in learning more about this, please contact Patty Phillips at patty@getintouchtherapy.com or Allison Hanelt at ahanelt@gmail.com to get involved. This is a great weekend hosted by AMTA-WA, open to all massage leaders.

Next spring, save the date for our Washington Educational Conference in Spokane on April 23rd and 24th. We will have some amazing presenters and it will be fun to be on the east side of the state for a change. Mark your calendars now and look for registration to open in January.

Our Annual Meeting is also coming up in March. This is the best way for you to know what we are doing as a Chapter. New officers are sworn in, a Chapter Report is given and there are Continuing Education classes in the afternoon. The date is March 19th and we will be meeting in Olympia.

Thank you all for being part of this amazing organization. Thank you for being part of the process and thank you for supporting us as we change, adapt, grow and ultimately thrive. There is no place I would rather be than right here, helping us define the next step.

Yours in Service,

Annie

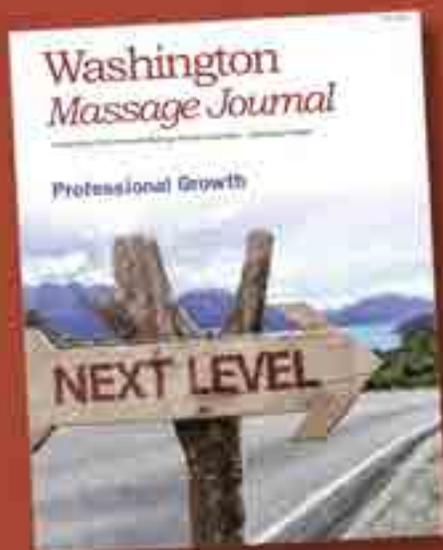


AMTA-WA Chapter New Address!

2442 NW Market St.
PMB #92
Seattle, WA 98107

***Voicemail number
remains the same:***

Voicemail: 425.823.1347
Toll Free: 888.302.3555



Look for These Issues of Washington Massage Journal in 2016!

Issue	Arrival Date
Winter (Print & Digital Issue) 2016 Washington Educational Conference Issue <i>Expanded Circulation to All LMPs in Washington State</i>	Feb. 5, 2016
Spring (Digital Issue)	April 15, 2016
Summer (Digital Issue)	July 15, 2016
Fall (Digital Issue)	Oct. 15, 2016

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EDITOR'S NOTE

RINA CLARK, LMP, EDITOR, WASHINGTON MASSAGE JOURNAL



I would be willing to bet that for many of us, the idea of owning your own massage practice had tremendous appeal. With the ability to create your very own perfect space, practicing a specific brand of massage and, oh, the glorious autonomy, who wouldn't want to own their own practice? But when the reality of actual business ownership is realized, the honeymoon is over for many practitioners. For some, the skills of business ownership come naturally, but don't sell yourself short if they do not. Learning to run a successful business takes practice, time and a substantial amount of information, some of which can be available for free.

Professional development is essential for any business owner and comes in many forms. We have some great articles in this issue that can help you identify areas in your practice that could use some attention. Do you need help with marketing or how to network and get yourself out there? Maybe you are intimidated by social media. Sometimes it's just coming to the realization that you would be happier paying someone else to do the things you dread and focusing your energy on what you enjoy.

Hopefully, you will find some useful information in this issue that you can apply to yourself or your practice that will make a significant difference in the success of your practice.



Washington Massage Journal Goes Green!

Did you know the Washington Massage Journal is available in digital format to everyone? Even if you are not a member, you can sign up to receive a free digital version of our quarterly magazine. Every issue is filled with information on how to better run your business, interact with clients and keep up on the latest legislation from around the state. It will also keep you updated on all the activities the AMTA-WA is doing on behalf of all Washington State Massage Practitioners. You will also receive information on upcoming events, our convention and ways to get involved.

In order to get the Journal delivered to your email box, just go to www.amta-wa.org to subscribe. We also invite you to share your copy of the digital Journal with other LMPs and invite them to subscribe for their own copy!

If you are interested in advertising in our Journal, watch for the 2016 Display Advertising Guide available for download soon at www.amta-wa.org.

Why Continue to Support AMTA-WA: The Voice of Massage?

A few facts . . .

1. We are the only not-for-profit, volunteer-driven association for massage therapists in WA.
2. We are the only massage organization to have a full time lobbyist in Olympia, protecting your right to practice as a health care provider.
3. We are the only massage organization in WA to have staff available to answer your questions and provide you information when you need it.
4. We have an award winning publication—the *Washington Massage Journal*.
5. We provide Programs which build community among LMPs, provide continuing education and promote massage to the public.
6. Members are no longer required to pay a mandatory \$30 Chapter fee with each membership renewal.
7. If you want to see all of these programs continue in this extraordinary way, we need your help.

Contributing freely to an organization requires knowing that your money is being used wisely and for initiatives that benefit you and your business directly. It is important to know that the people using that money spend each dollar diligently to get the most from member donations. The AMTA-WA Board is committed to conscientiously putting your generous contributions to work in ways that are most effective.

This organization advocates on behalf of massage therapy in Washington. The protection of massage therapy as a respected and recognized part of health care is something that AMTA-WA fights for all the time. This organization knows that keeping you, the professional, informed, is one of the best ways to help you focus on your business without worrying that you are not up to date. Your contributions help make effective and consistent communications possible.

Your ability to practice is enhanced by knowing what is going on in the massage profession, politically and legislatively. Your business and your clients/patients benefit from the continuing education opportunities that this organization provides to you. Our newest partner, MedBridge, is one way that AMTA-WA makes sure that education comes to you! Being a contributing, informed member of this organization makes you a better, more effective member of the profession. You serve your clients well and AMTA-WA wants to make sure you always have the resources to do that.

The Government Relations Committee sponsors Massage Awareness Days (MAD) at the Capitol each legislative session, where they educate legislators and others about the value and importance of massage as health care. The Community Service Massage Team (CSMT) provides massage to First Responders at events like the Scott Firefighter Stairclimb. There are local, grassroots groups of massage therapists who meet in person

and volunteer at events that educate the general public on the benefits of massage. These groups also create community for the LMPs themselves. And the Washington Sports Massage Team (WSMT) works both paid and charity events. You can participate in any of these events as a volunteer, but even when you can't attend, your contribution helps these groups get the resources they need to be bring massage therapy to the public.

We ask you to invest in the future of your profession. It is an investment in your own future as well as the future of the entire profession. Thank you for being a proud contributor to AMTA-WA: The Voice of Massage. Whether you are an AMTA member or not, whether you are a massage practitioner or a stakeholder in the massage profession, we strongly urge you to invest in your future and the future of the massage profession. It is only WITH your support that this organization will be able to continue to accomplish its vital and important work. This replaces the former Chapter fee.

Please go to www.amta-wa.org and click on the "donate" button on the home page today.

Thank you.

Amie LaCock, AMTA-WA President
and the entire AMTA-WA Board of Directors:

Jeri Mayo, 1st Vice President

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Michael LaTour, 3rd VP

Suzan Cook, Treasurer

Michael Mandell, Secretary

AMTA-WA Chapter Fee Change and *Invest in Your Future Fund*

As of January 1, 2014, you now have the choice to give an additional amount toward your chapter, at any time, in any amount, and as many times as you wish throughout the year. This means each member will have the choice to provide direct financial support to their chapter, rather than a chapter fee being a requirement of AMTA membership.

You now have the opportunity to invest in and support your Washington Chapter at a level that is significant for you.

Like thousands of AMTA-WA members, you have likely come to depend upon the many free and low-cost programs, communications and events your Washington Chapter provides throughout the year that help you sustain your practice and your profession.

Your AMTA membership and support of the Washington Chapter make this exceptional service possible.

AMTA-Washington Chapter is your connection to COMMUNICATIONS.

- Assistance from AMTA message therapist volunteers and chapter allies just a phone call or email away. You can find us 24/7 on our chapter website at www.amta-wa.org.
- Up-to-date information on state and local regulations and laws affecting you and your practice.
- *Washington Massage Journal* four times a year, bi-monthly e-news, timely e-mail notifications and calls to action throughout the year.

AMTA-Washington Chapter is your connection to ADVOCACY.

- Member-elected massage therapists in your state who understand and represent your concerns—who amplify your voice to AMTA's House of Delegates and to your state's policy makers.
- AMTA-WA's chapter-funded lobbyist protects your interests at the state level.

AMTA-Washington Chapter is your connection to COMMUNITY.

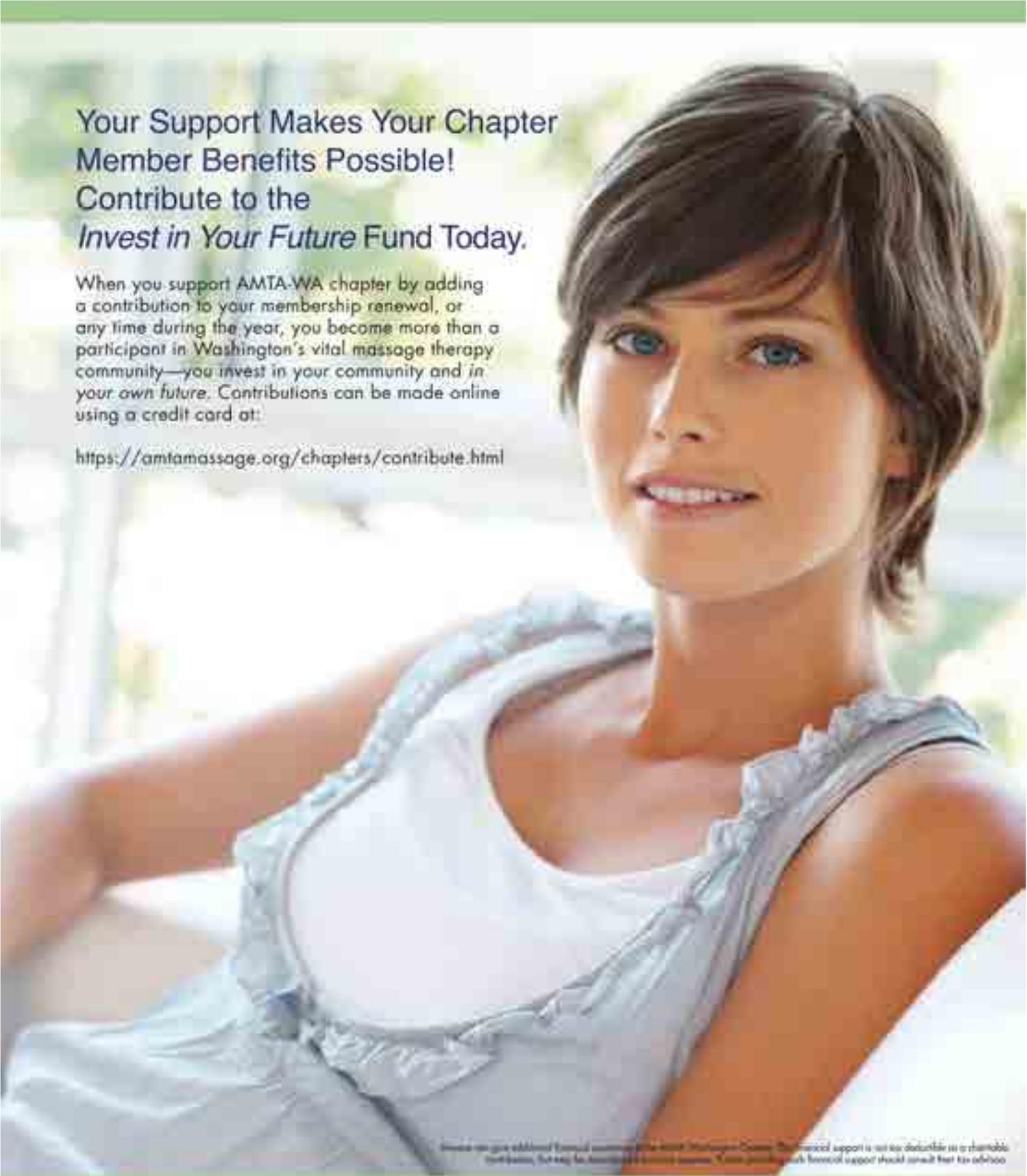
- Access to an existing network of ethical AMTA massage therapists who draw upon their wealth of experience in the profession to provide you with guidance and support.
- Reduced-cost continuing education in your state, organized by your peers.
- Community service opportunities that can help build your skills and massage therapist network.

"I wanted to inform you of the excellent and courteous legal assistance from John Peck and staff at Frank & Boyer Law Group P.C. (an very grateful for the expert legal knowledge on numerous law firm also provided for AMTA-WA but the benefit available to its members."

—James W. Boyer
Franklin, WA

"As a member, I really like being an AMTA-WA member. I met the folks in the 2013 Chapter Conference in Hobart and thought it was going for good. Three weeks later, I received law of 12th day information on the off chance that someone might know where it was. Cathy Olson from the Washington Chapter called the next Friday evening telling me how they had my heater! She got in touch with someone heading to the Ki-Cities and I got my heater back this morning. Thank you, AMTA for being so amazing. You truly do take us in so many ways."

—Susan Lynn Adams
Edinburg, WA



Your Support Makes Your Chapter
Member Benefits Possible!
Contribute to the
Invest in Your Future Fund Today.

When you support AMTA-WA chapter by adding a contribution to your membership renewal, or any time during the year, you become more than a participant in Washington's vital massage therapy community—you invest in your community and in your own future. Contributions can be made online using a credit card at:

<https://amtamassage.org/chapters/contribute.html>

Please see your additional federal income tax return instructions. Financial support is not tax deductible as a charitable contribution, but may be considered a business expense. *Your professional's federal support should consult their tax advisor.

Not a Member?

You can still support our profession in Washington State by supporting the work of the AMTA Washington Chapter. Make a financial contribution to AMTA WA in an amount that is significant to you and participate in your future. Go to: www.amta-wa.org and click on "Donate." Financial contributions can be made online using credit card or check.





Professional Development Taking the Next Steps

MICHAEL LATOUR, LMP

Teaching at a massage school sometimes requires a deftness of hand—one minute I'm helping students with body mechanics, the next minute answering questions about Washington State Law. Most of us on the teaching side of the industry specialize or have passions in certain subjects, but we all wear a variety of hats everyday on campus.

My favorite 'hat' has always been Business. I came to massage as a second career and the world of health care was completely new to me. Perhaps that's why I was so drawn to business topics as a student—I hadn't been a student in 15 years, and it was the one area where I felt some confidence. Regardless of how it started, it stuck. So much so that right after graduation I returned to my alma mater to volunteer in the classroom, helping with resumes and business plans. After a few years of formal and informal instructor training, business and professional communication classes were the first classes I was lucky enough to get to teach.

A few years later, I'm still known as the 'business' guy on my campus. I think that's why I generally receive one to two emails a week from former students, asking for help. The massage fields offers such a wide variety of professional paths—newer practitioners often find themselves finding the 'right' path a year or two after they've begun their career. This is when the emails begin.

"I'm looking for help shifting from spa work to treatment massage."

"My private practice has been slow and I'd like to find a parttime job . . . but I haven't looked at my resume since school."

"Can you look at a cover letter I'm writing?"

"I got the first job I applied for—while I was still a student. I've never had a massage interview anywhere else. Help!"

In massage school I knew—just knew—that my plan was a fulltime private practice (just take a look at my initial business plan). But a funny thing happened on the way to a full-time practice—I fell in love with the classroom—and everything changed. A lot of the communication I receive from newer practitioners is of a similar ilk—I thought I wanted that, but now this has presented itself and I don't know how (or if) to proceed.

So how do you know when it's time to leap at the next opportunity? And what do you do for a successful jump? These are tough questions, and uniquely different for each of us. There are a few things we can do to ensure that we've got the tools on hand when opportunity comes knocking, or when we see seek it out. As is often the case in massage, communication is the key.

Learn to Talk Have Your Tools at the Ready

This may sound pedantic, but the biggest complaint that I hear from employers is that practitioners don't know how to talk—about their skills, their craft and their thought processes. Many people confuse 'rehearsed' with 'insincere'; they confuse 'planning out my words' with 'not being natural.' Many folks, in an effort to be authentic, seem to have accidentally moved away from being prepared. If someone walks into a job interview and has not thought about their strengths and weaknesses (as a practitioner and as an employee) then they haven't done their due diligence.

Practice talking. It really is that simple. If you don't have colleagues or friends to provide feedback and guidance, there are many organizations out there, such as Toastmasters International (www.toastmasters.org), that specialize in helping people learn how to talk with comfort. Not only will it improve your ability to leap at the next opportunity, it will also improve your communication with your clients. Have you had a client leave unsatisfied? When they say that their needs weren't met, and you're totally confused because you did "everything they asked" and you "checked in with them" during the massage? That's not your client trying to confuse you; it's a breakdown in clear communication and you often have the power to change that.

There are a few things that all practitioners should keep up-to-date and have at the ready if they are looking for new opportunities. These may seem simple and obvious, but you'd be surprised at how many of us don't have at least one of them:

1) Business Cards

Whether you're currently an employee or you own your own business; whether you want to be an employee or own your own business, have a business card (and I don't mean the one your current employer provides—using that is just bad form). Until the 1920s, having a 'calling card' or 'visiting card' was common practice. So even if you don't have your own business, you can have a card with your name and contact information (and in our case, license number) on it. It makes it easy on you and on those folks you encounter, and prevents anything from being written down wrong.

2) An Up-to-Date Resume

How long has it been since you last updated your resume? One benefit of teaching resume writing is that I get to update my own several times in a year (that's a bit extreme, but I'm that odd fellow who finds resume-writing fun). When people are looking to start or grow their own business, they often disregard a resume—they think that it's a tool for finding a job, not for owning a business. But your resume is your introduction, it's the snapshot that you can give other professionals to let them know a bit about you. Do you want to develop a relationship with the chiropractor down the street? Your resume is the start of the conversation.

Of course, if your next 'leap' is new or different employment, you already know the value of a resume. That said, you may not know the best way to write one. I could teach a class on the subject (and I do!), but here are a few quick tips:

- There are four basic ways to communicate with a potential employer: Resume, Cover Letter, Application, and Interview. A successful resume starts with determining what information belongs where.
- Do not discount non-massage experience. Employers are looking for good employees—if your non-massage work-history highlights your communication skills, reliability, critical-thinking and/or customer-service experience, find a way to keep it in! Any employer will tell you that it's much easier to teach a practitioner to petrissage better; teaching them how to build rapport is a much bigger challenge.
- Get more eyes on your document. A second (or third) set of eyes is invaluable during the resume-writing process. We don't see what we don't see.

3) An Online Presence

Today, especially here in Washington, an online presence equals legitimacy. If someone can't 'Google' or 'Bing' you, your professional status is often questioned. There are many paths to that presence—a Facebook professional page, a LinkedIn profile, your AMTA website that comes with your membership—all of these are at no additional cost and relatively easy to set up. Website-building applications such as Wix (www.wix.com) and Weebly (www.weebly.com) offer easy website building and hosting, even for people with limited computer skills. Wix in particular has several website templates that are specific to job-seekers; on-line resumes where you can direct potential employers for more detailed information.

Taking a leap in a new direction is never easy—and for many of us it can be downright scary. That's why so many of us seek out guidance and advice from mentors. Not surprisingly, taking a leap also takes work. But if we can focus some of that work towards preparation, we may be surprised by how much easier the work moving toward the destination becomes.

AMTA-WA Partners with Medbridge Massage to Offer Online Education

ANNIE LACROIX, LMP, AMTA-WA PRESIDENT

AMTA-WA is very pleased to announce our partnership with Medbridge Massage. MedBridge provides the rehabilitation community with premium online education, empowering therapists to enhance skills and improve patient outcomes. Now serving thousands of clinicians, Medbridge Massage is dedicated to delivering the same level of online curriculum for massage therapists.

MedBridge is dedicated to improving patient outcomes by providing a comprehensive education platform for the rehabilitation community. Since 2012, MedBridge has changed the way health care providers learn online. Now serving thousands of clinicians, we are excited to provide the same level of online curriculum for massage therapists. Get the support you need to elevate your skills with the highest quality video-based content taught by the industry's leading instructors.

AMTA-WA members will receive a discount on all online classes. The instructors include Ruth Werner, Kelli Wise, Bob McAtee and many more. MedBridge is continually adding content so their library continues to grow. To receive the member discount, log into your account at www.amta-wa.org and click on the "MedBridge" banner. Sample courses are available to view at no charge.

MedBridge provides the rehabilitation community with premium online education, empowering therapists to enhance skills and improve patient outcomes.



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Ruth Werner
Fibromyalgia

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AMTA Washington has partnered with MedBridge Massage, a leading education platform for massage therapists. For a limited time, AMTA members can purchase an annual subscription for only \$49 (regularly \$79). Visit www.medbridgemasage.com/amta-wa to learn more and subscribe. Use **promo code AMTAWA** at checkout.

www.medbridgemasage.com/amta-wa



7

Business Skills That Will Help You Build Your Massage Practice

MICHAEL REYNOLDS AND ALISSA HAINES, LMT

Professional Development comes in a lot of flavors. The obvious varieties are hands-on classes, and the market for Continuing Education is huge. You can learn how to relieve migraines, walk on people, clear chakras and teach stretches.

But if you don't know how to promote those new skills, or you're always stressed out about paying the rent, all the SCM techniques in the world can't help you (or your massage business).

Running a massage business is so much more than just, well, massaging. It's accounting and cleaning and juggling (It's probably good that many of us stumbled into being business owners with a certain naiveté. I would've been scared off if I knew what was in store for me.)

Just like reading the instruction manual before attempting to assemble furniture, learning a few skills can make the tasks of running a business much, much easier.

continued on the next page

7 Business Skills That Will Help You Build Your Massage Practice

continued from page 15

1 Etiquette

Courtesy and protocol matter, and even more so when you're in a business that involves a high level of trust. When you have a solid handshake, when you smile and make eye contact when meeting and greeting people, that counts. It helps a potential client feel more comfortable and assured that you are trustworthy and respectful. That matters a great deal when their next activity is to undress and be touched.

2 Clarity about the policies in your business.

Beyond the handshake, knowing how to communicate clearly on the phone and in email is vital. Here's a really common example: A client leaves a voicemail asking for an appointment, "any evening this week." You call the client back and leave a voicemail, "I have Thursday at 6pm open, that's the only night available. Let me know if you want to book that."

A day goes by and you don't hear back. Another client calls and asks for an evening appointment. And now you've got an issue. If you give the appointment to the second client, will the first call back and then be disgruntled that it's no longer available?

But if you don't give the appointment to the second client, will you end up with a huge (and expensive) hole in your schedule? Eeek! So much icky uncomfortableness. But it could all be avoided if you originally left a message that said, "I have Thursday at 6pm open, please let me know by 9am tomorrow morning if you would like to book that appointment."

Likewise, informing new clients about your cancellation policy, intake forms and any other office policies when they book the appointment is important to avoid confusion (and the resulting anxiety for both parties) and dissatisfaction.

3 Time management and discipline.

When you've got some flexibility in your schedule, it's easy to be too flexible. Got a day with not enough clients? May as well go grocery shopping! Or catch up on the Netflix list! And this is cool. One of the benefits of being self-employed is deciding that the last-minute cancellation = a surprise afternoon nap.

The downside is that it becomes easy to blow off business and marketing tasks that can help your business grow.

Setting structured business hours, and committing to them, can make a dramatic impact on your productivity and success. It may take awhile to train your family and friends to respect those hours, it's a process.

Once your business hours are structured, you can schedule tasks and stick to them. Cleaning, working on your website, organizing receipts and paying bills, should all be tasks scheduled right into your calendar. Write them in, then treat them with the same diligence and respect you would a client on your table. Turn off the phone, log out of Facebook, and do the task.

For most business owners we work with, this is the biggest challenge. But managing these day-to-day tasks well is a game-changer. It takes you from a massage hobbyist to a legit, respectable business owner who can set and meet goals, and more importantly make a living.

4 Delegate.

You won't be good at everything, and you shouldn't try to be. Yes, you should know how every facet of your business works. But you don't have to be the person executing every task, all the time.

If cleaning your office is a hurdle, find out how much a cleaning person costs and decide if you would rather clean or work an extra hour a week to cover it. Likewise for filing receipts, basic accounting and anything else you dread.

5 Networking.

A lot of massage therapists (and people in general) are put off by the word "networking." It conjures up images of sleazy sales people shoving business cards in everyone's face.

When done with thoughtful intention, networking is a great way to grow your massage therapy practice and does not have to make you feel icky.

Networking can mean joining a structured group like BNI or your local chamber of commerce. It can also be as simple as attending various events around your area and striking up conversations. Networking is simply making connections, both for yourself and other people.

If you're uncomfortable with the idea of meeting strangers and "putting yourself out there" at events, listen to this podcast episode on networking for massage therapists for help getting started.

6 Technology skills.

Not everyone loves technology. In fact, many people flat-out hate it. It seems like our computers and mobile devices never quite work the way we want them to.

Lack of tech-savvy can be a detriment, however, to your massage practice if you give in to your inner curmudgeon too much.

If that client wanting a last-minute appointment emails you, you want to be able to get your messages on your smartphone and book the appointment easily. If you need to reach new clients you want to feel comfortable using social media to market your practice. Online booking can help you bring in more clients and being comfortable with the technology can give you a competitive advantage over other massage therapists in your area.

If you're not comfortable with technology, there are a couple of ways to get better. One way is to simply click stuff and see what happens. It's pretty rare that you will actually break something beyond repair. Another way to learn is to make Google your best friend. If you're not sure how to do something on the computer, type the question into Google and you're likely to get plenty of answers.

If you get stuck, you can also email podcast@massagebusinessblueprint.com and get your question answered "on the air" on the Massage Business Blueprint Podcast.

7 Basic money management.

Many massage therapists are uncomfortable with money. Massage therapists are such giving, generous people by nature that they often don't really buy into the idea that they should get paid for what they do. Others are fine with this aspect of business but still lack basic money management skills.

Think of it this way: you can't help other people unless your own business is in order. If you have no money, you're stressed out and you can't invest in your practice and this will hold you back from being your best self as you try to help others.

You don't have to become a CPA to manage your practice well. Some basic concepts that will help you as you run the financial side of your practice include:

- Operate on a budget.
- Keep a few months of expenses in a "reserves" or "emergency fund" account.
- Pay off all debt as quickly as possible and don't ever borrow money.
- Work with a bookkeeper or CPA on a regular basis to keep your books in order.

A good way to organize your business bank accounts is to have three separate accounts: operating account, reserves, and tax account. Your operating account is for daily expenses going out and payments coming in. Your reserves account is your "rainy day" fund for emergencies or slow times. Your tax account is where you put aside 25%-35% of every incoming payment so you're not taken by surprise when it's time to pay your quarterly or annual taxes.

Managing the financial aspect of your business may not sound like much fun, but if you stay on top of it you will find that your stress level will decrease which makes you a better massage therapist.

Are there learning curves for business skills? Absolutely. But mastering the art of running a business is what turns a hobby into a long, satisfying career of helping others. That's worth the effort!



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Kick Starting Social Media for Your Business

Does this social media icon bar make you feel overwhelmed? It should! But social media does not need to be scary. Take one step at a time. Most commonly used are Facebook, LinkedIn and Twitter so I will focus on those.



MICHAEL MANDELL, LMP

Read all the wonderful help files out on the internet. Find a mentor to help and guide you. Join some free networking groups through Meetup or other sites. There are tons of Facebook groups where you can ask questions and don't be afraid to join non-message groups to learn more.

Most of us already have a Facebook and LinkedIn Page. Adding Twitter is a nice feature due to the 140-character limit. I'm sure you can say something in 140 characters.

continued on the next page



Starting Out Simple

When you chose a name for your business you made sure you could use it online and possibly Facebook. If not, you can be creative and come up with a nick name or DBA and create a better name that describes what you do. Your business can be registered at "YOURNAME PLLc" but your website might be "bestmassageinseattle.com". Get out on Twitter and create an account like BMIS which would translate to a hashtag #BMIS. It's easy to remember Best Massage In Seattle [BMIS]. This is more a search engine optimization (SEO) practice and hashtag practice.

Now get your Facebook page. There is a difference between personal and business Facebook pages. Medical providers should not be interacting with clients on their personal Facebook. Medical providers have lost their licenses due to unethical behavior and HIPAA violations. Just create a business page for yourself and have your clients connect to that.

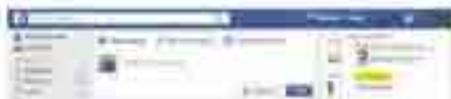


Facebook Business Page



Now that you have your name of the business and website, you need to create a business page. It's recommended that your business page be the same as your website to keep the branding going. So with our example, our Facebook business page will be "BMIS" or "Best Massage in Seattle". You can have the name "Best Massage in Seattle" and have the page be www.facebook.com/bmis as long as no one else has registered that name or abbreviation. You want to keep things short and branded at all times when coming up with names.

To create your business page, you just have to log into your personal Facebook page. Click on the down arrow in the top right of the tool bar and click on Create Page.



For this article, I decided to add myself as an LMP under the Health and Beauty category. (Since no one has claimed BMIS, I'm leaving that for some other entrepreneur to grab up. Deadline is one month after this article goes live in the Journal.) My business page is "Michael J Mandell, LMP" and my shortcut is www.facebook.com/mjmlmp. Now my toolbar has three pages that I manage.



Notice the full name of my page shows up in the toolbar and I have to be very careful to only allow clients to follow me there and not my personal page. You can also put your colleagues on your business page instead of your personal page.

There are some best practices with Facebook and LinkedIn that I follow:

Personal Facebook

These are my close friends that you would call up and go have a beer or coffee with. They know you personally outside of your work and professional life. Keep this hidden from the general public.

Facebook Business Page

Colleagues and clients only. Some of your personal friends like to follow you here too and that's OK. But if you see a new client in your office and then they want to be friends on Facebook, point them to your Facebook business page. Keep your business separate from personal. See "Open to the Public" (this is a choice in the setup). Each bullet has what this setting should be.

LinkedIn

This should be strictly limited to people you have done business with or employed. Would you recommend this person to a prospective employer or business? This is not where your friends or acquaintances should be linked. They would be on my About page and open to the public.

Have a clear policy on your social media applications. Follow them and try not to cross the lines between personal and business. You can cross post on all of them so that's OK.

Twitter



Twitter is a 140-character platform for you to get a quick message out to your audience (followers) on your twitter account. 140 Characters goes fast so you have to be quick and witty sometimes when posting. I recommend that you always leave room to send them to your website, "jump page" or blog post. This is a great way to see how well your tweets do. You can set up advance settings on your website analytics.

Twitter only allows you to have one email linked to a twitter account. So if you have more than one email account like yourname@yourwebsite.com. You can easily setup an alias on most email systems and point it to yourname@yourwebsite.com. An alias is not a real email address but if someone sends you an email to info@yourwebsite.com (alias) it would end up in your regular email address. (Check with your mail provider on aliases)

Create your twitter account with the BMIS as your Twitter account. This will allow people to tweet very easily. So every time you tweet, you're going to put the hashtag #BMIS. Not only are you continuing your brand but it will take them to all the other tweets about you and your link to your website.

Link your twitter account to your Facebook Business Page so every time you tweet 140 characters it's posted to your Facebook business page as well. [See below for instructions] If you have something more than 140 characters to say, then use Facebook or a blog.



LinkedIn is business-to-business and employment social media. As a business person, you put your resume out there where businesses and potential employers can find your skills and post jobs to your skill level. It's also used primarily for you to introduce colleagues to your business connections. For example, if you wanted to work for the DreamClinic and you see that one of your associates you've worked with in the past works at the DreamClinic. You would ask them through LinkedIn to make an introduction for you. LinkedIn is not only a social media but great place to find and write articles based on your profession or interests. Unlike other social media sites, LinkedIn requires there to be a pre-existing relationship. Do not just let anyone become your friend on LinkedIn. A lot of scams start with someone asking to be your friend and then try to sell you something. And just because they are friends with someone you know, don't friend them as you are somewhat endorsing them as well. People can always follow you on LinkedIn without being a friend.

Its best practice to have the LinkedIn social media icon on your "About" web page. It's for colleagues and business vendors to connect to you and recommend you to other potential business.

Linking to Your Website

Now that you have a business page and twitter account you can now connect them to your website. Depending on the type of website you have, you always want to follow some simple rules in linking everything together. SEO likes to see your links at the top. Potential clients want to see what other people have written about you. So they will be more apt to click on the Facebook link before booking an appointment with you. They also like to see your twitter account and see what people have tweeted about you. At the top of your website, you should have your navigation, "Call to Action – Book Now Button", any social media and Newsletter signup if you have one.

If you are using a content management system (CMS) like WordPress, Weebly, Wix or some other database-driven system, the CMS systems have "Widgets" to install so programming becomes very easy. Even static HTML pages will work. The CMS systems have "Widgets" to install so programming becomes very easy. So if you want to have a scrolling Facebook or Twitter box on your website, using a CMS is much more streamlined and has a "click and install" features.

NOTE: I'm a WordPress user. I like it because it's free and allows people create all different kinds of widgets. I also like the feature of being able to do a blog post on my website and have it go out to Twitter and Facebook. Isn't that the best way to market yourself and drive traffic to your website?

Driving Traffic with Social Media

There are many ways to drive traffic to your website and ways to use social media. This is more of a kick start to get you started. Twitter can feed into Facebook. If you use a CMS system, your blog post can feed to Twitter and Facebook. That way you are only posting once and it gets transmitted out to other systems.

Start out slow and be consistent. Have a plan in place. Most people are surprised when they start posting how big a response they get. Here are a few ideas to get you started.

1. Now that you have linked it to your website, make sure there is a link on every printed and electronic marketing pieces. Anywhere your name is printed, your Facebook and Twitter account should be as well.
2. Ask people to like your Facebook Page or follow you on twitter. Be careful of scams and if you don't know them, ignore them, but remember they could be a potential client. Have your rules spelled out in your email announcement that you have a page and Twitter account.
3. First 10 that like your page will be entered into a drawing for a free massage. Do not offer incentives to attract good comments. This can get you into trouble with the social media site and get your account suspended or cancelled. Let them happen naturally and unrehearsed. Consumers are smart and they will recognize fake comments and "likes."
4. A great way to drive traffic is announcements. An announcement can be anything from weekly openings, taking a new class, reading an interesting article, funny quote of the week or last-minute cancellations you want to fill.
5. Create a plan and stick to it!

Social Media should be a part of your marketing plan. Most of us plan out the year with our specials and holidays / events. Social media should be a part of this.

Helpful Links *Here are some helpful links to get educate yourself more.*

Connecting your Twitter account to FB Page

<https://support.twitter.com/articles/31113>

SEO Basics

<http://searchenginewatch.com/sew/how-to/2259693/seo-basics-8-essentials-when-optimizing-your-site>

Beginner's Guide to SEO

<https://moz.com/beginners-guide-to-seo>

Dominos Commercial is a great example of seeing it all work together—Order Pizza on any device any app—Text, App, Twitter. <https://www.youtube.com/watch?v=FJKVZT9Hk>



NETWORKING

If groups meet in person, here's where.
To add a group, email main@amta-wa.org to be listed.

Bellingham North Cascade Massage Connection

Contact:
Erico Gorat
360.739.9185
ericofamericalline.com
www.NCmassageconnection.org

Meets:
2nd Tuesday of the month
Sept - May

Time:
5:45 - 8:45 pm
3 CEs

Place:
Garden St. Methodist
Church Annex Room B
1326 N. Garden
Bellingham

Presenter Series:
Oct. 20
"Muscular Origins and
Treatment of Headaches"
Pat O'Rourke

Nov. 17
"Compassionate Care:
Bodywork and Cancer"
Meg Robinson

Dec. 15
No Meeting - Happy
Holidays!

Jan. 19
"Myofascial Trigger Points
and Assessment Tools for
Common Conditions"
Ed Deboo

Announcements:
Our NCMC website provides
you with information on CE
classes, including Ethics and
CFR/FA, classfads and CE
meeting presenters. \$15
each meeting or \$80 per
year (paid in Sept. and Oct.)
For details and to receive
our monthly "eNews and
Updates," visit
www.NCmassageconnection.org

Bremerton Massage Network Solutions

Contact:
Lesley Bush
360.377.2900
massage@networksolutions.com
massagenetworksolutions.com

Meets:
Second Tuesday of the month.
We meet 11 months out of the
year, and take a break in
December.

Time:
12:30 - 1:30 for business
1:30 - 2:30 for guest speakers

Place:
Bremerton First United
Methodist Church
1150 Monroe Drive
Bremerton

Everett

Snohomish County Massage Therapists Network

Contact:
Stephen Wooding, IAMP
425.776.1307
stewimp@comcast.net

Meets:
2nd Monday of the month
Sept - May

Time:
6:15 - 9:15 pm

Place:
PUC Building
2320 California Street
Everett

Announcements:
To join our mailing list, email:
stewimp@comcast.net

Olympia South Sound Massage Therapists

Contact:
Alison Hanell
360.280.0098
ahanel@gnail.com

Meets:
Monthly meetings followed by
either continuing education or
social events.

Time/Place:
Meetings vary so check out
Facebook page at
[Facebook.com/SSMTolympia](https://www.facebook.com/SSMTolympia)
or sign up for our monthly
newsletter.

Announcements:
Workshops are an excellent
way to receive local, low-cost
continuing education.
Meetups are a fun way to
connect with other IAMPs and
stay updated on massage
news. Sign up for our
new monthly E-newsletter!
Find more information on
[Facebook.com/SSMTolympia](https://www.facebook.com/SSMTolympia)

Port Angeles

The Olympic Massage Community

Contact:
Pat Carter
360.457.0333
pcpr@olympen.com
Darla Workman
darlow@willowmnt.com

Meets:
Second Tuesday of the month
from 6 - 8:30 pm in Sept,
Nov., Jan., March, and May

Time:
May: 6:30 pm social and
business 7 - 8:30 pm program

Place:
Presbyterian Church
138 W. 7th Street
Port Angeles
Unless otherwise indicated

Classes:
Nov. 10
"An Introduction to the
Theory Behind Sharon
Wheeler's Scarwork"
Marilyn Beech and
Barbara Light

Jan. 5
"Aston Kinetics Fitness For Self
Care, Rehabilitation, Injury,
and an Aging Population"
Vickie Dodd

March 8
"Hospice Massage"
Elizabeth Ashair

May 10
A lively round table
ethics discussion
Scott Ashair

Announcements:
The Olympic Massage
Community celebrated its
10th anniversary in 2013.
We schedule at least two
Saturday workshops during
the year. We enjoy the
opportunity to get to know
and support one another,
as well as increase our
professional knowledge.
We welcome all IAMP!

Find These Groups on Facebook:

AMTA-WA Chapter of
Massage

Greater Wenatchee
Area Massage
Alliance

IATs (IAMPs Around
Tacoma)

North Cascades
Massage Connection
NCMC

Palouse Massage
Therapy Network

SCMTN (Snohomish
County Massage
Therapists Network)

South Sound IAMPs
Tri-Cities Touch

AROUND THE STATE



Pullman

Palouse Massage Therapy Network

Contact:
Mandi Denning, LMP
509.432.9593
PalouseMTND@gmail.com

Meets:
Second Tuesday of
odd numbered months
(Jan., March, etc.)

Time:
6:30 pm

Place:
Alternates between
Pullman, WA and Moscow, ID
Check our Facebook page

Announcements:
We began our meetings in July of 2014 and already we have created strong interpersonal connections, taken part in a community Massage Awareness event, and are working on bringing CE opportunities local in 2015! Stay tuned via our Facebook page for details of CE offerings and meetings. In 2015 we will continue our momentum. We invite you to bring your individual skills and add to a collective force for forward progression of massage in our communities...and have some fun!

Seattle

Seattle LMP Network

Contact:
Joy Davidson, chair
davidsonj13@gmail.com
SeattleLMPnetwork@gmail.com
www.facebook.com/seattle.lmp.network

Meets:
4th Sunday of each month
(with possible exceptions
near holidays)

Time:
1 pm Sign-in & brief meeting
1:15 pm CE Presentation
followed by networking

Place:
New location for our
meetings is Massage Envy
in Shoreline, at 20124
Ballinger Way NE,
Shoreline, WA 98155

Announcements:
Our monthly meetings &
2 CE presentations are open
to ALL licensed massage
practitioners. We just
welcome the opportunity to
network, share, and learn
together. Also, currently
enrolled massage students
may join us at our meetings
for free. Every meeting is
\$10 with a presenter to earn
2 CEs.

Please RSVP to help us know
how many people to plan
for—thank you!

Spokane

Spokane Regional LMPs

Contact:
Mariah Neeson
509.389.2474
MariahNeeson@twi.com

Meets:
2nd Tuesday of each month

Time:
10 am

Place:
The Space
201 W. Riverside Ave. #307
Spokane, WA 99201
On the corner of Riverside
& Brown, Entrance is on
Brown

Announcements:
Open to all LMPs. We met in
March to get acquainted with
one another and discuss our
expectations and hopes for
building a strong group here
in Spokane. We've already
been speaking to several
talented professionals willing
to provide CEs for us. Sign
up for the mailing list below
to receive updates as they
become available. We look
forward to meeting you and
serving the Spokane area.

We have started a mailing
list to help better organize all
of us as well as to keep you
up to date with any schedule
changes or upcoming events
that do not get listed here.

Tri-Cities

Tri-Cities Touch

Contact:
Jon Cozens
509.781.1411
jcozens@clearwire.net
www.facebook.com/groups/
TriCitiesTouch

Meets:
Every odd month, 3rd
Sunday, if date changes,
a notice will be blasted to
group members by Ann
Mateo our webmaster

Time:
2 - 4 pm

Place:
Touch Education
Therapy Place
636 Towhee, Ste. D
Richland, WA 99352

Upcoming Meetings:
Nov. 15
Holiday Social

Announcements:
TCT meetings are averaging
30 LMPs at the Touch
Education Therapy venue in
Richland. There is no charge
for attending and meetings
are open to the public.
However, if you want CEs,
there is a \$20 fee paid to
the presenter for 2 hours
of education. We have
discovered many talented
instructors capable of sharing
their modalities. We are
gradually linking our LMPs
in a personal way. Phone
calls are still appreciated
by attendees. A letter was
mailed to area massage
schools inviting students.

Vancouver

Vancouver Massage Society

Contact:
Scott Lesieur
scottturninghands@gmail.com

Meets:
We meet during even months
on the second Monday
Contact Scott for more
information.

Time:
7 - 9 pm

Wenatchee

Greater Wenatchee Area Massage Alliance

Contact:
Dena Hall
509.860.1409
denahall@charter.net
Facebook - Greater
Wenatchee Area
Massage Alliance (GWAMA)

Meets:
2nd Tuesday of the month,
except for June, July and
August

Time:
7 - 8:30 pm

Local Massage Networking Groups; Planting the Seeds of Leadership

ALLISON HANELT, LMP
AMTA-WA VOLUNTEER DEVELOPMENT COORDINATOR

Local massage networking groups are often the training grounds where inspired and passionate LMPs become leaders. A seed is planted in the comfort of your local peers where it is nurtured and grows roots. The seedling branches out; learning and growing, reaching further into the community and with the community's support, becomes stronger and matures into a thriving plant.

This is a perfect example of how local massage group leaders are nurtured and inspired into becoming volunteers on the state or national level. You do not have to have the loudest voice or the most experience. Sometimes it just takes a little support to ground your roots so you can spread your reach.

"Volunteering has been a worthy challenge," shares Shannon Fuller of the North Cascades Massage Connection. "By nature, I'm fairly shy and usually feel anxious speaking in front of people. I challenged myself by volunteering in a leadership role, and have become so much more comfortable and confident speaking to large groups, which has carried through to my career where I have been growing my small clinic."

Networking is a fantastic way to meet people and learn new ways to help your patients or clients. Show up to an organized meeting and start making connections with people in your community.

Mariah Neeson recently started the Spokane Massage Awareness and Involvement Network. "I love the opportunity to create a space where massage therapists can come together, network, and feel a connection towards one another and not just see each other as competitors."

Getting involved doesn't mean you have to run for an open board position right now. It can be as little as staying informed by reading your massage-related newsletters, magazines or Board of Massage listserv updates. Staying informed puts you in a position to participate in discussions, help other LMPs and feel confident in your own business practices.

Getting involved can also mean providing massage at an event, or sending comments to the Department of Health Massage Board about proposed changes to our massage WACs. Educating non-LMPs about the benefits of massage helps to advance the profession and protect our right to practice.

Darla Workman and Pat Carter of the Olympic Massage Community describe their volunteer experience. "Because of our connection with other leaders in our state, we are able to see the bigger picture of who we are and where we are going as a profession. This knowledge adds to our confidence as we work and speak with colleagues and clients."

Teaching can increase your involvement by sharing a technique that you are passionate about with other local LMPs. Feel connected to your community and know who the expert is if you have a question, or who to refer to when you're stumped.

If you feel inspired by the connections you make in your own community, you will only find more support as you branch out and start getting involved at the next level. AMTA-WA has many opportunities both large and small for willing volunteers. Contact myself or Patty Phillips in Volunteer Support and Development for more information.



—Allison Hanelt is the Executive Chair of the South Sound Massage Therapists networking group and also serves as Volunteer Development Coordinator for the AMTA-WA Chapter. She is the lead LMP at Sutton Chiropractic and Massage in Ferret, Wash. She can be reached at 360.280.0098.



WASHINGTON SPORTS MASSAGE TEAM (WSMT)

GRANT GRUBB, LMP

From last season to this one, the Washington Sports Massage team has seen a lot of changes. Along with our usual event list, we had some new events and a lot of new faces.

This year one of the events I had the great fortune of being a part of the 2015 US Open Championship Golf Tournament's Wellness Team along with 35 of my fellow Washington Sports Massage Team members. The Wellness Team consisted of massage therapists, chiropractors, physical therapists and more. We provided our services to the players, caddies, PGA staff, and all the volunteers it took to put on the Open at Chambers Bay Golf Course in University Place. The head of the Wellness Team, Dr. Jeff Poplarski, remarked on a few points:

First, he was able to staff his team in one month instead of four. He is located in New York and does most of his recruiting via phone and email. In October of 2014, I invited my entire team to contact him. Second, at the event he had higher than normal attendance from the massage therapists. As it turns out, in previous tournaments, volunteers have a tendency to no-show. Third, the massage therapists at the volunteer pavilion did many more massages than had ever been done at a US Open. It is not a competition, but if it was, we set new high standard.

The US Open and the PGA were quite generous with a swag bag of goodies and keepsakes for volunteering. However, I feel the true reward was to represent Washington, Washington massage therapists, the Washington Sports Massage Team, and the American Massage Therapy Association.

When I reflect on my experience, I realized that as a massage therapist, I focus on providing the best or most therapeutic massage I can to my clients and it's easy to forget that part of the massage experience is the professional attitude before and after the massage. Many of my team members and I have been invited to provide massage at next year's US Open Golf Championship in Oakmont, PA and I think that says a lot.

—Grant Grubb, LMP is the WSMT Director. He can be reached at wsm@amta-wa.org



A. Grant Grubb at the Wellness area, U.S. Open at Chambers Bay Golf Course in University Place, WA.
 B. (l to r) Joe Sage, Steve Wooding, Loel White, Joseph Major at the U.S. Open. Photo credit: Steve Wooding, LMP
 C. Loel White Photo credit: Steve Wooding, LMP

2015 WSMT Event Calendar

This is not a complete listing of events for 2015. It is what was in place at press time. Please check future issues of the Washington Massage Journal and the website at www.wsm-wa.org for updates. To sign up for events, visit the website or contact Scott Lewman, 360.513.3210 or wsm@amta-wa.org

OCTOBER

- 17 End of Season Meeting & Dinner Federal Way
- 25 Tri-Cities Marathon

NOVEMBER

- 27-28 Seattle Marathon Expo, Seattle
- 29 Seattle Marathon, Seattle

2015 Skills Calibrations

Team members must renew the Skills Calibration every two years. New team members must take this course prior to working their first event. These courses are free to WSMT members. Cost is \$45 for non-WSMT members.

Completion of course earns three Continuing Education hours. To register, go to amta-wa.org/events.

Volunteering for Professional Growth



ALLISON HANEIT, LMP
AMTA-WA VOLUNTEER DEVELOPMENT COORDINATOR

I believe one of the biggest contributors to a person's professional growth is the ability to see beyond yourself and your daily activities and be willing to participate in a community by working for the common good. Community recognition for your service can be a rewarding and inspiring moment in your career that connects you with the movers and thinkers of the industry.

Some people participate by teaching and sharing their knowledge to benefit the massage community. Some participate by being a leader and donating their time to advance the profession. Others participate by writing letters or making phone calls to help people connect on a topic. However you are moved to participate, AMTA has a program or an opportunity to get you involved.

The Washington Sports Massage Team (WSMT) is an opportunity to network with other LMPs, have fun getting paid to do event massage, and educate the public.

The *Washington Massage Journal* is an outlet for members to communicate with LMPs all over the state about current issues affecting our industry.

The Community Service Massage Team holds events to help people in times of need, thank our firefighters and other first responders, and give back to the community by sharing what you love; massage.

Serving in the House of Delegates gives members an opportunity to affect the position, focus or operations of AMTA as a national organization.

The Government Affairs and External Relations Program gives LMPs a chance to share massage with our legislators or work with the lobbyist to advise our elected representatives how legislation affects our profession.

The Convention Program invites LMPs to participate in the biggest massage-networking event of the year and get continuing education all in one weekend.

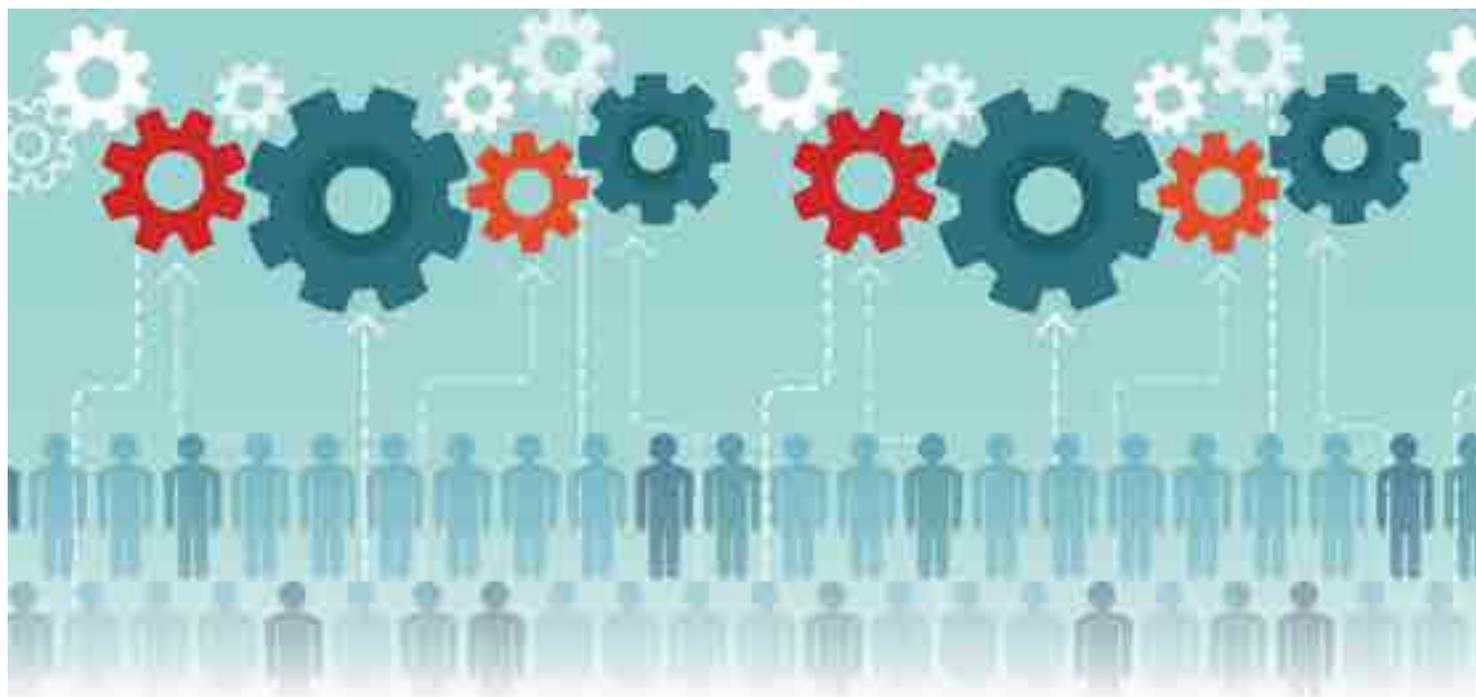
The Member Outreach program connects LMPs with massage schools to give members a chance to inspire future LMPs.

Serve on the AMTA-WA Chapter Executive Board to be on the team behind the scenes that makes the magic happen.

The Volunteer Support and Development Program gives recognition for the accomplishments of members and provides LMPs with opportunities for professional growth through volunteerism.

Getting involved with the Washington Chapter of AMTA can open connections to serve as a national volunteer or participate in national events.

Check out amta-wa.org for more information about AMTA-WA programs and volunteer opportunities and how you can get involved. Or feel free to contact me, the Volunteer Development Coordinator at main@amta-wa.org.



CALL FOR CANDIDATES!

AMTA-WA Chapter Officer Candidates

The AMTA-WA Board is looking for candidates interested in filling the following three positions on the Chapter board:

President

(must currently serve on the Board to run)

2nd Vice President

Secretary

(All 2-Year Terms)

House of Delegates Candidates 2016/2017

We are also looking for candidates interested in serving as a Delegate or Alternate Delegate. Delegate and Alternate Delegate terms begin March, 2016.

2 Positions to the House of Delegates

2-Year Term

5 Alternate House of Delegates Positions

1-Year Term

Those elected as Alternate Delegates will be called upon to serve as a Delegate if one of the Delegates is unable to fulfill their term. Delegates are limited to serving three consecutive terms.

Elections for Chapter Officers and Delegates will once again be done online in 2016. Elections will be open from March 2 - 15, 2016, providing the opportunity for all Professional AMTA-WA members in good standing the opportunity to vote. The newly elected officers and delegates will be announced at the Annual Meeting on March 19, 2016 at the Comfort Inn in Olympia.

To ensure you receive notification of the elections, please be sure you have a correct and current email address on file with the National AMTA office.

A candidate for elected office must be a Professional member of the AMTA in good standing. Term of office for chapter officers is two years.

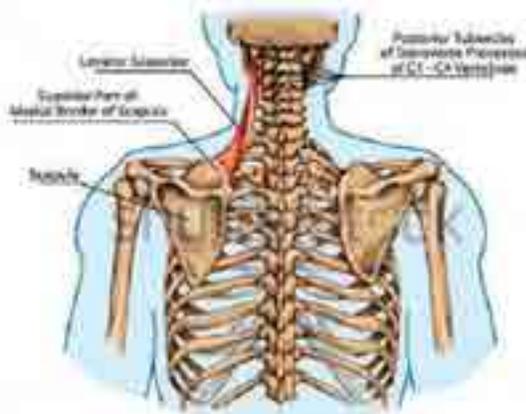
Position descriptions and applications Chapter Officers, as well as House of Delegates, can be found on the website at www.ama-wa.org. If you'd like to have the position descriptions and/or application mailed to you, please contact the Chapter Office at 425.823.1347 or office@ama-wa.org.

If you are interested in serving in any of these positions, please submit your candidate resume and signed Code of Conduct to office@ama-wa.org. All applications must be submitted **no later than 5pm on Feb. 1, 2016**.

Please contact Scott Lesieur, scottsrunninghands@gmail.com, AMTA-WA Chapter Online Election Coordinator if you have any questions about the position, responsibilities or application process.

Levator Scapula

SUSAN BARRETT, DC



The levator scapula is a common pain generator in the cervical and scapular regions. It attaches to the transverse processes of first four cervical vertebra and inserts on the superior angle of the scapula extending along the medial border down to just above the spine of the scapula. Its main action, when the spine is in a fixed position, is to elevate and medially rotate the shoulder blade. Its secondary action, when the scapula is fixed, is to ipsilaterally side bend and rotate the cervical spine.

The levator scapula is very commonly involved in patients with forward head posture. In our day and age today with phones, computers and other electronic devices, forward head posture is a growing, ongoing challenge. In these patients, the levator is over challenged and over worked causing the scapula to elevate and the insertion point of the muscle gets chronically shortened and tight. Often there will be a myofascial trigger point (affectionately known as a 'knot') at the attachment at the superior angle of the scapula. It can also be a culprit in contributing to headaches.

The levator is effectively treated in a seated position, although can also be done supine. The provider stands behind the patient with a thumb contact on the levator at the superior angle of the scapula, looking for adhesion. The patient will shrug the shoulder to elevate the scapula. The provider provides a downward pressure with the thumb while the patient moves the arm across the body toward the opposite hip. Then the patient contralaterally rotates and flexes the cervical spine (looking down toward the contralateral axilla). Often patients will report tenderness or a 'good hurt' when treating the levator. Several passes will be needed to treat the muscle.



—Susan Barrett, DC is a chiropractor in private practice at Pearson and Weary Clinics in Spokane, WA.



Take Your Career to the Next Level with Continuing Education

What is a CEU?

One (1) Continuing Education Unit is equal to 10 hours of continuing education. The state of Washington and AMTA require hours of education, not Units. If a class or workshop states that it offers 5 CEUs, then that class or workshop should be a total of 50 hours. If it is not 50 hours, but only 5 hours, then you would receive .5 CEUs, or 5 hours of continuing education.

Washington State

State License Renewal requires 24 hours every two years. Everyone who is licensed must meet this requirement. For details, visit: www.doh.wa.gov/massage, click on "Licensing Requirements," or call 360.236.4700.

AMTA Professional Membership

requires 48 hours every four years. Anyone who is a Professional AMTA member must meet this requirement. For details, visit: www.amtamassage.org and click on "education" or call 877.905.2700.

NCBTMB

(National Certification Board for Therapeutic Massage and Bodywork) Anyone who is Nationally Certified must meet their requirements, which can be found at www.ncbtmb.com or by phone at 800.296.0664.



Glyn Desmond, LMP at a 2014 Massage Awareness Day.

Volunteer LMPs Needed for Massage Awareness Days (MAD)

2016 Dates to be Announced

Plan to join us for Massage Awareness Days from 10am - 3pm. Dates will be announced via email and on the website.

MAD is an opportunity to show our lawmakers what we do by letting them experience massage themselves. LMPs volunteer a day to come to Olympia and do massage. Once again, it is a very important year for us to have a strong presence in Olympia.

We need to make sure our leaders know how valuable massage is in the pursuit of health and wellness. AMTA-WA will provide a legislative briefing before we start massage work. Come join your fellow LMPs for fun, networking and a chance to educate our legislators.

AMTA-WA provides lunch, water, face cradle covers and intake forms. You provide a massage chair (or share one).

Sign-ups in advance are requested at least three days prior to MAD. To sign up, go to www.amta-wa.org and click on "Massage Awareness Day" in the "Upcoming Events" column, or call the Chapter office at 425-823-1347.

2016 Washington Educational Conference

Hosted by AMTA-WA

April 23-24



VERONICA HILDEBRAND
AMTA-WA CONVENTION DIRECTOR

We are excited to announce the Washington Educational Conference being held in Spokane, WA on April 23-24, 2016. To continue our commitment in offering excellent continuing education opportunities for all WA state LMP's, we are focusing on quality education and celebrating our community at the DoubleTree by Hilton at the Spokane City Center. Over the two-day conference, you will have an opportunity to attend up to 16 hours of classes and network, unwind and celebrate at our dance party on Saturday night. The DoubleTree has offered us a very reasonable discounted room rate that we are extending to all attendees. The full schedule is still being confirmed and will be announced in early 2016 with a beautiful full color printed brochure.

If you have any interest in helping make the 2016 Washington Educational Conference a success, please contact the Convention Committee at convention@amta-wa.org

Calendar of Events

October

- 16 Chapter Leadership Retreat
6 - 9 pm
Dumas Bay Center in Federal Way
- 17 Chapter Leadership Retreat
8 am - 6 pm
Dumas Bay Center in Federal Way
Speaker: Nathan Nordstrom,
President Elect, AMTA National
- 18 Chapter Board Meeting
9 am - 1 pm
Federal Way
- 25-31 National Massage Therapy
Awareness Week

December

- 2 Chapter Board Meeting
Conference Call
7 - 8:30 pm

January

- 10 Chapter Board Meeting
Finance Committee
10 am - 5 pm

February

- 6 Chapter Board Meeting
Conference Call
9 am - 1 pm

March

- 19 Annual Membership Meeting
Olympia
9 am - 5 pm

April

- 22 Chapter Board Meeting
Spokane
7 - 10 pm

- 23-24 2016 Washington
Educational Conference
DoubleTree by Hilton,
Spokane City Center
Spokane

May

- 12-15 2016 International Massage
Therapy Research Conference
Hosted by Massage Therapy Foundation
Renaissance® Seattle Hotel
Seattle
For details, visit
<http://www.massagetherapyfoundation.org/research-conference/>

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www.twitter.com

SAVE THE DATE!

AMTA-WA Chapter

Annual Business Meeting, Awards & Workshop



Saturday, March 19, 2016 9am - 5pm

Comfort Inn, Olympia, WA

Lunch Provided

First-Ever All Member Interactive Planning Session!

If you have ever wanted to be actively involved in the brainstorming process of the Washington Chapter, don't miss the first Interactive Annual Meeting where you help shape the future of your Chapter.

More details coming soon!



2016 Washington Educational Conference

April 23 - 24, 2016

DoubleTree by Hilton, Spokane City Center

Spokane, WA

Over 16 CE Hours of Valuable Education
Plus, Networking & Saturday Night Dance Party

Registration and Details to come in early 2016

Why I love what I do.

*Personal stories from
Massage Envy Spa
team members.*



**"I feel cared for as an
employee and a friend."**

- Dolley L.

Massage Envy Spa therapist for 5 years



**"I'm making more money now
than when I had my own business."**

- Larry M.

Massage Envy Spa therapist for 6 years

**Read the rest of our stories at
MassageEnvyCareers.com/stories.**

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