

In Touch

WITH AMTA-IL CHAPTER



Congratulations to InTouch for winning "Best Newsletter" at the AMTA National Convention!

NEWSLETTER OF THE AMERICAN MASSAGE THERAPY ASSOCIATION ILLINOIS CHAPTER

FALL/WINTER 2011

Volume 34, Number 4

The President's Corner

Mike Hovi, *President*



Each year, the Board of Directors gets together in the fall to look at where the Chapter currently is, where we would like to see the Chapter go in the future, and steps we can take to make the future more beneficial for each and every member.

Since the day I became a part of the Board, I have had two simple agenda items: (1)How can AMTA-IL help improve the profession of massage therapy in Illinois, and (2)How can AMTA-IL provide the membership with means of enhancing their professional careers.

I mention these two items separately, but they go hand in hand. The Chapter's annual strategic planning meetings are an open forum to develop goals and the means to attain those goals for the Chapter. Each year, we hope these goals will help enhance the profession as a whole, as well as the individuals who choose massage therapy as a profession.

At this year's meeting, several members joined the board and we spent numerous hours reviewing what we had accomplished from last year's plan; we brainstormed ideas on what we would like to do this coming year, and then we put to paper strategies to make the goals happen.

Some of our goals centered on offering the membership opportunities to become more involved in short-term events that will highlight the profession of massage therapy. These events will be coordinated through the Outreach committee. We realize that many therapists would like to be involved, but time is always a factor in people's lives. Our hope is to offer 10-12 Chapter sponsored events, each of which can be done in a single day. It is also hoped that those that participate in the events will be able to network with the folks that are involved in the events, and hopefully benefit the member, the profession, and the charity putting on the event.

Another topic was education. We would like to offer more educational events next year than we have in the past, and make the education events available to everyone in the state. These would be educational events in addition to the education offered at the State Conference. To this end, we will attempt to offer at least four educational events throughout the course of the year that are both affordable to all members, and located around the state, rather than just in the Chicago area. We are also looking into starting up a Sports Massage team that would include educational training and possibly a certification down the line.

We again looked at ways to improve the State Conference. Our hope is to look at bringing in "Headliners of the Profession." These presenters would have national and or international experience in areas of hands on work, marketing your practice through today's electronic age, and in research. At the same time, we hope to keep the cost of the conference within easy reach of every member.

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Awards – Heather Rabbitt
Conference – Becky Schwoebel
Community Service/Outreach – Nestor Battung
Elections – Heather Rabbitt

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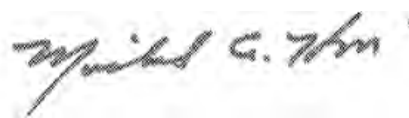
The President's Corner

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There are other areas we are looking to vastly improve. We want to have an enhanced website, we want to continue to provide the best newsletter available, and we want to improve our communications with every member.

As you read through this newsletter, you will see more details on how we hope to benefit the profession and the membership. However, we need your help. I am asking that you read through the newsletter and if there are any committees you are interested in serving on, please let us know. We can easily fill you in on the duties of any committee, both responsibilities and time commitment. Below, I have listed each active committee in the Chapter where membership can participate, and a few of each committee's responsibilities. Please look it over and consider getting involved.

Together, we can make a difference, so consider getting involved.



Michael A. Hovi
AMTA-IL Chapter President

Awards—Determining how best to recognize members and non-members alike for contribution to the enhancement of the profession, Soliciting deserving individuals for Chapter Awards, reviewing submission of nominated individuals, and presenting awards—currently chaired by Courtney Lewis

Communications—Development of the newsletter, keeping the website current and user friendly and social media—currently chaired by Heather Rabbitt

Conference—Planning of the State Conference—Location, number of educational offerings, meals, attendee's gift bags, marketing/brochure development, keynote speaker, vendor area, and awards dinner—currently chaired by Becky Schwoebel

Education—Planning of educational events—Presenters, topics, locations, CE's to be offered—currently co-chaired by Kelly Fowler and Mike Hovi

Government Relations—Working with state, local, and even national officials on any and all legislative activities that may positively and or negatively impact the profession of massage—currently chaired by Tracy Smodilla

Membership—Welcoming new members, school visits, development of meet-ups, coordinating hospitality area at the National Convention—currently chaired by Becky Schwoebel

Outreach—Development of activities in which the membership can “Get-Involved” by giving back to the community and benefiting the member, the profession, and the charity organization—currently chaired by Nestor Battung

Public Relations—getting the word out about the AMTA and massage in a positive light—currently chaired by Pat Malone

AMTA-IL MEMBERS HONORED AT NATIONAL CONVENTION

We would like to recognize two AMTA-IL members who received awards at the 2011 AMTA National Convention in October.

Charlotte Phillips won Mentor of the Year, the first time this award has been presented. She was nominated by her mentee, Nancy Paul.

AMTA-IL Chapter Meritorious Award winner, **Angela Palmier**, also won the National Meritorious Award.

Congratulations to Charlotte and Angela for your dedication and commitment to the AMTA-IL and to the massage therapy profession!

I got involved in the PR group and Outreach groups. One topic that came up was the state wide Meetups programs. We suggested that our AMTA Meetups be listed in Meetups.com and posted as Facebook events so that other complementary medical professionals might attend, and a broader audience of LMTs could be reached. A resolution was drafted to present at the Sunday Board Meeting, that other healthcare persons other than LMTs could attend our Meetups. Rather than be a strictly social affair, it was discussed that each Meetup could have a discussion topic such as how to build referral networks, selecting a mentor through AMTA's National program, or other business building topics for the members.

Pat Malone suggested that we post a call for speakers to serve as a Speakers Bureau for AMTA-IL. These speakers would prepare short talks on subjects of interest to various groups. Subjects can range from their specialty in massage or how massage could benefit particular groups. We also discussed posting the availability of these experts on a Speakers Board using Facebook or other social media to attract local media attention. It would also give members a chance to flex their public speaking skills. (time to perfect that "elevator" speech!)

We all agreed that social media on our Illinois website, Facebook page, Linked In and Twitter could be used to broadcast messages and involve members more effectively, perhaps using a consolidation site like Hootsuite to simplify regular postings of content and response to member comments. We also plan to develop an online media kit with list of online media contacts and PR template for major news outlets in the state that individual members can download and use to send out news about their individual practices, products and special events.

After lunch, I moved into the Outreach workgroup headed up by Nestor Battung, who has also chaired the Sports Massage Team for Illinois. We identified major goals for that workgroup: to create a vision statement consistent with AMTA-IL and AMTA National, to create guidelines for subcommittees at various events, and to identify potential partner groups for AMTA-IL.

Board Member and Treasurer Vicki Gothard identified areas downstate that she has worked with, such as mental health centers, drug treatment centers, food pantries, homeless shelters and special needs populations such as women's shelters who might benefit from either direct services or "massage-a-thons" to raise money for local organizations. No specific organizations were mentioned. I brought up that as a marketing event each year, my business selects a local charity and donates 10% of proceeds for December to accomplish this goal. It helps build goodwill in

REPORT ON THE STRATEGIC PLANNING SESSION

By Robin Doerr, House of Delegates 2011, PR Committee/ Communications Committee

AMTA-IL held its annual Strategic Planning Session in Lisle, Il on September 24 and 25 at the offices of Quality of Life Center, hosted graciously by AMTA Board Member Pat Malone. Along with chapter President Mike Hovi, the board and attendees followed through with recommendations that we arrived at the previous year. At our previous meeting in October 2010, which I also attended, key workgroups were formed to address specific areas of interest that would aid membership in developing clientele, making more money, and conducting their work as massage therapists in Illinois. There were in all groups three aims in mind: 1) How can this benefit our membership? 2) How can we reach and involve more members in working with our workgroups? 3) How can we as a group draw more membership to AMTA?

Strategic Workgroups Meetings – Sat. Sept 24

After a complete overview of the current budget and variances, we broke into our workgroups to develop actionable proposals with specific target dates for each item. In addition to board members, there were four regular members in attendance. More House of Delegates members arrived Sunday.

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REPORT ON THE STRATEGIC PLANNING SESSION

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local communities while helping folks feel good about getting a massage!

Board Meeting- Sunday, Sept. 25

The next day, attending members observed the Board of Directors meeting where the Board reviewed previous meetings' minutes, discussed AMTA-IL's giving campaign to The Massage Therapy Foundation and reviewed dates and events for the AMTA National Convention. A treasurer's report was given by Vicki Gothard, a membership committee report by Becky Schwoebel. After that, reports from all standing committees from the previous day's hard work were reviewed. Next year's AMTA-IL state meeting was discussed and suggestions were taken from the floor for presenters. National was again discussed thoroughly; all HOD delegates having arrived for our pre-convention meeting. Main outcomes of the board meeting were: that the printed form of the newsletter should be cut from quarterly to biannually or three times per year saving the Chapter from \$4,000- \$8, 000 and review new advertising leads for same to increase revenue for other outreach activities. Quotes were requested for materials for outreach events, and the governance committee was asked to review large contracts for cost cutting reasons.

Government Relations chair and 1st VP Tracy Smodilla provided a fascinating update on all the latest from Springfield and the interesting developments with the MBLEx and new educational requirements for IL licensure. ILDPR has asked AMTA-IL representatives exclusively to provide expert testimony for disciplinary cases involving massage therapists, on parity with other healthcare professionals. This is a big step in recognition for our Government Relations Chair and all the hard work that committee did in the MLA renewal. Despite some intense opposition, Illinois increased the minimum educational requirements for our state to 600 hours as advocated by AMTA-IL. This brings Illinois in line with other states with up to 1000 hour minimums and puts us in good positions to advocate portability of licensure in the future.

All in all, it was an amazing thing to be a part of a group of such dedicated volunteers who devote numerous hours of conference calls and meetings to make a difference for you – our members! I was amazed at the openness in which all things are discussed, especially budget and issues with National. If you have an hour, a day or a week to give each year, we need your help to make this chapter the most involved membership in the country. It's a chance to really help your profession and get involved at a bigger level in massage therapy.

CALL FOR SUBMISSIONS
Deadline for next issue is January 15, 2011

The AMTA-IL welcomes articles and photographs for publication. We reserve the right to edit material for space and clarification. Send email or hard copy to:

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editor@amta-il.org

For advertising guidelines/rate card, contact the chapter office at **847-885-0674**

Subscriptions are available to non-AMTA-IL Chapter members for \$12.00 per year. Contact the chapter office for subscription details.

SUBMISSION DEADLINE FOR NEXT ISSUE:
January 15, 2011

WANT TO ADVERTISE WITH AMTA-IL ?

In Touch is the quarterly publication of the American Massage Therapy Association-Illinois Chapter that promotes professional excellence in massage therapy to the 3,600 members of the AMTA-Illinois Chapter plus all massage therapy students and faculty currently enrolled in, or employed at, an AMTA-approved massage therapy school.

Additionally, the Winter edition will have an expanded circulation to reach the anticipated non-member prospects in attendance at the AMTA-IL State Conference and Annual Meeting. Members and non-members alike look to this Newsletter for information about local and national continuing education and professional development opportunities.



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AWARDS COMMITTEE

By: Courtney Lewis

The Awards Committee oversees the AMTA Illinois Chapter Awards Program and presents names of award nominees to the Chapter Board for approval. Those receiving awards from AMTA-IL are highly regarded individuals and organizations who are advocates for massage and have helped advance the profession.

Selecting these outstanding individuals and organizations is no easy task, thus the Awards Committee wishes to enlist the help of one-to-two AMTA Illinois members to work with our Awards Chair during the months of January-April. The time requirement is minimal, approximately one-to-two hours per week. As an Awards Committee Member, you will work alongside the Awards Committee Chair in soliciting and reviewing nominations, and narrowing the list of nominees to a handful of outstanding individuals and organizations. Upon your availability, you may be asked to help with the Awards Program during the Illinois State Annual Conference in April with tasks such as meeting and greeting the recipients, escorting them to the podium, and choreographing photo opportunities.

Those interested can contact our Awards Committee Chair, Courtney Lewis, directly at courtney@amta-il.org or 773.644.1044.

COMMUNICATIONS COMMITTEE

By: Heather Rabbitt

The AMTA-IL Chapter's Communications Committee is in charge of making sure that the membership is kept up-to-date on the latest information regarding the Chapter and the massage therapy profession throughout Illinois. The committee coordinates the production and dissemination of information through the Chapter Newsletter, social media sites, the AMTA-IL website, surveys, e-blasts, press releases, etc.

The Communications Committee functions with the help of Chapter Board members as well as AMTA-IL member volunteers and AMTA-IL staff. Members help assist with the research, production and editorial services of the Chapter Newsletter. We are currently seeking an Editor for the Newsletter and we are always looking for submissions for articles. If you are interested, please contact the Communications Committee Chair, Heather Rabbitt, at heather@amta-il.org.

THE MEMBERSHIP COMMITTEE

By: Heather Rabbitt

The AMTA-IL Chapter's Membership Committee is responsible for the planning and coordinating of the Chapter activities related to member recruitment and retention. It is important that our members and potential members are aware of the benefits of becoming a member of the AMTA-IL. Members of this committee attend recruitment events at massage therapy schools throughout the state, send out welcome packages for new members, and help keep the entire chapter up-to-date on information regarding changes from the National Chapter.

The Membership Committee is always looking for volunteers to attend job fairs and career functions at massage therapy schools throughout the state. We are also looking for individuals to help make welcome phone calls to new members. If you are interested in joining the Membership Committee, please contact the committee Chair, Becky Schwoebel, at becky@amta-il.org.

THE CONFERENCE COMMITTEE

By: Heather Rabbitt

In conjunction with the AMTA-IL staff, the AMTA-IL Chapter Conference Committee plans and implements the annual state conference every year. The conference is generally a three-day event that includes continuing education classes, the Board of Director's

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2011 BOARD OF DIRECTORS UPCOMING MEETING SCHEDULE

All meetings are usually held from 7-9pm

December 8

All AMTA Members are invited to participate in Board of Directors meetings. A period of each meeting is dedicated to open discussion during which members are welcomed to voice their opinions and offer suggestions. If you would like to participate in an upcoming Board meeting, contact the Chapter President at mike@amta-il.org with Board Meeting in the subject line, or call **847-885-0674** for more information.

CALENDAR OF EVENTS

CONFERENCES

AMTA-IL State Convention

April 20-22, 2012 in Rosemont, IL
www.amta-il.org

AMTA 2012 National Convention

October 3-6, 2012
 Raleigh, North Carolina
www.amtamassage.org

MEETUPS

Oak Park Meet-ups

Second Tuesday of odd-numbered months: 7pm

January 10

Thyme & Honey Restaurant
**MADISON AND DES PLAINES,
 FOREST PARK, IL**

Come for dinner, a snack or just a beverage. Stay for a fun, empowering and informative discussion.

RSVP to **Denise Kozel, 708.366.2223**
denisepmt@aol.com

Evanston Meet-ups

First Tuesday of even-numbered months:
 6:30-8:30 pm

February 7,

Panera Bread

**1700 SHERMAN AVE. (SHERMAN &
 CHURCH)**

RSVP to **Sarah Lashley,**

sarah@somavidabodywork.com

Belleville Meet-ups

First Tuesday of each month: 7-9pm

February 7, March 6

Ruby Tuesday

6565 N. ILLINOIS ST., FAIRVIEW HTS.

RSVP to **Gina Schmitt, 618.514.2047**

THE CONFERENCE COMMITTEE

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meeting, entertainment, exhibitors and entertainment.

Volunteers are always needed for preparation of the event as well as during the actual conference. Members can help make decisions on possible educational subjects, call potential exhibitors and vendors and even help direct attendees at the event. If you are interested in joining the Conference Committee, please contact the committee chair, Becky Schwebel, at becky@amta-il.org.

COMMUNITY OUTREACH COMMITTEE

By: Nestor Battung

The AMTA-IL Outreach Committee consists of professionally trained and licensed massage therapists dedicated to providing quality event massage while increasing public awareness of the benefits and value of massage therapy. While volunteering for an Outreach Event, our members have an opportunity to help provide for the communities of greater Illinois, while helping to increase the visibility of the massage therapy profession in a positive way. Volunteer opportunities include both athletic and non-athletic events where we provide chair and/or table massage to participants and volunteers.

There are many ways to become involved with the Community Outreach Team. Your time commitment can vary from providing a few hours of volunteer work at a one-day event, to offering a couple of hours a month helping the Community Outreach Coordinator research event opportunities. Illinois is a large state with community events happening every weekend. If you know of an event in your area that could benefit from volunteer members of AMTA-IL, let us know!

For more information on how you can become involved with the Outreach Committee, please contact Nestor Battung, Outreach Committee Coordinator at nestor@amta-il.org.

GOVERNMENT RELATIONS COMMITTEE

by: Heather Rabbitt

The Government Relations Committee (GRC) keeps the member apprised of the advances and the interests of the massage profession in the area of government regulation. This committee stays up-to-date on the changes affecting cities, counties and the entire state of Illinois. Government Relations works with other massage and bodywork associations or groups, massage schools and training programs, state agencies and departments, lobbyists, and local governments.

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GOVERNMENT RELATIONS COMMITTEE

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The GRC works with our local and state representatives to help end hostile state and local legislation that degrades our profession and impacts our fair practice rights. It is important that we educate the public about the benefits of this vital profession and squash any misconceptions. Previous issues of the AMTA-IL newsletter contain multiple examples of the GRC's successes.

It is our goal to make each and every AMTA-IL member a sounding board for their profession. So whether you'd like to get involved directly with the Government Relations Committee or if you'd just like to learn how to talk to your local representatives, we would love your help!

PUBLIC RELATIONS COMMITTEE

by Pat Malone

The Public Relations (PR) Committee has made some very aggressive plans for the coming year at the recent Strategic Planning Session. The PR committee is dedicated to serving the membership with efforts to put more clients on your table to help you improve your bottom line in your business. Public Relations is being divided into two categories; External PR, and Internal PR.

Internal PR involves relations within the massage therapy family. We will assist to improve area meet ups, relations with non-AMTA massage practitioners, better recognition for our volunteers and our outreach accomplishments. Additionally we will feature our outstanding members and their practice accomplishments. We hope to have classes to help on how to increase your visibility, promote and run your business, and increase your income.

The external PR is critical in both short term and long term goals. Short term, we have begun by recently releasing 16 newspaper articles highlighting some of our members in their local papers. In addition, we plan to develop a speaker's bureau to speak about our profession and how we contribute to the wellness of our society in general, as well as our affiliated communities. This is all very exciting and positive for our profession. It will only work with the help, attentiveness, and assistance of our members. The success is up to all of you!

Member Profile

Member Name: **Robin Doerr**

Member Since: **April 1998**

Company or Organization: **Body + Soul Spa Retreat**

Location: **381 N York Street, Suites 1 and 2, Elmhurst, IL 60126**

Website: **www.bodyandsoulsparetreat.com**



What made you decide to become a massage therapist?

I worked for 15 years in the very high stress fields of advertising, print media and graphic arts. The hours were unbelievable and although I worked for some of the best firms, I felt like I wanted a job I could really love. So for a year I asked everyone I knew if they liked their jobs. Sadly most people said no, except for my massage therapist whose face lit up when she replied that yes she "loved" her job. I thought back to my college days when I had taken a few non credit classes and I thought well I could do this. It took me 5 years very part time to get through my program at WMTI, but well worth it!

How has your business changed since you first started?

I call myself the reluctant business owner. I started in massage working in the fitness industry at a medical center where I often gave surgeons and healthcare providers their first massage. Here I was explaining to a doctor why his back hurt, in anatomical terms and he says, "Wow you should do this for my patients!" Well, duh! From there I worked in spas, and did home visits until 2002 when I opened my own studio after getting tired of creating great clientele for 3 businesses. I expanded to a larger suite in 2006 and we now have 2 other LMT's and an acupuncturist. Overall the public's awareness of professional massage therapy is much better than when I started out, mostly due to AMTA's PR efforts.

What types of marketing tactics have helped you increase your business?

I have tried everything with varying success, postcards, ads, press releases and online marketing such as Facebook

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Member Profile

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and Twitter. I recently did a Groupon and have so far had about 15% retention rates. I also remain very active in my Chamber of Commerce and local community events. I support many charitable auctions with massage gift cards and product donations. Every December we pick a local charity to donate 10% of net profits so that when clients get a massage they are also helping a local charity. It really drives repeat business at a busy time of year when folks tend to neglect massage for themselves.

Do you think social media plays a big role in the massage therapy sector today?

Absolutely. Social media has exploded due to its very low relative cost, wide reach, the mobile nature of people today and the interactive nature of the media. People are always wired today, and businesses who don't get involved in them are basically invisible to the marketplace. Your online business reputation is the word of mouth these days, on sites like Yelp and other review pages. We have definitely gotten business this way.

“People are always wired today, and businesses who don't get involved in [social media] are basically invisible to the marketplace.”

This year you have been nominated as a member of the House of Delegates. Can you tell us what it is and why you became involved?

The House of Delegates is a yearly meeting of therapists from all states that are chosen as state representatives to vote on Position Statements that AMTA presents to the public on how we, as a group, feel massage affects various conditions. Our job as a body is to evaluate if the research substantiates the position or if the position is one that holds water in the eyes of other healthcare professionals. The debate is lively but organized! I got involved this year as the current political climate locally for massage therapy has become pretty contentious in both Chicago and the surrounding suburbs. I am concerned with both the attrition rate for

therapists leaving the profession due to not being able to make a decent living in it, and the lawmakers making our jobs harder due to repeated association with illicit workers. I wanted to get more involved in what our chapter is doing to make members more successful in Illinois. I have met a group of talented hard working folks!

If you would like to be featured in a future Member Profile, please contact
editor@amta-il.org

Teachers' Corner

By: Mike Hovi

For this article, I asked several newer teachers and students to write up a short paragraph on the following:

For newer teachers the questions were: “What is the hardest part of teaching a lesson plan?” and “What is the easiest part of being a teacher?”

For students, I asked the following questions of several of my classes: “What do good teachers do that makes them good teachers?” and “What is it about some teachers that make them not so good at teaching?”

Some new teachers' concerns about teaching a lesson plan were based on the prep time and what to actually prep for. They had a fear of not knowing exactly what the lesson should focus on the most. They also are always worried about not knowing the answers to questions students might pose. Finally, they sometimes have a difficult time when students are distracting others. They never are quite sure how to apply appropriate discipline.

Here is my advice to the different situations: First, for the question about not knowing what exactly to focus on--read through the material to be taught and as you read through it, determine test questions as you read. Look at how much information the reference gives the material being covered in class. The more information they give the material in the reference, the more important the material is for the students to know. By thinking about test questions as you review the material, it will be easier for you to determine what to focus on the most and then build your lesson plan.

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Teachers' Corner

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Your lesson will be targeted towards what is most important and will save you time preparing for material that is not as important.

Regarding not being able to answer student questions: my advice is be honest.....tell the student you do not know the answer.....then make sure you find the correct answer. Once you find the answer, tell it to the student, but make sure you are correct. Also, if you say to the class out loud that you do not know the answer, then when you do find the answer, answer the question for the entire class. Another option is have the students break out their electronic devices and find the answer right then and there. At some point, we are all going to have to embrace the technology that is out there and use it to our advantage.

Finally, related to discipline, be fair, but be consistent, and do both from day one in the class. Discipline is as much about developing standards as it is about classroom control. On day one of a class, explain the rules you expect students to abide by, and then be prepared to have appropriate follow up. As long as you spell out the rules and enforce them evenly and fairly, your discipline problems will be minimal. One additional suggestion is to explain why a rule is in place. When students understand the reason for the rule, they are more likely to abide by it.

As for the easiest part of teaching, several responses were pretty straight forward--"Each time a lesson plan is taught, it gets easier and easier to add information to a lesson, the flow of the presentation is more confident, and it is easier to work within the lesson plan's time restraints." I guess practice can help make someone nearly perfect.

Student comments showed that students do not like:

- 1) teachers who cannot control the students in a class
- 2) teachers reading from power point slides and not talking to the students
- 3) teachers who don't seem prepared and/or knowledgeable on the topic being taught.

I think the students hit the nail on the head in this set of questions. As a teacher, you must prepare, you must be ready to correct the behavior of a student if they are a distraction to any other student, and reading from the power point slides

CREATE YOUR OWN FREE WEBSITE

Promote Your Practice and Attract More Clients

Attract more clients and boost your credibility with your own free website. AMTA has partnered with a trusted vendor, BodyworkSites, to come up with a great new benefit for you: A free website for all Professional and Student members:

- Easy 5-Minute Set Up – Keep your energy for your practice. It only takes five minutes to set up your new website at www.amtamembers.com.
- 5 Pages of Content – What makes your practice unique? Tell prospective clients about how you can help them, what to expect for their first massage, why they should make an appointment with an AMTA Member, how to contact you and more.
- 54 Templates – Customize the look of your site. Make the personality of your practice integral to your website. Focus it on the consumers you are seeking.
- Frequently Asked Questions – Visit the comprehensive FAQ document (www.amtamembers.com/faqs) to learn more.
- Technical Support – Have a question about your website? Get the answers you need by emailing BodyworkSites' knowledgeable tech support team.

Having a website is an easy and powerful way to market your skills and your passion for massage. Use this new benefit to connect with new clients, communicate with current clients and, most of all, to promote your practice.

CREATE YOUR WEBSITE TODAY!
GO TO WWW.AMTAMEMBERS.COM

Teachers Corner

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just reinforces to the students that you do not know the material well. Students will see flaws in their teachers, but they also see the qualities of a strong teacher and expect nothing less from their teachers.

To summarize, just remember, good planning, consistency in the classroom management, and getting experience by teaching more are three keys to becoming a better teacher.

Are you a dedicated massage educator with some great classroom ideas or experiences? Submit your ideas for Teachers' Corner, a regular feature of the AMTA-IL newsletter. Send an e-mail to editor@amta-il.org, and put "Teachers' Corner" in the subject line.

Student Corner

WELCOME TO THE WONDERFUL WORLD OF MASSAGE

By: Tunisia Macklin

As a massage therapy student entering into the real world, some therapists have a misconception of how things will work. The work force will not be easy to break through nor will starting a successful practice or mobile massage business be as easy as some may have imagined. After starting Massage Professionals of Illinois, Inc., a recruitment and placement agency for massage therapists, I have encountered some issues with potential employees. Here are some things to consider:

I have met therapists whose resumes are either lacking pertinent information, or are not updated. Never give a resume to someone that doesn't have your updated phone number, address and email address.

When expecting a call back from a prospective employer please answer the telephone professionally at all times. Be polite, courteous and energetic. Please do not answer with greetings such as "What?", "Yes?", "Talk to me" or "Yo." Also, try not to have a lot of noise or distraction behind you while answering the telephone.

Tardiness to interviews is unacceptable. Never show up tardy, if you will be tardy please notify the potential employer.

Make sure you have a good firm handshake. A handshake displays strength and confidence. In addition, speak clearly, sit up straight, make eye contact and make sure you exude confidence. If you're not confident in yourself why should the prospective employer be confident in you?

Remember from the very first moment you enter the building you should be mentally and physically prepared for anything. Before arriving you should have already established if this is just an interview or if you will be providing a demonstration as well. If you are providing a demonstration be sure you have asked if they have a massage table or chair for you with linens or if you should provide your own. You also need to make sure you have massage oil or lotion.

Make sure you are prepared with an extra copy of your resume and credentials, a pair of clean scrubs or comfortable clothing to use for massage demonstration and have time set aside if the interview happens to run over the scheduled time.

When you are dressed for an interview you must be professionally dressed. You should not wear blue jeans or leggings with large blouses. You can wear slacks, nice skirts, and button up shirt or blouse. There should never be any cleavage front or back.

During the interview, feel free to ask anything that is related to the interview and the company. Don't be afraid to take notes during the meeting to go back and ask questions later.

Never be afraid to negotiate for salary. You can't get it if you don't ask for it, but make sure you are worth every penny of it. When negotiating to close the deal you must be able to provide reasons you feel you are worthy of the salary you're requesting.

You must be prepared to answer a few questions that will help you close the deal.

1. Why should they hire you?
2. What will you bring to their company?
3. How will they benefit?

You never really know what this field has to offer you until you open up and experience what is available to you. It's always suggested that you venture out and try the basics such as spa, resort, chiropractic office, physical therapist and private massage practice. Be aware of what looking for a job entails.

continued on page 10

Student Corner

continued from page 9

You have to do your research, go to networking functions and meet other experienced and more mature therapist to get their input and advice. AMTA offers mentoring serves to new massage therapists. AMTA has been one of the integral parts of my career. I have utilized many of their services and resources, and new therapists could and should really benefit by using all the services AMTA offers.

You want to know when the process starts for you to consider what you want out of your career. It starts in the classroom. You dictate how far you go. Think big but realistically. If you would like to do more than practice massage there are so many options.

The massage community would love to have and need more therapists who are also researchers, instructors, CEU providers, lectures and lobbyists.

There are many resources that you can utilize in this industry that will prepare you for the work force. Go to www.amtamassage.org and go to the career section or call or email Massage Professionals of Illinois, Inc. www.massageprofessionalsofillinois.com. We work with students and graduates on interview skills, resume building, mentoring and placement.

Don't limit yourself. Extend your reach. As massage therapists, we touch people lives through healing enjoy this career and represent it with the utmost respect and dignity that you know how.

Tunisia Macklin is a former massage therapy instructor, practicing massage therapist and owner of Massage Professionals of Illinois, Inc. Massage Professionals of Illinois is a massage therapy recruitment and placement agency focused on finding qualified LMTs to place in their ideal massage position while educating businesses on massage therapy and hiring the best therapist for their facility.

Are you a student, recent graduate, or someone who knows what it is like to be new to the profession? Submit your words of wisdom to Student Corner, a regular feature of the AMTA-IL newsletter. Send your submission to editor@amta-il.org and put "Student Corner" in the subject line.

Research Matters

Compiled by Celia Bucci

Each of the titles below is a live link. Titles in blue are live links to free, open access articles.

A Novel Massage Therapy Technique for Management of Chronic Cervical Pain: A Case Series; *International Journal of Therapeutic Massage & Bodywork*; William R. Thompson, Ronald Carter, Benjamin Rohe, Randall L. Duncan, Carlton R. Cooper

Reliability and efficacy of the new massage technique on the treatment in the patients with carpal tunnel syndrome; *Rheumatology International*; Ercan Madenci, Ozlem Altindag, Irfan Koca, Mustafa Yilmaz and Ali Gur

Sustained Release Myofascial Release as Treatment for a Patient with Complications of Rheumatoid Arthritis and Collagenous Colitis: A Case Report; *International Journal of Therapeutic Massage & Bodywork*; Erin E. Cubick, Vanessa Y. Quezada, Ariel D. Schumer, Carol M. Davis

Feasibility and effectiveness of massage therapy for symptom relief in cardiac catheter laboratory staff: A pilot study *Complementary Therapies in Clinical Practice*; Shelly R. Keller, Deborah J. Engen, Brent A. Bauer, David R. Holmes Jr, Charanjit S. Rihal, Ryan J. Lennon, Laura L. Loehrer, Dietlind L. Wahner-Roedler

Yoga and massage therapy reduce prenatal depression and prematurity; *Journal of Bodywork and Movement Therapies*; Tiffany Field, Miguel Diego, Maria Hernandez-Reif, Lissette Medina, Jeannette Delgado, Andrea Hernandez

The effects of preterm infant massage on brain electrical activity; *Developmental Medicine & Child Neurology*; Andrea Guzzetta, Maria G D'Acunto, Marco Carotenuto, Nicoletta Berardi, Ada Bancale, Enrico Biagionis, Antonio Boldrini, Paolo Ghirri, Lamberto Maffei, Giovanni Cioni

Aromatherapy Massage on the Abdomen for Alleviating Menstrual Pain in High School Girls: A Preliminary Controlled Clinical Study; *Evidence-Based Complementary and Alternative Medicine*; Myung-Haeng Hur, Myeong Soo Lee, Ka-Yeon Seong, and Mi-Kyoung Lee

Meaning and Challenges in the Practice of Multiple Therapeutic Massage Modalities: A Combined Methods Study *BMC Complementary and Alternative Medicine*; Porcino AJ, Boon HS, Page SA, Verhoef MJ

An Investigation of Neck Muscle Activity in Asymptomatic Participants Who Show Different Lumbar Spine Motion Patterns During Prone Hip Extension; *Journal of Manipulative and Physiological Therapeutics*; Paul A. Bruno, Donald R. Murphy

Ankle joint mobilization reduces axonotmesis-induced neuropathic pain and glial activation in the spinal cord and enhances nerve regeneration in rats; *PAIN*; Daniel F. Martins, Leidiane Mazzardo-Martins, Vinicius M. Gadotti, Francisney P. Nascimento, Denise A.N. Lima, Breno Speckhann, Gisela A. Favretto, Franciane Bobinski, Eduardo Cargin-Ferreira, Elisângela Bressan, Rafael C. Dutra, João B. Calixto, Adair R.S. Santos

Electromyographic analysis of an eccentric calf muscle exercise in persons with and without Achilles tendinopathy *Physical Therapy in Sport*; Duncan Reid, Peter J. McNair, Shelley Johnson, Geoff Potts, Erik Witvrouw, Nele Mahieu

Research Matters

continued from page 12

Reduced thoracolumbar fascia shear strain in human chronic low back pain; *BMC Musculoskeletal Disorders*; Langevin HM, Fox JR, Koptiuch C, Badger GJ, Greenan-Naumann AC, Bouffard NA, Konofagou EE, Lee W, Triano JJ, Henry SM

Efficacy of Massage Therapy on Depression and Anxious Disorders as well as on Depressiveness and Anxiety as Comorbidity – A Systematic Overview of Controlled Studies *Physikalische Medizin, Rehabilitationsmedizin, Kurortmedizin*; Baumgart S., Müller-Oerlinghausen B., Schendera C. F. G.

Early Intervention for Autism With a Parent-Delivered Qigong Massage Program: A Randomized Controlled Trial *The American Journal of Occupational Therapy*; Louisa M. T. Silva, Mark Schalock and Kristen Gabrielsen

Does Lumbar Spinal Degeneration Begin with the Anterior Structures? A Study of the Observed Epidemiology in a Community-Based Population; *BMC Musculoskeletal Disorders* Suri P, Miyakoshi A, Hunter DJ, Jarvik JG, Rainville J, Guermazi A, Li L, Katz JN

Vastus medialis motor unit properties in knee osteoarthritis *BMC Musculoskeletal Disorders*; Berger MJ, Chess DG, Doherty TJ

The effects of massage therapy on immune functioning of inner-city adults living with HIV/AIDS *Dissertation, Temple University*; Grant, April C., M.S.

Effect of manual lymph drainage in addition to guidelines and exercise therapy on arm lymphoedema related to breast cancer: randomised controlled trial *BMJ*; Nele Devoogdt, Marie-Rose Christiaens, Inge Geraerts, Steven Truijen, Ann Smeets, Karin Leunen, Patrick Neven, Marijke Van Kampen,

Thin-fiber sensory receptors identified in the rat crural fascia *Neuroscience Research*; Toru Taguchi, Masaya Yasui, Kazue Mizumura

Effects of pre-performance massage before isokinetic exercise *Focus on Alternative and Complementary Therapies*; DJ Lawrence

New approach to the diagnosis and classification of chronic foot and ankle disorders: Identifying motor control and movement impairments; *Manual Therapy*; Jukka Kangas, Wim Dankaerts, Filip Staes

Electromyographic activity of pelvic and lower limb muscles during postural tasks in people with benign joint hypermobility syndrome and non hypermobile people. A pilot study; *Manual Therapy*; Naomi L. Greenwood, Lynsey D. Duffell, Caroline M. Alexander, Alison H. McGregor

Absence of the inferior portion of the trapezius muscle in three family members; *Manual Therapy*; Michael Bergin, James Elliott, Gwendolen Jull

Triceps surae muscle-tendon unit length changes as a function of ankle joint angles and contraction levels: The effect of foot arch deformation; *Journal of Biomechanics*; Soichiro Iwanuma, Ryota Akagi, Satoru Hashizume, Hiroaki Kanehisa, Toshimasa Yanai, Yasuo Kawakami

The effects of dynamic stretching on plantar flexor muscle-tendon tissue properties; *Manual Therapy*; Mina Samukawa, Masaki Hattori, Naoko Sugama, Naoki Takeda

Manual lymph drainage improving upper extremity edema and hand function in patients with systemic sclerosis in edematous phase; *Arthritis Care & Research*; Susanna Maddali Bongi, Angela Del Rosso, Mauro Passalacqua, Sara Miccio, Marco Matucci Cerinic

Effects of massage on pain, mood status, relaxation, and sleep in Taiwanese patients with metastatic bone pain: A randomized clinical trial; *PAIN*; Sui-Whi Jane, Shu-Ling Chen, Diana J. Wilkie, Yung-Chang Lin, Shuyuann Wang Foreman, Randal D. Beaton, Jun-Yu Fan, Mei-Ying Lu, Yi-Ya Wang, Yi-Hsin Lin, Mei-Nan Liao

Ultrasonography and Real-Time Sonoelastography of Myofascial Trigger Points in Upper Trapezius Muscle *Ultrasound in Medicine & Biology*; G. Park, D. Kwon, S.H. Im

An Exploratory Thermographic Investigation of the Effects of Connective Tissue Massage on Autonomic Function *Journal of Manipulative and Physiological Therapeutics*; Liz A. Holey MA, John Dixon PhD, James Selfe PhD

For more information on research literacy, training, and grant information, visit:

Massage Therapy Foundation
<http://www.massagetherapyfoundation.org/research.html>

NCCAM
<http://nccam.nih.gov/training/>
<http://nccam.nih.gov/grants/>

New AMTA-IL Members

August New

Carla Alfieri
Phynie Anstiss
Beata Malgorzata Antol
Christine M Arndt
Nichole Lynn Arnold
Josue Roberto Balberas
Courtney Baney
Simber Kristien Bartelt
Kathryn Louise Benson
Stephanie Noelle Berliant
Tim Betts
Donald R Birdsong
Lisa Bodine
Paula C. Bosak
Trasie A Brown
Lindsay Kristen Butler
Jessica Cancel
Mary Catherine Chlipala
Megan Lynea Constable
Lynn Criscione
Kimm Danzie
Donna Ruth Darling
Nicolette Castellani Davis
Jennifer DeLap
Amy Dersch
Teresa Ehlert
Cori Kimberly Felts
Nancy Elizabeth Finch
Kristin A Flowers
Kristina M Folkerts
Xanthia Celeste Gaines
Tanya Gibson
Krista Gruca
Meredith E Haggerty

Jamon Hardiman
Breanne Marie Hatfield
Sarah Hatz
Molly Herschbach
Heather Hug
Ida Olivia Jackson
Jeri Lynn Krause
Mary J Leslie
Mallory McAdams
Rebekah Elisabeth McAtee
Linda McMahan
Kristen M Meyer
Danielle Mills
Steve Richard Mirabile
Jennifer Moody
Robert P Moore
Shannon Moutinho
Ryan Taylor Mygrant
Laura Beth Novoryta
Barbara Peslova
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Marquita S Powell
Catrina Prather
Bobbie Stephanie Ramos
Roslyn Dru Sarti-Sesto
David Shepard
Catherine Marie Spiker
Becca Sprague
Archana Sriram
Matthew Stearns
Krishna Surapaneni
Christine Thompson
Helen Jaranilla Tobias
Loredana Tomasello

Raynard Turnipseed
Joseph Vasquez
Michelle L. Wardzala
Mary Wolters
Sheryl Woolbright
Haiyan Zhou

August Transfers In

Steven Dell'Olio
Abby Harrison

September New

Irena Alallan
Joseph Basdquez
Misty L. Bradford
Rebecca Carley
Kara Lynn Christensen
Chris Crisman
Meghan Denoyer
Dustin Samuel Dilley
Shatalia C. Dorrrough
Baylen Earles
Rebecca Iris Franco
Christine Marie Gerler
Caryn B Gray
Jeff Halvorsen
Rachel Lynn Henderson
Alexandra Rosa Hueber
Jennifer J Kerner
Jackie Kidd
Mary Denise Kilgore
Joyce Liesman
Yan Liu
Luz Lozano

Janusz Manijak
Cynthia Lynn McCormack
Samantha Montgomery
Lora M Myers
Mark Odishoo
Nairobi Perez
Mabel Pichardo
Megan Mae Pino
Maria Podio
Michele Catherine Powers
Lacey Rushing
Lacey Rushing
Lacy Russell
Jenica Schultz-Taylor
Kortney Sherman
Dara Nicole Spiller
Ashley Nicole Steward
Ashley Stotler
Marie Sussenbach
Laura E Ugalde
Denisa Veselka
Kimberly Vihon

September Transfers In

Margaret M. Canonaco
Abby Harrison
Lisa Hillemonds
Christine Hoedebeck
Laurel Christine Humiston
Teresa Lorsung
Jenal N. Menola
Meghan Kathleen Murphy
Arra Schippers

October New

Lisa Aikin
Pam Booras
Connie S Cammarata
Juan Carrasquillo
Marius Coste
Ciel Dafford
Vale Dvigalo
Sara Ruth Eertmoed
Lori Greenwood
jermaine guy
Peter Hanssel
Leslie Jacobi
Tracey Irene Keenan
Julie Mangiaracina
Robert M. Nuss
Jennifer Plath
Ingrid Rossi
Heather Rudin
Dana Trilla
Charmaine P Tulloch
Meghan M Watson
Helen K Whatley Pope
Lynsaia Wilson

October Transfers In

Elaine Joann Lewis
Byung Chul Lim
Mark M Malmstedt
Deeana D Mendoza
Danielle Plumeri-Lipps
Marie Sussenbach
Ronald W Uppole

It is often said that massage is both a science and an art form. Pure Fiction, a regular feature of the AMTA-IL newsletter, gives you a chance to express your artistic side. Send your original works of fiction or poetry to editor@amta-il.org and put "Pure Fiction" in the subject line.

PEOPLE'S CHOICE

by: Courtney Lewis

Each year, members like you are given the chance to recognize colleagues and peers by nominating them to receive awards from the American Massage Therapy Association Illinois Chapter (AMTA-IL). Starting today, we are accepting nominations!

Receiving an AMTA-IL award is a true honor and privilege for the recipient. In addition to being publicly recognized among peers at the Awards Celebration held during the annual AMTA-IL State Conference in April, recipients are also given special media attention in the AMTA-IL quarterly newsletter, in AMTA-IL press releases, and on the AMTA-IL website. These media outlets are often sourced by the larger massage community and the general public for “in the know” information on massage advancements and achievements.

This is your chance to nominate that special person or organization that has exceeded your expectations in support of massage and community. This year, we are welcoming nominations for the following award categories: *(Please visit our website for full award descriptions and requirements)*

Meritorious Award

To openly honor an AMTA-IL Chapter Member, acknowledging diligent volunteerism done in an altruistic manner and deserving of National recognition.

Humanitarian Award

To openly honor and acknowledge the “heart” of massage in action by an individual or group. Recipient can be a part of

the larger massage community; not required to be an AMTA-IL member.

Distinguished Service Award

To openly honor an AMTA-IL Chapter Volunteer who has exhibited outstanding support to the Chapter and advancement of the Chapter mission.

Student Member Award

To openly honor a Student Member who has provided exceptional accomplishments in one or more of the following areas: 1) Community Building, 2) Community Volunteerism, or 3) Education Advancement.

Massage Advocate Award:

To openly honor an individual or organization outside the massage community whose advocacy of massage has fostered growth and awareness of the massage therapy profession or its professionals in the larger community.

- o in Health Care
- o in Academia (Education & Research)
- o in Government Relations
- o in Media

You can jump *online* to fill out a submission form or print one and send in *(found on page 14)*:

- Fax - 847-885-8393
- Email - Courtney@amta-il.org
- Mail - Attn: AMTA-IL Awards Submission, 1901 N. Roselle Rd. Suite 920, Schaumburg, IL 60195

Award Title	Requirements of the Recipient		
	AMTA Member	# Recipients each year	Received Previously
Meritorious	<input type="checkbox"/>	1 recipient/year	?
Humanitarian	<i>(Not required to be an AMTA member)</i>	Multiple recipients/year	<input type="checkbox"/> (not in previous year)
Distinguished Service	<input type="checkbox"/>	1 recipient/year	<input type="checkbox"/>
Student Member	<input type="checkbox"/> (Student Member only)	1 recipient/year	Not allowed
Massage Advocate			
<ul style="list-style-type: none"> • Health Care • Academia (Education & Research) • Government Relations • Media 	<i>(Not required to be an AMTA member)</i>	1 recipient/year	<input type="checkbox"/> (not in previous year)



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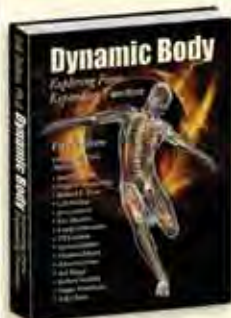
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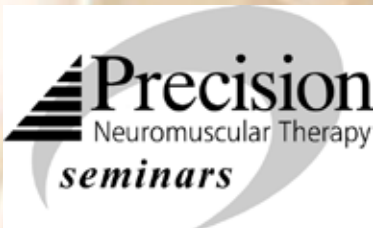
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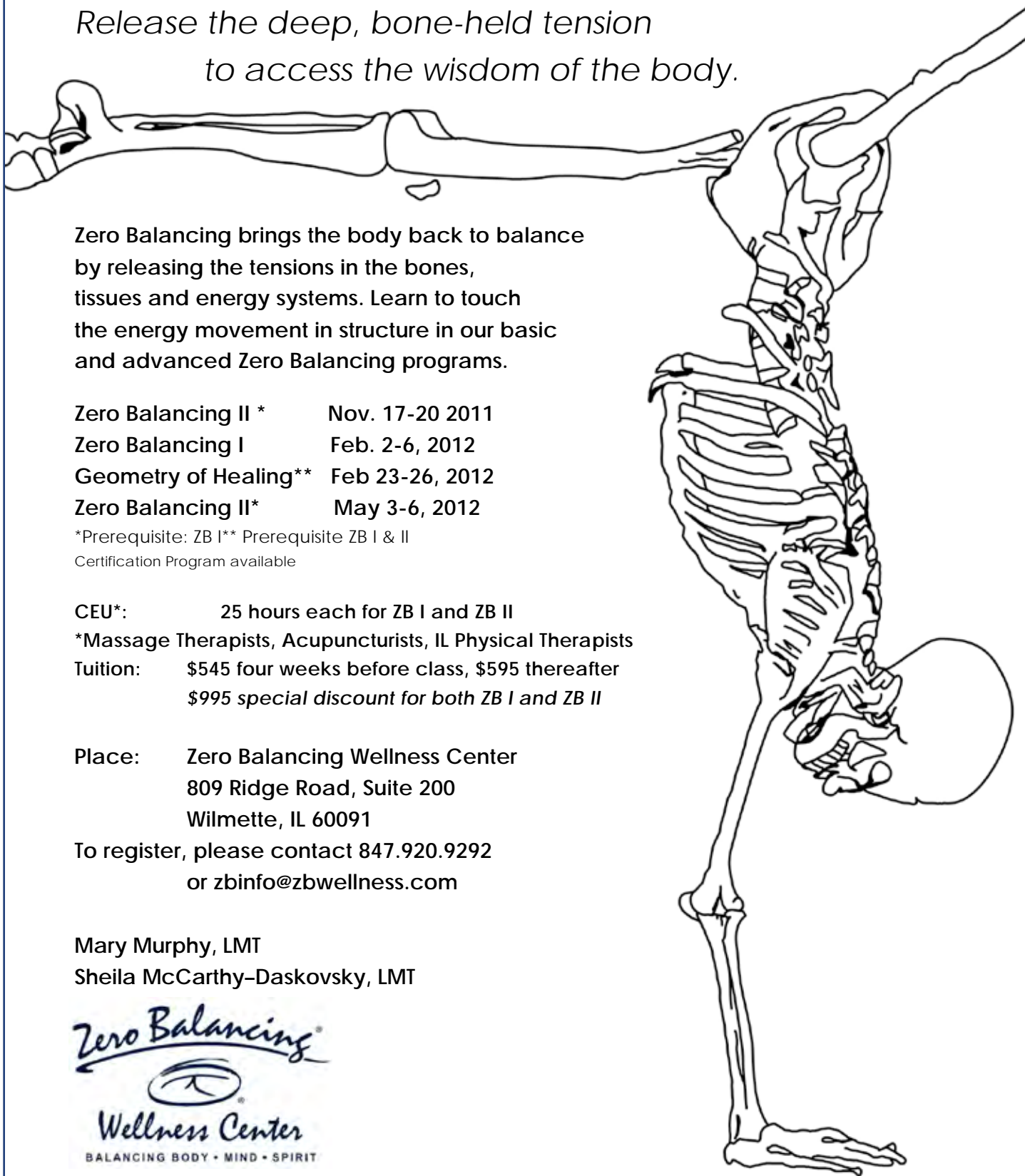


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- *Research support – building credibility for massage*
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- *Development and support of ethics and standards – for AMTA members and the profession*
- *Legislative advocacy – for fair and equitable regulation at state and local levels*
- *Continuing education – high-quality, low-cost opportunities at members-only rates*

- *Liability insurance – broad and high-limit coverage for financial protection*
- *Local and national on-line resources at amtamassage.org and amta-il.org*
- *Members-only savings – on professional products, and optional insurance plans. Discounts on office supplies, hotels, car rentals and real estate available.*

Renew your membership or join as a new member today!

For more information on these and other benefits of your AMTA membership, visit amtamassage.org.

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