



Maryland Massage

AMTA Maryland Chapter Newsletter

Fall 2011

MEET DR. LARRY PLOTKIN

by Stephanie Haddock, LMT, NCTMB

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AMTA Maryland Chapter
1701 Edmondson Avenue, 202
Catonsville MD 21228-4362
443-612-9119
amtamd@yahoo.com

Dr. Larry Plotkin will be the featured speaker at this fall's AMTA-MD Chapter meeting. He will be teaching an NCBTMB-approved continuing education course in Sound Assisted Soft Tissue Mobilization (SASTM), a technique that uses tools to transmit sound through vibration that the practitioners can feel. All soft tissue injuries, whether acute or a repetitive stress injury, will heal with scar tissue. When this happens, the muscle, tendon or ligament can become shorter or dysfunctional in some way. This can cause pain in the immediate area of the injury, or cause pain in another part of the muscle, possibly at its insertion or origin (e.g., lateral epicondylitis). The SASTM technique allows practitioners to not only find these areas, but to treat them as well. It enables them to determine which way scar tissue is running, and which way adhesions need to be treated.



Dr. Larry Plotkin

A 1993 Summa Cum Laude graduate of the National University of Health Sciences, Plotkin has been a practicing chiropractor since 1994. In addition to practicing chiropractic and SASTM, he is also certified as a Strength and Conditioning Specialist, as an instructor for the National Certification Board for Therapeutic Massage and Bodywork, and as a Sports Nutrition Consultant. Plotkin is currently on the faculty at the

University of Maryland College Park in the Kinesiology Department. He also teaches continuing education classes for the Maryland Chiropractic Association, the American Massage Therapy Association, and for Anabolic Laboratories, a clinically-dispensed line of nutritional supplements.

Plotkin provides care to athletes of the Maryland Terrapins, local high schools such as Mount Saint Joseph, and for the Catonsville YMCA. He teaches workshops which include Injury Prevention, Nutrition, and Peak Performance for local sports teams. He can be found on the Web at DrLarryPlotkin.com.

Stephanie Haddock: *Why did you become a chiropractor?*

Larry Plotkin: I have always been into exercise and taking care of myself, and wanted to do something in that field. I had been to chiropractors numerous times while growing up, as had my parents. During my first semester of college, at Towson (still undecided regarding my future plans), I hurt my lower back doing some sports, and my chiropractor happened to be across the street from campus, so I went and got treated. I felt much better and that got me to start thinking about chiropractic as a profession. Later I went back to talk to him. It sounded perfect as a career for me. The rest is history!

SH: *You practice several chiropractic techniques - could you briefly describe each and why they work?*

LP: I do a variety of techniques since everyone is different. Mostly I use Diversified, the "traditional" chiropractic, which is more of a hands-on technique. This is the technique where a patient may here some

(Continued on page 4)



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PRESIDENT'S MESSAGE

My son and I have been taking SCUBA lessons, mainly because I am getting a head start on *my* bucket list. I can't begin to tell you how much fun there is to be had with diving. Soon we will be peacefully gliding among the fish in the beautiful clear blue waters of the Caribbean. But first the lessons! We were fitted with our underwater gear and guided into a swimming pool and told to go under water and breathe. Well, let me tell you, after nearly 60 years of learning *not* to breathe under water, it was quite a stressful experience trying to convince my lungs (and brain) that it was okay to do so now.

After I got past this first barrier, the exercises designed to make us more comfortable under the water began. We learned what to do in case of an emergency (like maybe *running out of air!*) and how to clear our masks in case of fogging, a constant issue for me. We are to flood the mask with water (*EEK!*) and blow it back out. I used that quite a bit as my mask kept flooding without any assistance from me. Okay, made it past that.

Now it was time to put on the wetsuit and get into the water just to get a feel for it and get the weight system right before a final checkout before deep water dives at a quarry. Problems ensued immediately when I entered the water and instantly rolled onto my back (on the surface) and was unable to roll back over. Now I know how a flipped turtle feels. Weights were added and redistributed. I eventually ended up on my back *under* the water and then on my head with my fins above water and no control over which direction I went. I was not a happy camper. I was ready to call it quits.

The instructor convinced me to give it one more attempt. So, being the intrepid adventurer I am (and having invested lots of money in this venture) I reluctantly agreed. A different weight wetsuit, change in type of tank and weights and a smaller vest with a different buoyancy compensator and suddenly *I* was in

control again! What a difference.

My fellow students had issues as well, although not as exciting as mine. By sharing tips with each other as to how we dealt with them, we not only developed camaraderie and a support group, but realized that the issues we were having were not happening only to ourselves. We shared methods and techniques which made the entire diving experience more fun and *much*-less stressful. I saw that this life lesson would apply to my professional life as well.



Chapter President
Colleen Renehan

As massage therapists, many of us end up working in relative isolation from other therapists. We often have problems and issues and have no idea where to look for possible solutions. Things might begin to look quite hopeless at times, but as an AMTA member, you have an entire network of fellow therapists you can call upon for ideas, advice and feedback. Use them. And what better way to meet therapists and connect with this network than at Chapter events?

Our Fall Chapter Meeting will be held on November 13th. Not only will there be a terrific instructor there offering 6 FREE CE credits, but it is a perfect opportunity to network and connect with other therapists.

Remember also that your AMTA-Maryland Chapter board members are always here for you if you have any questions or special needs. If one of us does not have the information you need, we will direct you to a source that does.

See you in November.

Colleen O. Renehan, President

(Continued from page 1)

popping or cracking, which is actually just gas being released from a joint.

I also do some Flexion / Distraction, which is good for disc-type issues, and is more of a manual traction. Activator is a technique using an adjusting instrument which is generally gentler, but still works well. This technique does very well with the older population, or patients who don't like the popping noise. Again, it is determined by whatever is best for the patient.

I also use a variety of other soft tissue techniques which do very well combined with a chiropractic adjustment. Working with the University of Maryland athletes, this comes in very handy.

SH: You teach an NCBTMB-approved continuing education course in Sound Assisted Soft Tissue Mobilization. Why should massage therapists learn it?

LP: This is a great technique to help really change the way scar tissue has formed, and is both used as a diagnostic tool and treatment technique. The technique seems to get great results for extremity issues - Lateral and Medial Epicondylitis, Plantar Fasciitis, Iliotibial Band Syndrome, etc. It is also great to help save a therapist's hands. The other benefit is that only certain classifications of health practitioners are allowed to use this technique, and massage therapists is one of them!

SH: Do you teach any other other NCBTMB-approved courses?

LP: I do teach other approved courses including Nutrition, Neurology, and injury prevention. I think they are listed on my website.

SH: Most people might think of chiropractic for just their necks and backs, but your website says you are experienced with extremity work. Did this experience lead you to your sports focus? Or was it vice versa?

LP: I have always loved working with extremities, as people do very well with both the chiropractic and physical therapy we use in my office. As far as the sports focus, I think those techniques just work well hand-in-hand [with chiropractic]. I have always been interested in sports, and working with sports teams. It all just seemed to mesh.

SH: Do you refer your patients to massage therapy?

LP: I do refer patients for massage therapy regularly, as this is a natural combination. The work you therapists do is so beneficial for patients. Massage therapy helps patients to get better quicker.

SH: Why does the combination of chiropractic and massage therapy work so well? How can chiropractors and massage therapists best work together to provide client care?

LP: As I stated earlier, the two modalities do work great together. From an anatomical basis, all the soft tissues – muscles, ligaments, tendons - attach to bones. If a joint is not working or functioning properly, the muscle itself can never fully relax, and vice versa. So it is the same old question: what came first, the chicken or the egg. It is important to address both the joint dysfunction issue and the muscular involvement, as each can cause the other, or can inhibit the healing process if not fully addressed.

The Fall Chapter Meeting will be on Sunday, November 13th at the Glenwood Community Center, 2700 Route 97, Cooksville, Maryland, from 9am-5pm. The continuing education course in SASTM will be worth 6 CE hours. The cost is \$35 for AMTA members, \$75 for non-members. Lunch is included.

Stephanie Haddock practices in Cockeysville at Achieve Wellness Chiropractic Center. She is also part of the Chapter's newsletter team. Her email address is stephanie@stephaniehaddock.com .



AMTA ARRANGES CREDIT CARD SUPPORT

By Doug Wittich, LMT

My practice is relatively small compared to many, but I have lost out on clients because I did not take credit cards. A recent look at the www.amtamassage.org had an advertisement for Squareup.com. The ad promised "no monthly fee, no minimum volume required". This attracted my attention!

Signup was quick and easy. In fact, I did it while waiting for a client that wanted to use one. It took about 20 minutes to set up the account and download software to my iPod Touch. The software also works on iPhones and on Droid smart cellphones. The cardreader arrived within a few days.

When the card reader arrived, it was actually only one square inch in size, plus a plug on it. It plugs in to the earphone jack on the smartphone. Without the card reader, the card number can be keyed in. The costs to use this are 2.75% if the card is scanned, and 3.5% plus 15 cents if one keys in the phone number.

Once the card number and amount and description are put in, and the card is authorized over an internet connection, the signature screen is presented. Optionally, tip buttons show up, for 15, 20 or 25% tip, or no tip as well. The client then signs the screen with their finger.

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YOUR VOTE COUNTS!

Be among the professional members that shape our association. Vote for our national leaders. AMTA is the premier professional organization and needs top leadership to be a strong voice and guide us to the future. Your vote is needed to ensure that the organization, remains on top and continues to be well represented.

Get to know the candidates by linking up with them on facebook, linked-in or twitter. Ask them questions or read what someone else asked. Find out what their vision and goals are for the future of AMTA and the massage profession. If the candidate established any social media sites, you can access the information at the bottom of each candidate's bio information page found on the [AMTA official election website](#)

Your voice counts in this organization. Make a decision to support one of our core values, 'to be a membership driven organization' and **vote**. That is what 'member driven' means. **Join in, become a more informed voter and cast your vote by December 1.**

2011 Election Timeline

November 1-5: A link to the online ballot will be sent via electronic mail to all voting members.

December 1: Completed ballots are due.

January 1: Results will be announced no later than January 1 on the AMTA website.

March 1: New officers assume office.

Please contact Gail Friedman at 877-905-2700 x168 or gfriedman@amtamassage.org if you have questions.

Editor's Note:

In our Summer issue, the article Eat to Live--Eat to Heal should have had a dual byline. Doug Wittich wrote the answers for this article. We have received quite a bit of positive reaction to the article and want to give Doug full credit for his part in the writing of this article. Thanks, Doug!

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**ORTHOPEDIC MASSAGE
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THE MASSAGE COACH

Overcoming the Obstacles to Massage

by Cary Bayer

There are three basic reasons why people who are interested in getting massaged don't come in to see you, or are seeing you less frequently. Those reasons are time, self-worth, and money. In this column, I'll examine each.

Time

If the late Bob Hope, who was one of the busiest men in show business, was able to find the time in his hectic schedule to get a massage *seven* times each week, then the person you're talking to can certainly find time for one--to say nothing of once every two weeks, three or, alas, four. Nobody is so busy that they can't escape the pressures of the world for an hour a week or once a month. In fact, if they are too busy to get massaged, they are just plain too busy. Get used to using this line on the clients who need to hear it. As a former teacher of Transcendental Meditation who has missed either of his twice-day sessions only three times since 1970, I've used a similar line on those who say they're too busy to meditate. In other words, "If you're too busy to meditate, you're too busy."

Clients are in charge of their time, but *you* can be in charge of letting them know that the best results from massage come from giving *you* time to work the stress and strain—the knots and pain-- from their bodies. (Mention that Bob Hope lived to be 100.)

Self Worth

Many people--often women--feel that they don't deserve to get massaged. Some view it as a treat at a vacation spa, or as a birthday pampering at a day spa. They don't yet see it as a necessity in our hectic age. Men, meanwhile, sometimes get macho and erroneously think that they must endure all the slings and arrows of outrageous stress that the world throws at them. According to a study commissioned by the AMTA several years ago, 17% of males hadn't been massaged in the previous *year*. Perhaps their role model was Tom Landry, the former head football coach of the Dallas Cowboys, who never smiled. His team could have won the Super Bowl, but he still looked like his mother had just been kidnapped by terrorists.

Money

Money is the most common excuse for people denying themselves massage. When you hear this excuse, don't just sit there and tell clients that you understand. You don't need to be that understanding. They want to be on your table; help them get there. Tell potential clients they can buy one massage and get one free. If they are existing clients, ask if they'd like to save money on massage, and then sell a pre-paid package in which they can save 10 percent on five massages, or 15 to 20 percent on ten.

Your job is not only to relieve people of stress once they get on your table; it's also to relieve them of the excuses that they tell themselves and you that prevent them from *getting* on your table.

AMTA keynote speaker Cary Bayer is a business coach for massage therapists. His website is www.carybayer.com. His email address is: SuccessAerobics@aol.com.



AMTA KEYNOTE SPEAKER CAN HELP YOU CREATE BREAKTHROUGHS

If you'd like breakthroughs in your massage business, or in your personal life, call The Massage Coach who understands breakthroughs.

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June -- September: 845-679-5526

FALL CHAPTER MEETING

Our Maryland State Chapter Meeting will be held on Sunday, November 13th at the Glenwood Community Center, 2700 Route 97, Cooksville, Maryland, from 9am-5pm. The continuing education course in SASTM will be worth 5 CE hours. The cost is \$50 for AMTA members, \$90 for non-members. Lunch is included.

Non-AMTA members are always welcome, so bring a friend and introduce them to our organization.

This year, the speaker will be Dr. Larry Plotkin on the topic of "Sound Assisted Soft Tissue Mobilization".

MESSAGE THERAPY AWARENESS WEEK

Celebrate AMTA's 15th Annual NMTAW October 23-29, 2011

Share why everyone should make massage therapy a part of their health and wellness routine with AMTA's **National Massage Therapy Awareness Week®** (NMTAW)!

NMTAW is designed to raise public understanding about the benefits of massage, attract media attention to nationwide activities being carried out by AMTA chapters and members and to give all AMTA members an opportunity to demonstrate their profession and skill.

For 15 ideas on what you can do to celebrate, go to <http://www.amtamassage.org/member/nmtaw.html>

Chapter Executive Officers

President	Colleen Renehan	410-491-1500 hapkidolady@yahoo.com
Immediate Past President	Krista Young	410-661-9505 Kyoungmassagetherapist@yahoo.com
1 st Vice President	Ruth Stolof	410-370-4445 rstolof@verizon.net
2 nd Vice President	Cher Hunter	443-414-3737 CherHunter1@yahoo.com
3 rd Vice President	Claire Heath	410-992-5250 cheath8446@aol.com
Secretary	Bill Haynes	301.928.0350 bill@billsbodyworks.com
Treasurer	Wayne Parker	410-322-3260 wmpamtamd@hotmail.com

CALL THE CHAPTER OFFICE if your contact information has changed!

Chapter Telephone — 443-612-9119

Chapter Web Site — www.amtamd.org

Chapter Fax — -443-612-9151 and 1-866-449-0693

Chapter Committee Chairs

Education	Anita Benedictis	443-325-7777 anita7@comcast.net
Law and Legislative	Cher Hunter	443-414-3737 CherHunter1@yahoo.com
Vice Chair:	Wayne Parker	410-322-3260
Meeting Planning	OPEN	
Membership	Ruth Stolof	410-370-4445 rstolof@verizon.net
Newsletter Editor	Nina Wendt	410-243-6064 nina.wendt@verizon.net
Proofreader Newsletter Production	Stephanie Haddock Doug Wittich	stephanie@stephaniehaddock.com wittich @ comcast.net
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BE SURE to contact National Office if any of YOUR contact information changes!

TRIGGER POINTS

Issues that we are palpating

*William (Bill) Haynes, LMT,
Chapter Secretary*



Insurance Billing? – If you are interested in starting a discussion group on insurance billing (Health, PIP, Workers' Comp, etc.), please shoot me an email at bill@billsbodyworks.com with 'Insurance Billing' in the subject line. Some of us have some experience and you may be interested in learning what we know and sharing knowledge and experiences with billing for massage therapy services.

Sport Clips – As reported previously, Sport Clips advertises a neck and shoulder massage treatment as part of their MVP haircut service. This service is outside of the scope of practice for Cosmetologists and Barbers. At our request, the Maryland State Barbers and Cosmetologist's Board is now investigating a potential violation of the Cosmetologist and Barber law and regulations. In a letter dated July 21, 2011 the Board indicated that the process could take several months.

Minutes of Maryland Board of Chiropractic and Massage Therapy Examiners (MBCMTE) – Our State Massage Board publishes the minutes of its monthly meetings on the website. Take a look at www.mdmassage.org/minutes. This is a particularly good way to see what Trade Names are being approved or disapproved.

Noteworthy Item from the Board of Chiropractic and Massage Therapy Examiners (MBCMTE) meeting: As reported in the last issue, the Board has voted to join the Federation of State Massage Therapy Boards (FSMTB). During its August 8th meeting the Board voted to begin the process of modifying the state regulations to accept the FSMTB licensing exam. The FSMTB exam is known as the Massage and Bodywork Licensing Exam (MBLEx). It would be an option along with the National Certification Board of Therapeutic Massage and Bodywork's (NCBTMB) exam toward massage therapy licensing or certification in Maryland. At this time, AMTA-Maryland has not taken a formal position on the new exam.

Networking, Chapter Affairs, Lunch and 6 CE Credits!
Registration for the Fall Chapter Meeting Now Open
Fall Chapter Meeting Nov 13th 9 a.m. -- 4 p.m.
Location: Glenwood Community Center, Cooksville MD
CE Class: Sojunt Assisted Soft Tissue mobilization
Register online at www.amtamd.org or by calling 443-612-9119.

LAW & LEGISLATION UPDATE

*by Cher Hunter, 2nd VP,
Law & Legislative Chair*



Law and Legislative Update

Planning for License Renewal

We are about to begin the one-year countdown to our license renewal, so now is the time to begin planning in earnest to ensure that you meet the renewal requirements. There are many exceptional continuing education opportunities coming up in the next six to nine months which will help you meet these requirements, and you can fulfill all of your requirements in just a few days by attending the Mid-Atlantic Conference in Ocean City, Maryland. At the time of renewal you will need to have completed your required CPR certification as well as 24-hours of continuing education as follows:

- 3 hours in professional ethics or jurisprudence
- 3 hours in communicable diseases education that includes HIV/AIDS
- A minimum of 18 hours in massage related courses
Continuing education courses approved by NCBTMB, offered by schools accredited by the Maryland Higher Education Commission or that have been determined by the Board to meet professional standards and educational needs will be accepted.

Massage Therapy Legislative Awareness Days

Each winter during the 90-day Maryland General Assembly's legislative session, members of the Maryland massage therapy community spend a day in Annapolis providing chair massage (and talking shop) with our Maryland legislators and their staff. For more than 10 years Maryland therapists have worked to educate their legislators on the nature and scope of professional massage therapy practice, and this event each winter has become an important way for therapists to keep in touch with the Maryland Legislature.

There are two or three dates available each year, between January and March. As soon as these dates are confirmed you will be notified via e-mail, Facebook and on the AMTA-MD chapter website. If you have never had this experience, we hope this will be the time you join us to promote the massage therapy profession in Maryland. Look for the dates to be announced in early January and make plans to join this important effort.

Gift Certificates

Holidays are coming and many therapists promote their businesses by offering gift certificates. If you offer gift certificates, be sure that you are in compliance with Maryland Commercial Code (§14-1319) that reads:

"A person may not sell or issue a gift certificate that, within four years after the date of purchase, is subject to expiration or a fee or charge of any kind."

Cher Hunter, MA, LMT, NCTMB

2nd Vice President

Chair, Law and Legislation Committee
AMTA-Maryland Chapter

NEW MEMBERS 2011

Membership in AMTA has many benefits, described in detail at <http://www.amtamassage.org>

- Life and Professional Insurance
- Practice Management
- Continuing Education
- A Community of Associates and Friends
- Discounts on supplies and equipment

Congratulations to our newest members:

January 2011 – New Members

Vicki Boorman, Baltimore – Phyllis Burson, Bethesda – Molly Mason Harding, Arnold
Allison Horan, Reisterstown – Amy D. Johnson, Ellicott City – Catherine Murray, Potomac
Calvin Wilson, Silver Spring

February 2011 - New Members

Myra Lynn Bradley, Baltimore - Tanesha Butler, Baltimore – Sara Catherine Dobbie, Baltimore -
Tamara Drew, Cumberland – Erin Hans, Baltimore – Ann E. Hopson, Elkridge – Ebony Payne, Silver Spring
Sonya Pusey, Fruitland – Stacy L. Schultz, Baltimore – Teruyo Sugiyama, Lusby - Anne Emiko Sumi, Baltimore
Elska Tanneth Williams, Hampstead – Stuart Williams, Linthicum Heights

March 2011 – New Members

Doris Allen , Davidsonville - Stacy Allgood-Smith , New Market - Emily Candleana , Damascus
Jocelyn Clayton , Kingsville - Christopher Cunningham , Silver Spring
Dewald de Lange , Baltimore - Robin Dobbe , Hagerstown - Myra Dorsey , Sykesville
Marilyn Fisher , Grasonville - Constance Friedel , Westminster - Mackenzi Gawthrop , Baltimore
Judith Goyette , Towson - Barbara Griffith , Damascus - Joyce Horton , Preston
Mya Johnson , Pikesville - Tasha Kniep , Lutherville - Joseph Levine , Sykesville
Elizabeth Maiocco , Nottingham - Elizabeth Matson , Taneytown - Lydia Overton , Columbia
George Wilson , Clinton

April 2011 – New Members

Marsha Brown , Shady Side - Tina Butler , Dunkirk - Alice Dessauer , Gaithersburg
Mary Gentile , Baltimore - Natthaporn Grimm , Baltimore - Tina McClellan , Baltimore
Janine Narayadu , Potomac - Tennina Perry , Beltsville - Cassidy Reeves , Perry Hall
Kimberly Roberts , Darlington - Lisa Severino , Myersville - William David Windsor , Cheverly

May 2011 – New Members

Jennifer Bennett , Woodsboro - Paul Blair , Aberdeen - Tyesha Chase , Lanham
Brittany Frye , Pasadena - Thomas Keys , Parkville - Lindsay Layfield , Pittsville
Wendy Martin , Havre De Grace - Heather Naulty , Joppa - Elisa Papaloukas , Myersville
Linda Pavlosky Chartrand , Edgewater - Maria Plotkin , Baltimore

June 2011 - New Members

Jessica Bella Foster, Baltimore – Judith Akeh Mobit, Silver Spring – Michelle Lynn Spain, Federalsburg

Transfers June 2011:

Sandra D. Canby, New Windsor – T.C. Derrick Cooper, Bel Air – Vanida Dabrowski, Columbia
Natthaporn Grimm, Baltimore

July 2011 – New Members

Deenie Hale, Baltimore - Tiffany Jones, Columbia - Teresa Jordan, Ridgely
Deb Kinder, Towson - Janine Morris, Annapolis - Caitlin Thomas, Frederick

Transfers:

Leise Ballou, Towson - Francis Bass, Silver Spring - Diondella Blanton, Waldorf
Bridget Buchman, Littlestown - Ninon Chataigne, Takoma Park - Alya Chehab, Perry Hall
Lorrie Eyberg, Framingham - Emmanuel Isidro, Elkton - Denise Lane, Gaithersburg
Kendra Lehman, Hagerstown - Mary Murano, Silver Spring - Stacia Stautberg, Crofton

JEFF YOUNG MEMORIAL SCHOLARSHIP

The Jeff Young Memorial Scholarship Fund was established in honor of former AMTA-MD Chapter president Jeff Young who died in 1998. It is intended to assist Chapter members with continuing education expenses. Proceeds from the massage therapy services offered each year at the Mid-Atlantic Conference go to this memorial fund. Other fund-raising activities to benefit the fund may be held at the discretion of the Chapter Board upon recommendation of the Education Committee.

The scholarship monies are to be applied to any AMTA continuing education seminar. The Education Committee considers all applications and makes the awards. Scholarship recipients must be current AMTA members and be licensed to practice in Maryland.

To be considered, complete the form below. Applications for 2011-2012 education sessions must be received 30 days prior to the seminar for which assistance is requested. Tuition awards will go to individuals who can document financial need. Priority will be given to individuals who demonstrate volunteer hours for AMTA (Maryland or National) or show participation in volunteer programs that further public awareness of massage therapy. The decisions of the Education Committee are final.

Name:

AMTA Number:

Address:

City, Zip:

Telephone:

Email:

Briefly tell us how the scholarship money can help you.

List any volunteer activities you have done for the AMTA (both state and national). Include outreach events, committee work, etc.

List any volunteer activities you have participated in that have increased public awareness of massage therapy.

COUNTY REPRESENTATIVES

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Upcoming 2011 Publication Deadlines:

- December 20,2011 for Winter 2012 issue

DATES TO REMEMBER

October 19-22

AMTA National Convention

October 23-29

AMTA's 15th Annual National
Massage Therapy Awareness Week

Nov 13

Fall Chapter Meeting

April 26-29 2012

2012 MidAtlantic Conference
Ocean City, MD