



Maryland Massage

AMTA Maryland Chapter Newsletter

Winter 2010

IS DISABILITY INSURANCE RIGHT FOR YOU?

THE PROS & CONS OF LONG AND SHORT
TERM DISABILITY POLICIES

by Judith Mann, LMT

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You may have seen and heard the ads in magazines or on TV and radio advising you to take out a long or short term disability policy. You may have been solicited by phone or mail asking you to enroll in a policy that would pay you cash for bills and living expenses should you ever become injured or ill for an extended period of time. As massage therapists the possibility of either incident putting us out of commission and not able to earn a living is something we all worry about, especially if we are self employed or working as independent contractors for doctors, chiropractors, spas and wellness centers. With no benefits available to us, the financial implications of a disability could be devastating. In this article I will tell you about my experience with such a policy. It may give you a few things to consider.

A few years ago I was working full time for a chiropractor as a chiropractic assistant while doing massage therapy on the side during my off hours and on weekends. This chiropractor's practice was a fairly new one and he offered neither paid vacation nor sick leave benefits. What about health insurance? One of our patients was a sales representative for a very large well known long and short term disability insurance company for which everyone at the office had seen and heard their catchy, comical commercials on television and on the radio. The doctor had arranged for a presentation to all employees by the sales representative for this company (our patient) who explained how great the benefits of this policy were should you ever become ill or injured and could not work.

The policy would pay cash up to 80 % of your income after a waiting period ("deductible") of five business days and could be used for anything; bills, groceries, doctor's appointments, tuition, you name it! He also stressed the fact that the policy was totally portable, meaning if anyone in the practice should decide to leave the policy would go with you. As long as you paid the premiums the policy would stay in force.

Since I was planning to leave the job shortly to go full time with my massage therapy career, I thought this sounded like a good idea. I felt it would be to my benefit to obtain a policy in case I should ever be in a situation where I could not work. So I signed the papers and paid the premiums through payroll deduction until I left the practice about nine months later. I contacted the sales rep and told him I would be leaving the practice to pursue working as a massage therapist full time both for myself, and also as an independent contractor for three different facilities. No problem he told me. He sent me some papers to change the policy to bill me directly at my home address. From that time I continued to pay the premiums for another two years. Everything seemed in order and I had peace of mind . . . or so I thought.

The problem came when, out of the blue, one Saturday morning I was hit with a severe case of vertigo. After a trip to the emergency room and a follow up with my primary care doctor the following Monday,

(Continued on page 4)

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WAYNE'S WORLD

With the Holiday Season, Scams Abound

During holiday seasons, or any-time throughout the year, you may get a message that a friend or loved one is in dire need. Of course, you want to help—especially if it appears that your friend or loved one is stranded in a strange, faraway place. Well, that is exactly what the scammers are betting on.

Hackers are getting into e-mail accounts and sending messages to everyone on that person's (your) contact list asking for help. The message tells a hardship story of being stranded. Even U.S. Senator Barbara Mikulski had this exact same scam happen to her and she is not alone—countless others are getting these messages.

While we want to remember that a friend in need is a friend indeed, just make sure your friend is truly in need. Check first before you lend a helping hand.

*Wayne M. Parker, LMT
Chair, Law and Legislative
Committee
AMTA – Maryland Chapter*

EDUCATION CORNER

The annual MidAtlantic Conference is set for April 22-25, 2010. Registration information will be available in February.

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AMTA National Web Site — www.amtamassage.org

BE SURE to contact National Office if any of YOUR contact information changes!

(Continued from page 1)

I was deemed temporarily disabled, incapacitated and unable to work or drive for at least a month. Two weeks into my recuperation I decided I needed financial assistance so I dug out the policy and called the claims department explaining what had happened. Since I had already passed the waiting period of five business days I expected to fill out some claims forms, possibly have my doctor verify the disability and length of time off (no problem there) and start receiving checks for the remainder of my disability. Much to my surprise, this turned out to be not so. As I found out, apparently these types of policies are not "independent contractor" or "self employed" friendly and don't really pay out if you are either one of these, or both.

The first requirement for a disability payout is that you supply six months worth of paycheck stubs indicating the hourly wage that you have earned for the past two quarters (considered a current salary). I only received an actual pay check stub from one place, the rest were just hand written business checks from the owners. Plus they were all for total amounts which I had made for a period of time (one or two weeks depending on the length of the pay period) and were not broken out by hour or by number of services. I kept a separate record of that and my earnings in a ledger so that I could track what I was making for income tax purposes, but the insurance company wouldn't accept that. The claims rep told me I would need to get an immediate supervisor to figure out and verify an hourly wage for me. When I explained that I wasn't an employee but an independent contractor paid for services rendered and not by the hour the claims process became even more difficult. I was then told that as an independent contractor the only way the company would consider paying me any sort of a benefit was if I had an employee identification number (EIN) and had filed and paid quarterly estimated taxes for no less than one year. Plus, since my income was subject to fluctuation depending on how many massages I did in any particular quarter, they would take the quarter in which I earned the least amount of income and use that as the base to calculate the 80%, less the deductible of one week.

I told the claims rep that I didn't have a

FEIN number and that I did not file income taxes quarterly but annually. At the end of the year I turned my personal records and receipts for massages I did on my own along with all 1099 forms from each workplace I provided massage services for to my accountant and filed an annual income tax return at the end of the year. He informed me that income I earned on my own along with tips would not be considered as there was no way to verify that amount and that an annual income tax return was not acceptable as a verification of income because it indicated what I earned last year, not in the last two quarters.

Needless to say I became upset and told him that if someone would have explained these things when I took out the policy and how difficult filing a claim would be if you were an independent contractor or chose to become self employed, I would have cancelled the policy the minute I left the practice. I had been paying premiums for years for a policy that wasn't designed for anyone other than "employees" and which was completely worthless to me. I told him that when I contacted the company sales rep before I left the practice to inform him I was leaving to go to work on my own as an independent massage therapist he never said a word to me about the policy not being designed for the self employed. The claims rep then asked me how many hours per day I worked as a massage therapist. I told him at each workplace my shifts ranged between six to eight hours each day. He then asked me how many of those hours do I actually "work" doing massages. When I said I did approximately four or five hour sessions per day, five or six days per week, he said the best he could do was take the lower amounts of four hours per day x five days per week and use that as a base of an hourly wage equaling 20 hours per week. Then he said the most he probably could get approved would be \$8.00 per hour which would only give me an approximate weekly earning of \$160 per week. Times that by 80% and we were now down to a \$128.00 per week benefit. Since I was disabled for approximately four weeks and there was the five day waiting period deductible (less one week) for a month's worth of disability benefits I would only receive \$348.00 and that's IF he could even get it approved, plus I would still need some form of documentation from immediate supervisors. That amounted to

an average disability benefit of \$17.40 per day. I basically told him to stick it and that I wanted to immediately cancel the policy as it was practically worthless to me. Had I known how many hoops I would have to jump through in order to make a claim and receive a disability benefit I would have been better off taking the money I paid out in premiums each month (which was around \$150.00) and invested it in a CD or some other short term investment which I could have made withdraws from in order to survive. I got through this rough time with some financial help from a family member and depleting what I had in savings to get by.

I'm not sure if every company's claims procedures operate in this manner, however when considering your financial security and the pros and cons of a long and short term disability policy, let the buyer beware! And don't just listen to the sweet talking salesman. Remember he's in it to make a sale and receive a commission and it is of no concern to him what happens after that. I would suggest if you are considering purchasing such a policy that you contact the claims department, tell them if you are either an independent contractor or self employed and ask them if they have a product that's right for you. Also inquire about the procedures and requirements involved in making a claim should you need to apply for benefits. Things may have changed since I took out such a policy and there may be companies out there who do work with independent contractors and the self employed. However, do yourself a favor and get all the facts before making such an investment. It may be better to invest the money you would have paid in premiums for such a policy in a Health Savings Account which many banks now offer. That way you can access the money you invested for medical emergencies right away, hassle free. We work hard for our money and there's not one of us out there who can stand to waste any of it. Once burned, a lesson learned. I wish you all good health, fortune and success!

Judith Mann is a Licensed Massage Therapist and a Registered Chiropractic Assistant. She has worked in clinical and non-clinical settings in Baltimore City, Bel Air and Glen Burnie including chiropractor's offices, hospitals, health clubs, and rehabilitation facilities. She currently works fulltime at a day spa in White Marsh.

BUILDING YOUR MARKETING TRAIN FOR MASSAGE THERAPISTS

by Kelly L. LeFevre, MSM, LMT

You should always make time to market and grow your practice. As a licensed massage therapist, I have learned that marketing comes more naturally when you have a well-planned system in place. That is why I developed the Marketing Train for Massage Therapists. Just like a regular train, there are three main components to your Marketing Train: The Engine, The Cars and The Caboose.

The Engine

The engine is the most essential and powerful component of any well-oiled train. The engine is fueled by activities that give your massage practice the power to move forward through some of the following strategies:

- Speaking engagements, workshops or teleclasses
- Forming strategic alliances
- Networking
- Using direct mail, such as sending out marketing letters or post-cards
- Writing articles
- Doing radio interviews

Many massage therapists try to do too many things to market their practice and never go “deep” enough for any of them to be really effective. Think about your current marketing activities and pick up to three strategies. Do them consistently, do them well and allow them to fuel your business.

If you are still building your practice, I recommend spending 60 to 90 percent of your time on the engine. The number of new clients you get is relative to how much activity you are generating through the engine, just like the speed of a train is determined by the power

of the engine.

The Cars

The cars on your Marketing Train represent passive marketing strategies. This includes designing a logo, building a website and creating brochures and business cards. No rail cars would go anywhere without an engine pulling them forward. The same is true with passive marketing strategies. While these items are a necessity for professional practices, they do not bring business on their own. You have to incorporate them into your active marketing strategies to make them work.

The Caboose

At the end of your Marketing Train is the caboose. These are activities that keep your passengers (clients) on board. Also known as “keep-in-touch” strategies, or relationship marketing, caboose activities include sending quarterly newsletters and using a contact management system to make phone calls.

The electronic newsletter is most ef-

fective. Many times, people need to hear from you multiple times before they buy your services. A newsletter keeps you in front of prospects and existing customers without being intrusive. Your goal should be to funnel as many people as possible to your newsletter list. When developing content for a newsletter, I follow the 80/20 rule with 80 percent focused on content and 20 percent promoting your massage therapy practice.



*Kelly L. LeFevre, LMT, MSM, is creator of **Massage and Prosper™** and is committed to helping massage therapists across the country attract more clients, build*

*their ideal practices and live a balanced life. Get your free **Massage and Prosper Success Kit** at*

www.MassageandProsperSuccessKit.com.

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THE COACH'S CLASS

It's Not Only What You Say, But How You Say It

by Cary Bayer

Retail advertising — price-driven ads such as the half-price offer and the buy-one-get-one-free promotion — require precise advertising layouts and copy. Here is how to make them most effective.

In a half-off offer, let us say that you will give any first-time client a massage at 50% off. Your ad should look something like this: **50% OFF MASSGE SALE** You want to make certain that the words “50 per cent off” are not only prominent in type size, but also the very headline of the ad.

Directly below that, indicate what the actual cost will be for the first-timers who respond. If your normal fee is \$70 for an hour-long session, indicate that your price has been *slashed* to \$35. One effective way of doing this is to use the universal language of the line through the center of some image or piece of copy. For example: \$70 \$35! Also make certain that it is clear to any reader that the offer is only for *new* clients. Do not waste any valuable advertising space mentioning the many modalities that you practice. Most people, especially those who are not familiar with massage, do not know much about neuromuscular, hot stone, or Swedish, and they probably care less about each. That is the lexicon of the LMT. So keep your communication simple, particularly in your ad, where less is more. That is because open space in the ad is of value; it helps convey the feeling of relaxation that the client will experience on your table. Ad messages that are very copy-heavy — wall-to-wall words — are less effective than ones that have more “air” or negative space in them.

In the buy-one-get-one free promotion,

redeem the “free” massage within a certain time period of receiving the “paid” massage, perhaps a week. This ad should feature the word “free” in big letters. In recessionary times, that word is of huge importance to people. It seems as if every single aisle that I push my shopping cart through at my Publix grocery store has a promotional offer featuring the word “free” in such big letters. Your layout should look something along the likes of:

Buy One Massage, Get One Massage
FREE

or

FREE MASSAGE

When you purchase one massage for
(your price).

I would not waste ad space communicating that the new client needs to redeem the free massage within a week of getting the paid massage. That is something you can convey when he books his paid session.

I recommend that the half-price or buy-one-get-one-free offer that you are touting should have expiration dates. This can be inserted right underneath the price. If your ad comes out at the beginning of a month, for example, give the reader about 30 days to take advantage of your special. This encourages a prompt response if people are to gain the price break.

Naturally, at the bottom of your ad, you will need to include your name, phone number, website (if you have one), address (if you have an office), and license number. Incorporate these creative elements in your ad and you *will* have some new clients.

CE Provider, AMTA keynote speaker and Life Coach Cary Bayer conducts a national practice by the ocean in south Florida (954-788-3380) and in the mountains of Woodstock, New York (845-679-

5526). Author of nearly three dozen publications (including 11 for LMTs), he leads numerous CE programs, including “Build a \$100,000 a Year Massage Business in Just 1 Hour a Day.” You can visit him on the web at www.carybayer.com or email him at succesaerobics@aol.com

AMTA CHAPTER NEWS

Webmaster Needed

We are in need of a volunteer web master. Web Master should be knowledgeable with HTML, CSS and java script. It would require updating, adding and deleting time sensitive information at the request of the Board, maintaining the chapter's on-line store.

Howard County offers free massage to Fire fighters.

For the fourth year, Howard County has had Fire Fighter Appreciation Day for career and volunteer members of the 11 county fire stations. The following therapist donated two or more hours over the course of three days in October as a way of saying thanks to this group of men and women. Many thanks to Ruth Stollof, Maura Peacock, Kathleen Flynn, Joan Orcutt, Lisa Carey, Marty Chamberlain and Carol Lancaster. The Chapter appreciates your time and effort in supporting this event for the Massage Awareness Week.

Educational Postcards Sent

As part of this year's Massage Therapy Awareness Week, the Chapter sent 5000 educational postcards to the public in Montgomery, Baltimore, and Anne Arundel Counties. The postcard serves a three fold purpose. First, to educate the public about National Massage Awareness Therapy Week; second, to promote chapter members by displaying our logo; and third, to encourage the public to look for your license.



The AMTA-Maryland Chapter has been approached by BJ's about making its special Corporate Membership Offer available to our members promotion! Listed below are the on-site Membership Discount Program details.

0 **The Offer** – Each AMTA – Maryland Chapter member who joins or renews will receive a **\$10 savings** on our **\$45** annual Innercircle (regular) membership fee OR a **\$10 savings** on our **\$80** annual *Rewards 2% Rebate membership fee. AMTA – Maryland Chapter members will also receive **3 additional months FREE** and a **FREE** household card! This offer is not available at the store level. I will provide you with an announcement and posters to assist you in communicating the date of my visit to your employees. Payroll stuffers are also available.

Membership Application – Each AMTA – Maryland Chapter member who joins or renews their existing or expired membership will complete the supplied membership application:

The member must return the application to the AMTA – Maryland Chapter. Payment must be submitted with each application. We accept Checks, MasterCard®, American Express, Discover/Novus® and Visa®.
(Make checks payable to BJ's Wholesale Club; cash is also taken for this program).

If the AMTA – Maryland Chapter member is renewing their membership card, they must include their membership number on the application in the space provided. (current members can verify membership expiration dates listed on a cash register receipt or by calling 1-800-bjs-club).

Listed below are details of how the process will work for new and renewing members.

NEW MEMBERS

After the BJ's Representative submits the applications for processing, every primary member will be receiving at their home address a welcome letter in the mail within 3-4 weeks. They will then need to take the letter to the Membership Desk at the nearest BJ's to receive their membership card. They can use their gold carbon copy of their membership application with the temporary card (on the back) until they receive their permanent card.

RENEWING MEMBERS (Business members are eligible for this offer)

Renewing members do not get new cards. We will extend their membership by adding 15 months to end of the current membership. This will take 3-4 weeks from when the BJ's Representative receives the applications. If their membership has or will expire within the next 3-4 weeks, they can use the gold carbon copy of their membership application with the temporary card (on the back) until their membership has been renewed. Once we update their membership, their membership card will be re-activated. Renewing members will see the expiration date (seen on each cash register receipt) change after 3-4 weeks to reflect the new expiration date.

*Please contact the AMTA-Maryland Chapter
by e-mail at amtamd@yahoo.com or by phone at 443-612-9119
and let us know that you would like to sign up.*

**Rewards Membership gives 2% of most purchases back at the end of the year in BJ's Bucks up to \$500. For more information please visit www.bjs.com*

**SENATOR KATHY
KLAUSMEIER**

Unlicensed Practice of Massage Therapy

Published: Wednesday, November 18,
2009 12:05 PM CST

From: Kathy Klausmeier, State Senator,
8th District



As we head into the holiday shopping season, many of us will be heading out to the mall or other shopping areas to pick up gifts for our friends, family and other loved ones. After a long day of shopping some people will choose to reward themselves with a therapeutic massage at a facility in a mall or other storefront location where people are performing therapeutic massage. Others among us may choose to buy gift cards or gift certificates for massages from these establishments for our loved ones. Unfortunately, not every person who claims to be a massage therapist has the required credentials from the state of Maryland.

It is very important for consumers to know

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http://www.avenuenews.com/articles/2009/11/20/letters_to_the_editor/doc4b040aa5113d8321537070.txt

that any massage therapist or massage practitioner practicing for compensation in Maryland is required to be licensed or registered by the State of Maryland. During the past few years I have been proud to work with the membership of the American Massage Therapy Association-Maryland Chapter to strengthen the regulations that govern massage therapy in Maryland in order to provide the public with a greater level of safety. Using the services of an unlicensed or unregistered massage practitioner can easily lead to injury due to improper technique or failure to take proper precautions based on the health condition of the person receiving the massage.

All massage therapists and practitioners are required to display their original license in their place of practice. Consumers should ask to see the license to make sure the person is practicing massage therapy with the proper training and credentials.

If you would like to know more about the regulations that govern massage therapy in the state of Maryland or to check on whether or not a person is licensed or registered, visit the website of the Board of Chiropractic and Massage Therapy Examiners at <http://www.mdmassage.org/> or call (410) 764-2965.

MASSAGE THERAPY LEGISLATIVE AWARENESS DAYS

Three times during each legislative session, AMTA- Maryland Chapter members venture to our state capital in Annapolis to bring some calm to the pressure cooker our legislators are in for 90 days. These events are looked forward to by legislators, staff and guests alike.

This year we were able to get dates for our **Massage Therapy Legislative Awareness Days** (MTLAD) for the upcoming 2010 legislative session before it starts. The dates are:

January 27th in the House,
February 23rd in the Senate, and
March 17th (Saint Patrick's Day) in the House.

Each MTLAD event runs from 10:00am to 4:00pm.

Please contact the Chapter office at amtamd@yahoo.com or 443-612-9119 if you would like to participate. Food and thank-you certificates will be provided. If enough volunteers are present, you will get a chance to visit your legislator's office.

Hope to see you there.

Wayne M. Parker, LMT
Chair, Law and Legislative Committee
AMTA – Maryland Chapter.



AMTA HOUSE OF DELEGATES

by: *Claire Heath, LMT*

The AMTA National Convention held September 23–26, 2009 in Orlando, Florida is now behind us. It has been my pleasure to be a Delegate representing the Maryland Chapter for the past two years. The House of Delegates met on September 23rd and 24th.

You might be asking, “What happens with AMTA that requires a House of Delegates?” According to the AMTA Bylaws, The House of Delegates (HOD) is a representative body of mission and goals, matters internal to the HOD, business of the Association in general. It also hears the membership that approves AMTA position statements as per policy. HOD also makes recommendations to the National Board of Directors, as per policy, regarding AMTA bylaws, AMTA’s reports pertinent to the business of the HOD. The HOD meets annually at the AMTA National Convention.

With the size of our chapter, we are entitled to send four delegates. Before the convention actually begins, there is a House of Delegates Meeting. It begins with an orientation followed by the actual HOD Meeting the following day. During the orientation, procedures are explained including as the number of delegates possible, the number of delegates present, how the voting points are established, actual weighted points and majority of actual weighted points, and establishing a quorum.

The agenda for the House of Delegates Meeting resembles any business agenda. This year there were four position statements and two recommendations to be voted upon.

The first position statement was submitted by the South Carolina chapter. Its proposed position stated, “It is the position of the American Massage Therapy Association (AMTA) that massage can aid in pain relief.” After a review of the research that was done and a debate presenting both sides of opinions, this position statement was approved with 136 Delegates For and 6 Delegates Against. Therefore, this position statement will be sent to the Board for final approval.

The second position statement was also submitted by the South Carolina chapter. This proposed position stated, “It is the position of the American Massage Therapy Association (AMTA) that massage therapy may be effective in reducing lower back pain.” The ensuing debate was mainly against this position statement, as many felt it was redundant to the first one presented. As a result, this position statement was not approved with 49 delegates voting for it and 92 delegates voting against it.

The third position statement was also submitted by the South Carolina chapter. This proposed position stated, “It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective in reducing anxiety.” After much discussion a vote was taken. This position statement was not approved with the vote of 39 Delegates For and 103 Delegates Against.

The fourth and final position statement presented was submitted by the Massachusetts chapter. Its proposed position stated, “It is the position of the American Massage Association (AMTA) that massage therapy can improve the quality of life for those in hospice and palliative care.” After some discussion, a vote was taken with the results being 123 Delegates For and 19 Delegates Against, thereby being approved. This position statement will be sent to the Board for final approval.

The next order of business was two recommendations made by the Indiana chapter. It was recommended by this chapter that the National Board of Directors include in the 2010 budget compensation to hire and train full-time field representatives to travel to and promote AMTA to schools and students for increased membership and lasting relationships, with territories left up to National to decide along with job descriptions to promote professional excellence. After extensive discussion and debate, this recommendation was approved with 81 Delegates For and 56 Delegates Against. It will be sent to the House of Delegates Operations Committee to recommend to the National Board of Directors.

The other recommendation presented by the Indiana chapter was to have the AMTA By-Laws changed with regard to the Chapter Presidents Council to include the ability

to make a recommendation(s) to the National Board for consideration. After much discussion and debate this recommendation did not pass with the results of the vote being 20 Delegates For and 119 Delegates Against.

You might now be asking why the votes do not always add up to the number of delegates present. This happens for a number of reasons which may simply be that a delegate decided not to vote.

The last task of the House of Delegates is to vote on new members to the House of Delegates Operations Committee which in 2009 had four positions open. Candidates had previously sent their resumes to the National Office, or posted them prior to the election. Each candidate was given two minutes to speak. Following all speeches the Delegates voted on the new members to this committee.

New business presented included the change in the Application or Renewal form which will now require State License Number on the form.

Beginning in January 2011, Delegates will be able to serve three consecutive terms (each term is for two years). This allows a delegate to serve six years before a required year off.

After all business was concluded, the House of Delegates Meeting was adjourned.

If you are interested in becoming a Delegate to represent the AMTA-Maryland Chapter, please let the Chapter Board know of your intention. You can watch the newsletter or the website for instructions about how to put your name forward for the Delegates election. This election of delegates is usually held at the Fall Chapter Meeting.

Claire Heath was elected as an alternate for 2008 and served as a delegate in 2008-2009.

She has been in practice for seven years, specializing in prenatal and post-partum care. She has recently added infant massage training to her practice.

See the calendar of upcoming conventions at <http://www.amtamassage.org/news/conventioncalendar.html>

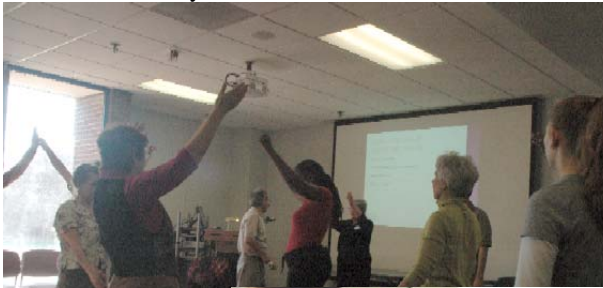
AMTA FALL 2009 CHAPTER MEETING

Sunday, November 8, 2009 found over 55 people in attendance at the annual Fall Chapter meeting. As part of the business conducted, we had visits from Senator Kathy Klausmeier (D-8th, Baltimore County) and Delegate James Hubbard (D-23A PG County) who both received a



clock plaque from AMTA Chapter President

Krista Boone. The Continuing Education opportunity was a presentation by Samuel Blechman, LMT, on Therapist Self Care. Lunch was an awesome spread of salads, pastas and



dessert arranged for by VP Anita Benadictis. Arrangements for the meeting site courtesy of the staff of the Massage Therapy Program at the Community College of Baltimore County.

Keep up with Chapter news and activities at

www.amtamd.org

Current prices to advertise in the *Maryland Massage* newsletter:

1/8 page	\$25.00
1/4 page	\$40.00
1/2 page	\$70.00
1 page	\$100.00
1 page (double-sided)	\$150.00
Individually hand-stuffed inserts	+\$50.00 per issue
Classified advertisement	\$25.00 per 25 words

If you would like to advertise in this newsletter, please contact the Chapter Office, 443-512-9119. Please include sample ad copy, your name, company, address, city, state, ZIP code, daytime phone, evening phone, e-mail address.

Upcoming 2010 Publication Deadlines:

- January 25, 2010 MidAtlantic Conference Brochure
- May 17, 2010 for Spring/Summer issue
- September 20, 2010 for Fall issue
- December 20, 2010 for Winter 2011 issue



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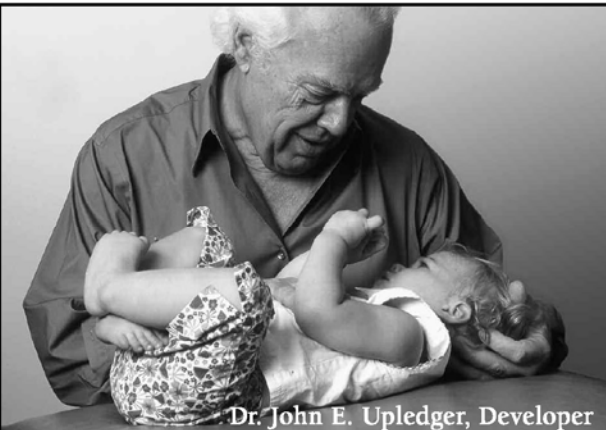
Level 1 Healing Touch Workshop:

March 20-21, 2010. Glen Burnie, MD

Instructor: Nancy Lester, RN, BS, HTCP/I, HNC, LMT

Nancy Lester is a L.M.T. in private practice for 14 years. She is certified in Holistic Nursing and Healing Touch and a Healing Touch Certified Instructor for over 10 years.

For a **brochure, additional information or future class schedule**, please contact Zinda
z.wienke@verizon.net 410- 721-7805 X 3



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MARYLAND LMTS AT NIH HOLISTIC HEALTH FAIR

A Massage Therapy Awareness Week Event

by Barbara Davenport, LMT

On Tuesday October 18, 2009 six Licensed Massage Therapists worked at the National Institutes of Health (NIH) OALM Wellness Day. The morning started out cold and damp, but about 11a.m. it began to warm up. The day turned out lovely; everyone was glad to be outside.

People waited in line for up to an hour for a chance to receive massage at this Massage Therapy Awareness Week event. The six of us worked on approximately 92 NIH employees. Those participating were:

Martin Chamberlain

Barbara Davenport

Andrea Caplan

Helena Bacellar

Lilian Tao

Tania Monique Golocovsky

Martin Chamberlain was the principal organizer for this event. "I was excited to learn about this opportunity at NIH," he says. "What a great opportunity for us to show NIH employees what we massage therapists have to offer as a wellness modality. Thank you to all who gave their time for this important event."



A+ CEWORKSHOPS CONTINUING EDUCATION FOR MASSAGE THERAPISTS

*Approved by NCBTMB and Maryland Board of
Chiropractic and Massage Therapy Examiners.*

For detailed information and to register visit www.aplusceworkshops.com

All sessions at Community College of Baltimore County, Hunt Valley Campus unless otherwise noted. <http://www.ccbcmd.edu/directory/hv.html>

Instructor: Samuel Blechman, LMT is a massage therapy instructor and course developer for the massage therapy degree program at The Community College of Baltimore County Essex and a former coach of Russian Olympic athletes. Samuel has a private practice where he offers therapeutic massage to professional athletes as well as to the general public. Samuel will be a CE speaker at the 2010 AMTA National Convention in Minneapolis, Minnesota.



*Samuel Blechman teaching the
Continuing Education class at
the Maryland Chapter Fall 2009
meeting at CCBC Essex Campus.*

ORTHOPEDIC and SPORTS MASSAGE SERIES

Orthopedic and sports massage is comprehensive system integrating a wide variety of massage's most effective techniques in the treatment of soft-tissue dysfunction, pain, and injuries. This form of massage therapy will increase your competency level and maximize the effectiveness of the sessions. It will become your technique of choice and with less effort enable you to increase your revenue. You will be able to bill per treatment not hourly.

Treating Frozen Shoulder Syndrome 8 CE hours

Date: January 24, 2010 Time: 9.00am-6.00pm

Cost: Regular: \$150; Early Registration: \$100 (must be paid four weeks prior to the workshop)

Massage for Athletes & Everyone Else 16 CE hours

Date: February 20 and 21, 2010 Time: 9.00am – 6.00pm

Cost: Regular: \$300; Early Registration \$210 (must be paid four weeks prior to the workshop)

Orthopedic Massage: Common Neck, Torso, Shoulder & Arm Problems

Date: March 6 and 7, 2010 Time: 9.00am – 6.00pm

Cost: Regular: \$300; Early Registration: \$210 (must be paid four weeks prior to the workshop)

Treating Lower Leg & Ankle 8 CE hours

Date: April 25, 2010 Time: 9.00am – 6.00pm

Cost: Regular: \$150; Early Registration \$100 (must be paid four weeks prior to the workshop)

Orthopedic Massage: Low back, Hip and Legs 16 CE hours

Date: June 12 and 13, 2010 Time: 9.00am – 6.00pm

Cost: Regular: \$300; Early Registration \$210 (must be paid four weeks prior to the workshop)

THE FLUID TECHNIQUE MASSAGE 16CE hours

Date: July 17 - 18, 2010 Time: 9.30am – 6.30pm Location: CCBC Essex Campus

Cost: Regular: \$300; Early Registration \$240 (must be paid four weeks prior to the workshop)

Students will learn how to eliminate toxins, increase or decrease blood pressure, increase joint mobility, decrease arthritic pain, maintain cartilage regeneration, prevent development of arthritis and more.

HEALTHY ME Self-care for massage therapists 4CE hours

Date: August 4, 2010 Time: 5.00pm – 9.00pm Location: CCBC Essex Campus

Cost: Regular: \$75; Early Registration \$50 (must be paid four weeks prior to the workshop)

Learn concepts of stretching and strengthening to keep or restore mobility and proper functioning. You will also learn physical exercises that you can do (and recommend to clients) in order to keep spine healthy.

MASSAGE FOR ATHLETES

Date: September 25, 2010 Time: 8.00am-12.00pm Location: 2010 AMTA National Convention

More info: www.amtamassage.org



CCBC 2010 Continuing Education for Massage Therapists

<http://www.ccbcmassagetherapy.com/NCBTMBContinuingEd>

January:

Better Body Mechanics = Better Massage: a self-care Program to improve body mechanics and prevent work related injuries (based on Yoga Therapy)
Instructor: Cher Hunter January 23, 2010; 6 CE hours \$59



Treating Frozen Shoulder, an Orthopedic Approach
Instructor, Samuel Blechman Jan 24, 2010; 8 CE hours \$150 (\$100 Early Reg)

February:

Massage for Athletes and Everyone Else
Instructor, Samuel Blechman
February 20-21, 2010; 16 CE hours, \$300 (\$210 Early Registration)

SomaCentric Dialoguing Part 1

Julie McKay; 18 CE credits; \$260; February 26 - 28, 2010;

March:



Seated Thai Massage
Instructor: Cher Hunter
March 13, 2010; 6 CE hours, \$89

Orthopedic Massage: Upper Body: Neck, Shoulder, arm & torso

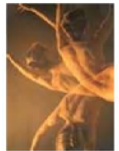
Instructor: Samuel Blechman
March 6 & 7, 2010; 16 CE hours, \$300 (Early Registration \$210)



Direct Muscle Release Technique
Instructor: Michael Houstle
March 21 - 22, 2010; 14 CE hours \$170

April:

Improve Your Body Mechanics and Self-Care with the Feldenkrais® Method of Awareness Through Movement
Instructor: Peggy Honig
April 10, 2010; 4 CE hours, \$49



See [website for more details!](http://www.ccbcmassagetherapy.com/NCBTMBContinuingEd)



SomaCentric Dialoguing Part 1
Julie McKay; 18 CE credits; \$260; April 16-18, 2010

Introduction to TRAGER® Approach

Instructor: Robert Clark
April 25, 2010; 7 CE hours, \$125

Orthopedic Massage - Treating Lower Leg and Ankle

Instructor: Samuel Blechman
April 25, 2010; 8 CE hours, \$150 (Early Registration \$100)

May:

Maryland State Requirements
Ethics and Law for the Massage Therapist
Instructor: Jean Wible

May 1, 2010; 3 CE Hours, \$60

HIV/AIDS Infection Control for Massage Therapists

Instructor: Jean Wible

May 1, 2010; 3 CE Hours, \$60

Movement and Repatterning for the Upper Body

Instructor: Shannon Mitchell

May 15, 2010; 7 CE Hours, \$95

June:

Authentic Traditional Thai Massage

Instructor: Cher Hunter

June 5, 19, 26, July 10, 17, 24, 31; 48 CE hours, \$480 plus text book

Bodywork for the Dying

Instructor: Jean Wible

June 12, 2010; 8 CE hours, \$200

Orthopedic Massage - Lower Back, Pelvis and Legs

Instructor: Samuel Blechman

June 12 - 13, 2010; 16 CE hours, \$300 (Early Registration \$210)

Creating an Evidence-Informed Practice

Instructor: Dr. Martha Menard

June 19, 2010; 7 CE hours, \$125



Conducting Practice-Based Research: Planning, Conducting, and Writing Case Reports and Case Series

Instructor: Dr. Martha Menard
June 20, 2010; 7 CE credits \$125

July:

SomaCentric Dialoguing Part 2

Julie McKay; 18 CE credits; \$260; July 9-10, 2010;

August:

Healing Touch Level 1

Instructor: Nancy Lester

August 21 - 22, 2010; 16 CE hours, \$333

Nurturing the Mother, Pregnancy Massage

Instructor: Claire Marie Miller

August 27-29 2010; 24 CE hours; \$560



September:

Maryland State Requirements

Ethics and Law for the Massage Therapist

Instructor: Jean Wible

Sept 11, 2010; 3 CE Hours, \$60

HIV/AIDS Infection Control for Massage Therapists

Instructor: Jean Wible

Sept 11, 2010; 3 CE Hours, \$60

October:

Maryland State Requirements

Ethics and Law for the Massage Therapist

Instructor: Jean Wible

Oct 9, 2010; 3 CE Hours, \$60

HIV/AIDS Infection Control for Massage Therapists

Instructor: Jean Wible

Oct 9, 2010; 3 CE Hours, \$60

Fibromyalgia Massage - Cher Hunter

date: tba



AMTA COUNTY REPS AS OF 10/09

County	Members as of September 2009	Rep	Phone	e-mail
Allegany	9	Ola Jones	240-675-8162	ovjonescmt@yahoo.com
Ann Arundel	168	Maryellen Zaleski Barbara Donahue	240-731-3281 410-647-4411	alternative.touch@verizon.net barbsmassages@yahoo.com
Baltimore City	99	Geri Bell Judith Mann	410-443-2751	jsjgerib@verizon.net
Baltimore	176	Lisa McKenzie-Ruff	410-340-2191	ldduck@netscape.com
Calvert	13	Tara McManaway	301-934-7897	tmcmaway@csmd.edu
Caroline	6	Mark Robbins	443-205-0697	markarobbins@comcast.net
Carroll	45	Colleen Renehan	410-491-1500	hapkidolady@yahoo.com
Cecil	8	Wayne Parker	410-322-3260	wmpamtamd@hotmail.com
Charles	14	Tara McManaway	301-934-7897	tmcmaway@csmd.edu
Dorchester	5	Mark Robbins	443-205-0697	markarobbins@comcast.net
Frederick	82	Denise Ordonio	301-788-1233	Denise.ordonio@hhamd.com
Garrett	8	Ola Jones	240-675-8162	ovjonescmt@yahoo.com
Harford	43	Claire Heath	443-992-5250	Cheath8446@aol.com
Howard	93	Ruth Stollof	410-370-4445	rstollof@verizon.net
Kent	4	Mark Robbins	443-205-0697	markarobbins@comcast.net
Montgomery	320	Barbara Davenport Linda Harrison	301-434-0682 301-340-9181	cajunbarb@verizon.net prolyn48@aol.com
Prince George's	95	Jandel Benjamin	301-442-6548	Jannie4maat@hotmail.com
Queen Anne's	17	Mark Robbins	443-205-0697	markarobbins@comcast.net
Somerset	2	NO REP		
St. Mary's	8	NO REP		
Talbot	13	Mark Robbins	443-205-0697	markarobbins@comcast.net
Washington	34	Ola Jones	240-675-8162	ovjonescmt@yahoo.com
Wicomico	21	Michele Kilcer	443-880-7366	mak4amta@yahoo.com
Worcester	12	Michele Kilcer	443-880-7366	mak4amta@yahoo.com
Out of State	8			
23 counties & City	1306	18 Reps		

Would you like to represent a county that has no rep?

Contact your board members, see page 3 of this issue.

Winter 2010 Newsletter

AMTA Maryland Chapter
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