

July | August 2012

# Different Strokes

*the voice of ABMP*

## ABMP Member Benefits

# Treasures Worth Discovering

- Continuing Education
  - Ways to Save Money
  - Free Website
- and so much more



Leadership  
Summit Addresses  
Profession's  
Challenges

# Treasures Worth Discovering

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Did you ever spend a summer day at the beach, loading your pail with seashells found along the shore? There was always great excitement when you had a chance to finally sit down and look through all your newfound treasures. At Associated Bodywork & Massage Professionals (ABMP), we want you to have that same experience as you sift through all the treasures we've included in your ABMP membership. From free websites to consumer education tools, we're sure there are some pearls you didn't even know were there.

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"What could be better than a free website, instructions to make your website better, free webinars, CEU classes, as well as being protected, and being part of a great community! Thanks ABMP! I am going on my 11th year as a member and wouldn't change!"

—ABMP member **Carrie Hura**, Facebook



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# Different Strokes

The Voice of ABMP

For questions or comments, please call 800-458-2267.

Associated Bodywork & Massage Professionals  
25188 Genesee Trail Road, Suite 200  
Golden, CO 80401  
800-458-2267 • 303-674-8478  
Fax: 800-667-8260  
Email: [expectmore@abmp.com](mailto:expectmore@abmp.com)  
Website: [ABMP.com](http://ABMP.com)



**Karrie Osborn**  
Editor, ext. 617, [karrie@abmp.com](mailto:karrie@abmp.com)

**Jenny Good**  
Director of Member Development, ext. 623  
[jenny@abmp.com](mailto:jenny@abmp.com)

**James Sutherlin**  
Graphic Designer, ext. 640, [james@abmp.com](mailto:james@abmp.com)

**Mary Heinz**  
Member Benefits Manager, ext. 628, [maryh@abmp.com](mailto:maryh@abmp.com)

**Jean Robinson**  
Government Relations Director, ext. 645, [jean@abmp.com](mailto:jean@abmp.com)



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# Members in the News

You can find links to the articles listed here on [ABMP.com](http://ABMP.com). Look for the "ABMP Community" section on the right, then click on the "ABMP Members in the News" link.

**Rachel Alderson** in "Revival Through Massage," *Fargo-Moorhead Inforum*.

**Eva Branson** in "Heart of the River Healing Center Open House is Saturday," *Hudson Star-Observer*.

**Kristen Burkholder** in "Stressed-Out Belfast Area High School Students, Teachers to Have a 'Wellness Room,'" *Bangor Daily News*.

**Jacki Gethner** in "North Portland's Jacki Gethner Earned a \$5,000 Grant for Her Efforts to Spread the Word About Safe Sex to Older Women," *Oregon Live*.

**Killeen Martinez** in "Alumni Class Notes," *Community College of Allegheny County Newsletter*.

**Michael Rebman** in "Massage Therapy Ancient, Valuable Art," *The Republic*.

**Steve Rogne** in "Evanston Massage Rules Misguided, Therapists Say," *Evanston Now*.

**Roslyn Stephens** in "WJBF Medical Report: Massage Therapy for Cancer Patients," *WJBF News Channel 6*.

**Kristin Taravella** in "Native Daughter Returns with Muscle Therapy Business," *The Union*.

**Le'Shaun Williams** in "Body Language Dr. Fountain Dermatotherapy," *Charm on the Treasure Coast*.



## Tell Us Your News

If your practice was mentioned in print, online, on the radio, or on TV, let ABMP know. Send an email to [differentstrokes@abmp.com](mailto:differentstrokes@abmp.com) with the subject line "Members in the News" and include a link to the news coverage online, or scan and attach a PDF of printed material.

# Massage Envy Celebrates Therapists of the Year

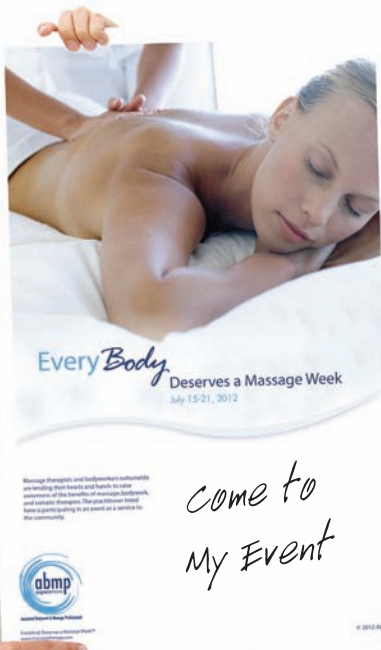
Each year, Massage Envy honors their therapists who exemplify excellent client service, a high level of professionalism, and compassionate touch. At the recent Massage Envy franchise conference in Phoenix, Arizona, ABMP hosted a meet-and-greet with the winners to congratulate them. Here are the ABMP members who won for their region:

Marty Abordo-Ortua  
Emily Bream  
Laura Cashio  
Alexandra Ciasulli  
Elizabeth Conn  
Brian Cooper  
Sherri DeFalco  
Vincent Furukawa  
Russell Griffith  
Sean Hunt  
Thong (Tommy) Huynh

Cynthia Jacobs  
Leonard Kersting  
Janet Kinney  
Andreana McCullough  
Jaynean Mosby  
Jennifer Nahmensen  
David Neglia  
Eric Patterson  
Kristen Perron  
Tyron Perry

Louise Prows  
Rebekah Rachel  
Isaac Reynoso  
Dawn Saltis  
Kelly Schoon  
Alisyn Schreiber  
Dawn Seligman-McKay  
Joey Sloan  
Eletha Walker  
Ivy Williams

## Everybody Deserves a Massage Week Last chance—Reserve a banner by July 1



Have you made your plans for Everybody Deserves a Massage Week, July 15–21, 2012? The time is fast approaching. Be sure to visit [ABMP.com](http://ABMP.com) for ideas on how to get started, and customizable materials you can easily create and print to promote your event. Since 1995, our members have been celebrating this weeklong event that focuses on spreading the message of massage. Get started today. Log in to [ABMP.com](http://ABMP.com) and go to “Everybody Deserves a Massage Week” under the Marketing Center tab.

### We Want to Hear From You

Send us photos and information about your event and possibly be featured in *Different Strokes* or on [ABMP.com](http://ABMP.com). Email info to [differentstrokes@abmp.com](mailto:differentstrokes@abmp.com).



## 2012 World Massage Festival

ABMP's next trade show stop is the 2012 World Massage Festival at the Tuscany Hotel & Casino in Las Vegas, Nevada, August 19–22.

ABMP President Les Sweeney will be inducted into the 2012 Massage Hall of Fame, joining ABMP CEO Bob Benson and ABMP Vice President Communication Leslie Young who were inducted in 2011.

If you're coming to the festival, make sure to stop by ABMP's booth and say hello. For more information, visit [www.worldmassagefestival.com](http://www.worldmassagefestival.com).



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May 9, 2012 – for immediate release

## Leadership Summit in Chicago Addresses Concerns of the Profession

CHICAGO – Seven of the massage therapy profession's organizations gathered for a second "Leadership Summit" May 1-2 in Chicago. Organizations represented were Alliance for Massage Therapy Education (AFMTE); American Massage Therapy Association (AMTA); Associated Bodywork & Massage Professionals (ABMP); Commission on Massage Therapy Accreditation (COMTA); Federation of State Massage Therapy Boards (FSMTB); Massage Therapy Foundation (MTF); and National Certification Board for Therapeutic Massage and Bodywork (NCBTMB). Participating representatives of each organization are listed at the end of this release.

The group's purpose, to come together to address the previously identified concerns of the profession and explore how to collaborate in that work, laid the foundation for the conversation.

The issues identified at the first meeting were revisited and each organization updated the group on its individual focus and projects. The highest priorities included: Portability, Consistency of Practice Standards, Entry Level Education, Continuing Education, Discipline/Licensure (Safety/Public Protection), and Certification.

A collaborative discussion followed with the goal of discerning if whether what is being done in each area is serving the industry adequately and how the organizations can support and collaborate with one another to achieve a successful outcome. The group agreed that, even since the St. Louis meeting eight months prior, actions by individual organizations have helped constructively clarify roles. That positive progress is tempered by recognition that much important work remains to address acknowledged deficits and advance the massage therapy profession.

An ongoing discussion of the Entry-Level Analysis Project (ELAP) occurred and input from the leadership organizations was discussed. Previous projects regarding entry level standards will be reviewed and considered as part of the background for this project. After input from the leadership group, an updated project description will be made public later in May.

A key component to the success of this project will be broad input by the massage profession. This opportunity will be available via a companion survey (administered in conjunction with FSMTB's Job Task Analysis) that is intended to be circulating in June 2012. Please watch for details and take advantage of the opportunity to continue to shape the profession. Both FSMTB and the group of organization leaders would like input from as many practicing massage therapists as possible for the most accurate research.

Pete Whitridge (AFMTE) presented the first round of the Teacher Education Standards Project (TESP) to the group. The TESP will be presented to the general public within the next two weeks. Besides being open for comments immediately, at the Alliance's conference in Tucson, June 7-9, it will be a major agenda item with time for comments and discussion.

The value and benefits of programmatic accreditation for the profession, as well as for schools and students, were discussed. In the context of observed wide variation in the quality of massage instructional programs, discussion ensued about the potential that more widespread programmatic accreditation could offer as a lever for improving the overall quality of entry-level education. Comparisons were drawn to other education and health care fields where programmatic accreditation is the accepted norm.

The Massage Therapy Foundation talked about their upcoming conference (April 27-29, 2013), improving research literacy capacity, and other projects. Ruth Werner illustrated with specific examples how new research findings are re-shaping understanding of the benefits of massage therapy and thereby the profession's potential scope of practice.

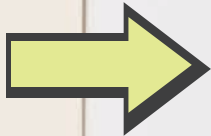
Agreement was reached on focusing on meta-communication, and interacting with other organizations on projects that may have overlap. The next meeting of the Leadership Summit is now scheduled to occur December 5-6, 2012 in Denver, with a scheduled phone meeting prior to that face-to-face meeting.

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### Meeting Participants:

ABMP: Bob Benson, Chairman; Les Sweeney, President  
AFMTE: Pete Whitridge, President; Su Bibik, Secretary/Treasurer  
AMTA: Cynthia Ribiero, President; Shelly Johnson, Executive Director  
COMTA: Randy Swenson, Chair; Kate Zulaski, Executive Director  
FSMTB: Kathy Jensen, President; Debra Persinger, Executive Director  
MTF: Ruth Werner, President  
NCBTMB: Alexa Zaledonis, Chair; Mike Williams, CEO

*For further information, contact the press representatives of the organization listed in this release.*



*Press release distributed by the Leadership Summit group, May 9, 2012.*

# The Work of the Entry-Level Analysis Project (ELAP) Begins



## The Whys

What is entry-level massage therapy education? What should core content encompass? How many hours of education are necessary for learners to obtain the basic knowledge, skills, and abilities (KSAs) needed to enter the massage profession and build a

viable practice or work successfully as an employee? **Many regulatory agencies have settled on a 500-hour benchmark, but how they and the massage profession arrived at this number is unclear.** Additionally, a variety of topics are taught within or excluded from a 500-hour curriculum based on the philosophy undergirding each particular training program. As well, the influence of federal student aid and/or a belief that 500 hours is insufficient to accomplish desired instructional goals has caused many institutions to set their program length at 650–900 clock hours. As a result of these diverse decisions and influences, massage education in the United States can be characterized as inconsistent with problematic consequence—excessive dropout rates from the profession and mobility barriers due to lack of credential portability.

As a result of the Leadership Summit, a work group was formed of individuals well-versed in massage curriculum development and teaching to create a companion survey to the Federation of State Massage Therapy Boards' (FSMTB) 2012 Job Task Analysis. This Entry-Level Analysis Project (ELAP) survey will provide insight into KSAs actually utilized and perceived to be important for safe and competent massage practice by individual MTs. As part of ELAP, the work group members will also assess the results of a recent employer survey and previous projects\* to help inform the process. They will analyze the information to quantify estimated training hours necessary for students to become competent in these KSAs.



**“Improving the consistency of massage education is important for the continued health and evolution of the massage profession; all the major U.S. stakeholder organizations have undertaken projects at various times that support this vision. With a clearly defined baseline, the massage profession will be in a better position to determine appropriate next steps, develop resources that help schools and professional therapists fill education gaps, and provide meaningful and informed leadership to both students and practicing massage therapists.”**

—ELAP Working Document, May 18, 2012

## Benefits of Knowing

New understanding gained through the ELAP project is expected to benefit the profession in a number of ways:

- The profession's leadership could make an informed statement regarding what constitutes evidence-based, minimum educational requirements a student should meet to qualify for a license to practice massage.
- Massage schools will have a blueprint of essential topics, key learning outcomes, and appropriate clock hours on which to base their foundation curriculum.
- Organizations accrediting massage programs potentially will gain a consensus view from the massage profession of core education components to factor into their accreditation expectations for program approval.
- Project outputs could be used to inform regulatory bodies about essential curriculum components, which, if broadly adopted, would help ensure greater consistency in massage education.
- The Federation of State Massage Therapy Boards (FSMTB) will have a more informed basis for the education component in its development of a Model Practice Act.
- Adoption of consistent core education requirements by multiple states could increase regulators' confidence and **encourage the portability of credentials** long sought by the massage profession.



## From the ELAP Group Members

**“We view this project as an important, early foundational step. [This] group has no permanent standing. Our job is to produce a thorough, defensible final report that is sufficiently compelling to motivate diverse national and local massage therapy organizations to rise to the challenge to ensure the massage profession embraces and implements the report's recommendations.”**

**“Accepting these caveats, and acknowledging both the opportunity and need for improvement throughout the massage profession [including 'notably strengthening the teaching abilities of all instructional personnel'], we believe this project comprises one important foundational step upon which additional curriculum, teacher preparation, and regulatory standards can build.”**

\* Including the FSMTB's Job Task Analysis (JTA), Commission on Massage Therapy Accreditation (COMTA) curriculum competencies, the Massage Therapy Body of Knowledge (MTBOK) project and its analysis by the Alliance for Massage Therapy Education (AFMTE), as well as various liability claim data and consumer reports.



# Member Profile

By Jed Heneberry

**Judy Stricker** Mentor, Ohio  
ABMP Member Since 2009

Massage therapist Judy Stricker has created a practice serving clients who range from professional athletes to hospital patients, fulfilling her dream of providing an alternative to all the prescriptions she saw handed out while working in a doctor's office.

## Filling the Schedule

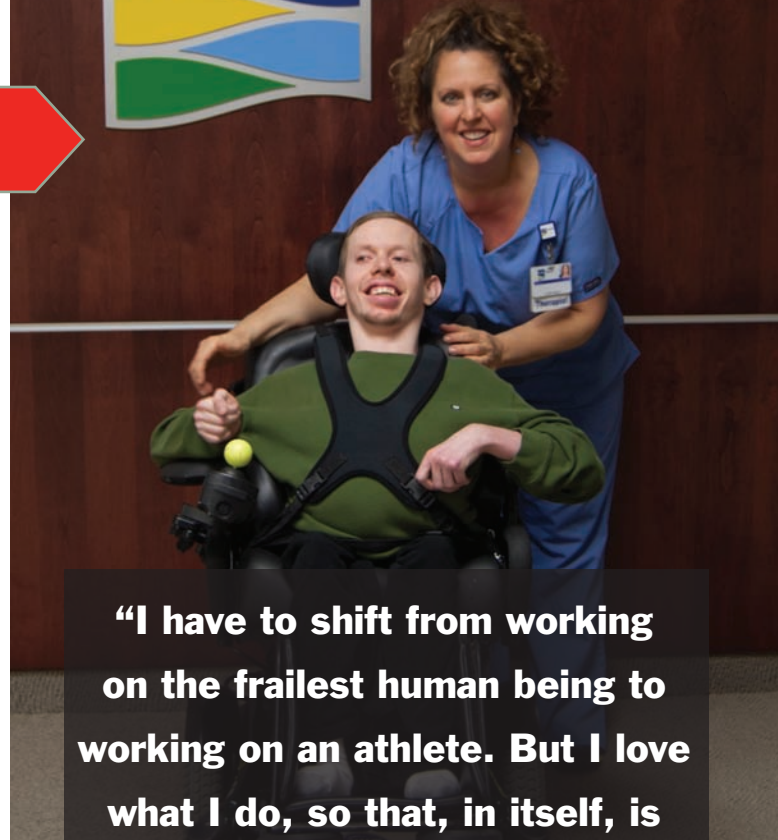
With a schedule that often has her working seven 10-hour days a week, Stricker stays plenty busy. "I try to keep one day off," she says, "but if someone is in need, I try to help them out." Considering that the person in need could be a 310-pound offensive lineman from the Cleveland Browns or a hospital patient suffering from multiple sclerosis, Stricker needs to be ready for anything. "I have to shift from working on the frailest human being to working on an athlete. But I love what I do, so that, in itself, is healing and restorative."

Since week one of her career, Stricker has had a full practice. Now she finds balance between working as team massage therapist for the Cleveland Browns and Cleveland Indians, practicing medical massage at the Lake Health hospital clinic, and visiting private clients. "One has built off the other," she says of her varied responsibilities. "I do get fulfillment from every entity, and the thing I like the best is that I'm helping bodies heal, or preventing them from being injured."

With a work schedule that can get very hectic very quickly, Stricker also has to focus on keeping herself healthy. "When I'm not working, I try to make the most of those times by relaxing and enjoying each moment," she says. "When you can help someone heal, it really is a give-and-take—we give to our clients, and they give back to us. And that loop, that filling up, is really restorative to me and makes me feel better physically and emotionally."

## Different Folks

The practice that flows from her blended clientele allows Stricker to experience everything she appreciates about her career, and she finds meaningful patterns in each population she serves. "I notice with baseball players that they tend to have more chronic displays of muscle issues because they're playing so much," she says. "I try to do a lot more focused work and be more conservative, especially with the pitchers, because they have to play so frequently."



**"I have to shift from working on the frailest human being to working on an athlete. But I love what I do, so that, in itself, is healing and restorative."**

"With the football players, their issues tend to be more acute because of all the hitting," she continues. "Their bodies tend to be larger, their tissues more dense, so it's different that way. I'm always trying to keep their muscles ready and keep them injury-free."

On the other end of the spectrum are her hospital clinic clients, many of whom suffer from multiple sclerosis or cerebral palsy. "You're not always going to just have fit people on your table," Stricker says. "[With] the people who are my frailest clients, the work is the easiest to do physically, and I probably get the most from helping them. For the athletes, it's fulfilling seeing them out there performing, knowing I'm part of the team keeping them healthy, but I love knowing that I can help give people with chronic conditions optimal quality of life."





## Getting After It

Stricker worked hard to create her perfect practice, seizing opportunities and acting on inspiration every chance she got. “I was more interested in the medical aspect of massage, so I called the Browns and the Indians and they had me in to talk to their therapist,” she says. “She liked my demeanor and my work and offered me a place on her team when I graduated.”

That confidence is what Stricker recommends other MTs cultivate to help expand their practice. “Be bold and aggressive, be confident, and don’t be afraid to approach people,” she says. “If you know of a facility that is being built, if a hospital is opening a massage program, if you are interested in working with athletes, you need to go and get the work—it doesn’t come to us.”

Another thing Stricker credits with helping her practice grow is her work ethic, which drives her to be available to clients, even when it’s not convenient. “A lot of times it’s going that extra mile, which might mean you need to put more time in, but I decided that I was going to put 150 percent in to make this career happen. If you just sit back and remain idle, you’re not going to build a clientele.”

Her willingness to put clients first, combined with her skills, has resulted in a steady stream of referrals for Stricker. “I really don’t do any advertising other than handing out business cards,” she says. “A lot of my clients follow me from location to location, and I have a wonderful referral basis with my athletes and doctors because they see the results of what we do as therapists, and that builds their confidence to tell others.”

## Part of the Team

As a massage therapist working in training rooms and medical offices, sometimes things can get difficult for Stricker. “There are always doctors out there who just don’t think you know what you’re doing,” she says, “but my fit is working within my scope of practice.” Stricker cites the Indians’ training staff as a perfect example of how different medical professionals and massage therapists can coexist. “We have an excellent communicative relationship. We fill each other in on what we find, and we all work together for the health of the athlete.”

Stricker credits a firm understanding of her role as a massage therapist for her longevity with the teams. “Knowing that you’re a part of the team, and not the team, has been really important for me,” she says. “Also, being an ethical therapist has helped, too. If I don’t know something, I don’t pretend that I do. I reach out to the other health professionals on the team.”



**“If you just sit back and remain idle, you’re not going to build a clientele.”**

The other benefit of working with athletes is rarely having to convince them of the benefits of massage therapy. “I’ve found that for the rookies who might not have had massage in college, we try to school them, and the veterans also encourage them. The best testimony is to have it done.” Stricker says that once a player is on the table for the first time, there’s a good chance they’ll be back. “Usually it takes just one session and the athletes can perform better, feel better, move better. Once they feel that, they’re in.”

At the end of the (long) day, Stricker makes sure to honor all of the clients that help make her practice special. “The most important thing for me,” she says, “is that I still have the very first client that I ever had, and I still give her everything that I did when she was my only client, taking a chance on me and giving me a weekly appointment. I give her the same courtesy as I do my football players—they’re all a priority for me.”

*Jed Heneberry is assistant editor at ABMP. Contact him at [jed@abmp.com](mailto:jed@abmp.com).*

# 44th State Adopts Massage Regulation

## Existing Laws Changed in Several States

By Jean Robinson

On April 3, 2012, **Idaho** became the 44th state to regulate massage therapy. The law requires massage therapists to become licensed by the state and establishes a Board of Massage Therapy to implement the process. The law also establishes minimum training requirements, defines a scope of practice, provides an avenue for consumer complaints, and pre-empts local regulations. Next steps include Governor C.L. Otter appointing members to serve on the Board of Massage Therapy, which will then have the responsibility of promulgating regulations to implement the law, including an application process. Applications for licensing, however, will not be available until that process is complete.

### Tightening the Laws

Throughout 2012, several states passed bills to include previously exempt practices under massage therapy regulation, with the hope of curbing illicit activity performed under the guise of unregulated bodywork practices.

In **Utah**, the legislature viewed the exemption of energy work from the massage law as a loophole, so it passed a law to modify the definition of massage therapy to include providing, offering, or advertising a paid service using the term massage, regardless of whether the service includes physical contact. With the new law in place, the cities plan to restrict massage business licenses to those whose workers have state licenses. That way, the city could shut

down businesses without using police resources currently being expended for sting operations.

In **Washington**, due to a proliferation of “foot spas” and unlicensed “reflexology” practitioners, the state legislature passed a law that amends and supplements the existing massage licensing statute by requiring the certification of reflexologists. Additionally, the legislation adds a new section to the massage licensing law, which states that the Washington secretary of health has the authority to inspect the premises of any massage or reflexology business during business hours, and may apply to a court for a warrant if access to the premises is denied. The prior statute provided for inspections only by state and local law enforcement personnel.

Also as a result of illicit activity under bodywork terms, **Connecticut** Assembly bill 5455 has been introduced and if passed, would add shiatsu, acupuncture, Thai massage, Thai yoga massage, and Thai yoga to the definition of massage therapy. The bill would also hold any employer, who knowingly and willfully employs an unlicensed individual to engage in massage therapy, guilty of a class C misdemeanor.

Several states have attempted to make professional regulation more “reasonable” by giving regulatory boards some flexibility. In August 2011, **New Jersey** Governor Chris Christie signed Executive Order Two, which orders and directs all state agencies to implement and adhere to certain principles to provide for relief from regulatory burdens. One principle orders state agencies to adopt rules for “waivers” from regulations that are unduly burdensome.



The Pennsylvania State Board of Massage Therapy granted an extension until **July 31, 2012**, for existing practitioners to apply for a massage therapist license under the regulations’ grandfathering provision. If you missed the previous deadline, this is your last chance to apply. **However, if you previously applied for a license** and were denied because you were unable to prove you were practicing on October 9, 2010, or for some other reason, do not reapply; you do not qualify for the extension.



**When applications for licensure become available in New Jersey, ABMP will provide detailed instructions to help members through the process.**



The New Jersey Division of Consumer Affairs, which is the department the massage board is under, just completed the process of finalizing rules for waivers as they will relate to professional licensing. Massage therapy applicants for licensing will benefit from this policy change. Many applicants will not be able to have a transcript or proof of their education sent directly from their school because the school may be closed. Now, an applicant in this predicament will be able to apply for a waiver of this requirement.

When applications for licensure become available in New Jersey, ABMP will provide detailed instructions to help members through the process.

### **Other Changes in the Air**

Two organizations in the massage and bodywork field—the Federation of State Massage Therapy Boards (FSMTB) and the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB)—recently announced initiatives that could be considered significant events in our field.

The **FSMTB** is launching a project to develop a new national program to provide state regulatory agencies with a centralized quality assurance process for the renewal of state licensure or state certification. A detailed document titled “*Proposal for Maintenance of Core Competency Program*” is available at [www.fsmtb.org](http://www.fsmtb.org). ABMP is very supportive of the FSMTB project, which attempts to separate continued competency based on ensuring public safety and continuing education as a means for professional development. We need to stop using state regulation of our profession as a means for professional development. State regulation is established to ensure public safety.

The **NCBTMB** announced a 12-month plan to completely revamp all areas of the organization, including the phasing out of the current National Certification credential in favor of a Board Certification credential that will require additional education (750 hours), hands-on experience (250 hours), and a background check. Find out more at [www.ncbtmb.org](http://www.ncbtmb.org).

*Jean Robinson is ABMP’s director of government relations. To get the latest updates on all legislative and regulatory activities affecting the world of massage and bodywork, visit [www.abmp.com](http://www.abmp.com).*

## **Are You Up-To-Date?**

Make sure we have your correct email address so that you are kept in the loop regarding legislation that affects you and your practice.

Log in to [ABMP.com](http://ABMP.com) and click on “Update My Account” on the right side of the page to provide your current email address.

In addition to email alerts sent by ABMP on these issues, all legislative changes are posted to [ABMP.com](http://ABMP.com).

## **Need the phone number of your state’s massage therapy regulatory board?**

Log in to [ABMP.com](http://ABMP.com) and scroll down to “State Legislative Information.” There you will find all the regulations affecting your state, including educational requirements, required exam information, and naming designations. We also list phone numbers for all state regulatory boards, making it easy for you to find the information you need both quickly and efficiently.





# Video Tips for You at ABMPtv

## Greetings, Tutorials, Testimonials, and More

ABMPtv is home to a series of videos created to share ideas, explain resources, and help members make the most of their ABMP membership. Visit and explore the videos waiting for you. Content is available to the public, but additional videos and categories are only available to members; access this by logging in to ABMP.com, using your member ID number.

### Here's what you'll find:

- Members explaining which ABMP member benefits they've used—and why they love them!
- ABMP staff offering step-by-step tutorials on how to use the resources included in your membership, such as how to create customized newsletters and how to enhance your referral listing at [Massagetherapy.com](http://Massagetherapy.com).
- Greetings from the editors of *Massage & Bodywork*, who welcome you to various issues of the magazine.
- Tips to help you thrive! Once you've logged in, select the "ABMP BizFit" category from the dropdown menu for ideas about how to get your practice in shape.

Videos are brief—just a minute or two—so you can visit even when you have just a short break between clients. If there's a particular topic you'd like to see, send your suggestions to [abmp.tv@abmp.com](mailto:abmp.tv@abmp.com).

Click on the TV image at [ABMP.com](http://ABMP.com) to view ABMPtv. Some videos are available to the public, but exclusive content is available for members, so be sure to log in to access it all!



Have you seen the great videos about getting your practice in shape, under the ABMP BizFit category? Check out these pointers from ABMP President Les Sweeney and ABMP Education Facilitator Kristin Coverly. These short videos show you a sample elevator speech, teach you how to comfortably ask clients to rebook, explain why a Facebook page can benefit your practice, and share ideas about things to do today to help strengthen your practice.



### Log in to access videos in these categories:

ABMP BizFit

As Seen in *Massage & Bodywork*  
Expect More, With Les  
For Massage Schools & Instructors  
For Massage Students  
Member to Member  
Tips from ABMP Staff

ABMPtv's Member to Member category lets you hear from your peers about how ABMP's resources have helped their businesses.

# ABMP & the 2012 American Massage Conference

By Leslie A. Young

Top-notch continuing education, an exciting trade show floor, and camaraderie welcomed more than 2,400 attendees to the 2012 American Massage Conference (AMC) in San Diego, California, April 20–22. For the second consecutive year, ABMP was the Education Sponsor for the event that drew massage therapists from 35 states.

# American Massage Conference

ABMP presented a combination of events during the four-day AMC festivities including a free, full-day Instructors on the Front Lines workshop with ABMP Education Facilitator Kristin Coverly (enjoyed by these 55 educators below), a keynote address by *Job's Body* author Deane Juhan, and Coverly's "Claims Happen" CE class about liability insurance. ABMP was also one of the sponsors of a pre-conference golf tournament that raised \$7,000 for the Make-a-Wish Foundation.



More than 440 presenters and vendors offered attendees an array of course offerings from one-hour classes to three-day workshops, and a trade show floor rich in new product samples and new relationships. Here, the ABMP team is all smiles in front of our booth. Left to right are Leslie Young, Brian Halterman, Angie Parris-Raney, and Kristin Coverly.



As a contrast to the hectic show pace, ABMP's Brian Halterman, a Kundalini yogi, led 7:00 a.m. yoga classes on Saturday and Sunday.



The ABMP team loved visiting with the hundreds of MTs who stopped by the booth, raved about their member experience, learned more about ABMP's online resources, and picked up some ABMP trade show goodies.

Mark your calendars for two American Massage Conferences in 2013: May 17–19 in Atlanta, Georgia, and September 13–15 in San Diego again. We hope to see you there! For updates, visit [www.americanmassageconference.com](http://www.americanmassageconference.com).

Leslie A. Young is vice president communication for Associated Bodywork & Massage Professionals. Contact her at [leslie@abmp.com](mailto:leslie@abmp.com).

## CONGRATULATIONS! 10-YEAR MEMBERS

Debra J. Ackers  
Ingrid Agnew  
Daisy Alaniz  
Karen B. Alderson  
Aaron L. Ameny  
Susan Ananian  
Jane Anderson  
Sharon Bailey  
B. Michele Baker  
Jill M. Bartl  
Lisa Michelle Bass  
Diana Basset  
Wendy Becker  
Jennifer Belknap  
Celeste Nadine Binnings  
Lissa Bombicca  
Mara J. Bonsaint  
Susan-Ruppel Brady  
Betsy R. Breneiser  
Lori Mae Britt  
Chad Michael Brown  
Reuven J. Brown  
Steven M. Brown  
Melissa Bunch  
Jill L. Burk  
John D. Busch  
Doug Caldwell  
Francesca Carney  
Kathleene L. Carreon  
Karen C. Case  
Robbyn Castles  
Sarah Chase  
Randy Lee Coleman  
Amanda Collins  
Debra D. Columbo  
Jesse J. Connor  
Shirley A. Conrad  
Julie W. Covert  
David L. Cox  
Emily M. Cox  
Kimberly M. Crites  
Candace M. D'Agostino  
Diana D'Apuzzo  
Fadi Dajani  
Regina M. DeAngelo  
Carol DeGregorio  
Sarah Deur  
Jacqueline S. Didur  
Andrea L. Dinauer  
Michelle Doetsch  
Colleen Mary Dooley  
Tracey Dugdale  
Yuriy Dyadyshyn

Penny Elias  
Judith Eness  
Amanda Everett  
Dennis Fabiszak  
Colleen Ann Farrell-Campbell  
Sarah Whitcomb Farwell  
Carol J. Fisher  
Mary L. Fitzgerald  
Kay L. Flaharty  
Patricia A. Frazier  
Victoria R. Fuller  
Yvonne Garst  
Lori Gatmaitan  
Emmett H. Geesaman  
Julie Geyer  
Vickie T. Gilbert  
Dena Glazer  
Jennie Goodman-Herrin  
Amber D. Goss  
Paula Graham  
William Griswold  
Erica Groesch  
Linda Gullikson  
Larry Earle Gwinn  
Pauline M. Gyllenhammer  
Patrice Hamilton  
Kimm L. Hans  
Mary L. Hardy  
Cynthia J. Harris  
Allissa Harter  
Allyson Hawkins  
Shawn Heinzen  
Bonnie Hershey  
Patricia A. Hill-Reimann  
Stephen Ray Hodges  
Dorbe Holden  
Mary Holland  
Amber Lynn Hoopes  
Claus M. Hostasch  
Rachel Cress Houck  
Charlotte A. House  
Deborah E. Howe  
Michelle Howe  
Donald L. Hughes  
Kathleen Intihar  
Beverly Belle Ivers  
Janine B. Ivory  
Karen Gail Jablo  
Melissa Jacobs  
Barbara Jankowski  
Elizabeth Jordan  
Katya Kennedy  
Sylvia I. Kline

William M. Kohner  
Diane Kopitsky  
Judy Kosta  
Michele Ann Kovalchik  
Amy Kramm  
Kim Krost  
Nancy A. Krzeczkowski  
Jacqueline L. Lander  
Robin Lynn Landry-Paquette  
Jean M. Lasko  
Vickie Latta  
Debbie R. LeVine  
L. Jean Lee  
Nicola B. Lee  
Winifred B. Lilly-Taylor  
Kimberly A. Lindell  
Karie Linke  
Carina S. Locquiao  
Ilona May Lord  
Sharon Loveseth  
Catherine Lowery  
Susan Lundquist  
Mark L. Lynch  
Yue Ma  
Hetty Mayer MacDowell  
Ariel Magram  
Katherine M. Mahon  
Tina Martinson  
Sheila Massey  
Terence Matthews  
Jill E. Mattson  
Shyla Maung  
Robert A. Mayerson  
Dawn McCormick  
Heather P. McCutcheon  
Kathryn McFarlane  
Travise McGuire  
Moriah Rose McKee  
Shelby Lin McKee  
Loni McKenzie  
Deborah A. Meeske  
Sandra Leigh Menzies  
Diane Lucille Messing  
Connie Meyer  
Alicia R. Miller  
Jimee H. Modica  
Diane L. Moffett  
Martin Mohr  
Alyssa Mongilutz  
Judy Anne Monroe  
Cheryl Morris  
Daniel Myers  
David Mylar

**To see a list of all individuals  
who have been ABMP  
members for 10+ years,  
log in to [ABMP.com](http://ABMP.com).**

Susan Najar  
Elizabeth Newell  
Hilde Nieuwenhuysen  
James Norman  
Sheryl Vanessa Norris  
Jaime Elizabeth Nuttoli  
Mark O'Malley  
Karen Onny  
Norman K. Oshiro  
Essence Oyos  
Annalise Ozols  
Linda Parks-Gobets  
Lesley Pearl  
Margaret Rose Peloquin  
Susan C. Pennington  
Katherine Perry  
Cecelia M. Peters  
Diane C. Peterson  
Adriana Gabriela Petrariu  
Maurita Philbrick  
Lauren L. Pond  
Mary D. Potts  
Timothy Poulemanos  
Elizabeth Powell  
James D. Powell  
Donna Ramacciotti  
Anibal Ramos  
Cindy Rasmussen  
Ann Marie Reilly  
Jennifer Reiner  
Ronna Lee Reininger  
Peggy S. Resseau  
Rianah H. Rhone  
Janet Rider  
Gail E. Robillard  
Paula Robles  
John Rodriguez  
John David Rowinski  
Maria Russo  
Kimberly A. Rutherford  
Diane Sagula  
Cheryl Satoski  
Darla Schatz  
Alexandra (Sandy) Schneider  
Patricia D. Schultz  
Jessica M. Scott  
Mark Seay  
Noelle Prince Shear  
Jane Shepard  
Carole Showers  
Dannelle Sirrione  
Ruth Skorupa  
Ilze Skrupskelis  
Deborah Ann Slagle  
H. James L. Smet  
LuAnn M. Smith  
Edward A. Snitko  
David Noel Sontag  
Patricia A. Speck  
Paul St. Germain  
Brandy A. Stajkowski  
Peggy L. Stam  
Linda M. Stark  
Laurissa Stephens  
Sylvia Stevens  
Joan Stewart  
Jane Straub  
Autumn Stroh  
Leonard M. Sues  
Susan Sullivan  
Nancy Sunde  
Susan Momoe Suzuki  
Karen Swanstrom  
James N. Taylor  
Irina Terentyeva  
Theresa L. Tirapelle  
William Trammell  
Elizabeth Turnbull  
Lynn Van Allen  
Jeffrey Van Dyke  
Laurie A. Van Valkenburgh  
Lisa Vigilante  
Elaine J. Villano  
John G. Vines  
Kim Volpe  
Paula Walsh  
Christina Weaver  
Stephanie Weaver  
Rhys Allen Webb  
Marsha Weisenberger-Palko  
Diane Welch  
Louann West  
Sheridan West  
Avery B. White  
Jennifer White  
Karen Janae Whitt  
Ann H. Wieser  
Christy Wilson  
Ron Wiseman  
Chester Arnold Wolfson  
Xiao Qi Wu  
Troy R. Wyne  
Jonette R. Zuvanich  
Aleida Zwetsloot

## CONGRATULATIONS! 20-YEAR MEMBERS

Kathleen E. Bailey  
Eileen Batura  
Tim A. Brody  
Jolene M. Carrillo  
Tatiana M. Chepourkova  
Tammy K. Crees  
Kelia Kristi Culley  
Robert E. Dorrell  
Lorraine D. Goedde  
Anthony D. Golobitsh

Penny L. Hill  
Jill Marie Holden  
Nicolette A. Immel  
Jane Kathryn Jones  
Milicent Y. Kari  
Kristyellen M. Kobashigawa  
Kathy E. Kyar  
Gabrielle O. Laden  
Mary T. Lemmink  
Judith Ann Lowe

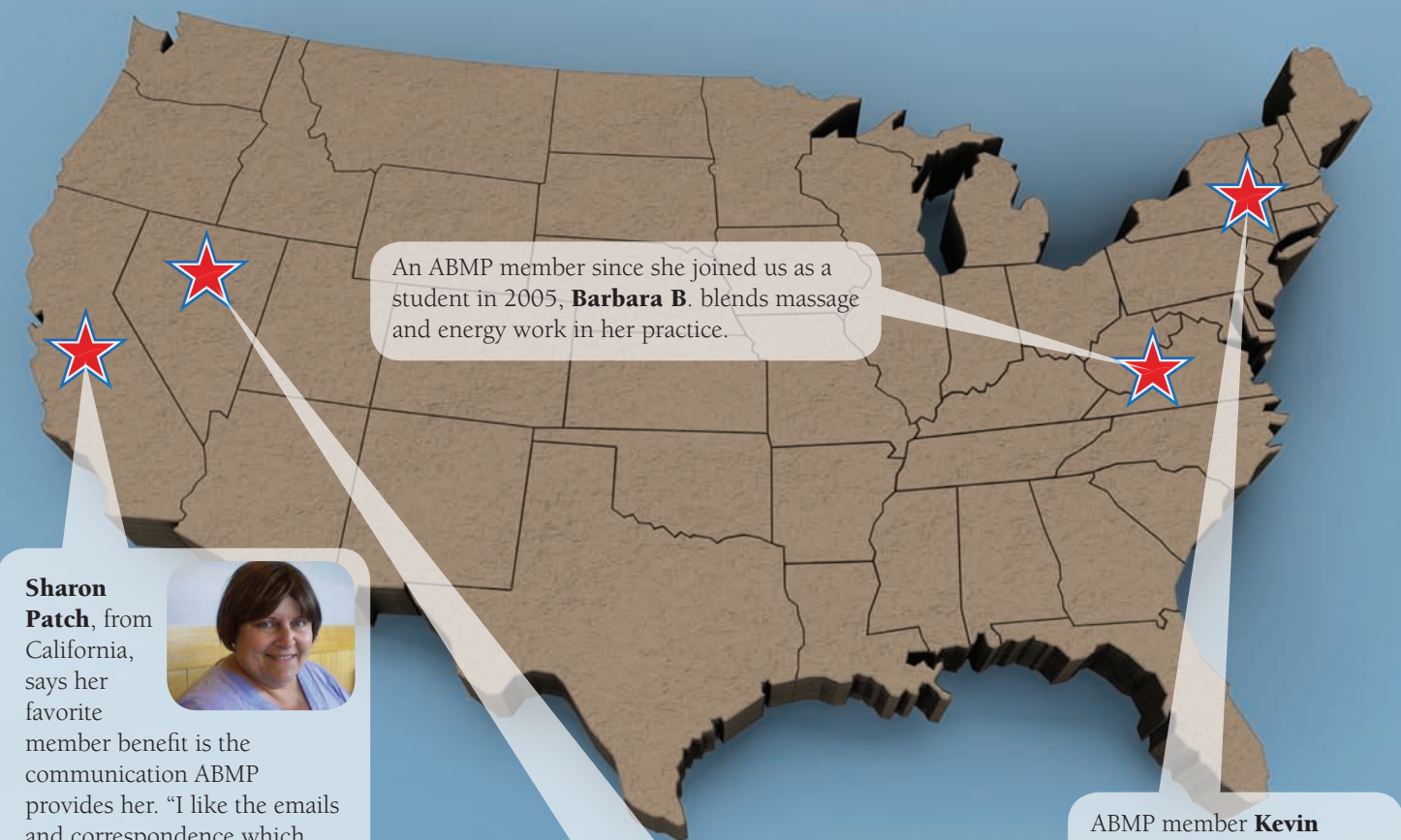
Stephanie Morris Sweeters  
Linda Jean Moser  
Michael Moss  
Robin L. Mottaz  
Gayle I. Naiman  
Penny Olivia Rhodes  
Tammy Rae Scranton  
Mable B. Sharp  
Diane F. Stanton  
Emmorette Strand

Darren N. Terao  
Catherine F. Thomas  
Jeanette D. Tornga  
Gayle Helen Victory  
E. Deborah Weidhaas  
Pamela West  
Steven E. Williams  
Yan Wolfman  
Susan Woodward  
Roger O. Zinn




# Membership Renewal Contest

ABMP has proudly served the massage and bodywork profession for 25 years, and we want you to share in our Silver Anniversary celebration! Throughout 2012, **all members renewing at or upgrading to Practitioner, Professional, and Certified levels will automatically be eligible to win a refund on their membership fees.** Every two weeks, we'll conduct a random drawing from all qualifying members who renewed or upgraded their membership during that two-week period. **If your name is selected, we'll write you a check for 100 percent of the membership dues you just paid.** Renew when your membership expires and you're automatically entered for that time period. It's that easy. Here are our latest winners; learn more about all of the winners, at [ABMP.com](http://ABMP.com).



An ABMP member since she joined us as a student in 2005, **Barbara B.** blends massage and energy work in her practice.

**Sharon Patch**, from California, says her favorite member benefit is the communication ABMP provides her. "I like the emails and correspondence which inform me of opportunities for classes I can take to help me be a better massage therapist. I love that you provide the links to various places of information. It makes everything so much easier to sign up." What makes her practice unique? "I think what makes any practice unique is the practitioner themselves. Each of us has a unique outlook on life, personal experience, and goals we wish to incorporate into our practice. I know that each time I work with someone, I hope that they walk away with a certain satisfaction, that they feel healthier, and I have been a part of their process."



**Molly Hutchinson** says she appreciates everything ABMP does to enable massage therapists to be successful. "Knowing I can catch a webinar that might help my business, print prepared marketing materials, or update my free website gives me more of an opportunity to work *in* my business, versus working *on* my business." Molly says she's always singing ABMP's praises. "I encourage every massage therapist I know to check out ABMP for their liability insurance needs, as the coverage is exceptional and the cost is minimal. The additional benefits (such as the free website builder and marketing materials) help save time and money."



ABMP member **Kevin Terry** graduated from the New York Institute of Massage in January 2004, and was licensed later that year. "I currently have a small home practice and work at a medi-spa two days a week. In addition to that, I work with a friend (whom I met in massage school) and her company. We specialize in home spa parties and chair massage events at local colleges and businesses." Kevin says he loves to garden with his partner of 14 years, and has recently started a jewelry design business.

# Discounts For ABMP Members

To access the websites of discount providers, log in to [ABMP.com](http://ABMP.com) and scroll down to "Discounts for Members"

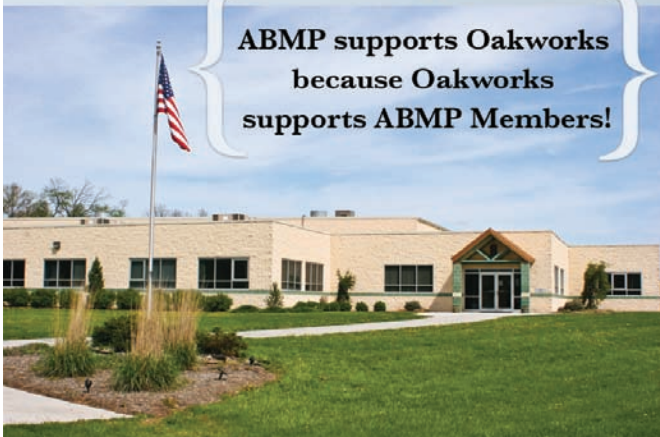
## Featured Benefit

ABMP is pleased to announce that Certified, Professional, and Practitioner members will now receive a 25% discount on Oakworks, Inc. equipment and supply items, including massage chairs, tables, and other accessories. Log in to [ABMP.com](http://ABMP.com) and look under "Discounts for Members" to learn how to receive this exclusive offer.

Oakworks, Inc. has been manufacturing equipment to meet the needs of integrative health-care professionals since 1977, with a focus on comfort, durability, ergonomics, and safety. They offer a range of portable massage tables and chairs, stationary tables, and supplies designed to meet the needs of practitioners at any stage of their career. At their Pennsylvania-based facility, Oakworks maintains a commitment to sustainability through a variety of initiatives and practices, including using responsible hardwoods, banning dangerous polyvinyl chloride fabrics, and planting a tree for every table sold.



ABMP supports Oakworks because Oakworks supports ABMP Members!



Here is a sampling of your ABMP Member Discounts. For a full list of service providers, log in to [ABMP.com](http://ABMP.com).



**Alamo.** Get a discount on your next car rental: 800-462-5266 (contract ID#93879).



**Choice Hotels International.** Discounts at participating hotels: 800-258-2847 (code 00800399).



**Crocs.** Get 25% discount on Crocs Work and Medical/RX shoe lines; log in to [ABMP.com](http://ABMP.com) to access your discount.



**Dental Benefits Max.** Low individual and family monthly rates, 15–50% off procedures, network of 81,000+ dentists: 866-894-1363.



**Dell.** Discounted consumer PCs. Use code HS112612329 when you call 800-695-8133 or visit [www.dell.com/epp](http://www.dell.com/epp).



**FTD.** Discounts on delivered gifts, flowers, and plants: 800-736-3383; use code 12550.



**Full Slate.** Up to 40% off online scheduling software; free trial: 888-489-6543; [www.fullslate.com/abmp](http://www.fullslate.com/abmp).



**Liberty Mutual.** Discounted home and auto insurance: 800-357-2305.



**National Car Rental.** Receive a discount on your next rental. 800-227-7368 (contract ID #5028763).



**Outlook Vision.** Discounted glasses, contacts, hearing aids, and prescription drugs. Visit [www.outlookvision.com](http://www.outlookvision.com) for a list of providers in your area; to sign up for the program, call 800-458-2267, ext. 628.



**T-Mobile.** Discounted services and equipment: 866-464-8662; promotional code: 8158TMOFAV.



**UMB Visa® Credit Card.** No annual fee, low introductory APR, no balance transfer fees for 6 months, bonus points and rewards, great benefits, ABMP-themed cards. [www.cardpartner.com/app/abmp](http://www.cardpartner.com/app/abmp).



**Verizon Wireless.** Discounted services and equipment; an ABMP email account is necessary to qualify for the discount.