

INTOUCH

Newsletter of the American Massage Therapy Association Inc. • New York Chapter

Chapter Holds Law & Legislation Symposia Across the State

Learn More About the Issues Affecting Our Profession

In 2008, AMTA-NY began taking a more proactive approach in advancing its mission and the profession through law and legislation. The Chapter has educated its members through our website, e-communications, the Annual Meeting, and Lobby Day 2008. Election 2008 will be a pivotal moment in our nation's and state's history, and Licensed Massage Therapists need to be aware of the issues that affect our profession.

In order to directly educate and involve AMTA-NY members in the legislative process, and to thoroughly answer their

questions, the New York Chapter will hold a series of Law & Legislation Symposia across the state. These sessions will be organized by Capitol Hill Management Services (CHMS) in consultation with AMTA-NY leadership, and will consist of:

- Welcoming by AMTA-NY Leaders
- Chapter and Unit Updates
- Introduction of CHMS Government Affairs Staff
- Issues That Matter (PowerPoint Presentation): A step-by-step runthrough of AMTA-NY legislative priorities
- Question & Answer Period
- Where Do We Go From Here?
- Social Time

Each participant will be given a handout of the presentation—with additional information on grassroots lobbying campaigns in support of AMTA-NY's legislative agenda. *Continued on page 3*



Law & Legislation Symposium

SCHEDULE

September 30

Holiday Inn – Batavia

October 1

Holiday Inn – Syracuse/Liverpool

October 6

Swedish Institute College of Health Sciences – Manhattan

October 7

Ramada Inn - Newburgh

October 15

Papa-Razzi Trattoria – Westbury, Long Island

October 16

Center for Natural Wellness School of Massage – Albany

See full details under Unit listings inside.

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AMTA- NY

In Touch Newsletter

Circulation: 4,000

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AMTA-NY reserves the right to accept or reject materials. Submissions may be edited for length or clarification. We assume no responsibility for errors, omissions, corrections, or modifications in publication. The opinions contained in this newsletter do not necessarily reflect those of the NY Chapter.

Per Issue Advertising Rates

All ads must be prepaid, and submitted in camera ready or industry standard format (jpg, tif, pdf, eps). Make check payable to AMTA-NY and mail payment to Chapter Office.

Ad Prices:

Full page	\$350
Half page	\$250
Quarter page	\$200
Business Card	\$100
Classified Ad	\$50

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Winter Issue:November 15



President's Message

It is another beautiful summer day and I am tempted to go outside to mulch my garden, but I have procrastinated long enough and my dedication to the members of AMTA-NY is winning the battle raging within me. So here I sit, at my laptop communing with you in an effort to support our organization and profession.

I am proud to say that the Board of Directors for the NY Chapter are a group of diligent, hard working committed people who believe they are making a difference for the profession of massage. I LOVE working with this group of people and we would like to welcome Stephanie Delahunt, our new Secretary to the team. Stephanie stepped up to this position previously held by Carrie Hogan. Carrie's unique qualities can never be replaced. In her short term as Secretary, she accomplished a great deal and showed us all what we are looking for in her successor. We look forward to getting to know Stephanie and allowing her the freedom and support to let her unique abilities shine.

Since we have a few new officers on the Board, we held a 'casual meeting' on Friday August 8, where we socialized and brainstormed in the relaxed atmosphere of Duffy Violantes' gardens—and began crafting a plan of action for 2009.

One of our imminent projects is to have a successful National Massage Therapy Awareness Week. NMTAW will be October 18-19 and Kristen Sykora, the Chair of that committee, has already sent a letter to Governor Paterson seeking a proclamation in recognition of NMTAW. We are looking for members to volunteer their time and services in Assisted Living Centers across the state. You can read more about this on page 7. In addition, we have planned a media blitz and will submit articles on the benefits of massage to newspapers in every county. I hope you can join us in making this the most successful year to date.

We are in the planning stages of a Law & Legislation Symposium where you can come out to learn about the most current laws that concern our profession and join us in a discussion of our Proposed Legislative Agenda. Enclosed you will find the schedule of Symposiums—please join us for the one nearest to you. Organize a carpool and bring a group of LMTs to one of these informative events because your input is valuable to the Chapter.

I want to thank everyone who has sent in reports of unlicensed massage practitioners and I would like to encourage our members to continue to do so. These reports are being forwarded to the Office of Professional Discipline at the State Education Department. In addition, we are collecting them to send to the New York Attorney General's Office. The more reports we have, the greater impact we can make.

I had a call in my private massage practice last week from a sales representative from a local newspaper asking to make an appointment with me to discuss the possibility of advertising my business with them. This newspaper has a history of accepting advertisements from 'seedy establishments' and listing 'massage parlors' in the sports section. I had an honest conversation with the sales rep and told her I and other licensed massage therapists would hesitate to spend our advertising dollars

with them because of these ads. To this, she replied that they kept these ads in a separate section of the paper – all grouped together. I said, “ I am sorry, but this is not good enough. Do you know it is a class C Felony to practice massage without a license? I cannot support this paper if they continue to place advertisements of this nature”. She was very understanding and supportive and has promised to get me in touch with someone in another department who can possibly assist me. We have a meeting in my office next week. I do not know if anything will come of it, but it is one-step I can take in my personal life to continue to improve our professional image. I have been a NY licensed massage therapist since 1983 and I feel frustrated to continue to deal with this issue for so many years. I do think our profession has made advances in the way the public views massage, but we have a long way to go. I am afraid that there are some ‘heavy hitters’ supporting the ‘massage parlors’ and it may be difficult if not down right dangerous to try to close every shop but each and every one of us can make a statement by choosing where to advertise and educating the media.

Inside this issue of *In Touch* you will find a member survey where you can give us feedback on how we are doing. Our organization is only as good as the service we provide to our members and we continually strive to give you greater value for your membership. Please take a moment to fill out the survey and return it to our Chapter Office.

I hope you have taken time to enjoy some of these lovely summer days. Use the long hours of sunlight to renew and reenergize then bring that energy to your Unit Meetings and Law & Legislation Symposiums, where we can join together to create a future of greatness for our profession.

And now I am off to my gardens...



Dale Grust, LMT
AMTA-NY Chapter President

Law & Legislation Symposiums

Cont'd from page 1

We will be meeting in the weeks leading up to Election Day, and we have asked our government affairs staff to also share with us the latest political news and prognostications from the State Capitol.

In an effort to reach as many AMTA-NY members and Licensed Massage Therapists across the Empire State as possible, we have scheduled six Law & Legislation Symposiums, and have tried to place them in convenient locations. We encourage members to contact each other and carpool to these events.

The AMTA-NY leadership hopes to see excellent turnout at all of the Symposiums. We need to hear your feedback as we work to move the profession forward—and to protect our license. All participants will receive AMTA Continuing Education Credits for the event.

Business Basics

What is Sales?



By Jenn Sommermann LCMT

So many of my students don't like marketing because they equate it with sales. For some reason, the word "sales" has a bad reputation. Perhaps it is because of a prior career and you swore you would never have anything to do with sales again. Maybe you had a bad experience with a salesperson and vowed to never be like them. Perhaps you think that sales is pushy and you have chosen to escape the consumerism of America and are determined not to sell anything, ever. A psychological block about sales could be stopping you from feeling comfortable talking about what you do for a living. Whatever your reasoning is for not liking sales, you must get over it if you want to be successful. Like it or not, the business of massage is about selling yourself and your services. This article will attempt to reeducate you about what sales really is and hopefully your perspective will change.

So for the sake of keeping your attention, let's start using the word marketing instead of sales. They really are the same thing but one tends to have a better connotation. And before I launch into my sales pitch (no pun intended) about marketing, let me highlight the three components for true success in the massage therapy industry. I call it the One-Third Rule. Success in the massage industry is one-third hands-on skills, one-third business skills and one-third marketing techniques, all in equal proportions. Most therapists put all their emphasis in hands-on training, both during their initial schooling and post-graduate and I believe that is why so

many practitioners fail in business. With the other two areas comprising of two-thirds of success, why are more therapists not giving equal time to business skills...including, you guessed it, marketing? Beats me. I believe if equal time was given to hands-on skills, business skills and marketing skills, every practitioner would be wildly successful. It is my dream for all therapists to treat the business part of their practice with as much enthusiasm as they approach hands-on classes. But back to the original topic...

I want to paraphrase a lesson that I read that sums up a point...no one notices good hair color. Everyone notices bad hair color. Come on, you know it is true. When you see someone with a bad dye job, don't you think to yourself (or say to your friend), what were they thinking? Do they know how bad that looks? Perhaps, like me, you have vowed never to change your hair color because you have equated hair color with bad hair color. Well, the same is true for sales. Everyone notices bad sales; the pushy used car salesman, the telemarketer.

No one notices good sales. If someone is good at sales, it is easy, effortless and you don't even know it is happening. The trick is to be the good sales person. Before I tell you how, let's define this sales concept more.

So what is marketing, also known as sales? I believe it is sharing information and helping people make decisions. Have you ever noticed how hard it is for people to make decisions? Why not make it easier for them? Offer them a solution. If you are only trying to book a massage appointment, you are selling. If you are offering the solution of massage therapy to someone's back pain, you are providing information and helping someone make a decision. See the difference?

Part of the skill of marketing is being able to ask questions and recognize the information they need so that you can educate them and they can make the best decision for themselves. Remember when you learned how to conduct an intake interview for a client? You asked the right questions to find out if massage was the right thing for this person. The same is true here. Go back to basics and remember how to ask the right questions so you can offer your solution. They will appreciate you for it and it won't look or feel like sales.

Sales is caring enough about someone to help them get what they need versus how they can help you. Instead of being "me focused", it is "them focused". If you are only focused on how others perceive you, you are being selfish. If you really believe you have something that can help someone else, but are more concerned in how you are viewed, you are self-absorbed. Get out of your own way, help people, and it won't feel like sales.

Sales is about customer service. If you know you have something that someone needs and can benefit from, you are serving your customer. Can you imagine if doctors didn't offer solutions because they were afraid their patients would think they were pushy? Give the information and the clients decide what to do from there.

Sales is the opportunity to serve and support a clientele. Whether it is rescheduling appointments or sending newsletters, you are supporting people with what they need.

If you are genuine, it won't feel like sales. If you are selfless about it, people won't feel pressured or hassled. When the interaction is that natural, it will feel effortless and you won't even know or feel like you are selling.

Stay Focused.

Legislative Update

Immigration Bill

A.7959 (Cahill)/S.7114 (Sabini)/S.8278 (Morahan): This legislation would eliminate the licensure requirement of citizenship or permanent residence in those professions where such requirement presently exists.

This was a one-house bill in the Assembly (no Senate companion bill) during the 2007 Legislative Session, introduced to the Assembly Committee on Higher Education later in the year on 5/2/07. It was reported to Assembly Committee on Codes on 5/21/07 and passed the Assembly on 6/18/07. There was no action in the Senate.

At the beginning of this year's Legislative Session, there was little concern that this bill would advance any further than the previous year. It still did not have a Senate sponsor, and the immigration issue had been controversial in the wake of former Governor Spitzer's ill-fated undocumented alien driver license initiative. It was reintroduced on 1/15/08, and passed the Assembly again on 3/26/08 by a vote of 122-7.

The bill picked up a Senate sponsor when Senator Sabini, a Democrat, introduced companion legislation (S.7114) on 3/7/08. Sabini was facing a strong primary challenge this year in his district, which has a heavy Hispanic population. Even so, during this past session, potentially controversial legislation sponsored by minority members was unlikely to pass, despite the close party division of the Senate.

On 5/21/08, however, Senator Morahan, a majority Republican, introduced the same bill (S.8278), and Senator Sabini had the enacting clause stricken from his legislation. This action indicates that the bill now has at least a semblance of bipartisan support in the Senate. Morahan's bill did not move out of the Higher Education Committee and, barring a push for it during a special session, will die there at the end of the year.

Senate Republican support for the measure this year may have been a manifestation of election-year politics, by which Senate Republicans, who hold only a slim majority in the Senate, sought to cater to constituencies they don't traditionally pursue.

Senator Sabini has been tapped by Governor Paterson to Chair of the Racing and Wagering Board, and will not run for re-election in his district. Senator Morahan may or may not still be a member of the Senate Majority, depending on whether Republicans can retain control of the house in the elections this fall, when every legislative seat is up for re-election. Regardless, the fact that the bill had a sponsor in the Senate moves it higher on the "watch list" for Capitol Hill and the AMTA-NY. With the very real possibility of a switch to Democratic control in the Senate, and a new Governor who in all probability would sign the measure, this bill should be watched closely, and AMTA-NY should consolidate its position. Capitol Hill will be working this fall to gage the support this legislation may have in the upcoming 2009 Legislative Session, regardless of which party controls the Senate.



A Word from the State Board for Massage Therapy



*by Dr. Kathleen Doyle
Executive Secretary
New York State Board
for Massage Therapy*

It is a pleasure to have the opportunity to write to you from the State Board for Massage Therapy. The State Chapter of the AMTA has worked closely with the State Board for many years. During the past 18 years, I have had the pleasure of attending, learning from, and enjoying your annual meetings fifteen times. I thought that I would write to you about some of the history of your profession.

While massage therapy has been practiced in New York State for many decades, it was not until 1967 that the State identified the practice as one of the State's health professions by enacting Article 155 of Title VIII of the Education Law. By placing it under Title VIII, the profession became one of the health professions regulated by the State Board of Regents and the State Education Department (SED), such as nursing, medicine, physical therapy and many others, but it was considered a "title protected" profession. That means that only the title was restricted from use by persons who were not licensed. In 1975, the law was amended to protect not only the title "massage," but also the practice. That meant that no one could use the title "massage" or the terms "masseur" or "masseur" or engage in the profession unless the persons were exempted by the law, including some other professions, massage therapy students doing massage as a part of their required coursework, and some others.

During the late 1980's your association, other societies, the State Board and SED worked to amend the law to include the term "therapy" in the title and terms of the profession, and this was signed into law by the Governor in 1989. From that point, the term "therapy" has been an integral part of the profession, clearly recognizing that massage therapists provide health care for the prevention, treatment and maintenance of good health and well-being.

In 1990, there were approximately 4000 licensed and registered massage therapists, of whom about 1900 were registered for active practice. Today, there are approximately 22,000 licensed massage therapists, about 16,000 of whom are registered to practice in New York State. Persons who are licensed as massage therapists in NYS have moved all over the world and many maintain their registration in New York. In 1990, two massage therapy programs were registered in New York State, one which focused on Western modalities and one on Eastern. Today, twenty-

two programs are registered, with others being developed, and while there is a common core curriculum for all, they teach many techniques and modalities. Over half of the programs lead to an associate's degree, some others offer credit-bearing certificates, and others provide diplomas – something for all.

Massage therapy is reported to be the fastest growing profession in the nation. Its benefits are being studied by the National Institutes of Health, among many others. It is good to see massage therapists focusing on whom they are and the great services they offer, rather than whom they are not. The State Board has been working to ensure that highly qualified applicants are licensed, and know

that licensed massage therapists have many opportunities to maintain and enhance their competence. Anyone with questions or comments is welcome to send them to us at msthbd@mail.nysed.gov or to call us at (518) 474-3817, Ext. 150.



Mark Your Calendars for NMTAW!

HELP SPREAD THE WORD ABOUT MASSAGE THERAPY!

NATIONAL MASSAGE THERAPY AWARENESS WEEK

October 19-25, 2008

Would you be willing to commit two to four hours volunteering during National Massage Therapy Awareness Week? The New York Chapter is looking for volunteers for a focused effort at bringing massage therapy to assisted living facilities throughout the State of New York during the week of October 19 -25, 2008.

If you volunteer you will be asked to locate three to five assisted living facilities closest to where you live or work. This can be done in just a few minutes using an internet search engine or your local Yellow Pages. You will then forward location and contact information for these facilities on to the Chapter Office.

Someone from the Chapter will then contact these facilities and find one that is willing to host an event for their residents during National Massage Therapy Awareness Week (NMTAW).

You will then take the lead in scheduling the specific date and time and recruiting a colleague or two to work with you at the event.

If you are interested in volunteering during NMTAW, but do not want to lead a team yourself, please forward your contact information to the NMTAW Committee. After we have established the work sites we will have a team leader contact you.

If you are interested in leading a small team of volunteers during NMTAW or volunteering to serve on a team, please contact Kristen Sykora, NMTAW Chair, at (516) 220-9418 or handsdown@optonline.net.





UNIT UPDATES



Capital District Unit

Penelope Wellbourn-English
Unit Chair
(518) 428-9537
penelopewelbourn@yahoo.com



LAW & LEGISLATION SYMPOSIUM **Thursday, October 16, 2008**

7:00 – 9:00 p.m.
Center for Natural Wellness School of Massage
3 Cerone Commercial Drive • Albany, NY 12203



Capital District Unit Member Checks In

Congratulations to Capital District Unit Member Daniel Ludwig who recently was married. Dan and his wife Stacy honeymooned on an Eastern Caribbean cruise to the Bahamas, St. Thomas and St. Maarten.



Central New York Unit

Shania Dzeliak
Unit Chair
(315) 576-3321/699-4533
muscles_in_motion@msn.com



LAW & LEGISLATION SYMPOSIUM **Wednesday, October 1, 2008**

7:00 – 9:00 p.m.
Holiday Inn – Syracuse/Liverpool
Right off Exit 37 of NYS Thruway
441 Electronics Parkway • Syracuse, NY 13088



Hudson Valley Unit

Michele Tomasicchio
Unit Chair
(845) 255-4832
hvtm@hvc.rr.com



LAW & LEGISLATION SYMPOSIUM **Tuesday, October 7, 2008**

7:00 – 9:00 p.m.
Ramada Inn – Newburgh
1289 Route 300 • Newburgh, NY 12550

UNIT UPDATES

(Continued)

Join Us for

Hudson Valley Unit CE Workshop

October 18-19, 2008

ADVANCED MYOFASCIAL TECHNIQUES (Arm, Wrist & Shoulder)

Instructor: Larry Koliha, Certified Advanced Rolfer

This workshop is part of the Advanced Myofascial Techniques Series. These workshops are taught by highly qualified Certified Rolfers and over the past 20 years have trained hundreds of body therapists and advanced students in highly effective and unique myofascial techniques that can be easily incorporated into their existing personal styles. For more information on the instructor and course, go to: www.advanced-training.com.

Hours: Saturday - 9:30 am - 5:00 pm
Sunday - 9:30 am - 5:00 pm

Cost: \$295 AMTA members/ \$335 non-members (14 CE Hrs.)
**Pre-registration discount: \$20.00 off if registered by September 1, 2008

NOTE: **Cancellation fee of \$25.00. If cancel 14 days prior to class 50% refund.
Cancel 7 days or less before class no refund.

To Register: Register online at www.amtany.org, use your credit card or print out invoice and mail with check made payable to "AMTA-NY Chapter." Please include phone #, AMTA # & E-mail.

Send payment to: AMTA-NY Chapter Office
90 State Street, Suite 1009
Albany, N.Y. 12207-1710

Questions? Contact Hudson Valley Unit Chair Michele Tomasicchio at
(845) 255-4832 or hvtm.hvc.rr.com.

Location: Marriott Hotel, 4 Governors Drive, Newburgh, NY 12550 (845) 567-4800

*New York City/
Long Island Unit*

Jenn Sommermann

Unit Chair
(516) 663-9464
jennjsa@aol.com



LAW & LEGISLATION SYMPOSIUM — MANHATTAN

Monday, October 6, 2008

7:30 – 9:30 p.m.

Swedish Institute College of Health Sciences
226 West 26th Street • New York, NY 10001

UNIT UPDATES

(Continued)

LAW & LEGISLATION SYMPOSIUM — LONG ISLAND

Wednesday, October 15, 2008

7:30 – 9:30 p.m.

Papa-Razzi Trattoria

1500 Jericho Turnpike • Westbury, NY 11590

Join Us for

NYC/LI Unit Meeting

& DEEP TISSUE BODY MECHANICS: AN INTERNAL APPROACH

with Thom Paul, LMT

Saturday, November 8, 2008

One of the more frequent requests of massage clients and spa managers is deeper pressure, and all too often this leaves a massage therapist risking injury. Even non-deep tissue therapists tend to have common areas of tension and overuse. With proper alignment and re-activation of certain core muscle groups, the massage therapist can avoid the pitfalls of deep pressure work, rehabilitate injuries, and prolong their massage career. This course is designed to provide participants with a clear and simple definition of good working posture, teach them to identify their own specific deviations from that posture, and provide them with Eastern and Western exercises to strengthen and further develop their efficient use of their body as a tool for massage. This course is layered, fully interactive, and will require participation in solo, small group, and partnered exercises, as well as the giving and receiving of short sessions of clothed massage. Attendees should wear loose, comfortable clothing, as tight or restrictive clothing may directly diminish their participative experience.

Thom Paul, LMT, is a New York State Licensed Massage therapist and instructor at the Swedish Institute. Thom is a former personal trainer, and 20-year practitioner of Asian and Western martial arts. He is also a senior member of SISTEM, the Swedish Institute Sports Team for Event Massage, and leads teams of massage therapists to various sporting and non-sporting events in the New York City area.

Hours: 9:00 a.m. - 4:00 p.m. (30 minute chapter meeting during lunch)

CEH's: 6 Hours

Cost: \$105.00/AMTA members \$150.00/non-members

NOTE: **There is a \$25.00 Cancellation Fee**

Class size limited to 20, so register EARLY! *

To Register: Register online at www.amtany.org, use your credit card or print out invoice and mail with check made payable to "AMTA-NY Chapter." Please include phone #, AMTA # & E-mail.

Send payment to: AMTA-NY Chapter Office
90 State Street, Suite 1009
Albany, N.Y. 12207-1710

Questions? Contact NYC/LI Unit Chair Jenn Sommermann at (516) 633-9464 or jennjsa@aol.com.

PLEASE NOTE: Students should bring lunch and water and wear loose clothing to work.

Directions will be mailed to you with your confirmation letter.

New Location: St. Mark's Church, 200 Hempstead Avenue, Rockville Center, NY 11570

UNIT UPDATES

(Continued)

NYC/LI Unit Members Check In



Deborah Munch

Nicolette Rehwinkle now works at Red Hots Day Spa in Roslyn and is doing very well!

Carmen Ibarrola continues to find the rewards of being a LMT. She practices in Astoria.

Deborah Munch is practicing in Ronkonkoma and sends all her best to her fellowLMTs in the NYC/LI Unit and across the state.

Northern New York Unit

Claire Santerre

Unit Chair

(518) 359-8776

clairetherapeuticmassage@roadrunner.com



Northern New York Unit Members are encouraged to attend the Law & Legislation Symposium being held on October 1, 2008 in Syracuse or October 14, 2008 in Albany. Those interested in carpooling to one of these important AMTA-NY events should contact Unit Chair Claire Santerre (contact information above).

Southern Tier Unit

Pat Collins

(607) 765-5624

collinspd@yahoo.com



Southern Tier Unit Members are encouraged to attend the Law & Legislation Symposium being held on October 1, 2008 in Syracuse. Those interested in carpooling to this important AMTA-NY event should contact Unit Chair Pat Collins (contact information above).

Join Us for

Southern Tier Unit Meeting & ETHICS CLASS

Instructor: Dianne Polseno

Date: Saturday, November 15, 2008

Where: TBD—Watch website for details

Time: 9 – 4 (with a 30 minute unit meeting during lunch)

Cost: \$90 Members / \$110 non-members

Pre-registration discount: \$10 if postmarked by October 15.

There is a \$25 cancellation fee.

CEU's: 6 hours. (meets the NCBTMB ethics requirements)

To register, go to www.amtany.org or send check payable to AMTA-NY Chapter to: AMTA Chapter Office, 90 State St. Suite 1009 Albany, N.Y. 12207-1710

Directions will be mailed to you with your confirmation letter.

UNIT UPDATES

(Continued)

Dianne Polseno is an award winning presenter who graduated from Bancroft School of Massage Therapy in Worcester , MA in August of 1990. After 17 years of teaching sciences, technique and ethics, Dianne's passion for massage education is now realized at Cortiva Institute in Watertown , MA where she is the campus President and Education Director. Dianne teaches continuing education workshops for massage and bodywork professionals nationwide. She also teaches massage techniques to physical therapy students at the University of RI , and she teaches at Women and Infants Hospital in Providence RI .

Stay tuned for upcoming CPR classes, TuiNa, and lymph drainage classes. Information will be posted on www.amtany.org under the Southern Tier Unit when it is available.

Southern Tier Unit Member Checks In



Wellness G.I.F.T.S. Retreat

ABC Prime Time TV filmed a documentary on children with Tourette's Syndrome at the Wellness G.I.F.T.S. retreat program in Bath, NY. The program was started by AMTA-NY Member **Janet Opila-Lehman**, Occupational and Massage Therapist. The show aired on July 15, 2008. The retreat provides a wonderful opportunity for children with Tourette's syndrome to meet other children, explore relaxation techniques and engage in new activities. www.GiftsRetreats.com



Western Finger Lakes Unit

Deb Reifenrath

Unit Chair

(585) 944-58383

dreifenrath@yahoo.com



LAW & LEGISLATION SYMPOSIUM

Tuesday, September 30, 2008

7:00 – 9:00 p.m.

Holiday Inn – Batavia

Right off Exit 48 of the NYS Thruway

8250 Park Road

Batavia, NY 14020



Western New York Unit

Unit Chair — Vacant

If you would like to help lead your Unit, please contact Unit Operations Chair Pat Collins at (607) 765-5624 or collinspd@yahoo.com.

LAW & LEGISLATION SYMPOSIUM

Tuesday, September 30, 2008

7:00 – 9:00 p.m.

Holiday Inn – Batavia

Right off Exit 48 of the NYS Thruway

8250 Park Road

Batavia, NY 14020

AMTA-NY

MEMBERSHIP SURVEY

Please take a moment to complete this AMTA-NY Chapter Membership Survey. Your input will help us in providing the finest in membership services for our New York Chapter.

How long have you been a member of AMTA-NY? _____

Type of Membership: Professional Member Student Member

What is your AMTA-NY Unit?

- Capital District Central New York Hudson Valley New York City/Long Island
 Northern New York Southern Tier Western Finger Lakes Western New York
 I don't know my AMTA-NY Unit.

How many years have you been a practicing LMT? _____

How do you practice?

- Private Office Spa Setting Medical Office Chair Massage
 Other: _____

How many Unit Meetings do you attend each year?

- None 1 2-3 4-5 All

What factors contribute to your decision to attend? *(Please rank the following in order of importance)*

	MOST IMPORTANT	VERY IMPORTANT	IMPORTANT	INDIFFERENT	NOT VERY IMPORTANT	LEAST IMPORTANT
Program/Topic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you do not attend a meeting, what is the primary reason you do not attend?

- Scheduling Conflict Program does not meet my needs Meeting Time Meeting Location
 Other: _____

How far are you willing to travel to attend a Unit Meetings or class?

- Up to 25 miles 25-50 miles 50-90 miles Over 90 miles

What kinds of topics would you like to have presented at Unit Meetings?

What other kinds of program would you like to see offered by AMTA-NY?

Please rank your preferred meeting times:

	GREATEST PREFERENCE	ADEQUATE PREFERENCE	LEAST PREFERENCE
Early Morning Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mid-Day Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After Dinner Meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rank your preferred meeting days:

	GREATEST PREFERENCE	2ND PREFERENCE	3RD PREFERENCE	LEAST PREFERENCE
Monday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend/Saturday or Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you ever attended the AMTA-NY Chapter Convention?

Every Year Once Twice 3 or more times Have never attended

If you answered "never attended" to last question, is it because

Too much time away from work Do not find the program interesting
 Registration fee is too high Employer does not support my attendance
 Other:

Have you contacted any AMTA-NY Board Members or Officers over the past year? Yes No

Have Chapter Leaders been responsive to your request? Yes No

Have you contacted our Chapter Office with questions in the past year? Yes No

Was the Chapter Office Staff responsive to your needs? Yes No

What is your main source of information pertaining to the New York Chapter?

Website E-Blasts Newsletter Mailings from Unit Chair
 Word of mouth from colleagues Other:

How would you describe your overall satisfaction with AMTA-NY?

Very Satisfied Somewhat Satisfied Neutral Somewhat Dissatisfied Very Dissatisfied

Is there anything else you would like to share with AMTA-NY to help us make our Chapter even better?

Your Name (Optional): _____

E-Mail (Optional): _____

Phone Number (Optional): _____

***The results of the survey will be shared with the AMTA National Office.
Your participation is appreciated!***

SAVE TIME & POSTAGE! TAKE THIS SURVEY ONLINE AT WWW.AMTANY.ORG.

Fax Survey back to:
AMTA-NY Chapter Office
at (518) 463-8656

or mail to:
AMTA-NY Chapter Office
90 State Street, Suite 1009
Albany, NY 12207-1710

HOT DAY IN THE CITY... NEW YORK THAT IS

We all remember what a hot day it was in New York on June 7th. However, the Community Service Massage Team (CSMT) was having fun helping the participants at the SLE Lupus Foundation's "Living Healthy with Lupus: Feeling Good and Looking Good" at the Hospital for Special Surgery. There were some 55 participants with friends and family. We were able to attend 33 of them plus 5 staff members. We received word that everyone who was there were very grateful and very appreciative of the AMTANY's Community Service Massage Team!



In photo: Susan Anderson, Samantha Paige-Graeber, Satu Ferentz and David DeLucia (seated).

If you want to join the fun, help others and have community with other massage therapists, contact Samantha Paige-Graeber, LMT at star44@frontiernet.net.



WE WANT YOU!!

If you have a little extra time and a lot of desire to have fun, network with your peers all over the state and give back to the profession, this is your chance!

Your local AMTA units are where the LMTs in the area can take inexpensive continuing education, get together, and keep up on what's going on in the AMTA and in the profession.

We need volunteers to chair the Western NY and Southern Tier Units, The grand plan is to have even more units around the state, so even if you are in a unit that has a chairperson, if you'd like to chair a unit: WE WANT YOU!

Please contact Pat Collins at (607)765-5624 or collinspd@yahoo.com for more information.

Welcome New AMTA-NY MEMBERS!

First Name	Middle	Last Name	City
Jennifer		Adamski	Red Creek
Brunilda	A.	Almodovar	Coram
Jennifer		Ashton	Brooklyn
Michelle	Rae	Asta	Hicksville
Sati		Bacchus	Richmond Hill
Terry		Ballard	Syracuse
Jennifer		Barrett	Plattsburgh
Fern		Beckhorn	Ithaca
Miriam		Benatti	Brooklyn
Carlyn		Bennett	Forestville
Jenna	L.	Bensen	Latham
Jennifer	F.	Bernstein	Monroe
Kevin	J.	Besser	Melville
Shelley	K.	Bloomquist	Livonia
Susan		Boyer	East Meadow
Christy	A.	Brandstadter	Medford
Allison		Brates	Katonah
Jaclyn	A.	Briguglio	Oneonta
Eileen		Canonico	Long Beach
Peter	Richard	Carl	Fabius
Melinda	Jo	Carl	Lake Luzerne
Deborah	L.	Carter	East Chatham
Christina		Catalano	Whitestone
Jennifer		Citrolo	Palisades
Jeryl		Clemenza	Carmel
Jason	H.	Conley	Rochester
Melissa		Copp	Brooklyn
Melissa	Anne	Crawford	Naples
Rachel		Cruz	Stone Ridge
Rachel		Cruz	Stone Ridge
Lynette		Cruz	Bronx
Casey	M.	Cummings	Newark
Joanne	R.	Curtin	Gloversville
Francis	M.	Dallaire	Ronkonkoma
Maggie	Schrero	D'Arcy	New York
Shea		Davies	New York
Lauren		Davis-Foley	Blue Point
Gretchen		DeBerry	Albany
Paula		Del Santo	Brooklyn
Kristin		Della Volpe	Brooklyn
Alyse		DeSousa	Blauvelt
Maureen		Devine	Albany
Wendy	K.	Dima	Long Beach
Vanessa	J.	Donnelly	Middletown
Silva		Douglas	Watervliet
Trissa	M.	Dudzinski	Astoria
Jodi		Duffy	North Babylon

First Name	Middle	Last Name	City
Ya Qin		Eddings	Flushing
Karlee	M.	Ernst	Kingston
Armanda		Famiglietti	Carmel
Ann		Farrell	Saranac Lake
Gail		Feinstein	Brooklyn
Jeannette	C.	Fenner	Spring Valley
Kate		Fenton	Brooklyn
Lucelin		Fernandez	Copiague
Rani	Marie	Flanagan	Massapequa
Matthew	L.	Flores	Staten Island
Adam	G.	Foster	Bethpage
Amy	L.	Franze	Ballston Lake
Nagette	Marie	Gaskell	Scotia
Arlene		Geiger	New York
Joseph	W.	Gillam	Ithaca
Teresa		Gillen	Oyster Bay
Kelly		Gnad	Binghamton
Maria	T.	Goedtel	Plainview
Bernice	Flora	Graves	Hempstead
Lisa		Gray	Bay Shore
Victoria	A.	Groce	Hempstead
Melissa		Guerrero	Riverhead
Sarah		Hale	New York
Mairead	A.	Haley	Jay
Karen		Han	Flushing
Stacyanne		Harris	Sayville
Algeny		Hernandez	New York
Brenna		Hoffman	Mount Sinai
Jodi		Holmes	Bronx
Victoria		Hopper	Flushing
Sarah	L.	Hovey	Troy
Wenjie		HU	Niagara Falls
Patricia		Huber	Levittown
Eva		Huie	New York
Christina	A.	Jamison	Troy
Zhe		Ji	Flushing
Sara	T.	Kellner	Astoria
David		Kenneally	Brooklyn
Marie		Kimberlin	Cuddebackville
Debra	Lynn	Kiviat	Long Beach
Katie		Kleiner	Pelham
Joelle	D.	Kutcher	Scarsdale
Marianne		LaFranca	Bronx
Sara	M.	LaVigne	Delanson
Constance		Lawrence	Loch Sheldrake
Andrea	Marie	Learn	Shortsville
Terri	L.	LeMay	Liverpool
Cassandra	M.	Leo	East Islip
Giovanna		Lepore	Ghent
Xia		Li	Flushing
Zhe		Li	Flushing
Hua	Yue	Li	Flushing
Lan	Li	Liu	Flushing
Lisa		Lomupo	Bronx

First Name	Middle	Last Name	City
Guanhong		Ma	College Point
Nina		Madsen	Brooklyn
Shoshana		Makarov	Spring Valley
Amanda		Maldonado	Flushing
Tiana		Maron	Albany
Emily		Martino	Smithtown
Kenneth	L.	Mathewson	New York
Lori		Matrazzo	Troy
Koffi		McGillvery	Brooklyn
Kelly	L.	Mendola	Webster
Antonia	K.	Mennis	Hampton Bays
Francine		Messina	Middle Island
Irina		Michael	New York
Suzanne	L.	Miller	Ithaca
Keith	E.	Miller	Jamaica
Timothy		Moncalieri	Candor
Jennifer		Mongelli	Amityville
Frances		Montalvo	New York
Misty	A.	Moon	Oriskany Falls
Rachel		Mosher	Stephentown
Judith		Moshier	Mattituck
Sarah	E.	Moteyunas	Cicero
Amanda		Muro	North Babylon
Lydia	A.	Nagle	Bayside
Nathaniel		Neander	Troy
Alexandria	M.	Nicholas	Westbury
Victoria	E.	Nichols	Hornell
Jessica		Oldham	Brooklyn
Holly	M.	Ottney	Fairport
Joan	D.	Overocker	Schaghticoke
Francesca		Palazzo	Flushing
Jordan	Erika	Parra	New York
Laura	J.	Patton	Pine City
Kristen	M.	Payne	Buffalo
Jennifer		Penney	East Moriches
Muriel		Peraro	Brooklyn
Michelle		Pereira	Brooklyn
Sharon		Perry-Ferrari	Rochester
Susan	M.	Peters	Medford
Lucy	A.	Pierre Holloway	Brooklyn
Ashley		Prestipino	West Nyack
Kathryn	L.	Queen	New York
Amanda		Quick	Naples
Denise		Razzazan	Stone Ridge
Laura	Ellen	Rein	Yorktown Heights
Linda		Renzulli	West Sayville
Heidi	S.	Rieger	Schuylerville
Virginia		Riordan	Buffalo
Rebekkah		Ross	New York
Karin		Ruiz	Cortlandt Manor
Christopher		Runko	Brentwood
Tara	L.	Russell	Selden

First Name	Middle	Last Name	City
Pegeen	A.	Russell	Nesconset
Benesa		Santos	Ozone Park
Jaime		Savarese	Medford
Lillian		Schmidt	Great Neck
Tammy	Sue	Shores	Brooklyn
Elijah		Sidon	Hewlett
Angelina		Skinner	Albany
Marilyn		Smith	Valley Cottage
Dana	Michelle	Smith	Brooklyn
Tina	J.	Smith-Murphy	Long Beach
Billi		Sobel	New Hartford
Marjorie	A.	Soriano	Flushing
Margo	A.	Spak	Binghamton
Molly		Sparrow Johnson	New York
Helen		Springer	New York
Michelle		Stenson	Bronx
Lixin		Sun	College Point
Shuli		Sun	Flushing
Aleeta	N.	Sutter	Cohoes
Daniel		Sweeney	Jamaica
Chiharu		Takeya	New York
Annemarie		Tallevi	Washingtonville
Chunyuan		Tian	Flushing
Tracy	C.	Tracey	Valley Cottage
Stacia	L.	True	Perry
Michael	S.	Turmel	Saranac Lake
Wendy		Turnbull	Potsdam
Danielle	A.	Ungaro	Brooklyn
Rachel	M.	Van Scoy	North Salem
Jacqueline		Vargas	Flushing
Tannia	Ivonne	Vega	Ridgewood
Patricia		Volz	Floral Park
Dawn	M.	Vyvial	Rensselaer
Lindsey	M.	Waldron	Port Byron
Jessica	M.	Wallace	Homer
Jesse		Warner	Keene Valley
Nicholas		Wolfanger	Buffalo
Rory	J.	Woods	Germantown
Bruce	R.	Woolf	New York
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*Please contact the AMTA-NY Chapter Office
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We want to arrange a gathering for our New York members in Phoenix...so let us know if you are attending!



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Education Corner



Eugene Wood
Education Chair

Keep your massage routine fresh

“All roads lead to Rome”, as the saying goes

As I view the landscape of our members and the massage industry as a whole, I find it fascinating how diverse the field of massage has become. Our field is becoming so specialized, much in the same way that doctors have become. We have therapists that only work with energy or only use Myofascial Release techniques. The list goes on and on. We all view the body through the training that we've taken and we all take the training that calls to us. What's really interesting is how each technique gives a sense of well being to our clients.

One thing to keep in mind is to avoid getting into a rut with your routine. One of my newer clients came in with a shuffling gait because her back was in so much pain. After listening (subjective) and evaluating (objective), I began my routine as I usually do by warming up her erectors and QL using Swedish stroke techniques. This was all right brain activity; feeling, listening to what she said and then what the body was telling me, being present, and using the breath to relieve the pain. I then switched to left brain where I evaluated the structure of the vertebrae and how it connects to the sacrum and the iliac crest and began to relax those muscles. Once both sets of muscles were relaxed, I was wondering how I could further help her.

This is where the “Aha!” moment came. I remembered the Muscle Energy Technique of reciprocal inhibition. I hadn't used this technique on her before and wondered how she would respond. I'm glad to say that it worked very well and she walked out of the session pain free.

American Massage Therapy Association New York Chapter

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Community Service
Massage Team CoordinatorSamantha Paige-Graeber
Delegate CommitteeLou Mazzella
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CALENDAR OF EVENTS

AMTA-NY Chapter

Law & Legislation Symposiums

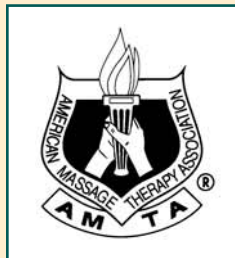
- 9/30/08 Batavia
- 10/1/08 Syracuse/Liverpool
- 10/6/08 Manhattan
- 10/7/08 Hudson Valley/Newburgh
- 10/15/08 Westbury, LI
- 10/16/08 Albany

Go to Unit Updates for full event details.

AMTA-NY Unit Meetings & Workshops

- 10/18-19/08 Hudson Valley Unit Workshop
*Advanced Myofascial Techniques
(Arm, Wrist & Shoulder)*
- 11/8/08 NYC/LI Unit Workshop
*Deep Tissue Body Mechanics:
An Internal Approach*
- 11/15/08 Southern Tier Unit Workshop
Ethics Class

Go to Unit Updates for full event details.



AMTA NY Chapter Office

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