

# Idaho In Touch



**amta**  
american **massage therapy** association®

A Publication of the  
American Massage Therapy Association

TO SUPPORT OUR MEMBERS  
AND PROMOTE THE HIGHEST  
PROFESSIONAL STANDARDS

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Image courtesy of tiverylucky at freedigitalphotos.net

# editor's note



IN THIS ISSUE you will find a message from our president reminding one to "relax, turn off your mind, and float downstream." -John Lennon. Also please note the election results and a summary on our state convention.

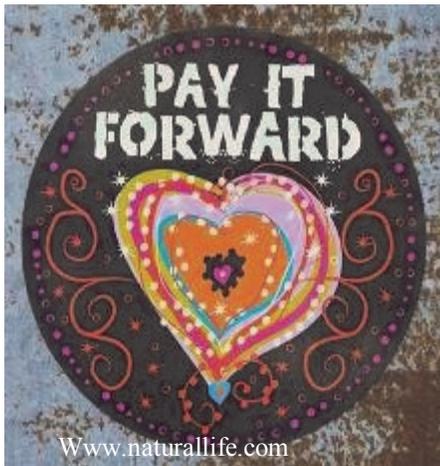
Save the date! I'd like to make a brief announcement on next year's convention which will be held in my own backyard: Pocatello! The convention will be held on June 9th-12th, 2016.

There are some great articles in this edition of Idaho In Touch. In "10 Things Your Mother Never Told You About Entrepreneurship" Andrea Lipomi humors us with a witty piece on becoming entirely self-employed. James Waslaski answers the question: "What is Orthopedic Massage and Integrated Massage Therapy?" James will be coming back to

Boise in the fall and if you are able to make it to his class, I highly suggest making a good effort to attend. His newly learned techniques have truly taken my massage to the next level.

I hope you enjoy this issue. Below are some of my favorite thoughts. Please remember how amazing you truly are! As usual, it's members like you who keep me in touch, so if you have any thoughts I hope you will take a moment and share them with me.

In Touch,



YOU  
ARE  
AMAZING!



“Live as if you were to die tomorrow. Learn as if you were to live forever.”  
Mahatma Gandhi

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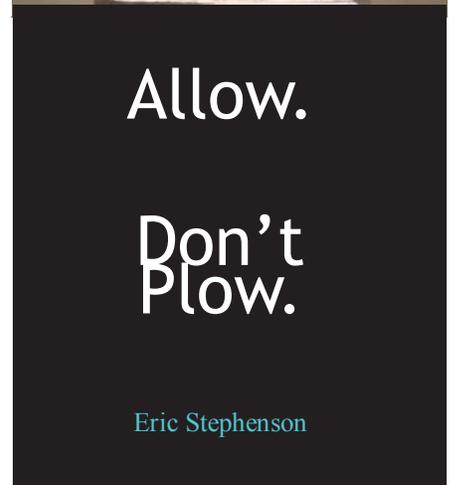
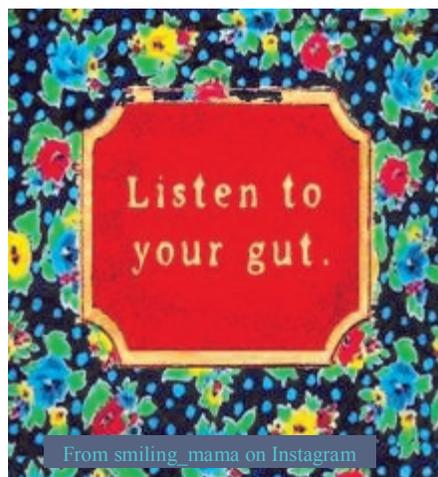




Photo Credit: by Phiseksit on Freedigitalimages.net

## A Message From Our President

Turn off your mind, relax and float downstream. ....John Lennon

Yes, friends. Once again, it is my favorite season in the great whitewater state of Idaho – it’s river season. Our boats are rigged, on the trailer and ready at a moment’s notice. Seriously, my garage looks like we are some sort of rapid-response whitewater team, ready for the next flood to hit Boise.

In the beginning of my love affair with rafting I had decided that I was going to be a professional passenger on my husband’s boat. This bouncy and splashy ride was lots of fun, but I didn’t want to be in charge. Too many variables coming at me too fast. I liked being a passenger and the old adage “Ignorance is bliss” held true with whitewater. However, after years of riding shotgun the ability to read water inevitably seeps in, as do my back-seat driving abilities. I began to point out obstacles, warn of eddy fences and give him pointers on how to line up for the next rapid. You can guess what

happens next, right? “Here, honey. Why don’t you drive?”

Several years later, after getting my own boat and becoming fairly comfortable with rowing, I found myself back in my husband’s boat on a river permit on Hell’s Canyon. Unlike most of the other permits in Idaho, Hell’s has a limit on the number of boats allowed per permit so we rode together. I couldn’t believe how different it felt to be a passenger after rowing my own boat and I knew that sooner or later my inner back seat driver would return. I had to remind myself of several things: 1.) I trust him implicitly to not screw up 99% of the time. 2.) There is usually more than one way to run a rapid. 3.) Even if we flip, we’ll learn something.

In the final year of my final term as president I have suddenly enjoyed the pleasure of others on my board taking the reins. It is a very difficult task at first, stepping back and acting like a passenger, keeping my mouth shut and letting them “pick their own line”, as we

say in rafting. I am constantly applying the above three rules in order to foster our newest leaders: I trust them implicitly, there is usually more than one way to do something and even if we flip, we’ll learn something. I am beaming with pride over every new step and sometimes holding on for the ride. I see our board evolving into something really great over the next several years. I am proud of our volunteers and the direction they see the Idaho Chapter advancing in the future. I know they are up to the challenge.

I wish everyone the very best of summer, safe travels and never-ending rivers.

Be well-



# YOU VOTED

# ONLINE ELECTIONS

# AND THE RESULTS ARE IN

AMTA Idaho held its first Online Elections this year. Voting closed on April 15th. The following individuals were elected into office and were sworn in at the AMTA Idaho state convention. Congratulations!

### Newly Elected Officers

| <b>Office</b>              | <b>Name</b>     |
|----------------------------|-----------------|
| 1st Vice President         | Becky Olinger   |
| 2nd Vice President         | Hayley Lowry    |
| Secretary                  | Shauna Arnold   |
| Eastern Unit Assistant Rep | Nancy Bigham    |
| Central Unit Rep           | Rebekah Harmon  |
| Chapter Delegate           | Becky Olinger   |
| Alternate Delegate         | Deserae Johnson |



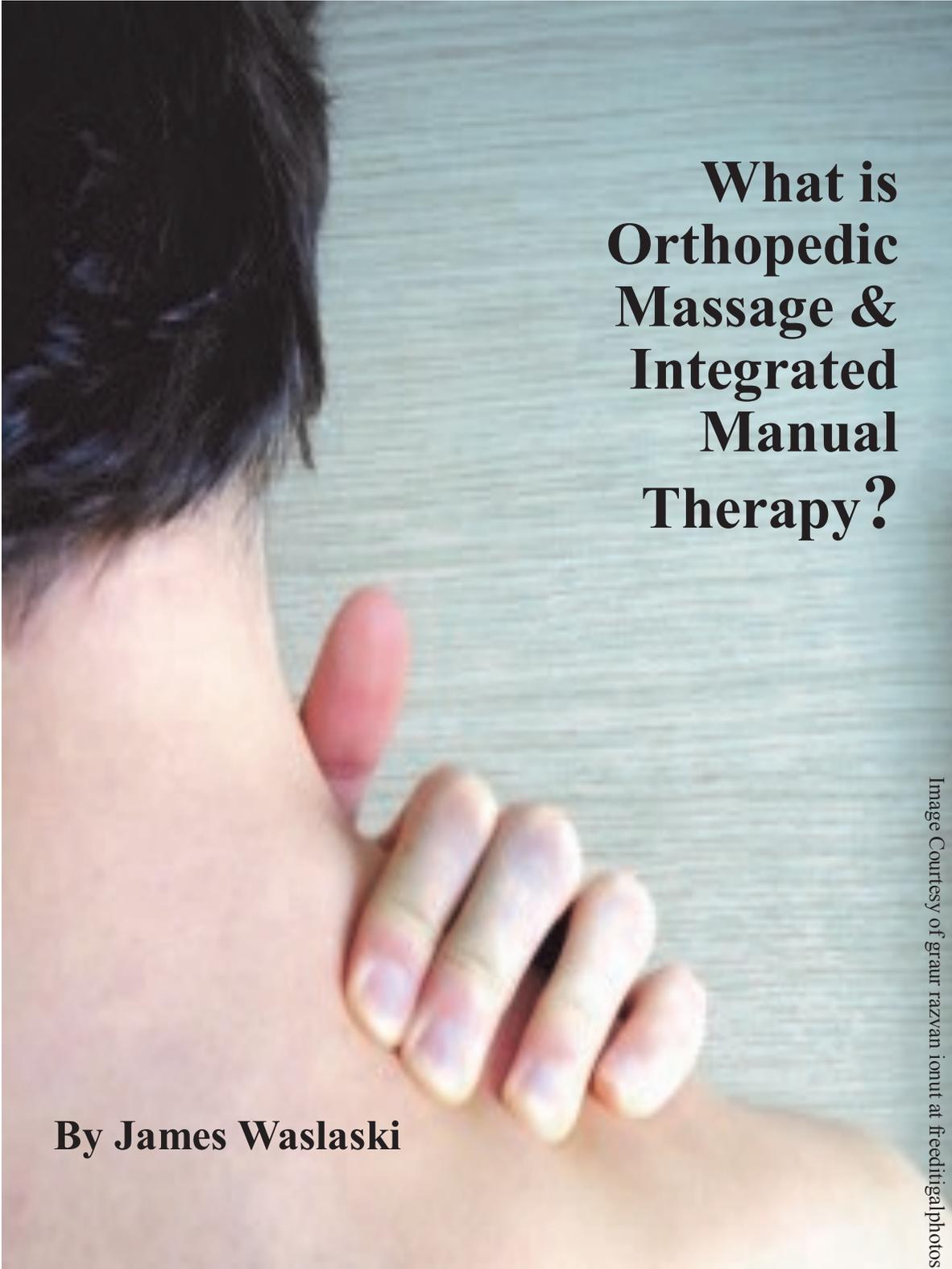
*Pictured above (from top to bottom and left to right): Shauna Arnold, Nancy Bigham, Becky Olinger, Hayley Lowry, Melinda Shodin, Deserae Johnson, Anna Bree Florenzen, Suzie Lindberg, and Rebekah Harmon*

**Exciting changes happening within AMTA Idaho!** In an effort to better serve our members please watch [our website](#) and [Facebook page](#) for a Standing Rules Change and the date and time of an upcoming Fall Member Meeting.



Image courtesy of photostock at freedigitalphotos.net





# What is Orthopedic Massage & Integrated Manual Therapy?

**By James Waslaski**

Image Courtesy of graur razvan ionut at freedigitalphotos.net

# Orthopedic Massage & Integrated Manual Therapy

will be defined by different people in many different ways. But the method taught by James Waslaski is a blend of multiple modalities and multiple disciplines. This work could also be called Medical Massage, Clinical Sports Massage, Remedial Massage, or a host of other names relating to making a positive difference in patients with a variety of clinical conditions or sports injuries throughout the body. The first part of orthopedic massage is to get a detailed client history, and to perform special orthopedic tests along with doing detailed functional assessments on the client. This allows you to apply the appropriate modality, or discipline, to specifically address the client's chief complaint or clinical condition. Corrective Exercises are also given to every patient, specific to correcting the musculoskeletal balance contributing to each clinical condition.

Orthopedic massage is so much more than learning a single massage modality. The focus is on restoring muscular and skeletal balance throughout the body, based on structural integration. But the method taught by James Waslaski is a user friendly method to get immediate results with even the most complicated clinical conditions.

In this model of orthopedic massage the emphasis is to first treat the cause of complicated pain patterns, rather than focusing on the symptoms. For example, tendon pain around a joint is usually caused by opposing muscle groups being out of balance. It starts out as tendon tension in opposing muscle groups, where one group of muscles is short and tight, while the antagonist muscle group becomes weak and inhibited. In the tendons of the elbow the flexors are usually short and tight, while the extensors are weak and inhibited. This sets off a myofascial and neuromuscular pain pattern, and can lead to conditions like tendinosis or tendonitis. Often times, simply balancing out opposing muscle groups around a joint will eliminate the majority of tendon pain.

Whatever we do to restore normal muscle resting lengths to opposing muscle groups can reduce or eliminate the majority of myofascial pain patterns, neuromuscular pain patterns and tendon pain patterns. Imagine if you might, that we took you through the entire body, and lengthened short tight muscle groups to their normal resting lengths to allow the opposing weak and inhibited muscle groups to relax and go back to their resting lengths. Since muscles pull bones out of alignment, the bones would stay in proper alignment. Since muscles pull bones onto nerves and blood vessels, nerves would not be compressed and circulation would not be compromised. Then imagine if each patient was taught to stretch tight muscle groups and strengthen weak muscle groups throughout the body.

To achieve musculoskeletal balance, the therapist would be taught to blend modalities like functional assessment, posturolo-

gy, myofascial release, neuromuscular therapy, myoskeletal alignment, scar tissue mobilization, joint capsule release, active isolated stretching, strengthening exercises, etc. The focus would be on balancing all muscle groups around the pelvis, neck, shoulder, elbow, wrist, hand, knee and ankle. You would see that the majority of pain patterns would go away in just doing that. That way when the clinical symptoms around the joints like muscle-tendon pain, joint pain and degeneration of the structures of the joint are addressed, you would have addressed the cause of joint pain prior, to addressing the clinical symptoms.



The trademark and most amazing technique manual therapists will learn in James Waslaski's Integrated Manual Therapy & Orthopedic Massage seminars will be releasing joint capsule adhesions of the hips and shoulders. This is often known as adhesive capsulitis or frozen shoulders. By utilizing two screens, participants are able to look inside the human body throughout the seminar to be able to match each specific technique to each specific pathology or clinical condition. James will teach you the dance between muscle imbalance work, scar tissue work, gentle joint mobilization techniques, treating sprains and strains and understanding emotional holding patterns. This work is user friendly, and can be applied by manual therapists working in any environment from the spa to the hospital, to the sports arena.



**James Waslaski** is an Author & International Lecturer teaching approximately 40 seminars per year around the globe. He's served as AMTA Sports Massage Chair and FSMTA Professional Relations Chair. He's developed 7 Orthopedic Massage and Sports Injuries DVDs and authored manuals on Advanced Orthopedic Massage and Client Self Care. James presents at state, national, and international massage, chiropractic, and osteopathic conventions including keynote addresses at the FSMTA, World of Wellness, Australian National Massage Conventions, State AMTA Conferences, and at the annual Ireland AGM. His audience includes massage and physical therapists as well as athletic trainers, chiropractors, osteopaths, nurses and physicians. As an industry pioneer, James was inducted into the Massage Therapy Hall of Fame in 2008.

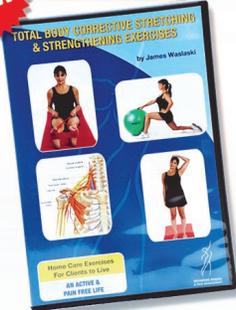
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- **ALL NEW!** Lower Body Corrective Stretching & Strengthening Exercises
- Complicated Knee Conditions (2011)
- Lower Extremity Conditions & Ascending Syndromes (2012)
- Cervical Conditions, Arm Wrist & Hand (2012)



**FEATURING**  
**James Waslaski,**  
Massage Hall of Fame Inductee



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**WELCOME  
NEW  
MEMBERS**



**amta**  
american massage therapy association®

**WELCOME! THANK YOU  
FOR JOINING THE  
AMTA-IDAHO CHAPTER**

**CHECK THE OFFICER MAP &  
ROSTER (PG. 15-16) AND  
CONTACT A BOARD MEMBER IN  
YOUR AREA WITH ANY  
QUESTIONS YOU MAY HAVE.**

| <u>First Name</u> | <u>Last Name</u> | <u>City</u>       | <u>Unit</u> |
|-------------------|------------------|-------------------|-------------|
| Brenda            | Grogan           | Twin Falls        | Central     |
| Katia             | Ryan             | Mackay            | Mackay      |
| Heather           | Wilson           | Mountain Home Afb | Western     |
| Loraye            | Becker           | Idaho Falls       | Eastern     |
| Mary              | Beumeler         | Caldwell          | Western     |
| Charlene          | Branham          | Parma             | Western     |
| Jessie            | Giorgi-Doore     | Coeur D Alene     | Northern    |
| Erin              | Newgard          | Pocatello         | Eastern     |
| Sarah             | Rhodes           | Post Falls        | Northern    |
| Ken               | Cook             | Meridian          | Western     |
| Ramona            | Shatraw          | Naples            | Northern    |
| Lacey             | Spaulding        | Pocatello         | Eastern     |

# AMTA Idaho 2015 Convention Recap

by Deserae Johnson

The 2015 convention started off with an expo and meet n greet where local Boise vendors shared their products and services where the attendees were able to mingle with the AMTA-ID board members and volunteers.

Friday started off with an energizing yoga session instructed by Jessica Dean. Larry Green taught Touch For Health I, where energy and manual therapy were meshed together in a well balanced, hands on environment. James Waslaski taught Integrated Manual Therapy where new techniques and manual concepts were taught in a hands on environment. Both of the classes were a big hit Friday and Saturday.

AMTA Idaho held their first ever silent auction with proceeds going towards the Massage Therapy Foundation. Some of the items were donated from Biotone, Bon Vital, Shu's Idaho Running Co. and many, many more!! Overall, we were able to raise well over \$1000 for MTF! With the silent auction being such a success we're sure to bring it back next year.

*Pictured Below: Classroom shots of James Waslaski's Class where he taught "Manual Therapies for Orthopedic Conditions." The shoulder release techniques were impressive.*



The member meeting was a success and new officers were sworn in at the end of the meeting. Saturday night we featured the annual banquet with a delicious spread suited for everyone! Courtney Peterson taught the ethics class on Sunday morning. It was the largest ethics class we've had yet.

Throughout the entire weekend a self-serve Photo Booth was available to attendees and they were able to dress up and take pictures as much as they liked (see next page). The pictures are definitely one of the highlights when reviewing the weekend.

Overall, this convention was the best yet with a total turnout of 92 attendees! The members meeting had the largest attendance as well! It'll be hard to top this next year, but I think we can make that happen!

A special thanks to all of the attendees who came and spent the weekend with us. It was truly a pleasure to get to know all of you and it would not have been so wonderful without you.

A very special thanks to all of the volunteers and board members. Your hard work, efforts, and positive attitudes helped create such an amazing event. It all came together so perfectly because of you. I just want you all to know how much I appreciate everything you did.

Looking forward to seeing you all next year!

-Deserae Johnson

*Pictured Below: Classroom shots of Larry Green's class "Touch for Health Level 1" Students enjoyed his class very much. It was a pleasure having such an experienced teacher!*



# PHOTO BOOTH at the AMTA Idaho State Convention: LET YOUR CRAZY OUT!





*Convention participants at dinner during the AMTA Idaho Banquet.*



*Pictured above: AMTA Idaho Volunteer Bree Florenzen welcoming Glenda Bell at the Meet and Greet Function Thursday evening.*



*Pictured above: Suzie Lindberg, Becky Olinger, Tamra Roth, and Hayley Lowry.*



*Pictured above: Instructor James Waslaski demonstrating on Pam Hochstein with Courtney Peterson behind the camera.*



*Pictured above: Deserae Johnson and Suzie Lindberg at work in the convention workroom.. Thanks for planning such a great convention!*



**save the date**  
**june 9-12, 2016**

**next year:**  
**AMTA Idaho**  
**State Convention in**  
**Pocatello, Idaho**

**"find a new path..."**



## “10 Things Your Mother Never Told You About Entrepreneurship”

by Andrea Lipomi

“Each of us are born into individual circumstances, raised in different environments, given unique opportunities, and influenced by factors specific to our own lives. I share some of my experiences here, modestly hoping that at least one small, useful part resonates with someone out there in our virtual living room.”

Photo Credit: [idahoartsmunster.blogspot.com](http://idahoartsmunster.blogspot.com)

# 10 Things Your Mother Didn't Tell You About Entrepreneurship

By Andrea Lipomi

Since posting about my resort spa-leaving in October, a handful of lovely people have approached me to express their own desires to go out on their own and become entirely self-employed. Some have asked questions like “what’s the first step?” or “how do I find clients?”. I hope to share my insight on these matters briefly yet somewhat competently in this post.

Let me start by mentioning that no two paths to entrepreneurship will be the same. Each of us are born into individual circumstances, raised in different environments, given unique opportunities, and influenced by factors specific to our own lives. I share some of my experiences here, modestly hoping that at least one small, useful part resonates with someone out there in our virtual living room. If you have an entrepreneurial story of your own – good, bad, even completely unrelated to massage therapy – I encourage you to share it in the comments section of the blog (<http://theyoungthumbs.com/10-things/>). Entrepreneurship is one of those blog topics that can only benefit from group participation, and I thank you in advance. Now let the listing commence!

**1. Identify your vision.** What kind of work are you passionate about doing? What types of products are you passionate about using? I love doing many kinds of massages and spa treatments, but foot massage is right up there at the top of the list. I also like using luxurious creams and oils that are beneficial to the skin (this is especially important here in the Mojave Desert). So I opened a little day spa that specializes in feet. Pinpointing your passion will help you to hone in on your signature offerings, which will set you apart from the chain massage clinics down the street. This is one of the first steps to building your identity as a business.

**2. Get cozy with your branding and stay consistent.** Maybe you live in a small town and you’re the only massage therapist within 200 miles. You can probably afford to name your business “AAAAA Massage Therapy” even if everyone hates the name. But in my experience, I’ve found that in a marketplace full of half-baked business ventures and forgettable distractions, having a fun, clever or thoughtful name is a plus. It also helps to keep you on track when you’re considering the overall feeling that your brand conveys. “Feetish Spa Parlor” has always been very Victorian in my mind, so I keep my branding consistent with that vision as much as I can. Victorian influenced furniture, cabinets, ceiling tiles, lighting fixtures, décor...even the typefaces and clip art used on my signs and printed materials are reminiscent of the time. Obviously I use a smartphone, hot towel cabi and factory-

produced hand soap too, but you get the idea. You wouldn’t install Ashiatsu bars in a room that isn’t used for Ashiatsu, so don’t clutter up your image with inconsistencies that dilute and confuse.

**3. Remember that you can’t be all things to all people.** I can’t do couples treatments because my office is tiny and there’s only one of me. Once in a while I have to explain this to a caller. But I continue to put myself out there, and the right people find me. Again, focus on what you can do, and on what you enjoy doing.

**4. Location is key.** I don’t necessarily mean you have to be in the biggest, flashiest building in town, but if you’re running a brick and mortar operation, location is pretty damn important. You’ll want your location to be convenient to the clientele you’re looking to attract. You’ll also want your location to be convenient to yourself, as you’ll be your very own #1 VIP client. Is there parking nearby? Is the area relatively safe? Are there other businesses in the area that mesh well with yours (cafes, boutiques, other places where relaxed or adventurous people with disposable income hang out)? Are there other businesses in the area that compete with yours that might cannibalize your clientele now or in the future? Stake out the locations on your list of possibilities. Become obsessed. Check out the flow of people on different days of the week during different times of the day. Do this for months. Talk to people who are active in the community where you hope to set up shop. Make allies before you sign your lease. Spend your money in this community. Say hello. Smile.

**5. Make your presence known.** You will have to market your business. You will have to invest countless hours into this seemingly thankless task. You will be tempted to give up, but you shouldn’t. Cast a wide net. The advertising I pay for right now consists of my website, business cards, and printed spa menus. I will sparingly and selectively donate gift certificates to causes I’m passionate about. I send out a monthly email newsletter using MailChimp. I have a free Yelp listing. But other than that, most of my marketing efforts are concentrated on social media. I use Instagram a lot, and I usually auto post my photos to Facebook and Twitter. Someone may see you on Yelp today, someone else may see you on Google tomorrow. You never know.

**6. Don’t get in over your head.** Signing a lease on an 8,000 square foot facility may sound like a dream come true right out of the gate, but I’m having heart palps just thinking about it. It’s perfectly OK to start small.

**7. Consider your schedule.** The more hours you make yourself available to take appointments, the more appointments you’ll likely take. Wait! You say you only want to work Tuesday through Thursday from noon ‘til 5? And you wonder why you’re only booking two appointments per week? And you resent the whole damn thing because you just drove 45 minutes one-way to

perform a 30 minute service when gas is \$3.26/gallon? It sounds like it’s time to rethink your schedule. Two years ago when I first opened my business, I had set hours when I was in the office – appointments or not – five days per week. This was good at the time. But last year I realized it benefitted my clients (and my sanity) more if I switched to working by appointment only, but with greater availability. Now I can schedule my life around the appointments on my book and vice versa.

**8. Make things happen.** Create excitement! Start a blog for your biz! Video chat online and upload it to your business’s YouTube page! Visit with your neighbors! Throw a party at your office and invite the neighborhood! Offer them food! Share meals with people...people like to eat! The early days of business ownership are usually the loneliest. Fill that time connecting with people and building relationships with people in your community, because eventually, when you’re super busy with appointments, you’ll wish you had more time for that.

**9. Adapt.** Now that I have more appointments on my book I’m no longer able to sit in my office with the door open, waiting for retail customers to stroll by. So I’m running a clearance sale on Dermalogica this month, and it’ll probably be a while before I order more retail-sized items. And y’know what? I’m totally OK with this.

**10. Some pressure is OK.** Like a firm handshake or a leather corset. But business is messy, invention is messy, and life is messy. To quote my dad: “We can’t control everything that comes our way; we can only control how we react.” Countless successful entrepreneurs have failed in business multiple times before they eventually made it big, but they learned a lot along the way. Entrepreneurship is hard work, long hours, boatloads of stress and tons of sacrifice. I’m still really happy with my decision to take this path, but if it ever gets to be too much for me – if I feel like I’ve been paying too high a price for too long with too little return on investment – I’ll do my best to adapt. And if that means hanging up my holster for a bit so I can treat myself to some well-deserved kindness and understanding, then that’s what I shall do.



## About The Author:

Andrea Lipomi is a licensed massage therapist, esthetician and nail tech who lives and works in Las Vegas, Nevada. She also peddles massage therapy ebooks and NCBTMB-

approved continuing education courses at [ConfidentMassage.com](http://ConfidentMassage.com), will travel hundreds of miles for a fantastic spa experience, and craves dark chocolate and Depeche Mode’s upcoming tour dates on an almost daily basis.

For more information about Andrea and/or to read more of her blogs visit: <http://theyoungthumbs.com>

# What, Exactly, Do Our Delegates *DO*?

By Becky Olinger  
Idaho Chapter Delegate

The volunteer seated House of Delegates is structured to represent the opinions of our members. The delegates keep the association strategically focused by presenting bylaw changes, called **Recommendations**, for the Board of Directors' review. The House of Delegates also votes on proposed AMTA **Position Statements** that reflect AMTA's stance on important massage therapy issues.



Image courtesy of American Massage Therapy Association (National)

## What is a "**Recommendation**?"

A suggestions that a member, chapter or chapter board would like to see an action on. They involve AMTA bylaws, AMTA mission and goals, or things INTERNAL to the association or HOD.

## What is a "**Position Statement**?"

It is an AMTA position on professional or public policy issues that relate to the mission and goal of the association. They must be supported by strong evidence and research, not what we think or wish to be true.

## **Delegate Responsibilities:**

- Initiate member involvement in discussion of matters that may or will come before the HOD,
- Attend all Chapter membership meetings,
- Have working knowledge of HOD materials,
- Ensure Chapter is processing recommendations according to policy,
- Present position statements in the HOD,
- Attend and *PARTICIPATE* in HOD meetings, and
- Report back to the Chapter actions of HOD

The 2015 Recommendations and Position Statements have recently been released; *please watch your email* for your voting opportunity to let your voice be heard on these important items.

AMTA is a member driven association and the House of Delegates gives us, the members, a voice. This voice is heard not only by our national board members, but also the media, the medical profession and the general public. It's is an amazing process that excels us as professionals, as well as promotes the benefits of massage therapy.



# FACEBOOK & WEBPAGE REPORT

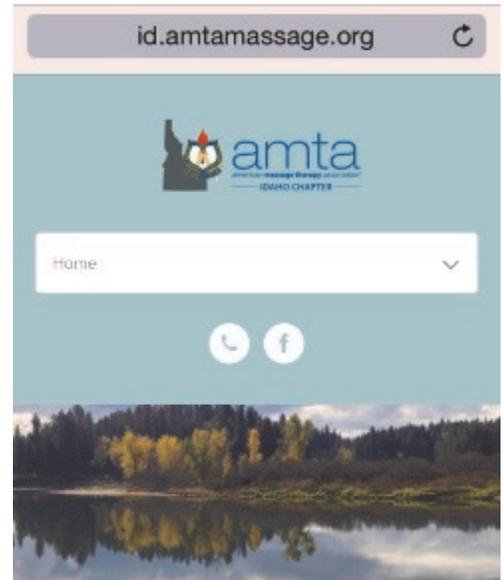
*Submitted by Becky Olinger*



Our Facebook page has finally tipped over the 500 “likes” mark coming in at 520. We garnered a lot of interest and activity after our recent, amazing convention. After tracking other AMTA chapter pages, I am trying to post a minimum of 5 posts per week. Posts with photos attached seem to

garner more attention and feedback. I am reminding all chapter representatives to visit our page as often as possible and to invite your massage-related Facebook friends to “like” our page.

Our chapter’s website, [www.id.amtamassage.org](http://www.id.amtamassage.org), continues to be updated and revitalized. A recent WordPress training session was very enlightening and that new information is being put to good use.



Contact Hayley Lowry for details:  
208-540-1028  
[hayley.lowry@gmail.com](mailto:hayley.lowry@gmail.com)

**Deadlines:**  
Feb. 15 • May 15 • Aug. 15 • Nov. 15

## Advertising Costs

- Full Page: \$85 per ad
  - ½ page: \$65 per ad
  - ¼ page vertical: \$45 per ad
  - ¼ page horizontal: \$45 per ad
  - Business card size: \$20 per ad
- Discounts available for multiple insertions.

**Publish dates:**  
Mar. 1 • June 1 • Sept. 1 • Dec. 1

## AMTA – Idaho Chapter Member Meeting Recap

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The annual member meeting was held on Saturday of our state convention in Boise on April 23<sup>rd</sup>. The meeting was well attended with 36 members in attendance and 5 visitors. Our chapter president, Suzie Lindberg, welcomed all in attendance and then introduced the AMTA-Idaho Board of Directors.

As the meeting continued Suzie gave a short intro on the benefits of AMTA membership, reminded members to vote in national and state elections, volunteer for vacant positions, and donate to our chapter. We also reviewed AMTA membership privileges.

Tamra Roth gave her 2013-2014 Delegate Report and a brief review of her position. She talked about attending the National House of Delegates in Denver, Colorado and how AMTA is a member driven association. All were encouraged to familiarize themselves with the House of Delegates process. Tamra has enjoyed being involved with this process over the last five years and thanked the chapter for allowing her this opportunity.

The Idaho Chapter Financial Report was given by Suzie Lindberg. We reviewed the Fiscal Year 2014-15 which showed total assets plus total liabilities and equity of \$34,047.39. AMTA national Policy requires chapter to maintain 25%-50% of total budget expenses in reserve (Range \$8.8K-17.6K). We currently

have \$18,908K in reserve = 53% reserved.

The budget for fiscal year 2015-16 was explained projecting a total income of \$20,150, total expenses of \$35,289, net income - \$15,139, equity \$34,047, for a total of \$18,908. The budget was approved by a unanimous vote.

2015 Online Election Results included the following:  
Becky Olinger - 1st Vice President & 2015-16 Delegate  
Hayley Lowry - 2nd Vice President  
Rebekah Harmon - Central Unit Rep.  
Nancy Bigham - Eastern Unit Assist. Rep.  
Shauna Arnold - Western Unit Assist. Rep.  
Deserae Johnson - Alternate Delegate 2015

All new officers were sworn in at the close of the meeting. Suzie thanked our educators and everyone involved in planning the Boise Convention. The meeting was a huge success and went very smoothly. We look forward to seeing you all next time! Watch Facebook and the webpage for details on the date and location of the next member meeting.

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### AMTA – Idaho Chapter Board of Directors Strategic Planning Retreat Re-Cap

The 2015 Strategic Planning Retreat was held the weekend of May 15-17<sup>th</sup>, 2015 in Lake Fork, Idaho.

**The Lay of the Land** - Board members began the weekend with a review of voting regulations, Chapter Policies and Procedures, open upper BOD positions and Standing Rules. A great discussion about Units and Committees, how they served the chapter at their inception as opposed to today helped all board members work toward an understanding about changes that would help our chapter. Steps to move forward with changes were outlined as well.

**Convention Debriefing** - Next was a debriefing of the 2015 State Conven-

tion, including a review of surveys, especially educators and venue surveys. Board members worked through the details of the convention and all feedback to develop strategies for improving subsequent educational offerings of the chapter.

**Personality Test** - Rebekah had the BOD take a personality test by Connie Podesta (personality shapes) to help us discover our talents and misgivings to help promote a more cohesive board.

**Two Supplemental BOD Meetings** were held to begin work on our planning efforts.

Re-cap of BOD meetings.  
In the first meeting the following items were covered:  
Proposal to remove unit rep. positions or standing rule document entirely. Unanimously passed to remove standing rules document.

Written review for Larry Green.  
Unanimously passed.

Creation of Events Coordination Committee (ECC). Unanimously passed.

In the second meeting the following items were covered:

Nomination and Appointment of ECC.  
Unanimously passed: ECC is Hayley Lowry, Becky Olinger, Deserae Johnson, Rebekah Harmon and Nancy Bigham.

Set Fall Member Meeting date. Unanimously approved: **Set member meeting date for Saturday, Oct. 24th in Boise.**

Request for Payment forms & how to video link.

The Strategic Planning Retreat was a success of collaboration, debate, training and socializing to help our board become a more cohesive team. We look forward to serving our members the best that we can in 2015!



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american **massage therapy** association®

# Idaho



**Northern Unit Asst. Rep.**  
Donna Hoffman



**1st Vice President**  
Becky Olinger



**Secretary**  
Shauna Arnold

Note: See next page for contact information.



**Western Unit Rep.**  
Deserae Johnson



**President**  
Suzie Lindberg



**Central Unit Rep**  
Rebekah Harmon



**Eastern Unit Rep.**  
Melinda Shodin



**Eastern Unit Asst. Rep**  
Nancy Bigham



**Western Unit Asst. Rep.**  
Anna Bree Florenzen



**2nd Vice President**  
Hayley Lowry

## AMTA-IDAHO OFFICER ROSTER

### **President**

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### **First Vice President**

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### **Second Vice President**

Hayley Lowry  
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### **Third Vice President**

Open

### **Secretary**

Shauna Arnold  
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### **Treasurer**

Open

### **Chapter WEB page**

[www.id.amtamassage.org](http://www.id.amtamassage.org)

### **National WEB page**

[www.amtamassage.org](http://www.amtamassage.org)

### **Central Unit Representative**

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### **Central Unit Assistant Rep**

Open

### **Eastern Unit Representative**

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### **Eastern Unit Assistant Rep**

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Open

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### **Western Unit Assistant Rep**

Bree Florenzen  
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### **Chapter Delegate 2015-16**

Becky Olinger  
(see 1<sup>st</sup> VP)

### **Chapter Alternate Delegate 2015**

Deserae Johnson  
(see W. Unit Rep)

### **Newsletter Editor**

Hayley Lowry  
(see 2<sup>nd</sup> VP)

### **Education Chairman**

Open

### **Government Relations Chairman**

Open

### **Membership Chairman**

Open

### **Facebook Administrator**

Becky Olinger (see Northern Unit Rep)

### **Website Administrator**

Becky Olinger (see Northern Unit Rep)

### **Leadership Chairman**

Open

### **Marketing Chairman**

Open