

amta
american **massage therapy** association®

Idaho In Touch

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TO SUPPORT OUR MEMBERS AND PROMOTE THE HIGHEST PROFESSIONAL STANDARDS

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2014 Annual Educational Conference



The upcoming Idaho AMTA State convention is shaping up to be one amazing event! Join us May 1-4, 2014 at the beautiful Sun Valley Resort. Massage therapists throughout Idaho, Wyoming and Oregon plan to attend.

There are three fantastic educational opportunities offered, including the three-hour required ethics class needed for licensing renewal.

A complete online registration packet can be found at: www.amtaid.org. Tamra Roth is also available to help and can be reached at 208.720.2826 or troth1012@gmail.com.

**Sign up by
April 14,
2014, and
come join
the fun in
Sun Valley!**

Message from the President



What is your main goal this year as a massage therapist? Is it to break into a new market of clientele? Maybe you want to become certified in a new modality. Or do you have plans to land a few new referral relationships with other healthcare providers? I think we have all heard the

tenet of “writing down your goals” as a way to actually reach them. Visualization leads to actualization. We write down our goals as a reminder that we have goals, that there is a reason for our hard work, that dreams don’t have to be only that – dreams.

Our chapter board came together last June to revise our Strategic Plan for the first time since 2006. Our goals boiled down to four key concepts: Expand our membership base. Encourage overall participation in chapter events, continuing education and networking opportunities. Increase our presence in schools. Provide a legislative presence at the state and local level to meet new challenges the chapter may face. Our chapter has slowly been realizing these goals over the last eight months.

Membership – Our chapter has seen a steady increase in membership, up 17% since June 2012. We are now 362 strong. Over 1800 massage therapists were licensed by the Idaho State Massage Therapy Board in 2013 and we hope to call many of them members soon and welcome them to our community.

Participation – The 2014 State Convention in Sun Valley will be one of our largest on record, with over 40 participants confirmed by February 1st alone! Unit leaders have endeavored to hold social meet and greets in their units over the last year with promising results. Our Facebook presence has increased, our

website has and will continue to evolve into a vibrant point of contact and information, our newsletter has gone electronic and now comes to members in vivid color with more articles and information than ever.

Schools – Chapter leaders are working with National to spread the word about AMTA’s new school membership, allowing any AMTA school’s students to join AMTA with a student membership of just \$20.

Government Relations – Chapter leaders have maintained a steady presence at nearly every Idaho State Board of Massage Therapy meeting since the passage of the licensing act and the inception of the board. We continue to monitor changes in state and local legislation and work to make our voices and your voices heard by lawmakers to protect the industry and the public we serve.

As president, I am very proud of my fellow chapter leaders and all they have accomplished in the last two years. Their dedication to our members and to AMTA has met the challenge of growth and change head on. As they forge forward into 2014, I have every confidence that they will continue to work to achieve the goals put forth to serve our members. Likewise, I look forward to welcoming new chapter leaders as our elections commence in May and bring new members to our leadership, happy to serve. To quote our chapter’s mission: To support our members and promote the highest professional standards. That is why, as chapter leaders, we work hard. Your continued and increasing involvement drives us to reach your goals.

Be well,

A handwritten signature in white ink that reads "Suzie".

Suzie Lindberg, LMT
AMTA-Idaho Chapter President

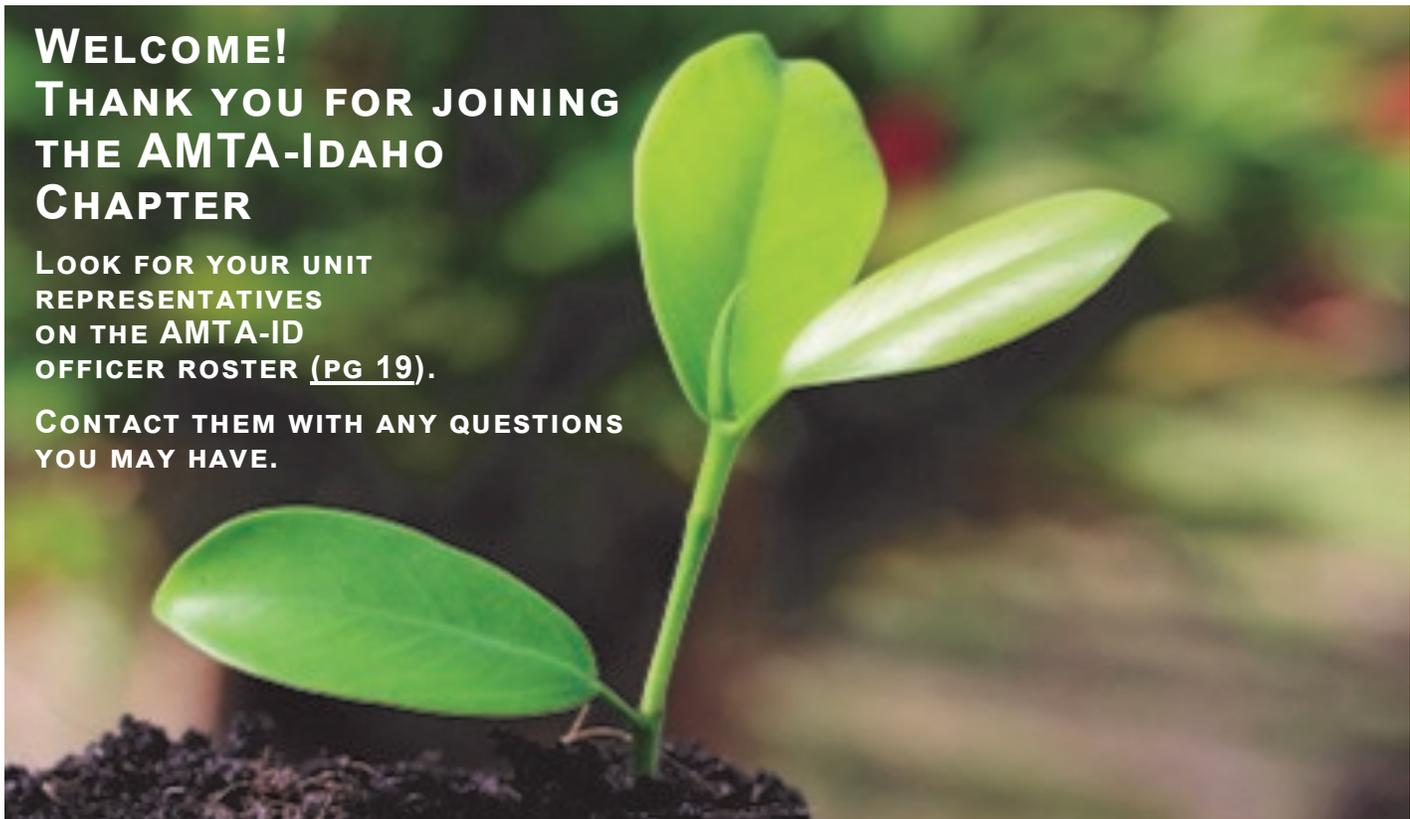
WELCOME NEW MEMBERS

Since December 1st, 2013

First Name	Last Name	City	Unit
Brianna	Adekeye	Boise	Western
Chelsea	Anderson	Kuna	Western
Lindsey	Asselin	Driggs	Eastern
Ronda	Bowden	Boise	Western
Raquel	Bravo	Boise	Western
Jessica	Buchanan	Boise	Western
Michelle	Fenn	Boise	Western
Meloney	Fiske	Boise	Western
Brooke	Harris	Nampa	Western
Chelsie	Hill	Malad City	Eastern
Kailey	Hoskins	Twin Falls	Central
Parker	Jenson	Ammon	Eastern
Katie	Lain	Meridian	Western
Crystal	Mick	Caldwell	Western
Michaela	Phillips	Boise	Western
Katelyn	Porter	Nampa	Western
Carolina	Quintero	Blackfoot	Eastern
Cynthia	Rivera	Nampa	Western
Danielle	Thompson	Montpelier	Eastern
Krystal	Wall	Weiser	Western
Jason	Woolum	Boise	Western



Get Involved as a volunteer for the AMTA Idaho Chapter! There are many benefits and opportunities for professional growth. Please see [page 9](#) for available positions and details.



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

**LOOK FOR YOUR UNIT
REPRESENTATIVES
ON THE AMTA-ID
OFFICER ROSTER ([PG 19](#)).**

**CONTACT THEM WITH ANY QUESTIONS
YOU MAY HAVE.**

Upcoming EVENTS

AMTA Idaho Convention: May 1-4, 2014
Sun Valley, Idaho
<http://www.amtaid.org/>

Sun Valley Wellness Festival: May 22-24, 2014
Sun Valley, Idaho
<http://SunValleyWellness.org>

AMTA National Convention: September 17-20, 2014
Denver, Colorado
<http://www.amtamassage.org>

Essentials of Intraoral Massage: Oct 11-12, 2014
Post Falls, Idaho
<http://stores.theratraining.com>



What is Lomilomi and how is it different from other styles of massage?



Lomilomi is a hands-on healing tradition that has been held sacred within the Hawaiian families and culture over the last 2,000 years. Aunty Margaret Machado and Abraham Kawaii, along with a few others, began teaching lomilomi in the 1970's to people of all ancestry. This is a great blessing!

In Lomilomi you learn to listen, love, and pray with intention, while practicing the beautiful, flowing, rhythmic strokes to restore balance, health, and well-being to your client.

How do you listen? You listen with Aloha by being present with kindness, tenderness, harmony, pleasantness, humility, and perseverance, greeting the breath of the divine within another. By witnessing their countenance, taking them in with your eyes, noticing their face and body and how they carry themselves. By listening with your ears, through talk-story at the beginning of the session, hearing what is up with them in their body and daily life. By listening with your hands and heart to their body as you massage, exploring the areas that need attention, and listening to the guidance of spirit as you work.

How do you love? As Aunty Margaret says, "Lomilomi is touching the body with a loving touch . . . if your hands are gentle and loving your patient will feel the sincerity of your heart. Their soul will reach out to yours and the Lord's

healing will flow through you both. Aloha is the essential of Lomilomi. Aloha is transmitted through to the patient and is often felt as energy."

How do you pray? You ask your client for an intention that you can hold in prayer during the massage. Then ask God to work through you and guide your hands and heart to bring their intention forward in their lives along with peace, healing, and alignment to their body. Then open to receive divine guidance and support allowing moments of presence and gratitude during the massage, feeling God's Holy Spirit working in and through you.

Lomilomi is multidimensional, working through the wholeness of body, mind, and spirit to support well-being and pono. Pono is being in right relationship with yourself and the world around you. Aunty Margaret says "Always practice ho'oponopono . . . empty your heart of all darkness, fear, and anger each day before the sun sets. Forgive everyone, especially those who you love . . . forgive them each day before the sun sets so you have untroubled sleep and wake up to a new and fresh day." Being pono helps you hold space for others and encourage them towards being pono themselves. Physically, lomilomi approaches the body as a temple holding qualities of the nurturing mother, protective father, and innocent and spontaneous child within. The strokes are rhythmic and repetitive like the ocean washing against the shore, breaking down and soothing the tissue, flushing out the toxins and restoring flexibility and alignment to the body. The body is lulled into the flow and receptive to healing, relaxing into deep work with ease. In the Hawaiian Dictionary the definition of Lomilomi is to rub, press, squeeze, fine, crush, mash, knead, massage, rub out; to work in and out, as claws of a contented cat.

The practice of Lomilomi takes time, energy, and study to master. When I first witnessed Lomilomi I was deeply touched, body and soul, and moved to tears. I have chosen to make it my life's work, studying with 12 different teachers over the last 24 years. Lomilomi has affected every aspect of my life. It has helped me strive to be a better person and work towards aloha, healing, balance, pono, and forgiveness in my life and all my relationships. My husband Jim and I began teaching Heartspire Lomilomi in 1994 drawing from all the work we've studied to create our own unique version of Hawaiian massage. We look forward to sharing it with you in May at the Idaho State AMTA Convention.

Kim Hartley, LMP Kim Hartley is the founder & co-owner of Heartspire School of Hawaiian Massage. Her extensive and well-rounded training has led to confident presentation of very interesting lessons. The volume and variety of the content of her classes as well as the very heart-present participatory nature of her teaching has many students returning to retake the same class several times. She brings much heart, presence, skill, knowledge, and love of lomilomi to her teaching, tutoring, and massage practice. Web: www.heartspire.com (360)956-1169 / kumukim@earthlink.net.





17TH ANNUAL
**SUN VALLEY
 WELLNESS FESTIVAL**
 MAY 22-26, 2014 | SUN VALLEY, IDAHO



The Sun Valley Wellness Festival is an annual gathering of the top speakers and practitioners of mind, body, spirit and environmental wellness.

SUNVALLEYWELLNESS.ORG

30+ Presentations, Wellness Expo, Movement Classes, Workshops, Private Sessions, Children's Festival and More!

Also featuring Eric Saperston, Dr. James Rouse, Kate Riley, Susan Randall, Gary Quinn, David Pond, Dr. Sheila Walker, Kate Janke, Rev. Michael Milner, Kyle Cease, Betsy Chasse and others.

2014 PRESENTERS



PANACHE DESAI



ARIELLE FORD



TOMMY ROSEN



HOWARD MARTIN

FEATURING KEYNOTE SPEAKERS:



DIANA NYAD
 INSPIRATIONAL ATHLETE



KRIS CARR
 CRAZY SEXY WELLNESS

Strategies for Rebooking

By Eric Stephenson



We are heading into the end of winter. Kids are ready for spring break; college starts looking toward the end of a semester and a new pattern of routine sets in for most of us. This is an ideal time to focus on rebooking clients as schedules change.

Whenever we visit a healthcare provider, it is expected they will pre-book our next appointment. This is the case with your dentist, doctor, physical therapist - even an acupuncturist. We have all become accustomed to this and even though we have the power to decline, an overwhelming majority of us rebook and trust these professional recommendations.

I believe it is our ethical obligation to educate and invite each and every client to experience the benefits of regular therapeutic massage. Let's take a look at some new strategies for rebooking.

1. **Say the client's name a few times during the session.** This is a powerful yet overlooked approach that creates true connection between you and a client. When you actually repeat a person's name a few of times during their session, they instantly feel connected to you. As Dale Carnegie once said: *"Remember that a person's name is to that person the sweetest and most important sound in any language"*.

2. **Have a compelling offer or reason for them to rebook.** *"Our Monthly Program is a favorite because it will allow you to get faster results, save money and have you back to work sooner. At your next session, we will focus on your left shoulder in order to decrease your current level of pain and restriction."* In summary - be clear, tell them what to do next and give them a good reason to return. It's remarkable how people take action once you get this clear.

3. **Convey a sense of hope.** First, you have a set of techniques that are very effective for their presenting condition. This gives you segue into bringing up the topic of booking another session with you. For example, *"I believe regular massage will give you quicker results and I'd like to book a session for you early next week. Would this same time work for you?"*

4. **Give them options with clear choices:** *"I am in the office on Monday, Thursday and Friday. Is one of those days better for you?"*

5. **Choose wording carefully.** When inviting a client to return, you might say, *"When you schedule your next session..."* instead of, *"If you schedule another session..."* This plants a little seed in their mind that subtly implies they are going to book another session with you.

Here's to the start of another season!

Eric Stephenson is the co-founder of imassage, Inc. in Delray Beach, FL and the Director of Education for Elements Therapeutic Massage in Highlands Ranch, CO. He will be presenting at the Idaho AMTA 2014 State Convention in Sun Valley this May. Please visit www.imassageinc.com to learn more.



TAX DAY RELIEF YOGA POSES!

-KRISTEN MCGEE

Ah tax day! No matter how organized you are, it's still a stressful time. It's interesting we have such negative views on taxes. On one hand, paying taxes is a way of being a part of society and doing what we can to keep our country going strong; on the other hand, sometimes the money doesn't always go exactly where we would like it to, nor do we have much control as to how it's really being spent. It's important to try and stay positive towards the entire process, because as Benjamin Franklin says, *"In this world nothing can be said to be certain, except death and taxes."* We will always have tax day, so it's best to try and gain perspective, and to deal with what we *can* control—our attitude towards the process.

To stay positive and to stretch out some of the tension in the back, shoulders and neck, here's some yoga postures that can bring you relief on tax day. The first part of the sequence you perform 3 backbends to open up the lungs and help you breathe out any anxiety or stress you have. These poses also help you stay focused; and they are heart openers, so we can feel better about giving and opening up our hearts. All of the postures relieve stiff necks, shoulders and backs as well as strengthen the core muscles. Extended child's pose is a great place to chill out and breath away all tension in the body.

Crescent Lunge. Start on all fours (you can warm up with some cat/cow breaths if you'd like), then lunge your right foot forward. Slide your left knee back a bit on the mat, and shift your hips forward as you lift your arms up and arch your chest back. Keep your lower back long, your abdominals and pelvic floor engaged, and arch out of your upper back. Keep your shoulders soft as you reach long through your arms. Hold 5 to 8 breaths.



Bow from all Fours—Bring your right leg back to all fours (do a few more cat/cow breaths if you wish), then extend your right arm forward and your left leg back. Reach around behind you and catch your left foot with your right hand and bow the leg. You just stretched the front of the left leg in crescent lunge, so this should feel good. Hold 5-8 breaths.



Bow Pose—Come back to all fours and go through knees/chest/chin to lower to your belly. Slide forward to baby cobra, then rest your head on the mat. Bend both knees, reach around with your hands to catch your feet, and lift up in to a full bow pose. Breathe in to your heart center, open up your shoulders, feel the tension releasing in the front of your hip flexors and quads. Hold 5 to 8 breaths. Lower down.



Child's Pose—After releasing your feet in bow, place your hands by your shoulders and press back to extended child's pose. Hold for as long as you wish before coming up to all fours and repeating the entire sequence again. This time, start with your left leg in lunge, bow the right leg on all fours, and practice your full bow pose again. This is a great sequence to welcome in the Spring as well. We are shedding our winter coats and opening up in to our potential. Like a flower starting to bloom, backbends are wonderful to do this time of year. Backbends help us blossom open, bask in the sunlight, and radiate out our energy from within!



Kristin McGee is originally from Pocatello, Idaho. She first discovered yoga while attending New York University Tisch School of the Arts. Upon graduating with her BFA, Kristin became certified yoga instructor, Pilates instructor and ACE personal trainer. She began teaching all over Manhattan while pursuing her acting career. Soon enough, Kristin realized her real dream was sharing fitness and wellness with others.

Kristin has appeared on CNN, FOX, the CBS Morning Show, ABC's Good Morning America, The Tyra Banks Show, and The Isaac Mizrahi Show. Her clients have included celebrities such as Steve Martin, Tina Fey, Ben and Christine Stiller, and LeAnn Rimes, just to name a few. She has contributed to magazines such as Pilates Style, Fit Yoga, Health, Shape, Fitness, Self, In Style, Women's Health, Body & Soul, and Prevention. She is the Contributing Yoga and Fitness Editor for Health Magazine. Kristin has graced many magazine covers including Pilates Style and Fit Yoga.

Kristin is an avid spokesperson for companies and causes that promote health and wellness. She is a Fitness expert. She is also Fila's Yoga Ambassador and the Pilates Power Gym guest host on The Home Shopping Network.

Kristin's acting degree and love of fitness has led her to some incredible opportunities such as playing Kaitlin, the yogaerobics instructor on NBC's 30 Rock, and creating and starring in over 90 yoga and Pilates DVDs including MTV's yoga and Pilates series. For more routines and full video workouts, check out Kristin's on [iTunes](https://www.apple.com/itunes) or purchase her DVDs at <http://www.kristinmcgee.com>.

Chapter Elections are here!

Volunteers are needed for the **2014 Commission on Candidacy (COC)** for our Idaho Chapter's Members' Meeting Election that will be held in Sun Valley this coming May 4th, 2014. What the Commission does: Recruit chapter members to run for the open positions, receive the forms necessary for candidates to fill out and confirm that all candidates are eligible for the position for which they are running.

Commission on Candidacy members cannot be chapter board members, cannot be running for an elected position and must be valid voters for the election (professional or graduate members). If you are interested in volunteering, please contact Mary Butler, 3rd Vice President and board advisor for the COC at coc.amtaid@gmail.com. Any professional member wishing to run for an open position or an appointment should complete a Candidate Resume Form ([Page 10](#)) and a Volunteer Code of Conduct Form and return them to Mary Butler coc.amtaid@gmail.com within five days of the election (April 29th, 2014).

Offices up for election this year are: (two year terms) –job descriptions available on AMTAID.org

President	Northern Unit Assistant Rep
1 st Vice President	Western Unit Rep
2 nd Vice President	Central Unit Rep
Secretary	Central Unit Assistant Rep
Eastern Unit Rep	Chapter Alternate Delegate 2014 (1-year term)
Eastern Unit Assistant Rep	

Appointed Positions Open: (appointed positions are appointed by the President)

Government Relations Chair	Marketing Chair
Membership Chair	Leadership Chair

Any member's name may be on the ballot (whether present at the election or not) providing she/he meets the eligibility requirement for the position (on AMTAID.org). Successful candidates should plan to attend the Strategic Planning Weekend in McCall, Idaho the weekend of May 16-18th, 2014.

AMTA-IDAHO ELECTION CANDIDATE RESUME



Please print or type

Name _____ AMTA I.D. # _____

Home Address _____

Phone (w) _____ (h) _____ (fax) _____

Email _____

Years in massage _____ Years in AMTA _____ Massage license # _____ State _____

Massage school attended & location/# of hours _____

Date of completion _____ Other related schooling _____

I am interested in volunteering in the following areas:

Awards Government Relations Marketing & Communication Education Membership

Commission on Candidacy Conventions/Workshops National Convention Delegate

Board of Directors: President / VP/ Secretary / Treasurer / Unit Rep: North / West / Central / East

Other: _____ Relevant community or professional experience _____

List AMTA Chapter © and Unit (U) Offices held with dates (include committees): _____

Other Qualifications _____

FOR THOSE SEEKING A BOARD OF DIRECTOR POSITION

How many hours a week do you estimate will be required to perform the duties of this office? _____

Are you currently able to commit the appropriate time for the performance of your duties? YES NO

What are your reasons and objectives for seeking this office? _____

AMTA – Idaho Facebook & Webpage Report

Submitted by *Becky Olinger*



Suzie Lindberg and I have participated in two conference calls with the National office regarding our new webpage. We have selected a beautiful Idaho photograph that Suzie's father so kindly is letting us use for our site's anchor image. That image will determine the color scheme and look of the webpage.

We are anticipating March 15th as the "go live" date. <http://www.amtaid.org/>. We continue to increase our Facebook numbers. Please contact me (Becky Olinger) about upcoming workshops and meetings so that Facebook can be updated and events pages can be created. This helps get the word out not only to our members, but also to all of our other followers.

2013 House of Delegates Report

Submitted by *Tamra T. Roth*

The 2013 House of Delegate business meeting was very much alive and well during the 2013 National AMTA convention in Fort Worth, Texas.

One of the hot topics at this particular national convention was how the affordable care act would impact us as licensed massage therapists. There were many deep concerns, fears, and questions regarding this topic. The complexity of the 80 page document was overwhelming. There was one gentleman who read the entire document twice, and

even then he admitted that he had no idea what it meant.

While the House of Delegates is not a proper forum to be used for debating issues like this, many therapists felt that the topic needed to be discussed even if it was filed under new business. After a 30 minute debate on whether or not the topic should even be discussed, the speaker of the house redirected the HOD back to the 3 position statements that had been presented. An overview of these approved position statements can be found at: www.amtamassage.org/approved_position_statements/Massage-Therapy-for-Anxiety.html.

I have had the pleasure to attend 5 HOD sessions, some as a delegate and others as an observer. In all my years of

involvement with the HOD I have never seen such passion and fire come from the participating HOD delegates. I would encourage you to attend a national House of Delegates business meeting to see how our association is shaped by its members. Better yet, try representing our state by becoming a delegate and get into the debate!

-Tamra



Changes from the National Board

Submitted by Suzie Lindberg, AMTA Idaho President

As you may remember from our December 2013 newsletter, all 51 chapters are working hard to adapt to a major change in chapter dues. Effective January 1, 2014 the change removes the \$25 chapter dues from the membership renewal, replaced instead by an option to contribute to your chapter or another chapter during the renewal process. The Idaho chapter will realize an \$8000 to 9000 per year short fall from this change and many chapter programs will feel the pinch. While the choice to charge chapter dues and the amount charged should be voted upon by the membership of each individual chapter, the decision for this change was made by the National Board of Directors in executive session, meaning without the knowledge of or input from chapter leaders. The Idaho chapter board and numerous other boards are drafting a petition to the National Board to reverse this decision and return the choice to the chapter. The need for these funds is tantamount in our past lobbying efforts and our commitment to bring affordable education to our members.

Government Relations Future

We are very fortunate to have five knowledgeable, experienced and reasonable board members on the Idaho State Board of Massage Therapy. While they and the Idaho Bureau of

Occupational Licensing have done a tremendous job during this first year of licensure, we should always look to the future and protect the interests of our colleagues and our profession. Because the state board cannot lobby on its own behalf, it is important for AMTA-Idaho to have a financial plan for lobbying efforts in the future. Legislation is never written in stone and we owe it to our profession, our members and to the past chapter leaders who worked so hard to realize the goal of licensure.

Affordable Continuing Education

AMTA Idaho's annual convention is fast approaching. Participants, educators, exhibitors and chapter leaders will convene this May 2nd -4th in Sun Valley, Idaho. We will come together as colleagues and friends to advance our knowledge, to make new friends, to network and to do the important work in our Annual Meeting of electing new chapter leaders and voting in a new budget. It will become even more apparent then and there the challenge we face as a chapter.

The Choice to Contribute

The loss of chapter dues and the right for the chapter to control them as they see fit is a loss that our members bare the most. If you believe, as I do, that state chapters and the value that they bring to their members is what sets AMTA apart from other professional organizations, please reinvest in your chapter and choose to continue your contribution of \$25 (or more) when you renew.

Government Relations Update



Submitted by Suzie Lindberg, AMTA Idaho President

Meeting of the Idaho State Board of Massage Therapy
AMTA-ID Government Relations Report
January 6th, 2014

Present: Gayla Nickel, Paul Weston, Linda Chatburn, Gail King, Lone Springer, IBOL staff, Roger Hale (legislative attorney), Sally Hacking – FSMTB, Susan Beck – ISU Massage Program, Cindy Langston – Three Oaks Academy and two other members of the public (licensees).

Financial Report: The board is in the black and expenses vs. income is evening out.

Investigative Report: The only investigations have been for non-licensure and all have applications pending.

FSMTB – Sally Hacking

- A job task analysis is being completed for the new CAT (computer adaptive testing).
- FSMTB is in the process of beta testing their new licensing database (MATILDA). Success of the database depends on participation. Participation is voluntary, free for member states and they are currently reviewing no-cost participation for non-member states.
- Clarification on MBLEX: no # of hours or total completion of a massage program are required to sit for the MBLEX exam. That burden of proof for licensure falls upon the state board.
- FSMTB has made the recommendation to state boards to change their ethics requirements to 3 hours, as ethics issues particularly pertaining to the knowledge of state and local laws and rules are the chief reasons for investigations and often the licensees did not know the specifics of the laws. Sally did not recommend this for Idaho as our state's continuing education hours are so low.

- IBMT will be considering a law change to add a jurisprudence exam in subsequent meetings, however re-opening the law will be a large undertaking.

Proposed Law and Rule Changes – Roger Hale

- The board voted to table the change of ethics requirements to 3 hours per year.
- SIDEBAR: Susan Beck and Cindy Langston requested the ethics class at state convention discuss law and business ethics issues.
- Internships/Externships – the board discussed the question of the definition of supervision with respect to internships, externships and clinic work. They concurred that supervision means “available to consult with the student, available onsite for questions and assistance”. They also reiterated the no compensation clause for students.
- Roger gave a review of the rule changes and definitions proposal. The changes outline:
 - Sexual anatomy, prohibition of intracavity massage other than oral, nasal and aural and prohibition of breast massage without additional approved training, medical necessity and separate consent.
 - Supervision in the student clinic and internship/externship situations.
 - CPR rule.

2014 Annual Educational Conference



The upcoming Idaho AMTA State convention is shaping up to be one amazing event! Join us May 1-4, 2014 at the beautiful Sun Valley Resort. We have massage therapists who plan to attend from throughout the state, Wyoming and Oregon.

There are three fantastic educational opportunities offered, including the three-hour required ethics class needed for licensing renewal.

A complete online registration packet can be found at: www.amtaid.org. Tamra Roth is also available to help and can be reached at 208.720.2826 or troth1012@gmail.com.

**Sign up by
April 14,
2014, and
come join
the fun in
Sun Valley!**

RAFFLE ITEM AND SWAG BAGS... Registration at the AMTA Idaho State convention comes with certain perks! Each attendee will enjoy a swag bag with samples from China Gel, Sombra, Bon Vital, Real Bodywork Corp., Essential 3, Yamuna, Foot Fit, DR Hoys, Topical BioMedics, Inc, NCBTMB, Natural Formulations, Migraine Miracle, Performance Health Brands, and China-Gel.

There will also be big raffle items from Custom Craftworks, Sombra, Bon Vital, Topical BioMedics, Inc, NCBTMB, The Med-Stone, Migraine Miracle, DR Hoys, and Performance Health Brands, and Sun Valley Wellness.

THANK YOU Trisha Pennell (AMTA Idaho Past President) for organizing sponsorship and THANK YOU to our sponsors at the AMTA Idaho State Convention! It is still early and there will most likely be many more sponsors that will donate items. We are so grateful for their support.

Have You Ever Wondered Where Your Money Goes? All the money that is collected from selling raffle tickets goes to the Massage Therapy Foundation. AMTA Idaho is happy to help support an organization that is all about promoting Massage Therapy, and gives back regularly to the Massage Therapy Community. This is a worthwhile organization so please help us support it by buying raffle tickets at the member banquet, and hopefully you will go home with a great prize!

The Massage Therapy Foundation is a non-profit group that helps to promote the field of Massage Therapy. The MTF advances the knowledge and practice of massage therapy by supporting scientific research, education, and community service.

The Foundation commits to:

- Upholding the principles of philanthropy
- Contributing to the understanding and appreciation of massage therapy.
- Increasing the Foundation's influence, credibility, and visibility in health and wellness.
- Sustaining the Foundation's organizational effectiveness.
- Fostering the spirit of collaboration.



*Submitted by Trisha Pennell
AMTA-Idaho Past President*

A fantastic webinar about the Massage Therapy Foundation was recently hosted by the NCBTMB. In case you missed it...

Our February 21st, 2014 webinar discussing all-things-research featured Massage Therapy Foundation President, Ruth Werner. Hosted by NCBTMB Board Chair, Dr. Leena, and VP of Educational Support, Donna Sarvello, this unique webinar provided important information and insights from our experts on the importance of research literacy to further advance the profession.

- Topics featured in this webinar included:
- Massage therapy and research
 - NCBTMB and MTF collaboration
 - Value of research to the profession

[Click to watch the webinar](#)

If you were unable to join in or are simply looking for a quick refresher on research, the complete webinar playback is available on their website.



2014 AMTA Idaho Annual Convention

Sun Valley Resort, Sun Valley, ID

May 1-4, 2014

Your choice of two exceptional workshops in addition to an engaging ethics class:



The Deep Tissue Toolbox for Orthopedic Conditions

Taught by Eric Stephenson, LMT, NCTMB

14 CEU / 2 Day Workshop

Come learn NEW techniques Eric compiled to address some of the most common injuries you see in your practice: lower back pain, tennis/golf elbow, medial/lateral shin splints, Achilles tendinitis, patellar tendinitis and rotator cuff issues. This hands-on workshop teaches therapists a variety of myofascial release, trigger point, and active engagement techniques for all regions of the body. All of these techniques must pass the test of being the easiest for the therapist to deliver as well as the most effective.

Expect to see the imassage signature approach to career longevity throughout the workshop with a strong focus on body mechanics, ergonomics and delivering the techniques without using your thumbs. If you have attended one of Eric's previous AMTA Idaho workshops, fear not- these techniques are all NEW! No repeats!

Lomilomi Massage-2 Day Workshop

Taught by Kim Hartley, LMP, assisted by Jim Hartley, LMP, 16 CEU / 2 Day Workshop

Day 1: 7 Hawaiian Strokes To Energize Your Full Body Routine

Lomilomi offers an opportunity to change up the flow of your full body routine in a way that will inspire your clients to come back for more. This class introduces 7 Hawaiian strokes:

- full body ocean wave
- alignment run and filling the chalice of the heart on the back
- sun and moon on the back and legs
- spiral prayer to the ancestors on the hips
- lomilomi stroke on the arms and legs
- emptying out on the belly

These strokes are easy to learn and will infuse your work with a new rhythm and flow, and inspire and energize your creativity at the table. Infused in the learning of each Heartspire lomilomi class are foundational Hawaiian Healing Principles and the metaphysical story that are a part of what makes Hawaiian bodywork a unique approach to massage. CE Hours: 8



Day 2: Hawaiian Stretching

The first time I taught this workshop, everyone was surprised by how a full body stretching experience felt like a full body massage. The stretching techniques you learn will include stretching the fascia of the back, hips, and chest. Then there are amazing joint rotations that use maximum range of motion techniques to stretch every muscle that attaches into the shoulders, elbows, wrists and fingers, along with the hips, knees and ankles. These techniques are highly effective with clients of all levels of flexibility and help improve range of motion and alignment in the body while listening to the client's signals for end range. When I first learned the work, I immediately integrated it into my work because it was so effective for my own body. Infused in the learning of each Heartspire lomilomi class are foundational Hawaiian Healing Principles and the metaphysical story that are a part of what makes Hawaiian bodywork a unique approach to massage. CE Hours: 8

Massage Ethics 2014- Sharing Successes, Struggles and Strategies

Let's face it, sometimes being a massage therapist places you in the center of a situation you could not make up if you tried! This entertaining, highly interactive class will explore the ethics of being a massage therapist in the year 2014. We will share and explore ethical challenges from our practices while discussing the topics of dual relationship, power differentials, boundary setting and therapeutic communication. Researcher Shawn Achor from Harvard University has shown that the biggest single indicator of our happiness as humans is our social support network! Come spend three hours with your support network to share stories of triumph, challenge and heartbreak-all with a big dose of laughter as well.

Taught by Eric Stephenson, LMT, NCTMB 3 CEU / 3 Hour Workshop

Meet the Educator: Kim Hartley, Heartspire School of Hawaiian Massage



Kim began her study of the Hawaiian healing art of Lomilomi massage in 1991, shortly after her 1990 graduation from Brian Utting School of Massage's 600 hour program. She has studied over 2500 hours of continuing education with 12 different Lomilomi teachers, beginning with Shawn LaSala Kimmel, Aupuni Iwi Ula, Auntie Margaret Machado, Mark LaMore, Daniel Albers, Mahealani Henry, Dr. Maka'ala Yates, Dougie McKeague, Wayne Powell, Nancy Kahalewai, Harry Uhane Jim and his wife Sila Lehua Jim from 1991 to 2013. Seven of her twelve teachers are of Native Hawaiian Ancestry. Seven of her twelve teachers are men and five are women.

Kim began teaching lomilomi in 1994. She has taught in Washington, Hawaii, Canada, Idaho, Iowa, and Michigan. She and her husband, Jim Hartley, have created, teach and share Heartspire Hawaiian Massage which draws on the teachings and strokes from the traditional Kona format from the Big Island and temple style lomilomi. In 1996 Jim and Kim formed Heartspire School of Hawaiian Massage, a continuing education center located in their home and teaching space in Olympia Washington. Kim and Jim both maintain a full time massage practice along with teaching, and are certified CE providers - NCBTMB #450029-06. Kim's teaching style is heart centered and she embodies the Aloha Spirit. Kim naturally supports and nurtures the gifts each student has to share. Through her love and enthusiasm of lomilomi, she guides her students to incorporate pule (prayer), intention, and loving touch into their bodywork practice. Kim also creates an 'Ohana (family) environment for students, allowing an unfolding and safety for a deep body/mind/heart/spirit connection to come forward. In each class she teaches, Kim touches on traditional Hawaiian values and strokes. The wonderful flowing nature that characterizes Lomilomi relaxes the body in deep ways – as the body is largely liquid it responds most deeply to touch designed to move like liquid. Lomilomi strokes are like ocean waves enveloping a part of the body and then receding. Use of forearms, hands, knuckles, and fingers are felt as soft and deep with the intention of alignment, release, and ease down to the bone. Stretching techniques encourage improved ROM by moving through circular rotations to create new patterns flexibility ease.

More information about Kim Hartley can be found at www.heartspire.com



Meet the Educator: Eric Stephenson, LMT, NCTMB

Director, Massage Education, imassage, inc. — — — —

Eric creates continuing education focused on career longevity for massage schools, spas and professional organizations nationwide. He is a former lead instructor of the Body Therapy Institute in Silk Hope, NC and The Lexington Healing Arts Academy in Lexington, KY, helping in the design of the hands-on massage curriculum. He has completed The Spirit of Learning®, a 90-hour massage educator-training program.

His presentations have included the American Massage Therapy National Convention, The International Spa Association Conference, The World Massage Conference, Esthetique Spa International Shows and AMTA state conventions. Eric is a regular contributor to [Massage Magazine](#).

Eric also serves as the Massage Therapy Development Expert for Elements Therapeutic Massage, one of the largest massage providers in the country headquartered in Highlands Ranch, CO.

This road warrior spends 35 weeks a year presenting to audiences nationwide. In his spare time, he works on becoming the fifth member of Van Halen.

More information about Eric can be found at www.imassageinc.com

AMTA-Idaho Annual Convention Schedule at a glance	
Thursday, May 1	
5:30 pm - 7:30 pm	No-Host Meet and Greet in the Sun Valley Resort Lounge
Friday, May 2	
7:30 am - 8:15 am	Registration
8:00 am - 12:00 pm	Bodywork Training (Lomilomi)
8:30 am - 12:00 pm	Bodywork Training (Orthopedic)
12:00 pm - 1:00 pm	Lunch on your own
1:00 pm - 5:00 pm	Bodywork Training (Lomilomi)
1:00 pm - 4:30 pm	Bodywork Training (Orthopedic)
5:00 pm - 6:00 pm	Free time-Dinner on your own
6:00 pm - 7:30 pm	AMTA-Idaho BOD Meeting
	Elected officers required to attend
	Appointed officers invited to attend
	Members welcome
Saturday, May 3	
8:00 am - 12:00 pm	Bodywork Training (Lomilomi)
8:30 am - 12:00 pm	Bodywork Training (Orthopedic)
12:00 pm- 1:00 pm	Lunch on your own
1:00 pm - 5:00 pm	Bodywork Training (Lomilomi)
1:00 pm - 4:30 pm	Bodywork Training (Orthopedic)
5:00 pm - 6:00 pm	Free time
6:00 pm - 7:00 pm	AMTA-Idaho Member Banquet for all attendees at the Ketchum Grill. The dinner is a 3-course meal that can accommodate gluten-free and vegetarian attendees. Beverages not included.
Sunday, May 4	
8:00 am - 9:15 am	Annual Member Meeting & Elections. Open to all attendees
10:00 am - 1:00 pm	Ethics Class

What to Bring/Wear and Special Instructions

For Orthopedic Massage	Massage table, 1 set of linens, face cradle cover, lotion, a bolster or pillow. Wear loose, comfortable clothing that is easy to change in/out of.
For 7 Hawaiian Strokes	Massage table, 1 set of linens, face cradle cover, pillowcase for breast drape, a pillow & oil. Wear loose, comfortable clothing and a short-sleeved or sleeveless shirt. You will get oily so some folks prefer to wear an apron.
For Hawaiian Stretching	1 set of linens, face cradle cover and pillow, & a massage table. Wear loose, clothing. No oil.

American Massage Therapy Association

May 1 - 4, 2014

Sun Valley, Idaho

Reservation Request Form



Confirmed reservations require an advance deposit equal to one night's room rental, plus resort fee & tax. **In order to expedite your reservation, simply call our Reservations Office at 1-800-786-8259 or email reservations@sunvalley.com** Or, if you wish, please complete this form and return it to our **Reservations Office, P.O. Box 10, Sun Valley, Idaho, 83353**. A confirmation of room reservations will be forwarded upon receipt of deposit. **Please make reservations early for best selection!** If accommodations requested are not available, you will be notified to make an alternate selection. Please be advised, no pets allowed.

Lodge and Inn Rooms

	Lodge	Inn
Standard (1 queen-sized bed)	\$125.00	\$125.00
Medium (1 king or 1 queen-sized bed)	\$130.00	\$130.00
Medium (2 double sized beds)	\$130.00	\$130.00
Deluxe (1 king-sized bed)	\$135.00	\$135.00
Deluxe (2 queen beds)	\$135.00	\$135.00
Family Suite	\$199.00	\$199.00
Lodge Balcony	\$199.00	N/A
Lodge Parlor Suite	\$439.00	N/A
Inn Junior Suite (king-sized bed)	N/A	\$199.00
Inn Parlor (1 king-sized bed)	N/A	\$439.00
Three Bedroom Inn Apartment	N/A	\$439.00

Cottages

President's Cottage (2 bedrooms)	\$690.00
Lake Cottage (5 bedroom)	\$790.00
Guest Cottage (4 bedroom)	\$890.00
Harriman Cottage 5 bedroom	\$1,090.00
Eccles Cottage (5 bedroom)	\$650.00
View Cottage (4 bedroom)	\$890.00
Symphony Cottage (7 bedroom)	\$1,090.00
Dollar Cottage (6 bedroom)	\$1,090.00
Cottonwood 1461 (3 bedroom)	\$400.00
Cottonwood 1455 (3 bedroom)	\$500.00
Cottonwood 1457 (3 bedroom)	\$400.00

Deluxe Lodge Apartments

& Wildflower Condominiums

	Apt.	Condo
Bedroom Only (king, queen, or 2 twins)	\$135.00	N/A
One-bedroom (up to 2 people)	\$259.00	\$259.00
Two-bedrooms (up to 4 people)	\$349.00	\$349.00
Three-bedrooms (up to 6 people)	\$439.00	\$439.00

Standard Condominiums

Studio (up to 2 people)	\$159.00
One Bedroom (up to 2 people)	\$169.00
Atelier 2-bedroom (up to 4 people)	\$209.00
Two Bedroom (up to 4 people)	\$209.00
Three Bedroom (up to 6 people)	\$239.00
Four Bedroom (up to 8 people)	\$259.00

(Rates do not include 6% Resort Fee and 11% Room Tax)

Reservation Deadline: This room block will be held until Monday, March 24, 2014. After that date reservations will be accepted on a space available basis.

Cancellation: Cancellations made more than 30 days prior to arrival will receive a deposit refund less a \$25 processing fee. Cancellations made within 30 days will forfeit the entire deposit.

Check in Policy: Check-in is after 4:00 pm. Check-out is 11:00 am.

YOUR NAME:

ADDRESS:

CITY:

STATE:

ZIP:

TELEPHONE: (*daytime*)

(*evening*)

Accommodations requested:

Rate:

in party:

I will need complimentary Sun Valley Airport transfer (Hailey to Sun Valley Resort). . .

YES:

NO:

Airline/Airport:

Arrival Date/Time:

Departure Date/Time:

Please place the \$

deposit on my:

Card #:

Exp. Date:

Name as it reads on card:

(Card will be charged the first night's room, resort fee & tax deposit. We accept MasterCard, VISA, Am. Express, & Discover)

For questions, call Reservations at 800-786-8259, fax your reservation to 208-622-2030 or email reservations@sunvalley.com

The Idaho Chapter of the American Massage Therapy Association
 Invites you to the
2014 Annual AMTA Idaho State Convention
 May 1-4, 2014 at the Sun Valley Resort
 2 Sun Valley Road, Sun Valley Idaho
www.sunvalley.com

Convention Schedule:

Thursday, May 1
 5:30-7:30 Meet & Greet

Friday, May 2,
 7:30-8:15 Registration
 8:00-12:00 Bodywork Training (Lomilomi)
 8:30-12:00 Bodywork Training (Orthopedic)
 12:00-1:00 Lunch on your own
 1:00-4:30 Bodywork Training (Orthopedic)
 1:00-5:00 Bodywork Training (Lomilomi)
 5:00 Free time-dinner on your own
 6:00-7:30 Board of Directors meeting

Saturday, May 3,
 8:00-12:00 Bodywork Training (Lomilomi)
 8:30-12:00 Bodywork Training (Orthopedic)
 12:00-1:00 Lunch on your own
 1:00-4:30 Bodywork Training (Orthopedic)
 1:00-5:00 Bodywork Training (Lomilomi)
 5:00-6:00 Free time
 6:00-8:00 AMTA –Idaho Member Banquet for all attendees

Sunday, May 4
 8:00-9:15 Annual Member Mtg
 10:00-1:00 Ethics

Call 800-786-8259 for reservations at the Sun Valley Resort and mention you are attending the AMTA-Idaho Convention. Complimentary shuttle transportation is available from the Freedman Memorial airport to the Sun Valley Resort. You must mention your transportation needs at the time of booking.

Airlines that service the Sun Valley area are Delta/SkyWest 800-221-1212, and Horizon Air 800-547-9308. The airport code is SUN. Other airports located near Sun Valley is Twin Falls (TWF) and Boise(BOI).

The convention fee is listed below, covering the training(s) of your choice, Saturday’s member dinner and a swag bag. When you select a bodywork class the ethics class is included in that fee.

Cancellation Policy: Written notice must be sent to Tamra Roth and postmarked no later than April 14, 2014. At that point, all but \$50.00 of your registration fee will be refunded. Cancellations made between April 15-30, 2014 will require a forfeiture of \$100.00. In case of a “no show,” no refund will be granted.

Upon receipt of a fully paid registration, you will receive an email confirmation.

Please go to www.amtaid.org to register. Or fill out the form below, detach and mail with check or money order payable to **AMTA Idaho**. Address envelope to Tamra Roth, 101 Mizer Gulch Road, Hailey, Idaho 83333. Tamra can be reached at **208.720.2826** or ttroth1012@gmail.com for questions.

REGISTRATION FORM

(Print, detach, include payment, and mail to Tamra Roth, 101 Mizer Gulch Road, Hailey, Idaho 83333)

Name _____ Telephone _____ E-mail _____

Mailing Address _____
 Street or PO Box, City, State, Zip

Convention Options (Please check all that apply)

I am attending the following body work sessions (Please check one)

____ Hawaiian Stretching **AND** 7 Hawaiian Strokes to Energize your full body Routine (16 hrs)

____ The Deep Tissue Toolbox for Orthopedic Conditions (14 hrs)

I am also attending Massage Ethics 2014-Sharing Successes, Struggles and Strategies taught by Eric Stephenson (3 hrs)

____ YES _____ NO

I am planning to attend Saturday’s Member Dinner _____ YES _____ NO

Fees: Please check all that apply

Early Bird Registration for AMTA Members paid and postmarked by January 31, 2014	_____ \$299.00
Early Bird registration for NON-AMTA members paid and postmarked by January 31, 2014	_____ \$299.00
Registration after 2/1/2014 AMTA Member paid and postmarked by April 14 , 2014	_____ \$329.00
Registration after 2/1/2014 for NONAMTA members paid and postmarked by April 14, 2014	_____ \$339.00
I am attending the Ethics class ONLY	_____ \$ 65.00

President

Suzie Lindberg
208-908-9757

president.amtaid@gmail.com

Past President

Trisha Pennell
208-745-7620 or 208-521-4416

trishamasther@q.com

First Vice President

Open

Second Vice President

Judy Silcock
208-420-9045

judyksilc@magiclink.com

Third Vice President

Mary Butler
208-746-5773

MLucia_us@yahoo.com

Secretary

Linda Smeltz
208-476-5316

boblinda@cpcinternet.com

Treasurer

Lenny Burdick
208-884-1220

amta.lenny@gmail.com

Central Unit Representative

Open

Central Unit Assistant Rep

Open

Membership Chairman

Open

Eastern Unit Representative

John Phillips
208-317-3278

haydenstreetholistic@yahoo.com

Eastern Unit Assistant Rep

Felila Fountain
208-240-0121

therapyneeded@live.com

Northern Unit Representative

Becky Olinger
509-751-9738

nunitrep.amtaid@gmail.com

Northern Unit Assistant Rep

Donna Hoffman
406-677-3689

3dmassage@gmail.com

Western Unit Representative

Open

Western Unit Assistant Rep

Shauna Arnold
208-634-6906

sklines@frontiernet.net

Chapter Delegate 2013

Tamra Roth
208-720-2826

Ttroth1012@gmail.com

Chapter Alternate Delegate 2013

Becky Olinger (see Northern Unit Rep)

Newsletter Editor

Hayley Lowry
208-540-1028

hayley.lowry@gmail.com

Education Chairman

Justin Kobbe Solace
208-515-8895

hybridpainrelief@gmail.com

Government Relations Chairman

Judy Silcock (see 2rd Vice President)

Facebook Administrator

Becky Olinger (see Northern Unit Rep)

Website Administrator

Becky Olinger (see Northern Unit Rep)

Leadership Chairman

Open

Marketing Chairman

Open

Chapter WEB page

www.amtaid.org

National WEB page

www.amtamassage.org



Contact Hayley Lowry for details:
208-540-1028

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