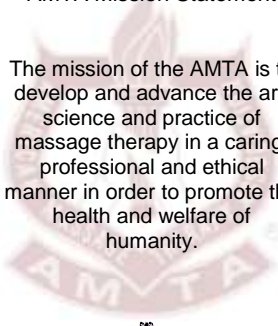


AMTA Mission Statement

The mission of the AMTA is to develop and advance the art, science and practice of massage therapy in a caring, professional and ethical manner in order to promote the health and welfare of humanity.



August 2009

**AMTA-IA 2009 Fall Convention**  
**QUALITY EDUCATION — QUALITY ENTERTAINMENT — QUANTITY FUN**  
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*presents...*



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\* denotes eligibility to vote

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Parliamentarian/Awards Chair	Wayne Pakulis 1118 38th St. S.E. Cedar Rapids, IA 52403 (319) 365-7774
Public Relations Chair	Jill Ellsworth 713 North Park Street Grimes, Iowa 50111 (515) 986-4613 serenitymassage@q.com
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MERT Chair	Ken Swenson 521 Main St. Osage, IA 50461 (641) 732-5616 swensonk7@cs.com

**The AMTA Goals**

*To serve its members, the public, and profession, the AMTA pursues the following goals:*

- To establish massage therapy as integral to the maintenance of good health.
- To promote high standards in providing massage therapy to the public.
- To increase access to quality massage therapy for all persons.
- To be an influential member of the health care community.
- To be a leader and resource for issues in the field of massage therapy including definition, practice and education standards, legislation and regulations.
- To enhance the professional development and personal growth of members.
- **To continue AMTA's growth, development, organizational effectiveness and visibility.**

*In pursuit of the above goals, AMTA will be guided by the value of competency and care.*

This newsletter is published quarterly by the Iowa Chapter of the American Massage Therapy Association (AMTA), a non-profit professional massage therapy association. This publication welcomes contributions from readers. Articles for publication must be type written, and include a legible signature, address and phone number. Copyright material must be accompanied by written permission by its holder.

The Iowa Chapter reserves the right to edit material for space and clarification; accept or reject material; and assumes no responsibilities for errors, omissions, corrections, or modifications in publications. The beliefs and opinions contained in this publication do not necessarily reflect those of the Iowa Chapter of the AMTA.

**DEADLINES**

for Newsletter Information and Ads

- Oct 10, 2009 (for publication end of November)
- Jan 9, 2010 (for publication end of February)
- April 10, 2010 (for publication end of May)

**ADVERTISE:**

Classified Ad	Member	Non-Member
Business card size	17.00	23.00
1/6 page	35.00	44.00
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Submit ad and payment to:  
Cindy Pancratz, editor

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cincia57@aol.com  
(563) 556-5491

Make checks payable to: AMTA Iowa Chapter

## From the President . . .



**G**reetings fellow Massage Therapists, I feel as if I am in a time warp of sorts as I sit writing this article for the fall edition of the newsletter. I have no idea where the summer went. I hope this finds all of you

enjoying *your* summer.

There are a couple items that I would like to share with you. These are things that effect all of us and have been addressed by our national level. I'd like to share some of the things that AMTA National does to remind all of us how much support and guidance behind the scenes we do get from them. It would be difficult to share ALL that is done for us, however, these two items are really good examples.

There was a Massage Therapy Body of Knowledge (MTBOK) task force developed and announced. Every attempt has been made to select a dynamic group of individuals who together represent what may be considered the broadly defined field of massage therapy. Each of the MTBOK Task Force members were chosen for their experience, credentials and expertise as well as having a working understanding of at least one of the major areas impacting the current and future growth of the massage therapy profession. The Task Force is responsible for initiating a profession-wide and unifying effort to articulate a common body of knowledge for the profession. Under the guidance of Chip Hines, a PMI certified Project Manager Professional, the Task Force members will begin work on the foundational elements of the MTBOK project in July, 2009. These foundational elements include:

- Definition of massage therapy
- Describing the Field (primarily to enhance understanding and appreciation of the profession by those outside the profession)
- Scope of Practice
- Terminology
- Competencies of an entry-level massage therapist (knowledge, skills, abilities)

The MTBOK project is expected to complete the foundational elements phase of the Massage Therapy Body of Knowledge initiative in approximately one year. Six organizations have agreed to jointly steward the MTBOK initiative. They are American Massage Therapy Association (AMTA), AMTA Council of Schools, Associated Bodywork & Massage Professionals (ABMP), Massage Therapy Foundation, Federation of State Massage Therapy Boards (FSMTB) and National Certification Board for Therapeutic Massage & Bodywork (NCBTMB). Task Force bios and other MTBOK updates are available at [www.mtbok.org](http://www.mtbok.org).

Also The National Board of Directors wants you to know that AMTA is focused on serving members like you, the future of the profession and the ability of massage therapists to be successful. There are many elements needed to support and

advance a profession, including national certification. You may have heard that last week the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) announced that it is creating the "USA Massage Resource Alliance (usaMRA)" as an organization to sell insurance. Your AMTA Board of Directors is disappointed that the NCBTMB has announced plans to create this kind of organization, when its mission is to define and advance the highest standards in the profession "through a recognized credentialing program". We believe the announced plan will also further erode the value of NCBTMB certification in the profession and the ability of certificants to set themselves apart in the marketplace through higher credentials. We believe NCBTMB'S action is not in the best interest of the profession or of massage therapists. Certification is a core part or cornerstone of a profession. That is why AMTA, responding to the view of our members, originally created the NCBTMB, has supported its mission and used its certification as a membership criterion to join AMTA. We also continue to support the development of advanced certification for the profession. Your board feels that for the NCBTMB to shift focus to attempt to compete as a type of membership association selling liability insurance is counterproductive for the profession's advancement. AMTA and our chapters provide the most complete services available to massage therapists, students and schools. It will continue to pursue its mission as the largest national non-profit association created to serve and advance the profession, and it will proactively compete in the marketplace. The association is vibrant, strives to operate in a forthright manner, is directed by volunteer massage therapists, provides chapter and local involvement and offers a variety of continuing education opportunities for its members unmatched by any other organization. This information along with all the work they do beyond this should assure you of the continuing strength of your association and our continued commitment to you and our profession.

I hope you can join us for our fall convention this year — it will again prove to be fun, educational and a great way to stay in touch with old friends and meet new ones. Please mark your calendars and register early as we do fill up fast.

The national convention is also around the corner. You can register for the AMTA 2009 National convention in Orlando on the AMTA national website or call and request a brochure and spend your days learning new modalities, networking with colleagues and renewing your connection to the profession. Then take a break from it all by visiting one of the many attractions in Orlando. If you are unable to make arrangements for this year, no worries, as next year the national convention is going to be held in Minneapolis, MN -- September 22-25, and even better, no airplane needed! Make arrangements to travel with a group as this is a great opportunity to get to the National convention.

Terry Eicher, PRESIDENT

## Convention Coordinator Update . . .



Now that I have two conventions under my belt, I thought maybe the “newness” would wear off . . . but I’m happy to say, it hasn’t! I’m more excited for our 2009 Fall Convention than before! With a new

location, great presenter, amazing entertainment, and a slew of vendors available, it’s sure to be a great time that you will not want to miss out on! Mark your calendar, send in your registration form, and get ready for a weekend to remember! **Have any friends that haven’t joined us before?** Bring them with you! The more, the merrier!

*See you in Des Moines!*

Brianne Goetzinger, 1ST VICE PRESIDENT

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-Martha Howard, NCMT

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[www.BodyMemory.com](http://www.BodyMemory.com)



## Law & Legislation Update . . .

Is it really summer?? With the cooler weather I’m not so sure, however the calendar keeps marking off days and it just seems to be flying by. Summer brings a lull in the Legislative sessions so I’ll be able to keep this short and sweet.

First, since there was no legislation regarding Massage Therapy this year, it is easy to let our guard down and have a false sense of security about our profession. In my opinion this would be a mistake on our part. With all the troubles that face our nation and our state, our legislators were busy trying to keep the state running, however, that does not mean they have forgotten us or that they might be gearing up for some changes in upcoming year. There were several states this year that were pushing Massage Therapy agendas and I have no doubt that it will come around again. The AMTA board will be keeping a close watch and will solicit your letters, opinions, and feedback when the time comes to act.

Second, be looking for a survey over the next couple of months dealing with the AMTA Iowa website. The board has approved funds to give the website a much

needed facelift and to add new functionality that will make it more useful to the membership as well as more user friendly. We would like our website to be a place where members go for all of their needs. With that in mind, we have some exciting ideas but the survey will allow YOU, THE MEMBERSHIP, to participate and provide some much needed feedback. We will be sending out a survey; however I will also be soliciting any ideas at the September convention, so hunt me down and give me your ideas. And if you haven’t ever gone out to the website the address is <http://www.amtaiowa.org>, stop in and take a look.

Here’s wishing everyone a continued safe summer, and I look forward to seeing you all in Des Moines for the Fall Convention.

Dan Schmidt 2ND VICE PRESIDENT



Attending National Convention is something I would recommend every therapist to do at least a few times in their career! The 2009 National AMTA Convention is being held in Orlando, FL from September 23-26. There are GREAT travel packages available and you can always turn this professional learning experience into a vacation and get a great tax write off!

What do I love about attending national conventions? The networking is far superior to that of any other opportunity! You are sure to meet massage therapists from Arizona to Alaska and from Hawaii to Maine. There is something for everyone to enjoy including world class continuing education opportunities with internationally known presenters and authors such as David Kent, Whitney Lowe and Ruth Warner. The exhibit hall allows the opportunity to see, feel, touch and even smell products before you purchase them. Many vendors will even ship to your home for FREE to save luggage space. I cannot forget to mention that attending the AMTA National Convention allows time to better get to know the AMTA Iowa Chapter members in attendance. Always with an impressive showing, the

Iowa members are there to assist you, guide you and to enjoy spending social time with you as well. Join us for a fun few days in very sunny Florida in September. It is SURE to be a VERY FUN time!

Can't make this year's National Convention work in your schedule? That is OK! Next year the national convention is going to be held in Minneapolis, MN!

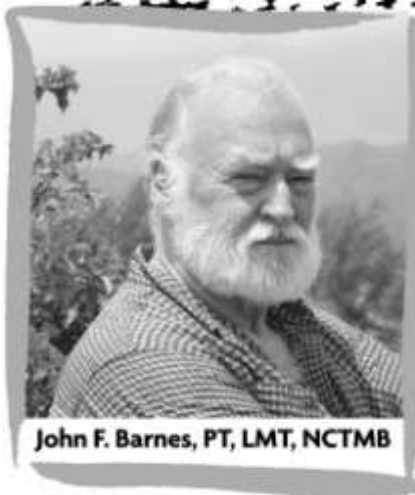
September 22-25 is the 2010 dates for a tremendous opportunity to attend a National Convention within DRIVING distance from anywhere in Iowa!

I look forward to seeing each of you in Des Moines, Orlando or somewhere in-between!

Yours in health and happiness,  
Chris Rider, IMMEDIATE PAST PRESIDENT



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## Newsletter Update . . .



### Greetings Members ~

I hope this summer has been all you were hoping for during the long, dreary and chilly months previous. It certainly has skipped along. I can't believe we're in the "back-to-school" time of year already!

As mentioned at our spring convention, and in last quarter's newsletter, the Iowa Chapter will be eliminating, for the most

part, the "paper" newsletter. We have, and will continue, to post the newsletter online through our website: [amtaiowa.org](http://amtaiowa.org). However, it is also understood some members may not readily have access to the website, so we will continue to publish the printed form for those who require/request it. This is where I will **require** your assistance.

- *If you do not have an e-mail address, you do not have to respond — you will automatically continue to receive the printed edition.*
- *If you do have an e-mail address, and agree to accepting the newsletter in the "new" online format, you will not need to*

*respond.* The last full-print newsletter (*anticipated November, 2009*) will notify you that *that* particular newsletter will be the last mailed to you, unless you've responded with a request to still receive the print edition.

- If you have an e-mail address, but wish to continue to receive the printed edition, you **DO NEED TO MAKE THAT REQUEST**, by sending this request to me via e-mail at [newseditor57@aol.com](mailto:newseditor57@aol.com). Please place in the Subject line: **PRINTED NEWSLETTER REQUEST**, and I will know not to delete it. As I don't know many of your e-mail addresses, and I get tons of junk mail (as probably most of you do), I generally delete e-mails of unknown name/subject matters. **The deadline for this request is October 1, 2009.**

So, again, **only if you have an e-mail address, but wish to continue to receive the printed edition**, you need to respond. And, as always, if you have any questions or concerns about this or other newsletter issues, please do not hesitate to contact me.

I hope to see many of you at Convention!

Cindy Pancratz, 3RD VICE PRESIDENT

## REFERENCES

### Iowa Board of Massage Therapy Examiners

Professional Licensure Bureau  
Lucas State Office building, 5<sup>th</sup>  
Floor  
321 E. 12<sup>th</sup> St.  
Des Moines, IA 50319-0075  
Phone 515-281-6959

### AMTA

500 Davis Street, Ste 900  
Evanston, IL 60201-4659  
Phone: 847-864-0123  
Toll Free: 877-905-2700  
Fax: 847-864-1178  
[www.amtamassage.org](http://www.amtamassage.org)

### NCBTMB

1901 S. Meyers Rd., Ste 240  
Oakbrook Terrace, IL 60181-5243  
Phone: 630-627-8000  
800-296-0664 (automated info.  
line)  
[www.ncbtmb.com](http://www.ncbtmb.com)

### AMTA-Iowa Website

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

## Membership Update . . .



This is the time of year that our chapter makes an extra effort to share the benefits we receive from having chosen American Massage Therapy Association as our professional affiliation. We mail our newsletter to all licensed massage therapists residing in the state of Iowa as an **invitation** to join us at local

convention and, hopefully, to join us as fellow AMTA members.

The AMTA is a member driven organization where you will never be just another 'customer'. Each individual is offered the support needed to develop as intelligent, informed care provider through: *local and*

*national networking opportunities; high quality continuing education, power to make decisions for our profession; competitive insurance and liability coverage; professional, pier, and media 'brand' recognition; only to name a few of the provisions developed for the members' benefit through choosing the AMTA organization. We welcome your curiosity about us and encourage you to study the advantages, telephone or email or even visit our national office in Evanston, ILL. Did you know you can even complete an application easily and quickly on line to receive generous discounts on convention registration, plus an additional \$50 credit to be used during your first year of*

**The AMTA Iowa Chapter's current membership roster totals 630 — 32 new members this quarter.**

*membership toward registration for a local convention. It is a rewarding experience.*

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2004 Age 51 After 7 months 2007 Age 54

Laura - What a difference 3 months make!

cont'd from page 6

**Welcome to New AMTA Iowa Chapter Members**

**MARCH**

Janelle Batt	Priscilla Candal	Alexander Collins	Dena Donatsch
Chelsea Lemkuhl	LaTrisha Manning	Molly Phillips	Holly Rasmusson
Sarah Reese	Linda Robidoux	Aubrey Purdy Rude	Lynne Warrick
Danielle White	Trisha White		

**APRIL**

Larissa Abernathy	Jaynelle Beadle	Melanie Bell	Amanda Bernstrom
Michael Olson	Rebecca Willett		

**MAY**

Brittney Grimm	Tricia Olson	Brandy Knoll	Rachel Meyer
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**JUNE**

Elizabeth Sindelar	Cody Stuter	Kayla Richardson	Mari Jo Mitchell
Jennifer Krueger	Kristine Shultis	Connie Wood	Abbie Walter

Please be sure to check out our website for update on activities, board member contact info, and links to national convention information at [www.amtaiowa.org](http://www.amtaiowa.org), and the national site at [www.amtamassage.org](http://www.amtamassage.org), use you member number and last name to login. ***New Iowa Chapter pins are here!!!!!!!!!! Be sure to ask for yours. AMTA***

***applications and helpful information are always available at the membership table at every convention. See you there.***

Joyce McKinley, MEMBERSHIP CHAIR

**AMTA IOWA CHAPTER BUSINESS MEETING**  
**March 21, 2009**  
**Marriott Hotel, Iowa City, Iowa**

**1. Call to order**

President Terry Eicher called the meeting to order at 12:38 PM. She welcomed everyone to our annual AMTA Iowa Chapter Spring 2009 Convention and Business Meeting. Terry thanked the membership for attending the convention, and the time commitment to further their education.

**2. Present**

President - Terry Eicher, Immediate Past President - Chris Rider, First Vice President - Brianne Goetzinger, Second Vice President - Dan Schmidt, Third Vice President - Cindy Pancratz, Treasurer - Kathy Schutte, Secretary - Jeanne Griebel, Education Chair - Jeanna Tellin, Parliamentarian/Awards Chair - Wayne Pakulis, Public Relations Chair - Jill Ellsworth, Mert Chair - Ken Swenson, Membership Chair/ Delegate - Joyce McKinley, Delegate - Kathy Valant, 1<sup>st</sup> Alternate Delegate - Rachael Griebel

**3. Approval of Minutes**

Secretary, Jeanne Griebel submitted the minutes from the September 6, 2008 Business Meeting for approval.

President Terry Eicher asked the membership for final approval. Johnny Blythe **MADE - A - MOTION** to approve the minutes from September 6, 2008 meeting. Linda Dueher - **SECONDED - MOTION - CARRIED.**

**4. Reports of Officers:**

**4A. President - Terry Eicher:**

President Terry Eicher thanked everyone for attending our Spring convention noting it was the highest attended convention in all of the AMTA 's Iowa Chapter Conventions held. She told the membership she did appreciate their time and dedication and that she was honored to serve with such a great group of people. Terry also thanked the board for all their work, dedication and support.

There were 36 first time attendees and challenged all to seek them out and welcome them.

The chapter has received a Certificate of thanks from the foundation for our dollar per member donation. The AMTA Iowa Chapter donated \$630 dollars to the betterment of research.

The Board voted to for go the \$10.00 chapter fee for one year to do our part in helping out during this time of economic struggle, so your dues will be \$235, verses the usual \$245 the next time you renew.

Terry encouraged the general membership to go to the National web site and click on tab called New Member Benefit. A box will come up with information if you scroll down it has links to massage related stories that are in the news etc.

Terry went on to thank Brianne for putting together another outstanding Convention.

**4B. Immediate Past President - Chris Rider:**

Chris told the membership that her job as Immediate Past President is to be a mentor and advisor to the President as well as assist members with questions about membership or becoming a member. She told the membership to please feel free to contact her or any member of the BOD at any time.

Chris would like to encourage the membership to visit our AMTA Iowa Chapter web site at [amtaiowa.org](http://amtaiowa.org). It contains notifications regarding changes in Iowa law, continuing education etc. Look for some changes that will be occurring.

She invited everyone to come and enjoy the social, which will be a comedy act that has great reviews.

Our National Convention will be held in Orlando this fall so please mark your calendar and try to attend. If not this year next years National Convention will be held in Minneapolis so keep those dates open.

Lastly please help support Erika with a donation with the MS walk; it is something that she is very passionate about.

**4C. First Vice President - Brianne Goetzinger:**

Brianne thanked everyone for attending the Convention. Telling the new members it was great to see new faces as well as familiar ones. There were 36 First Time Attendees.

There will be a big raffle following class at 5:45 P.M. Tickets for the social must be purchased by 3 P.M. before the class resumes. This assures there will be enough space for everyone. Remember, this amount will be reimbursed at the door. There will be Happy Hour from 6-7 P.M. and the doors for the entertainment room will open at 6:30P.M., where pizza will be served. Everyone is welcome for dinner. The entertainment will start at 7P.M.

There were over 160 raffle gifts to give away so please look inside the blue folders for the list of donators so please let them know you appreciate them.

Last, Brianne talked about the surveys inside the blue folders. There will be 2 surveys to fill out before the end of the class. One of them is an evaluation of our weekend here, as well as what the members would like to see in the future of our AMTA conventions. Last fall when She saw several members wanted a convention in the western side of the state. When she checked into this she had a very hard time finding a facility that could accommodate our large group. When the hotel is booked the convention has to have specific square footage requirements to house this many people. So if anyone has a place in mind please passes the information along to her on the survey. She would like to get some feedback on whether or not the membership would like to see the convention held in Council Bluffs Iowa. Brianne has added that to the survey to see who would be interested in attending. She needs everyone's feedback to make sure she is meeting everyone's needs.

**4D. Second Vice President - Dan Schmidt:**

The Iowa legislative session is in full swing and much of what is being worked on deals with managing the budget and flood recovery relief.

Currently the Iowa Department of Public Health (IDPH) has four bills for the 2009 legislative session and none of them concern the Iowa Board of Massage Therapy.

Important dates to remember for the 2009 legislative session are as follows:

**April 10** Final date for Senate bills to be reported out of committees

**May 1** Target adjournment date.

**4E. Third Vice President - Cindy Pancratz**

Cindy told the membership that the newsletter has a new look she would now like to have some more content to give more substance to the publication along with the new look. She will be forming a committee to help with that. Some of the board members have agreed to help and she would welcome anyone from the general membership to help with the committee as well.

Cindy then informed the membership that the National Office has gone green and has encouraged all chapters to follow suit. Several chapters have jumped on the bandwagon and done the same.

Cindy is proposing to put the newsletter on our web site for the membership to read. However she is aware that some members do not have access to the Internet and she will take that into consideration. She will be putting more information in the up coming newsletters about the upcoming changes. If anyone has concerns and would like to talk to her please look her up at the convention or e-mail or call her. She would be happy to talk to everyone.

**4F. Treasurer - Kathy Schutte:**

Treasurer Kathy Schutte presented the summery 2008-2009, as well as the Proposed budget for 2009-2010 for approval.

**Summary 2008-2009**

Kathy presented to the membership the Banking Summary from Iowa AMTA Summary of 2008 - 2009



**TOTAL INCOME \$81,842.54**                      **TOTAL EXPENSES \$79,296.92**

**TOTAL CASH ON HAND \$180,492.48** Approval of 2008-2009 Budgets

**PROPOSED BUDGET 2009-2010 \$85,950.00**

Terry then asked the membership to review the budget summary for 2008-2009 and the proposed budget for 2009-2010 for final approval. Mary Dengler **MADE - A - MOTION** to accept summary for 2008-2009 and the proposed budget for 2009-2010 as Treasurer Kathy Schutte presented it. Erika-Dohrer-Smith **SECONDED – MOTION – CARRIED.**

**4E. Secretary – Jeanne Griebel:**

Jeanne told the membership of her concerns about the amount of paper was wasted as well as the monies spent at each convention printing out copies of the previous business meetings minutes for review and then be approved. After talking to National office about her concerns, she was told it would be a great idea to go green and put the minutes on our AMTA Iowa Chapter web site for review by the membership and that they could print a copy if anyone wanted a hard copy. She then asked the general membership if anyone would be apposed to that. She would still bring a few hard copied to the business meetings for those who do not have access to the web site.

**5. Election of Officers:**

President Terry Eicher informed the membership the positions up for election on the Executive Board were: Secretary, 3<sup>rd</sup> Vice President, and 1<sup>st</sup> Vice President. Terry then opened the floor for nominations for the position of Secretary.

Joanne Theijens nominated Jeanne Griebel for Secretary, Mario Castro Seconded. Terry asked Jeanne if she would accept the nomination and Jeanne accepted. Terry then asked if there were any other nominations for the position of Secretary having none, President Terry Eicher asked for a motion for nominations to cease. Judy Bartacheck made a motion to cease nominations for the position of Secretary, Randa Cherry Seconded. Jeanne was elected Secretary by voice vote. Terry then called for nominations from the floor for the position of 3<sup>rd</sup> Vice President.

Nikki Robertson nominated Cindy Pancratz for position of 3<sup>rd</sup> Vice President, Doug Nerrill Seconded. Terry asked Cindy if she would accept the nomination, Cindy accepted. Terry then asked if there were any other nominations for the position of 3<sup>rd</sup> Vice President having none, President Terry Eicher asked for a motion for nominations to cease. Kathy Lutz made a motion to cease nominations for the position of 3<sup>rd</sup> Vice President; Julieanne Manternach Seconded. Cindy was elected 3<sup>rd</sup> Vice President by voice vote.

Terry then called for nominations from the floor for the position of 1<sup>st</sup> Vice President. Tracy Hartz, made a motion to nominate Brianne Goetzinger for the position of 1<sup>st</sup> Vice President, Kathy Lutz Seconded. Terry asked Brianne if she would accept the nomination, Brianne accepted. Terry then asked if there were any other nominations for the position of 1<sup>st</sup> Vice President having none, President Terry Eicher asked for the nominations to cease. Pam Kaufman made a motion to cease nominations for the position of 1<sup>st</sup> Vice President Becky Christensen Seconded. Brianne was elected 1<sup>st</sup> Vice President by a voice vote.

**7. Reports of Committee Chairs:**

**7A. Education Chair – Jeanna Tellin:**

Jeanna invited everyone to stop at the Education Booth if they need information regarding renewal or any other requirements.

**7B. Parliamentarian/Awards Chair – Wayne Pakulis:**

Wayne thanked the first timers as well as those familiar faces that continue to support our Conventions.

Wayne went on to ask the past BOD to stand and thanked them because they were the foundation in which this chapter was built. He reminded everyone to please try to make it to our fall convention to be held in September. That is when he will be presenting the membership awards and is always a great time for recognition of those who have worked so hard for the Chapter.

**7C. Public Relations Chair – Jill Ellsworth:**

Jill thanked all those who participated in Massage Therapy Awareness Week last October. She went on to tell the membership that she would be recruiting people for a theme committee for National Massage Therapy Awareness Week in October 2009. For the NMTAW Jill is putting a challenge out there having the east side of the state against the west with I .35 as the divider. She would like to see which side of the state does the most massages. Whichever side of the states wins will win a shirt. She will be looking for two team captains so please stop at her booth and let her know if anyone would like to take the challenge.

Jill has been contacted by a Massage on the Go company wanting to get in touch with any massage therapist who would be willing to do paid chair massages in the West Burlington area. If anyone is interested please stop by her booth and she will give them the information and contact numbers.

Also Barbara Dray talked to Jill about a community event where volunteers can give chair massages on professional golfers in Cedar Rapids in June. So please contact Barbara if you are willing to help with the event.

**7D. MERT Chair – Ken Swenson:**

Ken told the membership MERT stands for Massage Emergency Response Team. The BOD was looking for options because National discontinued their support of the MERT Program and left it up to individual states. The conclusion is that we as a chapter will continue with the MERT Program, as we know it. The Iowa Chapter already has many of the training manuals etc that would be needed to get the program up and going. We must train people because if FEMA is involved with incidents we must follow the guidelines and protocol to be on board with that origination. The last thing we want as a responder is to be in the road at a disaster, and that is where the training comes in. The training will be starting soon because the tornado season is almost upon us. Those who have given Ken their name will be contacted regarding training, when and where it will be held. So be ready.

**7E. Membership Chair – Joyce McKinley:**

There were two school visits: La James School – Des Moines, Iowa made by Jill Ellsworth and East West School, North Liberty, Iowa made by Joyce.

There currently are 645 members on the AMTA Iowa Chapter Roster.

If anyone would like any membership information or know of anyone who needs information about member ship please stop by the booth, Joyce has all the information there.

If anyone has not gotten an Iowa pin stop by the booth and Jeanna Tellin will get them one.

The membership chair has started recognition to demonstrate to members that the AMTA Iowa Chapter really appreciates them as members renewing their membership year after year. With out them this chapter would not exist. Joyce went back several years to those members who have been long time members of the AMTA Iowa Chapter, and gave them a Certificate of Recognition for years of commitment to our chapter.

**7F. Delegates – Kathy Valant, Joyce McKinley /1<sup>st</sup> Alternate Delegate – Rachael Griebel:**

The Delegates did not have anything to report on.

**8. Announcements:**

Karen Boulanger, who is working on her PHD at University of Iowa in research, is asking for help from at least 25 massage therapist who would be interested in helping her with her last project. They would be massaging clients for a six week period to determine whither one massage changes pain or the mood of the client. Plus there will be questions about the client's expiations about the massage as well as the practitioner and how they felt during the massage. If anyone was interested they were to contact Karen at the end of the business meeting or any time during the weekend.

**9. Adjournment:**

Mary Dangler **MADE - A - MOTION** to adjourn the meeting. Ester Radish – **SECONDED – MOTION – CARRIED.**

The meeting was adjourned at 1:38 P.M.

Respectfully submitted,  
Jeanne S. Griebel



## CORE Back Specific-

A 7 hour workshop focusing on myofascial and deep tissue techniques for paraspinal, scapular, sacral, and iliofemoral regions. Back Specific protocol improves structural balance, reduces chronic pain, and enhances flexibility and performance abilities. A part of the 6 day CORE Myofascial Therapy Certification Program

**Saturday, October 17, 2009**

9am-5:30pm



## Chest, Neck & Head-

A 7 hour workshop focusing on myofascial and deep tissue techniques for the thorax, cervical, cranial and fascial regions. CN&H protocol improves thoracic, cervical and cranial alignment while improving respiratory capacity and shoulder mobility while reducing chronic tension and pain in the neck and face. A part of the 6-day CORE Myofascial Therapy Certification Program.

**Sunday, October 18, 2009**

9am-2:00pm



**\$275 early registration or \$325 after October 1 / 14 CE Hours**

Carlson College of Massage Therapy-11809 County Rd X-28-Anamosa, Ia 52205



### **George Kousaleos**

George Kousaleos, founder and director of the CORE Institute. George has been an international leader in the fields of structural integration, myofascial therapy and sports bodywork for 30 years. A graduate of Harvard University and the Soma Institute, he served on the Florida Board of Massage Therapy and was the founding chair of the National Certification Examination Council. George was co-director of the international sports massage team for the 2004 Athens Summer Olympics and hosts the CORE Aegean Retreat each June in Santorini, Greece. He lives in Tallahassee, Florida with his wife Patty.

**For More Info or to register: phone: 319-462-3402**



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Aug 29-30 Sat 9am-4pm and Sun 9am-2pm	
<b>Massage for Mommy Certification</b>	24 CE Hours
<b>Instructor: Melanie Jess-Anderson</b>	Cost: \$400
Sept 18-20 Fri., Sat. and Sun 9am-6pm	Discount for CCMT grads
<b>CPR Instructor: Angie Batcheler</b>	2 CE Hours
Oct 3 Sat 9am-noon OR 1:00-4:00	Cost: \$53
<b>Neck Specifics Instructor: Mario Castro</b>	12 CE Hours
Oct 9-10 Fri 5:30pm-9:30 and Sat 9am-6pm	Cost: \$195.00
<b>Myofascial Massage Addressing the Upper Body</b>	
<b>Instructor: George Kousaleos</b>	14 CE Hours
Oct 17-18 Sat 9am-5pm and Sun 9am-2pm	Cost: \$275 early registration (after Oct 1st \$325)
<b>Ethical Professionalism (w/ Standard V)</b>	
<b>Instructor: Chris Rider</b>	6 CE Hours
Nov 7 Sat. 9am-3:30pm	Cost: \$100.00
<b>Shoulder Specifics Instructor: Mario Castro</b>	12 CE Hours
Nov 13-14 Fri 5:30pm-9:30; Sat 9am-6pm	Cost: \$195.00
<b>Low Back Specifics Instructor: Mario Castro</b>	12 CE Hours
Dec 11-12 Fri 5:30pm-9:30; Sat 9am-6pm	Cost: \$195.00

**PLEASE NOTE!!!!!!** ALL CCMT sponsored CE classes require a 50% deposit of the registration fee. If you need to cancel your registration at any time there will be a prorated refund based upon the cancellation date. **DEPOSITS ARE NONREFUNDABLE and NONTRANSFERRABLE within 7 days of class.**

We are honored to welcome George Kousaleos from the CORE Institute in Tallahassee, FL. to CCMT for a 14 hour CE class in **Myofascial Therapy Addressing the Upper Body.**

**In 2009 George will be training massage therapists in Greece, England, Scotland and ANAMOSA, IOWA!**

Join us Oct 17-18 and learn from **THE BEST!**

Class will fill up quickly reserve your space by sending your deposit of 50% the registration fee to CCMT!

Check out the George's Core Institute at [www.coreinstitute.com](http://www.coreinstitute.com)

Greetings fellow LMTs! I am truly touched to be a part of this wonderful group of AMTA Iowa folks. If you're new to the newsletter, welcome! We hope you will join us in some of the fun activities we've got going on. Here's some exciting things happening:

- Fall Convention is September 12th & 13th in Des Moines. This is a FABULOUS opportunity to meet other massage therapists, take in TOP NOTCH education, and even win an INCREDIBLE prize!
- National Convention is September 23rd-26th in Orlando. There are many options on classes you can take, and it's a

great way to meet new people in a beautiful setting!

- The East vs. the West Challenge!!! National Massage Therapy Awareness Week (NMTAW) is October 25th-31st, and we've got a bit of healthy competition going on in good ole' Iowa. There's a contest to see which side of the state can do more volunteer massage during NMTAW. The divider is basically I35; however if I35 goes through your county, then your whole county is on the "west" team (ie Polk County is all on the "west" team. Our team captains are Kirsten Swain (contact info: [kirstenswainlmt@earthlink.net](mailto:kirstenswainlmt@earthlink.net), 319-899-4239) for the east and Kim Marsh (contact info: [massagedesmoines@yahoo.com](mailto:massagedesmoines@yahoo.com), 515-689-7388) for the west. The winning team captain receives an AMTA Iowa polo shirt. Both Kirsten and Kim are FIRED UP! Our goal is to contact as many of you as possible to see what you'd like to do during NMTAW – better yet, contact Kim or Kirsten first! It can be as little as donating a 30-minute massage to be given away on a radio station near you, or as much as planning an event for a team of LMTs to do volunteer chair massage for a food pantry in your area. It is so much fun to be part of a team!



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A big THANK YOU goes out to Nancy Raska in Spencer, Anthony DeFruscio in Exira, and Kelli Feather in Spirit Lake for agreeing to donate massage time for NMTAW! These volunteers all happen to live on the west side of the state – east-side, you've got some catching up to do!!! I hope the list grows more and more each day.

In a way we are ALL a part of the Public Relations committee as the more we educate the public on the benefits of massage, the better off everyone is. Please consider doing something during NMTAW, even if it's just giving a talk at your local library. Thanks for all you do to promote our wonderful profession! As always, I welcome your questions and feedback. I can be reached at [serenitymassage@q.com](mailto:serenitymassage@q.com) or 515-986-4613.

Jill Ellsworth, PUBLIC RELATIONS CHAIR



# Spinal Reflex Analysis™

By Frank Jarrell, D.C.; Annette Jacks, BS, LMT, NCBMT; and John Faubert, LMT

In various professions, interest and demand for the health benefits of soft tissue therapeutics has greatly increased over the past ten years. As a result of this, there is now a far greater pressure on massage therapists to find new and more effective strategies in soft tissue management that will provide their clients with more consistent and measurable gains at the conclusion of each therapeutic session.

## A Cascade of Reactions

As health care providers, and through poor training, we are so often tempted to believe the area of pain and discomfort in the client is the entire focal point of their problem. Site specific focus, or pain focus, is a premise that is often obsolete, can be misleading, and often impairs our understanding of the human body. Even direct injury to a specific part of the body will often explode into a diverse array of reactions throughout much of the physical structure, reactions that can eventually slow or impair full recovery. As a result, we frequently miss the probability that most persistent or recurrent complaints are secondary reactions to a primary mechanism.

The axial skeleton is a kinetic chain that functions as a floating lever for all limbs and appendages to move freely from. If this chain or lever is strong and dynamically stable, motion is efficient and pain free. If the chain is weak or possesses focal instability(s), motion becomes inefficient and pain and dysfunction will follow as a cascade of neuro-mechanical and soft tissue reactions progress. The epicenter, or origin, of this cascade is called a spondylogenic reflex or axial spinal reflex (ASR). An ASR is the result of an unstable apophyseal, or facet joint at a specific level and on a specific side of the spine. Unfortunately, instability in these joints is common and frequently driven by the lack of developmental strength associated with modern lifestyles. As we neglect to engage in adequate daily physical activity, gain weight, and carry more stress, ASRs only get worse.

## The ASR Exposed

In the health care system, ASRs are a new concept. Even though I have been researching it for over 15 years, and earlier studies by Wilke, Maine, and Sutter date back to the 1970's and 80's, an understanding of it has never been developed adequately for effective application. Spinal Reflex Analysis is today's clinical model and tool set for rooting out this process in a manner that allows profound gains in client progress. SRA is different and is not a variation, a re-invention or a blending of various other systems of assessment and techniques. However, it is so universal to various professions, and the procedures are distinctly complimentary to most techniques, that it is a new avenue to achieve successful therapeutic outcomes.

The secret to the ASR process is that a reflex is a reflex. As a physician, if I produce my reflex hammer and tap a patient on the patellar tendon, the quadriceps muscle will briefly contract and will do so in almost all individuals. Similarly, in that an active ASR originates from the facet joints of the spine, then a C4 spinal reflex on the right side in one person will have the same soft tissue presentation as the next person with the same ASR. They will have the same shortened fibers within the same muscles of the neck, thorax, pelvis and extremities as the last person with the same pattern. They cannot be different due to the fact that ASRs are reflexes and a reflex is hard wired into the nervous system.

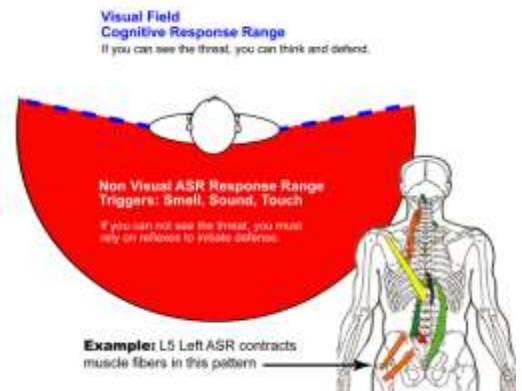
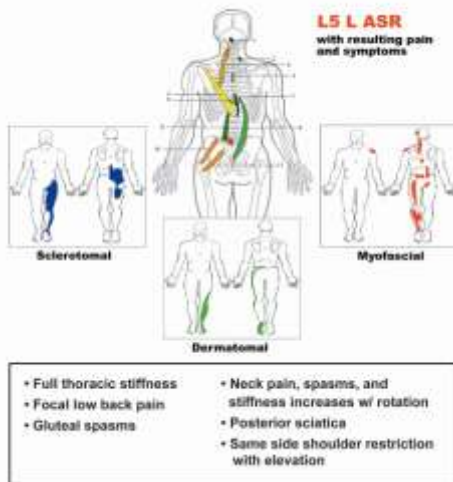
An ASR is a normal defense response at its best. If an active ASR becomes chronic or stuck on, it will produce a pre-determined pattern of shortened muscle fibers within the core regions of the spine, 24 hours per day, 7 days per week, indefinitely and until turned off. Why would an ASR be a source of dysfunction if it becomes a "stuck on" defense reflex? Imagine as the doctor that I keep tapping your patellar tendon continuously so as to not allow your quadriceps to relax. What will happen to the muscle fibers? Will they fatigue? Will they develop trigger points from prolonged overload? Will they stress the tendon attachment at the bone? Will they offset tracking within the patella and knee structure? Will they result in fibrosis and degenerative tendon,

ligament and joint changes over time? Will the chronically tight tendon fibers produce edema and tendonitis? Will you feel pain from various tissues at various stages of this process? The answer, a definitive yes to all of this and more!

Because an ASR is a reflex, it is predictable. If you can identify the ASR, you can reduce it. If you reduce an active ASR, the body will function better and the client will feel less pain. An ASR is neither triggered, nor mediated by the client's brain. A person cannot feel an ASR, they can only feel the cascade of reactions that follow in the form of stiffness, tight muscles, restricted range of motion, joint stress, edema, numbness, tingling, ache, burning, myofascial dysfunction, trigger point activation, and referred and/or radiating pain, and weakness in the muscles, tendons and joints.

An ASR is a normal defensive withdraw reflex originating from the spine in response to an unseen or unheard stimulus that will dissipate on its own if the threat subsides without injury to the spine. An example of this reflex requires the reader to imagine having ice cold water thrown on your back. You did not smell, hear, or see it coming, but the skin on your back felt the sudden cold, activated the ASR pathway and contracted a large number of muscles in a specific and automated pattern that caused you to jump up and twist to push the irritant away as you identified who or what threw the ice cold water on your back.

Now imagine a facet joint is chronically unstable, the joint's capsular ligaments are stretched and edematous, and the ASR is stuck on. In essence, the cascade of reactions starts with the unstable facet irritating nerves of the capsular ligament that feed directly into the spinal cord. These nerves activate or shorten pre-determined sets of muscle fibers throughout the "core" and extremities of the body; the same fibers you will feel as taught or tonic when palpating your client throughout a session. As these shortened fibers compress various other joints of the spine they will produce prolonged nerve root



compression, further leading to sensory and motor nerve disruption. Larger muscle groups of the neck, torso and pelvis, and the extremities will shorten in response. The resulting steady increase in tone throughout, followed by progressive fatigue in activated large muscle groups, will produce an imbalance in the compartments that control multiple joint tracking. This causes further irritation, edema, and wear to various tendons, ligaments, and joints in the spine and extremities. The therapist is continually palpating these taught fibers, edematous and tender tissues, knots, myofascial trigger points and fibrotic tissues. Each of these is a progressive reaction produced by the continuous nerve activity of the ASR. In that the ASR produces extensive soft tissue reactions, the massage therapist is a key provider in addressing and managing the ASR as the most prevalent causative mechanism for soft tissue pain and dysfunction.

**SRA: The Solution to the ASR Cascade**

The ASR is the most prevalent cause of pain and dysfunction in the neuro-musculo-skeletal system. If we were to disconnect the nerve input to muscle, it could not shorten unless in a state of disease. The concept that a simple focal point of instability (facet) in the kinetic chain (spine) can create a wide array of soft tissue contracture, and with it, so much pain and suffering, is both profound and utterly staggering. It is amazing that we have missed this key element in client dysfunction, health, and performance for so long.

Spinal Reflex Analysis (SRA) is an assessment and therapeutic system that addresses the demands of this problem head-on. Rooted in research originating from Europe almost forty years ago and developed over the past 15 years through scientific literature, clinical evidence, and classical research, Spinal Reflex Analysis reflects a skill set that brings predictability, dependability and reproducibility to the assessment and treatment stages of massage therapy. Through the SRA soft tissue procedure, or APT, the massage therapist is able to profoundly affect and direct changes in local tissue physiology and global neurology safely and effectively. APT is easy on the client and the therapist and does not deviate from scope of practice guidelines. In essence, SRA brings consistency to measurable outcomes in a manner rarely seen in most branches of physical health care and can easily be incorporated into your practice.

**Bio:**

Dr. Frank Jarrell, D.C., is the developer of Spinal Reflex Analysis and founder of Spinal Reflex Institute International. He educates and consults on SRA Therapeutic Systems, unresolved cases, and SRA Corporate Wellness in Europe and the United States. He also designed the 5MinuteBack.com back strengthening program.



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## Continuing Education Summer 2009

The following courses may or may not be presented by providers approved by AMTA, NCBTMB or by the State of Iowa, Bureau of Professional Licensure. If you are interested in a particular course, check with that provider concerning approval and pre-requisites. **The AMTA - Iowa Chapter is not responsible for provider approval of the courses listed below.** These listings are general information only. Please follow the links provided for more information on class schedules.

### AUGUST

- 24 - 29**      **Spinal Reflex Analysis Level 3 Internship**      *Des Moines*  
32 CE      [www.spinalreflex.com](http://www.spinalreflex.com)      877-259-5520
- 29 - 30**      **Introduction to Reflexology with Patricia Barrance**      *Anamosa*  
12 CE (category B)      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402

### SEPTEMBER

- 18 - 20**      **Massage for Mommy Certification w/Melanie Jess-Anderson**      *Anamosa*  
24 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402
- 19**      **Head/Neck**      *Ankeny*  
6 CE      [www.iowamassagetherapy.com](http://www.iowamassagetherapy.com)      515-965-3991
- 26 - 27**      **Assessment and Treatment of Shoulder Pain**      *Milwaukee*  
16 CE      [www.lakeside.edu](http://www.lakeside.edu)      414-372-4345, ext. 17

### OCTOBER

- 3**      **CPR with Angie Batcheler**      *Anamosa*  
2 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402
- 9 - 10**      **Neck Specifics with Mario Castro**      *Anamosa*  
12 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402
- 17 - 18**      **Manual Lymphatic Drainage (MDL)**      *Ankeny*  
12 CE      [www.iowamassagetherapy.com](http://www.iowamassagetherapy.com)      515-965-3991
- 17 - 18**      **Myofascial Massage: Addressing Upper Body w/George Kousaleos**      *Anamosa*  
14 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402
- 23 - 24**      **Pharmacology and Massage**      *Milwaukee*  
16 CE      [www.lakeside.edu](http://www.lakeside.edu)      414-372-4345, ext. 17

### NOVEMBER

- 7**      **Ethical Professionalism with Chris Rider** (includes Standard V)      *Anamosa*  
6 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402
- 7 - 9**      **Bouncing Back**      *Des Moines*  
18 CE      [www.collegeofmassage.info](http://www.collegeofmassage.info)      515-277-2126
- 13 - 14**      **Shoulder Specifics with Mario Castro**      *Anamosa*  
12 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402

### DECEMBER

- 11 - 12**      **Low Back Specifics with Mario Castro**      *Anamosa*  
12 CE      [www.carlsoncollege.com](http://www.carlsoncollege.com)      319-462-3402

CINDY PANCRATZ  
NEWSLETTER EDITOR  
3165 NIGHTENGALE LANE

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## Calendar of Events

- |                         |  |
|-------------------------|--|
| <b>Sept 11, 2009</b>    | <b>AMTA-IA BOD Meeting<br/>Des Moines</b>          |
| <b>Sept 12-13, 2009</b> | <b>AMTA-IA Fall Convention<br/>Des Moines</b>      |
| <b>Sept 23-26, 2009</b> | <b>AMTA National Convention<br/>Orlando, FL</b>    |
| <b>Oct 25-31, 2009</b>  | <b>National Massage Therapy<br/>Awareness Week</b> |