



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

New Mexico Newsletter  
October 2010

[www.amta-nm.org](http://www.amta-nm.org)

**AMTA Convention Minneapolis 2010  
House of Delegates Recap**

It was a sad day for the House of Delegates (HOD) and the Position Statements. There were six statements presented to the House of Delegates and none of them passed. It's a lot of work for the HOD, authors and researchers to put these statements together; they work on these statements for a year or several years. So when they get to the House of Delegates and don't pass it is a tragedy. I served as a Delegate and there were some very good statements, unfortunately, it's all the rationale and references that keep holding them back. Next year I believe the statements will be stronger and withhold their ground. You can learn more about this fascinating process at <http://www.amtamassage.org/chapters/House-of-Delegates.html>

--Stacy Bogan-Green

**AMTA-NM Mission Statement**

*Our mission is to support members in developing 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.*

**Our Purposes are:**

*Advance the science and art of massage and related techniques; raise and maintain the standards of the massage therapy profession; foster a spirit of cooperation and the exchange of ideas and techniques; use among its members and others who are part of the field of massage therapy; promote legislation that supports and upholds the profession, and oppose legislation that harms and damages the massage therapy profession; protect and preserve the rights of its members; Enhance the public's understanding and appreciation of massage therapy; further the broad objective of improving condition of life, of individual well-being in our society through utilization of the professional knowledge and skills of massage therapy; advocate the rights and interests of persons seeking massage therapy as health care.*

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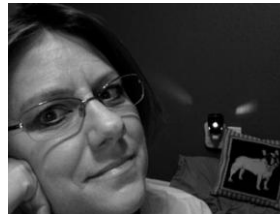
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AMTA-NM  
NEWSLETTER  
EDITOR - Stacy Green

**Upcoming Events**

- November 6 & 7, 2010  
Renaissance Faire  
Las Cruces
- November 5, 2010  
Board of Directors Meeting  
Las Cruces
- February 5, 2-11  
NM Academy of Family Physicians, Winter Refresher  
Albuquerque
- March 2011  
Annual Meeting and Elections  
Albuquerque

**Chapter President Rick Wiles  
Would Like You Know....**



It has been a very busy year for me. First year as President has been very enlightening.

I have attended two National board meetings in St Louis and Minneapolis, two NM state licensing board meetings in Santa Fe, and three AMTA-NM board meetings in Taos, Ruidoso, and Albuquerque. It has been great and I have learned lots.

The last state License Board meeting was attended by representatives from the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) and they made a presentation about an advanced level of massage therapy certification. They are very active in developing this as part of certifications, including advanced test and training requirements.

Dan Barrow, our Past President, received special recognition for his service at the National level, (see story written by Amy Zampella). This is well-deserved; we are lucky to have him in the NM Chapter.

We have many new AMTA-NM members since June. We welcome them and invite them to our meetings and functions (check the web site and feel free to give us a call).

Virginia Anthony Barrow was presented with a plaque from the NM Board of Directors (BOD) for her many years of services to the New Mexico Chapter (see article below by Dan Barrow).

Dan Barrow was awarded a plaque from the NM BOD also for his many years of service and dedication to our state, at our last meeting in Ruidoso.

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Thanks to the NM Board Members for all the hard work and excellent representation of our chapter.

Bruce: Treasurer - Got to love those reports. Thank you.

Josh: Secretary - Love that paperwork.

Amy: 2nd VP - Great job on the website and everything else you've done.

Stacy: 1st VP Newsletter Editor - Great newsletter, keep up the great work.

Dan: Past President - All your service, your support, and knowledge speaks for itself.

Sharon: 3rd VP - Newest, and a past board member for coming back on with all your enthusiasm.



**Renaissance Faire - Las Cruces  
November 6th & 7th**

Food Booths, Music, Dancing,  
Arts and Crafts

This is always a great event; it's a fund raiser for AMTA-NM. All New Mexico massage therapists are invited to stop by the booth and get acquainted with the board members; we will all be there. Reconnect; get involved in your chapter. New things are happening.

We are looking for volunteers for chair massage on Saturday Nov. 6th and Sunday Nov. 7th. This is a good opportunity to network with potential clients of Dona Ana County and hand out your business cards. Please contact Sharon White, 3rd VP at 575-644-1061, or [3vp@amta-nm.org](mailto:3vp@amta-nm.org)

We would love to see you there!

**Welcome New Members**

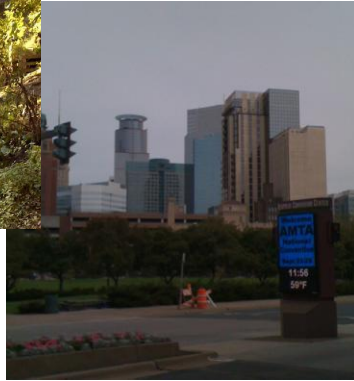
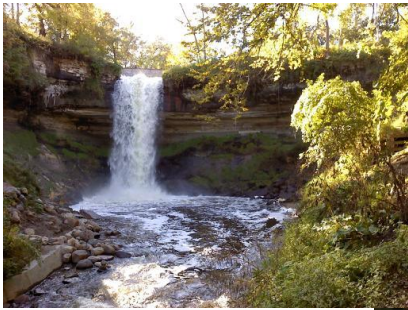
Kathy T. Araki	Albuquerque
Christopher Morey Blood	Albuquerque
Michael Anthony Ramon Candelaria	Albuquerque
Bradley Champion	Albuquerque
Sally E. Cole-Stokes	Albuquerque
Michelle Collins	Albuquerque
Christi Adelina Dean	Santa Fe
Elina Fishman	Albuquerque
Patricia Gallegos	Los Alamos
Kaye Hartzler	Las Vegas
Michele Holtkamp	Albuquerque
Lisa Krueger	Albuquerque
Holly Messer	Roswell
Margo Murray	Santa Fe
Dwynna G. Nabors-Lilly	Carlsbad
Christopher W. Patchett	Albuquerque
Jennifer Primeaux	Santa Fe
Jennifer Oliver Ripper	Rio Rancho
Terry Rogers	Carlsbad
Jessica Anne Royer	Albuquerque
Diane M. Scott	Carlsbad
Martin Sevcik	Artesia
Martin Somerville	Santa Fe
Monica Torres	Roswell

**Massage in the News**

*A single massage can boost the immune system*  
Cedars-Sinai Medical Center performed a study that shows a single massage produced measurable changes in the immune system and endocrine system of healthy adults.

Source:

<http://articles.latimes.com/2010/sep/09/news/la-heb-massage-20100909>



## 2010 National Convention Attendees Achieve "Balance"

More than 1450 attendees convened to celebrate the power of our massage community!

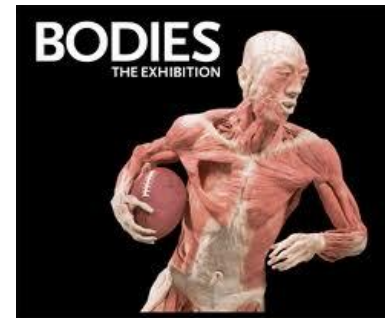
AMTA 2010 National Convention attendees came together in Minneapolis from September 22-25, to gain practical skills to advance their careers, forge invaluable connections and participate in cutting-edge educational opportunities as part of their journey toward achieving "balance." What's more, attendees were the first to learn of the latest consumer trends, participate in innovative health care-focused courses, and sample the profession's latest products and more.

I was able to attend the Convention and the House of Delegates (HOD) and Awards meeting, acting as a delegate this year. It's always a learning experience each year. I have been able to be involved with the HOD procedures. I was also able to listen to a great keynote speaker Dr. Lloyd Frank Jarrell, DC; a renowned international speaker, researcher and educator. He is a great asset to the massage therapy profession, he believes in us, does the research, and uses it.

The class that stuck out the most for me was the "Incorporating Movement Into Massage" by Lee Stang. It was an 8 hour class with lots of hands-on. I learned techniques I've been using in my practice since I've been back. Lee is a great educator. If you have the opportunity to take a class given by her I would recommend it, it will be a benefit to you and your clients. --Stacy Bogan-Green

**BODIES...The Exhibition** provides an intimate and informative view into the human body. Using an innovative preservation process, the Exhibition allows you to see and celebrate your body's inner beauty in ways you never dreamed possible. Over 200 actual human bodies and specimens, meticulously dissected and respectfully displayed, offer an unprecedented and wholly unique look into your amazing body. Come explore, experience and celebrate the wonder of the human form.

This exhibit is currently at the Albuquerque Convention Center. I have seen this exhibit in Las Vegas twice and a similar one in El Paso. I would suggest any bodyworker visit this exhibit, it is amazing to see the muscle and skeletal system; among others. It is an eye opening experience. -- Stacy Bogan-Green



### Alternative Medicine a Prickly Subject

Americans spend more than \$33 billion annually on complementary treatments, amounting to just over 11% of the total out-of-pocket health care spending in the U.S., according to the National Center for Complementary and Alternative Medicine.

## Virginia Anthony Barrow Announces Retirement from Chapter Volunteering



Virginia began volunteering at the chapter level in 1984, at the national level in 1989 (when she was first elected to the national board of directors) serving ultimately as national president and then immediate past president; after that she took some time off from volunteering. She married, bought a house and a dog, and limited her volunteering to working with infants of unmarried teens through a catholic charity, training her dog Alex as a therapy dog, taking him into hospitals, nursing homes, and rehab facilities, and volunteering at the state capitol every year doing onsite massage in the representative's lounge.

In 2004 she was contacted by several members of the NM chapter and encouraged to run for a board position; she served first as treasurer where she organized the chapter finances and put them on quickbooks for easy tracking (when she got the position she was handed a checkbook, a registry with some checks not posted, a box of receipts, and literally a sock of money - that was the bookkeeping system she inherited); she subsequently organized our books into a manageable form that she handed off to Bruce when he was elected. She then moved into the position of secretary where she established a system of creating and tracking board motions. She also finished the "board book" containing all the necessary tools for incoming board members to know what is expected of them. AND she organized the annual legislative massage week in Santa Fe, scheduling volunteer therapists, training them in how to present themselves to the legislators and scheduling the five days at the end of the legislative session (typically scheduling herself for two or three days of work too).

Throughout all her service for the NM chapter Virginia has maintained her integrity, a wonderful sense of humor, and impeccable dedication to professionalism. We thank her for her many years of service and wish her well in her future endeavors. -- Dan Barrow

Photo L to R: Sharon White, Bruce Crawford, Rick Wiles, Virginia Anthony Barrow, and Amy Zampella

## Chapter Volunteer Orientation Program (CVOP) - Evanston, Illinois July 8-10, 2010

It's held every year in Evanston, IL, which is just right outside of Chicago. Also close to the AMTA main office; they usually offer a tour if you are interested in going.

Great place, great opportunity.



Bruce Crawford takes a break at CVOP

### CVOP was created to:

- Combine practical skills for use within the Chapters,
- Provide familiarity with Association basics and policies,
- Offer different techniques and suggestions for activities that Chapters can offer their members.

It was suggested we use the 'Good Samaritan Law' – have a photographer submit photos to the news outlets with a story. Years ago – I believe it was 1994 - there was a local (Las Cruces) St. Patrick's event. Our AMTA group showed up and was photographed with one person giving a chair massage to a guest with two or three therapists lined up behind working on the therapist in front of them. This photo with names showed up in the newspaper and gave everyone a good laugh.

There was a tremendous amount of information gathered and I have picked out what I considered the highlights of the education aspect of this trip. What I have personally missed throughout this past decade is the fun we used to have. At election time, we did have potlucks. When we traveled, we stopped at hot springs. We worked on each other. Community is missing at this point in time and it seems as though our New Mexico chapter is only about giving to the community. We need, more than ever, to be able to enjoy ourselves and stop being so serious. -- Sharon White



President Kathleen Miller-Read presents the National Meritorious Award to Dan Barrow on Sept. 23, 2010.

## Our own Dan Barrow wins the 2010 National Meritorious Award

We are so proud of our immediate past president, Dan Barrow, awarded the National Meritorious Award at the Minneapolis AMTA Convention. How exciting it was for the NM Chapter attendees to see Dan up on stage shaking the hand of AMTA National President Kathleen Miller-Read. Dan has been an integral part of the AMTA-NM and National Board for some time. He is currently serving nationally as the Governance Committee Chair and the House of Delegates Moderator. He is well known throughout the AMTA community, evident at the Convention. Every time you mention hailing from New Mexico, people gush about Dan's commitment to the organization. Dan was selected for dedicating years of his massage therapy career to help the NM Chapter maintain a presence that is both professional and fun. This past year he traveled to three National Board meetings, attended meetings with other Chapter Presidents, donated over two hundred onsite massage treatments on behalf of the NM Chapter, coordinated the Annual Membership Meeting, represented the Chapter at two events of the NM Academy of Family Physicians, chaired meetings of the NM Board of Directors, and testified before the State Legislative Hearings in order to protect the NM Licensing Law. His work on the National Governance Committee helped shape and clarify AMTA's Bylaws, Policy & Procedures. His work on the National Election Revision Committee led to a major change in the openness with which AMTA conducts elections.

Sharon White of the NM Chapter had this to say about his work as moderator for the House of Delegates: "Attending the 2010 AMTA Convention in Minneapolis was quite the learning experience this year. Because I am one of the Alternates for the NM House of Delegates, I had the opportunity to not only see firsthand how it is run but to watch Dan Barrow run it as the Moderator. Dan is a true leader. He kept the meeting flowing on a timely basis, was kind to everyone who approached the podium and was respectful to all who attended. There were moments when everyone in the room was struggling to yell out their opinions but Dan kept the focus on the matter at hand. It would be good for everyone to have the opportunity to learn from this gentleman."

Stacy Bogan-Green also had some nice words to add: "Dan also received the New Mexico Meritorious Award for endless volunteer hours, for our state, EMS Region III, and Renaissance Arts Faire among others. He and his wife Virginia spent a week in 1995 at the Oklahoma City bombing of the Federal Building volunteering massage therapy for firefighters, rescuers, and doctors working in the crime scene area. They worked with the FBI, FEMA, Red Cross and Local law enforcement agencies."

Dan is a true professional, easy to get along with, calm in stressful situations, and displays incredible enthusiasm for the massage profession. Congratulations on a well deserved award Dan. -- Amy C. Zampella

Special thanks to all of our members and volunteers! The New Mexico Chapter could not exist without your hard work and dedication to our profession. *Volunteers make the world go 'round!*

Advancing the Profession  
How Are You Celebrating National  
Massage Therapy Awareness Week?  
Share the benefits of massage with  
AMTA's 14th annual **National Massage  
Therapy Awareness Week (NMTAW),  
October 24-30!** Learn how you can get  
involved with your chapter, school or an  
individual member here  
<http://www.AMTAmassage.org/member/nmtaw.html> Be sure to display the  
NMTAW poster in your practice or other  
public areas. A copy of the poster was  
included in the fall issue of Massage  
Therapy Journal.



**get the facts first**

**why is social networking important to your practice?**

it helps you to:

- stay connected to current clients and **reach out to prospective clients**
- **keep your clients updated about openings in your schedule** and emergency closings
- supplement and drive traffic to your current website
- share news about self-care and other topics of interest
- **promote your practice**, events and specials

**why facebook?**

- it's **free** - absolutely no financial investment
- it's **fast**
- everyone is using it!

there are over 400 million facebook users in the world according to mashable.com and the network just keeps growing! odds are your clients and prospective clients are on facebook. utilizing facebook can only help your practice!

**personal profile, groups and pages, what's the difference?**

there are a few different kinds of accounts on facebook: personal profile, groups and pages. users can create **personal profile pages** to connect with friends on a social basis - they post personal information, current events and pictures.

groups are an extension of your **personal profile**, administer a group with common interests and have your group activity and information linked to your personal profile.

**facebook pages are completely different!** a facebook page is ideal for your massage practice as it allows you to connect with users, but the messaging is all about your practice and less about your personal life.

personal profile	page for your practice	group page
post pictures of your family and travels	post helpful articles and inspirational pictures	acts as an extension of your personal profile - <b>all posts will be posted on your personal profile and will appear as if they are coming from you personally.</b>
update your status and let your friends know about your current gripes	update your status about specials, closings and open time slots	you can limit your group so you invite people to join or approve their request to join
list personal information, like your email and cell phone number	list your business location, hours and phone number	not searchable on google or other search engines
get posts from your friends talking about the latest gossip	<b>your clients will choose to be a fan of your page - showing their support and endorsing your services</b>	less options to personalize
you choose who you are friends with	get posts from clients asking questions or saying how they enjoyed their session!	
businesses can't have personal profile pages, they will be removed		

**facebook quick fact:**  
there are **over 400 million active users** on facebook! (www.facebook.com)

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