



amta
american massage therapy association

New Mexico Newsletter
October 2016
www.nm.amtamassage.org

Chapter Phone (505) 503-4600



President's Message:

Greetings and happy autumn to everyone. I am thankful for the change of seasons and for the opportunities that this organization has given me.

I had a chance to help shape the future of AMTA chapters at the June President's meeting in Tampa Florida. At these meetings we work to improve the way chapters operate to make it easier on volunteers, and gather ideas from other chapters to bring the best. . . (cont'd pg. 2)

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.

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Your Chapter Board of Directors

President: Amy C. Zampella
amtanm.president@gmail.com

1st Vice President: JoAnna Dunn
amtanm.1vp@gmail.com

2nd Vice President: Donald F Schiff
amtanm.2vp@gmail.com

3rd Vice President: BreAnne Garcia-McClellan
amtanm.3vp@gmail.com

Secretary: Carolyn Riggs
amtanm.secretary@gmail.com

Treasurer: Patricia Brown-Katz
amtanm.treasurer@gmail.com

Upcoming Events

October 26-29, 2016: Milwaukee, WI: AMTA National Convention

January 28-29, 2017: Albuquerque, NM: KOB4 Health Fair

2nd Monday of every other month: ABQ: Albuquerque Downtown Coffee Meet-up

2nd Wednesday of every month: Roswell: Roswell Coffee Meet-up

President's Message *(cont'd from pg. 1)*

. . . local benefits to members. One of the end results was change in board structure, please read the article titled "New Board of Directors Structure Announce by National." My favorite message from our National President Nathan Nordstrom was "be comfortable, being uncomfortable."

In order to grow, you must break out of your routine or shell. I think this is true in a leadership position and as a business owner. As a sole practitioner or owner of a corporation, what are you doing to grow? Are you taking advantage of opportunities in your area and in your profession? That's part of our job as your local professional organization - to lead you to resources and potential opportunities.

Check out our Tools for Your Trade page at <https://nm.amtamassage.org/regulation-licensing>

If you have any suggestions for this page, please send to amtanm.1vp@gmail.com

We will be sending out a member survey in the coming months. Please look for it in your email, as this will help us serve you best - whether it be in the form of business opportunities, or targeted education.

Our government relations chair Donald Schiff has been working with local industry leaders to make sure the NM Massage Board is regulating us fairly. See his important update on page 3. This is one of many reasons to stay connected with AMTA-NM. We are working in your best interests on a local level. And we'll be working on a National level when chapter leaders attend the National Convention in Milwaukee in a few weeks.

Read the House of Delegates update on page 6 for the latest on the upcoming governance meeting. A first this year: there are no proposed position statements or recommendations. By networking with leaders in the industry and connecting with other chapters, we bring back best practices for our state. We'll be sure to report back in the next newsletter.

I would just like to say how much I appreciate all our members. It's because of you, our peers, that we continue to learn and grow. I am constantly amazed at the level of talent and knowledge in our membership. Get to know your fellow members. I think you'll find it will help you to grow.

--Amy C. Zampella, President

AMTA-NM Government Relations Report 10/5/2016

The Government Relations Committee has been focused on correcting the NM Massage Board's confusing and punitive interpretations of the Continuing Education and Instructor Rules, with a focus on protecting the rights of licensees and eliminating meaningless hurdles to out-of-state instructors teaching continuing education classes in NM. The basic issue is that the Board is refusing to allow credit for NCBTMB-approved courses taken in NM if the instructor has not jumped through the proper hoops to become Registered or Visiting Instructors, despite the fact that it would approve the same courses taught by the same instructors if taken out of state. Your AMTA-NM Board believes this interpretation is not consistent with a plain reading of Rule 16.7.11.9

- A. The board will accept the following types of continuing education which contribute directly to the licensee's massage therapy practice:
- courses of study offered by registered massage therapy schools; massage therapy instructors; massage, bodywork, or allied healthcare professional organizations, NCBTMB continuing education providers, and accredited colleges and universities.

Instead, the Board is expecting the STUDENT to ensure that the Instructor has dotted all 'i's and crossed all 't's in getting the course approved. We believe that the Board's interpretation unfairly punishes students for the lapses of instructors. Moreover, the Massage Board is insisting that all CE courses in NM be taught by Registered or Visiting Instructors, even if the teacher is exempt from massage licensure or the class is taught in a Registered Massage School, again violating a plain-language interpretation of the rule.

Your Government Relations Chair has been attempting to get the Massage Board's Rules Committee to clarify the rule for more than a year, but the committee had not met since the last Rules Hearing in November 2014. At the last MT Board meeting on September 6, two schools and the administrator sent letters to the Board asking for better communication and changes in the Board's punitive interpretation of the Rules. The Board took no action, and severely limited comment from members of the profession and public who packed the hearing room. In response, the business owner elicited the help of Sen. Peter Wirth (D-Santa Fe), who arranged a meeting with Regulation and Licensing Superintendent Mike Unthank and top members of his staff on September 28. Your GR Chair and representatives from one of the schools were also asked to attend.

The meeting seems to be a success. The Superintendent shared our concerns when explained, and the Massage Board has scheduled a special meeting to address the concerns on October 9 in Albuquerque. We are hopeful the Board will . . . (cont'd pg. 4)

(cont'd from pg. 3) . . . accept our preferred interpretations, but the business owner plans legal action if our needs are not met. Changes in the licensing act are also possible.

The next regularly scheduled Massage Board meeting is January 11, 2017 either in Santa Fe or Albuquerque. Your Government Relations Committee believes that it is important that more members of the public attend Massage Board meetings to persuade the Board to adopt more practical rules, so we will update you about the place and time of future meetings.

Respectfully submitted,
Donald F. Schiff, BS, LMT #8
AMTA-NM 2VP and GR Chair



Congratulations to our Chapter Meritorious Award Winner for 2016

We are happy to announce that BreAnne Garcia-McClellan has been awarded the 2016 Chapter Meritorious Award!

She'll receive her award from National President Nathan Nordstrom at the Milwaukee National Convention. She has been volunteering at a very high level with the chapter for the past 3+ years. She stepped up to help on the Membership Committee and was quickly promoted to Membership Chair, then elected as 3rd Vice President. BreAnne organized a team of members for a new chapter event last year — "Making Strides Against Breast Cancer." She also participated in the KOB Health Fair and heads up our local massage school visits. She created a wonderful new slideshow to promote the chapter.

BreAnne loves connecting with people in the community to promote massage therapy and has fresh ideas for engaging members. Two years ago she started a new Member Recognition/Milestone award program. The chapter now has several social events throughout the year thanks to BreAnne's vision. She has wonderful ideas and is full of energy. She consistently offers to help on most chapter committees and workgroups, raising her hand first. She is optimistic, fun to be around and loves to promote AMTA.

Congratulations BreAnne-we appreciate you!



Here We Come Milwaukee!

Your chapter board and delegates will be in attendance for this year's national convention in Milwaukee, WI.

You can read about the exciting presenters here:

<https://www.amtamassage.org/education/AMTA-2016-National-Convention.html>

Although on-line registration has closed, you can still register on-site. This is shaping up to be the largest national convention ever. We are looking forward to hearing from keynote speaker Robin Roberts and a panel of Olympic athletes on why massage is an important part of their lives. Keep abreast of the latest in the profession by attending a National Convention. It's so worth it! We'll report back in the next newsletter.

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National Massage Therapy Awareness Week is October 23-29, 2016

Don't miss your opportunity to market your practice during Massage Therapy Awareness Week (MTAW). There are some great ideas from AMTA here. <https://www.amtamassage.org/cap/nmtaw.html> For tips on promotion using social media click here. <https://www.amtamassage.org/cap/nmtaw/Using-Social-Media-to-Promote-NMTAW-and-Your-Practice.html>

A Unique House of Delegates Meeting at 2016 AMTA National Convention in Milwaukee by *Christine “Cat” Tally (1st Delegate)*

Every year we send an email to poll members’ input in order to head to the Convention with an idea of what the NM members want and what they believe will represent us best going into this important meeting. We usually hear back from less than 10% of our members about these topics, so your voice is important.

You may have noticed this year that you haven’t seen any emails asking for input on Recommendations or Position Statements for the upcoming House of Delegates (HOD) meeting at the 2016 AMTA National Convention. This is the first year there will be no Position Statements nor Recommendations for us to vote on. Instead there will be a facilitated discussion about the future roles and responsibilities of the HOD and we will vote on the 2017-2019 HODOC members. We will discuss any new business that comes up regarding HOD.

The new Delegate Forum on the AMTA Website has been very lively with discussions of the future of HOD with delegates and alternates chiming in from around the country. As your 1st Delegate, I want to reiterate that all AMTA members are encouraged to write Position Statements, Recommendations, or work in groups to write them. Please email me at amtanm.delegate1@gmail.com if you have any questions.

For more information go to these links:

Position Statements: AMTA position on professional or public policy issues that relate to the mission and goal of the Association. Due Date: anytime before January 15, 2017.

Approved Position Statements: https://www.amtamassage.org/approved_position_statements.html

Position Statements Flow Chart: <https://www.amtamassage.org/positionintro/Position-Statement-Flowchart.html>

Information on writing Position Statement: <https://www.amtamassage.org/position3.html>

Recommendations: Suggestions that a member, chapter or chapter board would like to see an action on. Can be written anytime and submitted to AMTA NM Board for discussion. Board must submit to HODOC by March 15, 2017.

Recommendations Flow Chart: <https://www.amtamassage.org/chapters/House-of-Delegates/AMTA-Position-Recommendations/HOD-Timeline-for-Submission-and-Approval.html>

How to write Recommendation: <https://www.amtamassage.org/chapters/House-of-Delegates/AMTA-Position-Recommendations/Guideline---How-to-Write-a-Recommendation-or-Bylaw-Amendment-Recommendation-for-the-HOD.html>

New Chapter Board of Directors Structure Announced by National

AMTA National has updated the chapter board of directors (BOD) structure. Based on a multi-year culture initiative with input from chapter presidents, the new BOD will consist of 5 members instead of 6. Starting in 2017, the new BOD will be as follows:

President

Board Members (2)

Financial Administrator

Secretary

The title of Treasurer has been changed to Financial Administrator, as much of the accounting work is being done by National. Delegates will remain the same-we have a total of 2 allowed for our chapter, with 2 alternates. All state chapters will now have the same structure to have consistency across the nation.

We Need You! Upcoming 2017/2018 BOD & Delegate Elections

As a professional member of AMTA, you are eligible to serve on the AMTA-NM Chapter Board of Directors. Serving on the board of directors will allow you to get involved in the decision-making process and contribute to the success of your profession.

The BOD is comprised of members with focused interests in the support of the AMTA member in New Mexico. Volunteering on the board of directors provides the opportunity to share ideas, make recommendations, enhance your leadership skills, and network with colleagues. We value your knowledge and expertise in the massage profession, and ask you to join us and make a difference. We also have a great time getting to know each other!

On Sunday April 9th, your NM chapter will be electing:

Board Member (1)

Financial Administrator

Delegate (1)

Alternate Delegates (2)

The current Board consisting of President (Amy Zampella), Board Member (Donald Schiff, previously 2nd Vice President), and Secretary (Carolyn Riggs) will remain to complete their terms elected in 2016. Delegate Dee Dee Anders has one year remaining on her term as well. Send your intent to run to President Amy Zampella via email amtanm.president@gmail.com Please contact Amy or one the existing board members if you'd like to ask them about their position. Email addresses are found on Page 1 of this newsletter.



Interested in less of a commitment but still want to participate in your organization?

The elected chapter Delegates represent the opinions of the members and vote on AMTA governance issues. Read this to learn more: <https://www.amtamassage.org/chapters/House-of-Delegates.html>

As a Delegate, you will be required to attend the AMTA National Convention in Pasadena in 2017 and Washington, DC in 2018. Compensation for travel is available. One of the alternate Delegates will also attend the convention. The majority of the Delegate's work takes place in the months leading up to convention: review of proposed Position statements and Recommendations. This is a great opportunity to represent your peers, meet other therapists from around the country and stay abreast of what is important in our profession and what will move us forward.

Contact current Delegates Dee Dee Anders at amtanm.delegate2@gmail.com or Cat Tally at amtanm.delegate1@gmail.com for more information.

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Volunteer Opportunity:

KOB Health Fair

January 28 and 29, 2017

We are again participating in the KOB TV Health and Wellness Fair at EXPO NM in Albuquerque.

This year's event is being held on Saturday, January 28th from 10 a.m. - 4 p.m. and Sunday, January 29th from Noon - 4 p.m. The hours are shorter this year on Sunday. Over 7,000 health conscious New Mexicans visited the fair last year. We'll have a large booth to promote our AMTA therapists and provide complementary chair massage for tips. This is a great place to get in front of potential new clients. And a great place to meet other integrative health practitioners - and discuss referrals.

Get involved in your local community, give-back, market your practice and network with your peers. Click here to sign up for your shift, 2 hours or more: <http://www.signupgenius.com/go/30E0F4CA8A72BAAFA7-2017>

Our 2017 Annual Conference in Las Cruces April 8th & 9th

We are excited to be planning our next great event in the southern part of the state!
Save the dates Saturday April 8th and Sunday April 9th, 2017.



We'll be hosting our Annual Conference and Meeting at the new and modern Las Cruces Convention Center.



The host hotel is the Ramada Palms, just 0.3 miles away, where we'll be having a happy hour and social in their gorgeous old Mexico themed atrium.

Our featured educator is nationally recognized leader in the field, Til Luchau, of Advanced Myofascial Training: <https://www.advanced-trainings.com/whoware.html>. Til will be teaching Advanced Myofascial for Headaches & Migraines. We will also have an Ethics class and a Self-Care/Yoga Ball class. Stay tuned for further details and registration at the beginning of the year.

Always a great opportunity to earn your CEUs at a very reasonable cost. Meet up with your colleagues from around the state.

Thanks to our conference committee chair, Christine Thompson, for working hard to bring it together.

Please contact Christine at cassidor.chris@gmail.com if you have some time to help out on the committee, whether beforehand or during the conference.

We are sure to have a great time learning and connecting!



Did you know you can support the Massage Therapy Foundation each time you shop at [amazon.com](https://www.amazon.com)?

Visit the Amazon Smile page <http://smile.amazon.com/> & select Massage Therapy Foundation.



AmazonSmile Foundation will donate 0.5% of the price of eligible purchases.

Applications Being Accepted for 1st Annual Dan Barrow Memorial Scholarship

The American Massage Therapy Association New Mexico Chapter (AMTA-NM) is offering its first annual Dan Barrow Memorial Scholarship for continuing education. We are giving \$250.00 to one lucky professional chapter member to be used to further their education. This scholarship has been established to honor longtime AMTA-NM member and past president, Dan R. Barrow. We'd like to recognize Dan's service to this organization - serving on the board of directors for many years and being a tireless volunteer.



Dan elevated and enhanced our profession in New Mexico and on a national level, having served as a National AMTA volunteer for many years. He was a renowned neuromuscular therapist and instructor and served on the NM Massage Therapy licensing board.

Applications shall include an essay and be submitted by February 1, 2017. In addition to mail, you may also email your application to amtanm.president@gmail.com. See the last page of this newsletter for the application form. The full program can be read here: http://nm.amtamassage.org/wp-content/uploads/2014/07/danbarrowscholarship_01_2016.final_.pdf

The winner will be determined by the scholarship committee and announced on April 9th, 2017 at our Annual Meeting in Las Cruces.

Connect with AMTA-NM Coffee Meet-ups



ABQ Downtown Coffee Meet-up: 2nd Monday of every other month at The Coffee Shop at 2nd & Lomas, to benefit St. Martin's Hospitality Program for the homeless.

Roswell Coffee Meet-up: 2nd Wednesday of every month at Stellars Coffee on Main St. in Roswell.

We'd like to hear from you -- when and where would you like these meet-ups to be held? Please email membership chair, BreAnne Garcia-McClellan at amtanm.3vp@gmail.com or comment on our Facebook page at *AMTA New Mexico Chapter*.

AMTA “Membership has its Privelege” by BreAnne Garcia McClellan

As members of the American Massage Therapy Association we know "Membership has its Privileges." We get great discounts through our national organization that assist with our business needs from Office Depot, Massage Warehouse and Square just to name a few. But did you know that just being an LMT entitles you to discounts at local and national chains as well as many local businesses.

Here is a short list of confirmed businesses that offer discounts to Licensed Massage Therapists. You will need to show a copy of your license in order to participate in these discounts.

***Sally Beauty Supply:** you will get a Professional discount card when you sign up and show your license. This entitles you to lower prices on all products. The professional price clearly marked and when you sign up they will show you how to identify it on the price tags.

***State Beauty Supply:** These stores are across the state and only allow licensed professionals. You will need to have your license with you in order to shop here.

***Armstrong & McCall:** These Spa & Salon supply stores are located in Albuquerque and Santa Fe and only allow licensed professionals. You will need your license to shop here.

***The Herb Store:** This Albuquerque herbal and natural remedy store offers a 20% discount to licensed massage therapists. They have a variety of wonderful products including their own line of quality essential oils for a great price. You will need to show your license to get the discount.

Do you know a local business that offers discounts to LMTs?
Please email business information to BreAnne Garcia McClellan at
amtanm.3vp@gmail.com.

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A warm hello from Christine “Chrissy” Thompson, your NM-AMTA Chapter Newsletter Editor!

I am always open to suggestions and ideas for the newsletter.

Contact me at cassidor.chris@gmail.com

For up-to-the-minute news . . . join us on Facebook!

New & Transfer Members & Milestone Anniversaries June 2016 - September 2016

New Members

Name	Join Date
Donna Baca	<i>June 2016</i>
Christine Boley	
Elise Larson	
Natallia McAfee	
Stephanie McGary	
Laura Salls	
Jane Volkmer	
Jessica Chavez	
Kyleene Pilley	
Nathan Vance	
Corri Broner	
Valerie Gauna	
Ruby Hernandez	
Willie Maners	
Alia Pinedo	
Melanie Reniers	
Mary Rippetoe	
Erica Scalzo	
Alvin Spears	
Melissa Trudell	
Veronica Baca	<i>September 2016</i>
Lonnie Barrera	
Sophia Bejarano	
Steven Borges	
Juan Brizeno	

Mickayla Brown	<i>September 2016 cont'd</i>
Danny Cadena	
Alexandria Chase	
Sarah Chavez	
Ana Cleveland	
Michelle (Tina) Clough	
Debbie Connell	
Amber Crow	
Travis Freeman	
Patrizia Gregory	
Tammy Healey	
Lynzee Kelly	
Lily Kaya Kyarthwyn Green	
Sharon Lewis	
Brandi Maestas	
Mandie Nappier	
Davian Ochoa	
Brian O'Cooner	
Mathew Palfenier	
Barbara Ramsey	
Kalie Rein	
Ashley Ruiz	
Genia Shelekhova	
Louise Wagner	
Keanu Weathersbee	

New & Transfer Members & Milestone Anniversaries June 2016 - September 2016

Transfer Members

Name	Join Date
Kristin Brinkman	<i>June 2016</i>
Helen Ashby	<i>July 2016</i>
Emery Cruz	
Joan Hillerts	
Anna Marie Dinverno	<i>August 2016</i>
Jennifer Schrock	

Milestone Anniversaries

5 Years

Name	Anniversary Date
Anne Grey Frost	<i>July 2016</i>
Marisol Pino Vargas	<i>August 2016</i>
Ryan Valdez	
Merilynne Roybal	
Roberto Solorzano	
Alya Valencia	<i>September 2016</i>
Christy Masterson	
Megan Nelson	
Helen Riddall	

10 Years

Name	Anniversary Date
Samuel Williamson	<i>June 2016</i>
Lorraine Hanson	<i>August 2016</i>
Will Wood	
Rick Wiles	<i>September 2016</i>

New & Transfer Members & Milestone Anniversaries June 2016 - September 2016

15 Years

Name	Anniversary Date
Linda Burnham	<i>June 2016</i>
Jennifer Weakland	
Pat Walter	<i>July 2016</i>
Michelle Monatt	<i>August 2016</i>

20 Years

Richard Steele	<i>June 2016</i>
Tresa Carol Jameson	<i>August 2016</i>
Anna Marie Dinverno	<i>September 2016</i>
E. Sophia Trezza	

25 Years

Name	Anniversary Date
Carol Wirtz	<i>June 2016</i>
Mary Roemer	<i>August 2016</i>

30 Years

Name	Anniversary Date
Kay Rogers	<i>August 2016</i>
Melissa Epple	<i>September 2016</i>

Easy Face Cradle Cover DIY

by BreAnne Garcia McClellan

We have all done it, spent the money on disposable face cradle covers for our massage chairs. Then perhaps we have settled for tearing a paper towel or even switching to the Select-a Size rolls and splitting two sheets. This is a simple DIY for making a disposable face cradle cover out of a roll of Viva paper towels.

I used Viva, however, you can use any soft paper towel of your liking.

I personally like this technique because it allows me to prep them ahead of time and I like that the flaps fall nicely in the cradle.

(Full disclosure I have to thank a colleague, Andrew Nez, for sharing this technique.) I hope you enjoy it and it helps you and your business.



Step 1: Roll of Viva or other soft/cloth-like paper towel



Step 2: Lay out about 5 -7 sheets



Step 3 : Cut a Y shape from about midway up the towel (drawn for demonstration)

Finished Product





On the Face Cradle



Can be easily stored in a plastic scrapbook container – I got this at Michael's for less than \$5



Dan R. Barrow Memorial Scholarship

American Massage Therapy Association
New Mexico Chapter

Application for Dan Barrow Memorial Scholarship Fund

Please complete and return to AMTA-NM at 1201 Eubank NE Suite 2, Albuquerque, NM or via fax 505-298-7224 by February 1st, 2017. The winner will be announced at the chapter's Annual Meeting in the spring.

NAME: _____

AMTA#: _____

ADDRESS:

PHONE NUMBER: _____

E-MAIL:

SIGNATURE: _____

Please write a brief essay (500 words or less) on why you deserve to be awarded this scholarship. Describe the course or type of education you wish to complete, and how this would benefit your professional career and those you treat. Applicant shall demonstrate a willingness to take their practice to the next level. Please also include a description of your local community involvement and volunteerism.

(Please type the essay on a separate sheet(s).

NOTE: All information contained in this application will remain confidential. If you are selected as the winner of the scholarship, AMTA-NM reserves the right to publish your name, city, and business name. If agreed to by the winner, some of the text from the scholarship application essay may be used.



AMTA-NM Newsletter
1201 Eubank NE Ste. 2
Albuquerque, NM 87112
(505) 503-4600