

Different Strokes

the voice of ABMP

An Informed
Client is a
Regular Client

**Talk
to Your
Clients**

Education
Keeps Clients
Coming Back

Tax Time

Gratuities & Home Office Deductions

ABMP MEMBER OPPORTUNITIES Pg 5

- New Year's Website Contest
- Celebrate ABMP's 25th Anniversary

Create Your Own Client Newsletter

Body Sense magazine is one successful way to reach your clients—creating your own newsletter is another.

ABMP's Client Newsletter Generator helps you create your own client education tool, and the process is simple. Log in to abmp.com. Under the Marketing tab, click "Client Newsletter (customized)." After selecting content for your customized newsletter from our long list of options, you will generate a PDF so that you can easily print, email, or post the newsletter to your website.

With a few clicks of a button, you've reached out to your clients in a meaningful way, reminding them it may be time to book their next massage.

By using both the Client Newsletter tool and *Body Sense* magazine, you can communicate directly with your clients between appointments, providing them with pertinent education and a reminder that a massage is just a phone call away.

Client Newsletters Are Simple to Create

1
2
3

Select archived articles to include in your newsletter; photos appear with the larger features. Preview articles prior to deciding which ones you want.

Enter customized information, like a coupon, your own article, or a personalized message to your clients—whatever you want.

Click "Generate Newsletter." (Remember, you'll need Adobe Acrobat Reader to view your newsletter. We have it on the ABMP.com website to download, free of charge.)



Pack a Punch

- Print your newsletter on quality paper.
- Avoid brightly colored paper for better readability.
- Compile a database of client names and addresses today.
- Use the back page to include a coupon or special offer.
- Send copies to all clients on your list; keep extra copies in your office.
- Distribute newsletters to local businesses, at health fairs, and other community events.
- Create a link on your website to a PDF of your client newsletter. (Don't have a website? Visit www.abmp.com and create your own professional site in a matter of minutes—free of charge.)
- Make your Client Newsletter part of your comprehensive marketing plan.

Touching Base

January 2012 Member, Associated Bodywork & Massage Professionals

Making the Most of Your Massage

How to Prolong the Benefits of Bodywork

Barbara Hey

A massage works in wonderful ways, easing stress and pain, calming the nervous system, increasing circulation, loosening tight muscles, stimulating internal organs, and enhancing skin. The multiplicity of physiological responses sends a simple, clear message to the mind: Massage feels good. Of course, you want to hold on to that just-had-a-massage feeling -- total body relaxation, muscles relaxed and at ease, and fluid movement restored -- for as long as possible.

But how long that bliss lasts depends on the state of your body. If you're suffering from chronic pain or recovering from injury, then it may take more sessions and perhaps different

Massage Frequency

How often you receive massage depends on why you're seeking massage. In dealing with the general tension of everyday commutes, computer work, and time demands, a monthly massage may be enough to sustain you. On the other hand, if you're seeking massage for chronic pain, you may need regular treatments every week or two. Or if you're addressing an acute injury or dealing with high levels of stress, you may need more frequent sessions. Your situation will dictate the optimum time between treatments, and your practitioner will work with you to determine the best course of action.



The more often you receive massage, the more therapeutic it becomes.

modalities before optimal health is restored.

If massage is part of your regular health regimen, then it's more likely the effects will endure. In other words, the effects of massage are cumulative, like any healthy habit. The more often you get a massage, the greater and longer-lasting the benefits.

"You need to consider how you felt before the session and how you felt after, and then look at how long you maintain that," says Pieter Sommen, the chair of the eastern department in the Swedish Institute School of Massage Therapy in New York.

Continued on page 2

Tension is who you think you should be. Relaxation is who you are.

- Chinese Proverb

Office Hours and Contact

Wicked Good Massage
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Members in the News

You can find links to the articles listed here on ABMP.com. Look for the sidebar on the right for the "ABMP Community" section, then click on the "ABMP Members in the News" link.

Wanda Bonet-Gascot in "Terapia de Masaje para Pacientes con Cáncer," *Revista DSBE*.

Darcy Fournier in "24 Massage Therapists Train at New Spa in Chattanooga," *Chattanooga Times Free Press*.

Kim Hover in "Massage Therapist's Nimble Fingers Truly Make It 'A Dog's Life,'" *Daytona Beach News-Journal*.

Illinois Valley Community College in "Massage More Than Relaxing," *North Central Illinois News Tribune*.

Amanda King in "Talk, Demonstration on Zero Balancing Massage," *Swampscott Reporter*.

Knox County Career Center School of Massage Therapy in "Massage Therapy Good for Body, Soul," *Mount Vernon News*.

Denise LaBarre in "Author, Massage Therapist Offers Parents Seminar on Stress Relief," *Maui News*.

Mary Liebermann in "Who's Doing Business In and Around New Braunfels, Comal County," *New Braunfels Herald-Zeitung*.

Lucy Moorman in "Light Works Energy Therapy," *Pathfinder*.

Joy Musacchio in "Stillpoint ... Living in Balance Introduces New Company—Stillpoint Aromatics," *World News Report*.

Angela Rafferty in "Laguna Cliffs Marriott Resort & Spa—The Classic Hotel California," *Examiner*.

Quita Reed in "Skin and Body Salon to Hold Open House in Coldspring," *Your Houston News*.

Ellen Santistevan in "Third Goddess; Healing Hands Will Travel to Offer Different Solutions," *Valencia News-Bulletin*.

Paula Sorg in "Huntsville Women Find Many Resources for Building Their Own Businesses and Careers," *Huntsville Times*.

Doug Walker in "Business Profile: LaVida Massage," *Carrollwood Patch*.

Jack White in "Best Massage—1st place," *Philly Hotlist*.

Eric Williams in "Beneficial Treatment," *Beckley Register-Herald*.

Sara Wirth in "Kneading Relief Massage in Grand Ridge Rubs Out Stress," *Ottawa Times*.



Tell Us Your News

If your practice was mentioned in print, online, on the radio, or on TV, let ABMP know. Send an email to differentstrokes@abmp.com with the subject line "Members in the News" and include a link to the news coverage online, or scan and attach a PDF of printed material.



Build Your Website

Enter for a Chance to Win ABMP's New Year's Resolution Challenge

1. Create, or improve, your website with our easy tools
2. Watch for our website tips throughout January
3. Enter your website to win



We'll Walk You Through the Steps

Get started with the basics:

- Choose a website address
- Pick a template design and color
- Fill out your profile

Then we'll walk you through site development:

- Write your content
- Set up your navigation
- Introduce yourself to Google
- Add a link to *Body Sense* magazine

Finish the month with some extras:

- Add video (super easy)
- Set up social media share buttons
- Include online scheduling
- Sell online gift certificates
- Explore the benefits of blogging

Enter to Win!

To enter, visit us on Facebook at www.facebook.com/ABMPpage between January 2 and February 2, 2012. All members with a website created through the ABMP Website Builder are eligible to win. Visit ABMP.com for full details.

Prizes include:

- Earthlight massage table or chair (your choice), sponsored by Massage Warehouse
- One-year ABMP membership
- One-year subscription to Full Slate Online Scheduling
- One-year subscription to TheGiftCardCafe.com
- A variety of gift baskets

25 Years ... Because of You

ABMP has proudly served the massage and bodywork profession for 25 years, and we want you to share in our Silver Anniversary celebration!

Starting in January 2012, all Practitioner, Professional, and Certified-level members who renew or upgrade their ABMP membership will be eligible to win a refund on their membership fees.

That's right! Every two weeks, we'll conduct a random drawing from all qualifying members who renewed or upgraded their membership during that two-week period. If your name is selected, we'll cut you a check for 100 percent of the membership dues you just paid.

By year's end, we'll have 25 members celebrating our 25th anniversary and enjoying **free memberships**. Well, actually 26 members will win (thanks to the way the calendar falls). But that's OK, because you've come to **expect more** from ABMP!

Winning members can share their stories of success, and help inspire other members of our ABMP family.

So good luck!
And Happy Anniversary!



Hands for Heroes Volunteers Needed



With a goal of delivering 1 million massage sessions to US military veterans, Hands for Heroes is inviting ABMP members to be part of this national outreach effort. By signing up to be a Hands for Heroes partner—whether for one session or 100—you will receive a variety of materials to promote your partnership and your commitment to serving veterans. In return, therapists are asked to log in to the Hands for Heroes website each month to record their charitable work with these service men and women. For more information about the program, or to start your partnership today, visit www.HandsforHeroes.net.

It's Tax Time

Tips on Gratuities and Home Office Deductions



As tax day approaches, it's important to have a good understanding of both the income you report and the deductions to which you are entitled. Here is some information to get you started.

Home Office Deductions

You may be able to deduct expenses for the portion of your home's expenses used for business, including mortgage interest, insurance, utilities, repairs, and depreciation. To qualify to claim expenses for the business use of your home, you must meet these tests:

- The business part of your home must be used exclusively and regularly for your business.
- The business part of your home must be your principal place of business, or a place where you meet or deal with clients, or a separate structure (not attached to your home) used in connection with your trade or business.

The IRS defines "exclusive use" as a specific area of the home used only for trade or business. "Regular use" means the area is used regularly for trade or business. Incidental or occasional business use is not regular use, but the storage of inventory or product samples generally does not have to meet the "exclusive use test" for the part of your home regularly used for these purposes. (These requirements are discussed in greater detail in IRS Publication 587, "Business Use of Your Home.")

It's important to thoroughly look over the requirements before taking a home office deduction, and to keep complete and accurate records to substantiate those deductions.

Calculate the Numbers

Generally, the amount of your home office deduction depends on the percentage of the home that is used for business. The IRS says a taxpayer can use any reasonable method to compute the business percentage of home use. Two common methods include:

- Dividing the area of the home used for business by the total area of the home (square feet).
- Dividing the number of rooms used for business by the total number of rooms in the home if all rooms in the home are about the same size.

The IRS warns, though, that taxpayers may not deduct expenses for any portion of the year that there was no business use of the home. And, if the gross income from business use of the home is less than the total business expenses, the deduction for certain expenses is limited.



Find this, and many more tax- and business-related articles in the latest version of your *ABMP Successful Business Handbook*, or access your digital edition by logging in to www.abmp.com and finding the link on the Members page.



Reporting Gratuities

- The Internal Revenue Service (IRS) defines tips as payments clients make solely of their own volition. They don't owe you the money, and they have the right to decide how much they will give. Mandatory tips added onto bills aren't considered tips; the IRS views them as service charges.
- If cash tips from clients exceed \$20 a month, they are considered taxable wages for payroll-tax purposes. Noncash tips—for example, a ticket to a concert—aren't considered wages.
- Keep accurate, daily records of cash tips.
- If you are an employer and your employees receive taxable tips, you'll have to withhold both income taxes and FICA (social security and Medicare) taxes on the tips. As the employer, you also will have to cover the employer's portion of FICA and FUTA (federal unemployment taxes).
- To keep track of monthly tips, employees generally use IRS Form 4070 ("Employee's Report of Tips to Employer") and Form 4070-A ("Employee's Daily Record of Tips and Report to Employer").



For more on taxes, check out "Keep More of Your Money at Tax Time," page 24, in this issue of *Massage & Bodywork*.

Congratulations!

ABMP Member Andrew Biel Receives Humanitarian Award



In October, Andrew Biel (second from left) received the 2011 Humanitarian Award for his dedication to the profession. A \$2,500 check was donated in his name to the Massage Therapy Foundation (MTF). Biel is shown here with Lynda Solien-Wolfe (Performance Health), Ruth Werner (MTF), and Marshall Dahneke (Performance Health).

Noted author, educator, and massage research advocate Andrew (Drew) Biel was awarded the Massage Therapy Foundation-Performance Health 2011 Humanitarian Award in October for his dedication to the profession and his tireless support of evidence-based massage therapy research.

Biel, an ABMP member and author of the notable text *Trail Guide to the Body*, has long been a supporter of the Massage Therapy Foundation, and continues to donate portions of the proceeds from his book to the foundation and its research efforts. In total, Biel has given more than \$150,000 to massage therapy research.

Since becoming a licensed massage practitioner in 1992, Biel has served on the faculties of the Boulder College of Massage Therapy and Seattle Massage School, and taught cadaver studies for bodyworkers at Bastyr Naturopathic University. In 1997, he wrote and published *Trail Guide to the Body*, which is being used in more than 1,700 bodywork schools in 38 countries. Biel is president and owner of Books of Discovery, a publisher of educational tools for the bodywork fields.

"A humanitarian is someone who gives from the heart," says Marshall Dahneke, president and CEO of Performance Health, which gave the award. "This motivation, this good intention manifests itself in many ways and ultimately determines the life we live and who we become. Drew's ability to give passionately and freely from the heart motivates him to make things happen that benefit others. He believes that if it doesn't make someone's life better, it's just not worth doing. I'm grateful for the opportunity to honor Drew and to thank him for his contributions."

CONGRATULATIONS! 10-YEAR MEMBERS

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The Road Ahead

By Jean Robinson

This is the time of year I start making a list of legislation I expect to see in the upcoming year. Part of what makes my work at ABMP especially interesting is the variety of legislation we see affecting the profession and the difference between states and their respective legislative processes.

One legislative concept we've been seeing more and more frequently is commonly referred to as "health freedom" legislation. These bills generally propose to exempt individuals who provide certain services (complementary alternative medicine) from state licensing. In most cases, the services listed in this type of bill include modalities or practices that are already regulated under massage licensing, or other health-care provider licensing.

Supporters of this type of legislation claim consumers don't have access to the practitioners they want to see for alternative healing because of restrictive laws and regulations. They argue that "healers" don't need to be regulated and should not have to meet minimum education requirements and become licensed in order to provide client care, as long as the healer discloses to the client their training.

While ABMP supports having certain practitioners exempted from massage licensing, we believe legislation with the sole purpose of legislating such exemptions is, at best, unnecessary. At worst, such legislation can create confusion and even result in an unworkable regulatory structure. In our view, legislation is not needed to declare that certain practices are not regulated by the state.

Legislation related to this subject was introduced in several states in 2011, including Ohio (still pending), Texas, and Colorado, and while so far many of the bills have failed or been successfully amended to exclude practices that are already regulated, we expect to see more attempts made in 2012.



ABMP's Government Relations Director Jean Robinson (right) and Government Relations Coordinator Saskia Young Dehring discuss the legislative outlook in 2012.

ABMP keeps members informed on www.abmp.com. We also send email alerts to members in states with active legislation, so please take a moment to update your email address in your ABMP member file to ensure we have your current email address.



While ABMP does not support this type of legislation, we do continually advocate for consistent entry-level standards to advance portability for the profession. The inconsistencies in entry-level requirements, and the inability of states to adopt standard endorsement procedures for recognizing practitioners who have already gone through the licensing process somewhere else, have made portability virtually nonexistent. It is our belief that a massage therapist qualified to practice in Illinois, is also qualified to practice in Oregon and should not have to jump through a lot of hoops to do so.

Jean Robinson is the government relations director for ABMP. Contact her at jean@abmp.com.

Member Profile

By Jed Heneberry

Kathy Cesa, El Cerrito, California
ABMP Member Since 1996

Kathy Cesa joined ABMP 15 years ago as a nurse with an interest in massage therapy, but it wasn't until five years ago that she finally went into practice as an MT. Today, she couldn't be happier about her decision.

Moving Toward Wellness

It was the healing power of touch that brought Cesa to nursing in the first place. "Touch is part of who I am," she says. "With people who had pain, I couldn't medicate them so I would touch their knee or hold their hand, or I'd rub their feet, their back." Providing comfort with her hands came naturally to Cesa, and others recognized it. "If another nurse's patient was emotionally upset, they would ask me to go sit with them."

While she initially pursued massage therapy in 1986. It took until 2004 for Cesa to fully make the switch. "My body was beaten up from working on the floor," she says, and she missed being able to provide hands-on healing. "I was terribly upset when [the nursing protocol] got rid of the back rub for evening care."

As a massage therapist, Cesa has found that she is able to more fully experience what she always appreciated about nursing. "A nurse looks at the whole person—body, mind, and spirit—but a physician is taught to look only at the disease," she says. "I always looked at the whole person, but now, I find that I have more time in which to do that."

There is one important distinction that Cesa feels makes massage therapy a perfect fit for her. "In nursing I was always conscious that I was on guard against mistakes," she says, "but here I'm helping in wellness."

"Touch is part of who I am."



Kathy Cesa (left) with Jen Komaromi, owner of Well Grounded Coffee, where Cesa has met many new clients.

A Community-Based Practice

Cesa opened her practice in a growing community in El Cerrito, California, because, as she says, "for people to come to me it needed to be easy, [and] close to where they worked and lived." Though things began slowly, Cesa always believed that she would make it. "Some days I would just go to my office space and sit there and think about massage," she says. "Then I began to give free massage in the hair design studio across the street to increase my confidence." That act of local outreach inspired a steady stream of referrals from salon customers complaining to their stylist about different aches and pains.

Another boon to her business was Cesa's former career. "People came to me saying, 'I figured a nurse wouldn't hurt me,'" she says. "People trust nurses. Plus, I was comfortable working with people, with bodies."

Cesa feels that her approach toward massage therapy helps her succeed in her practice. "I felt like a beginner in massage," she says. "The more I knew, the more I realized what I didn't know—it allowed me to be inquisitive." Often times that meant tearing out articles from *Massage & Bodywork* that interested her, even if she wasn't quite sure what they meant. "At the beginning some didn't make much sense to me, but after I took different classes I'd go back to them and say 'Ah-ha!'"

On the Right Path

After working in hospitals for years, Cesa is encouraged by the increased acceptance of complementary and alternative medicine. "I would love it if more hospitals would incorporate massage therapy, because I found that people were more relaxed and needed less pain medication," she says. "I've done education for nurses on touch, that every time they touch a patient they are transferring positive energy, which is healing energy."

Always one to focus on taking care of others, being an MT has also allowed Cesa to spend more time taking care of herself. "I only give massage every other day, which gives me a day to rest my hands in between," she says. "You need to be sure that you take as good a care of yourself as you do of your clients." And for those who think that working every other day isn't enough for their practice, consider that Cesa's business has increased despite the down economy. "What can I say?" she says. "People come to me."

Jed Heneberry is assistant editor at ABMP. He can be reached at jed@abmp.com.

Moved? Changed your email address?



Then it's time to update your account. It's easy. Log in to ABMP.com and go to Account Tools and Information, or call us at 800-458-2267. Keep your account updated so you don't skip a single issue of *Massage & Bodywork* magazine, or miss out on email invitations to our popular educational webinars and live events.

"Thank you for showing me that I need to have a better conversation with my clients to see what they want, not necessarily what I want."

Jessica—participant in the "Ethics for the Real World" webinar series with Til Luchau.

Find the whole "Ethics" series, and more, archived in ABMP's Online Education Center at ABMP.com.



Don't miss our newest column, Tell Me, in *Massage & Bodywork* magazine. Every issue will cover a different question. In this issue—great tips from practicing therapists about buying and maintaining sheets for the therapy room.



ABMP Partners with Massage Therapy Foundation



In October, ABMP President Les Sweeney presented Massage Therapy Foundation (MTF) President Ruth Werner a check for \$5,000 at the foundation's inaugural golf outing in Portland, Oregon. ABMP pledged an additional \$15,000 to the foundation, which will be awarded to the MTF in advance of its International Massage Therapy Research Conference in Boston in May 2013.

The MTF supports research grants exploring the benefits and application of massage therapy, and community service grants that bring healing touch to at-risk populations. The MTF also works to educate bodyworkers and consumers about the efficacy of massage therapy.

ABMP is committed to supporting the foundation and its research efforts through several avenues:

- ABMP and the MTF are finalizing an agreement, the result of which will be ABMP's sponsorship of four "Teaching Research Literacy" workshops around the country in 2012. The workshops will help empower massage therapy educators and increase their research literacy capacity.
- ABMP donated \$10,000 to the MTF in honor of ABMP's 20th anniversary in 2007.
- ABMP donates proceeds from the sale of its textbook, *Teaching Massage: Fundamental Principles in Adult Education for Massage Program Instructors*, to the MTF and Federation of State Massage Therapy Boards (FSMTB).

For more information about the MTF and its programs, visit massagetherapyfoundation.org.



Discounts For ABMP Members

To access the websites of discount providers, log in to ABMP.com. From the Your ABMP Account menu, select "Discounts for Members."

ABMP has partnered with a variety of service providers who offer generous discounts to ABMP members. All offers are subject to change. Please contact partner service providers directly—by phone or through the websites listed in the Members section of www.abmp.com—for complete details and terms of all discount programs.

Business Needs

ABMP Silver Legal Plan. Free consultation and 20 percent discount on legal services: 800-993-8886.

Beneficial Capital. Complimentary processing/documentation fee: 800-886-8944.

Caldwell Legal USA. Discounted personal and business legal services: 800-222-3035.

Constant Contact. Easy, affordable email marketing to keep you connected with your customers. Receive 20 percent off when you pre-pay for six months of service or 25 percent off when you pre-pay for one year.

Crocs. Get 25 percent discount on Crocs Work and Medical/RX shoe lines; log in to ABMP.com to access your discount.

Dell. Member-only pricing, with up to 30 percent off list prices for select configurations of Dell consumer PCs, 10 percent off mobility products, and free shipping on systems \$599 and up: 800-695-8133 (member ID# HS112612329).

FullSlate. Up to 40 percent off online scheduling software; free trial; visit www.FullSlate.com/abmp.

H&R Block. Reduced personal/business tax preparation fees: 800-786-3429.

Journal of Bodywork & Movement Therapies. Discounted individual subscriptions: 877-839-7126.

Milady. Ten percent off all publications: 800-347-7707 (promotional code 8DPML092).

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UMB Visa® Credit Card. No annual fee, low introductory APR, no balance transfer fees for 6 months, bonus points and rewards, great benefits, ABMP-themed cards. www.cardpartner.com/app/abmp.

VistaPrint. Free and discounted printed business materials. Choose from design templates or update a design of your own.

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Aflac. Supplemental insurance programs for accidents or serious illnesses, regardless of other health insurance coverage. Call 913-322-1473, ext. 308, and leave a message including your zip code.

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Liberty Mutual. Discounted home and auto insurance: 800-357-2305 (client #102441).

Outlook Vision. Discounted glasses, contacts, hearing aids, and prescription drugs. Visit www.outlookvision.com for a list of providers in your area; to sign up for the program, call 800-458-2267, ext. 628.

VPI Pet Insurance. Get 5 percent discount on pet insurance; use your vet of choice. Visit ABMP.com for details.

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TheGiftCardCafe.com. Increase sales with instant gift certificates. Call 800-410-8103 (referral code 99).

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