

May | June 2012

Different Strokes

the voice of ABMP

A Charitable Path

How Helping Others Can Enrich Your Business

ABMP Website Builder

Be Inspired, Get Your
Business Online

Celebrate EveryBody
Deserves a Massage Week

Print Customized Materials



Why Charity is Good for Business

A Charitable Path

By Karrie Osborn

The primary reason why most of us do charitable work hinges on one very simple motivation—the desire to help others. It's what drives the philanthropic spirit. But by helping others, you can also grow your business and reputation as an extra benefit.

Business Benefits

In addition to the feel-good opportunity to give back to your community, doing charitable work can strengthen your business as well.

Just ask massage therapist Jeneen Todd. With her Lomi Massage Therapy business open just less than a year, Todd has been working with others in the New York area to plan her Massage for Life event, which piggybacks with the American Cancer Society's national Relay for Life fundraiser to support cancer research. Her goal is to offer chair massage to the relay walkers, with all proceeds going to the nonprofit. Todd initially chose the charity because of family members who've been touched by cancer. "But, in addition to wanting to participate in such an amazing event, I also wanted my business to be in the public eye as a business that's reaching out to the community," she says. "Marketing yourself with charitable events is a fairly inexpensive way to reach out to a large number of potential clients, while still helping others."

Whether you believe in karma or not, doing good work in your community comes back to you. Here are a few of the business benefits you might reap from being involved in charitable efforts:

- Gets your name and your business name out in the community.
- Creates goodwill for you, and goodwill for the profession as a whole.
- Builds a stronger community, which means a stronger business for you.
- Lets you introduce massage to a whole new group of people, and oftentimes to those who need it most.
- Allows you to spread your wings, get hands-on time, and see new bodies in unique client situations you might not otherwise see.

Simplicity^{LAW}

Thinking about starting your own nonprofit?

Utilize the help of ABMP's benefit partner Simplicity Law to help you through the legalities. Mention your membership affiliation and get a 10 percent discount: www.simplicitylaw.com



From the Heart

ABMP member and Minnesota massage therapist Colleen Barriere has decided to put her charitable efforts into helping fund a local community project—a year-round playground that can safely accommodate any child with a physical or mental disability. She says the project is the first of its kind in her region and she is excited to support it. She will utilize EveryBody Deserves a Massage Week to help promote her efforts.

"I feel I have been given an opportunity, with the talent I have, to give back to the community. Sure, it gets my name out there in the public eye, but it means much more than that," she says. "It's a great way to educate people on the benefits of massage, it gives nurturing touch to some who may never get touch otherwise, it can open doors for more opportunity, but mostly I have found that I receive more than I give."

Barriere, who has owned her own practice for nearly a decade, says doing charitable work is a rewarding experience. "It's very gratifying to know that I may have made one small bit of difference in someone's life. It's not about what I provide them, but what they provide me ... a sense of humility."

Charitable work need not be just a once-a-year event. Think of it as part of your business plan to not only fill the charitable needs in your heart, but to build the spirit of your business.

Karrie Osborn is editor of Different Strokes. Contact her at karrie@abmp.com.

How Do I Start?

Whether you donate hands-on time or give a monetary gift, there are many ways to be involved in charitable works in your community. Start by asking yourself what issues are important to you. Identify who could benefit from your charitable endeavors and narrow your list. Determine how you can best help this cause, then get to work.



EveryBody

Deserves a Massage Week July 15–21, 2012

Since 1995, ABMP has helped members celebrate *EveryBody Deserves a Massage Week*, a weeklong event that focuses on bringing the message of massage to the masses.

By lending your hands to this event, you help educate the public about the value of therapeutic massage, why it is beneficial, and what it can do to relieve pain and stress. But even more importantly, you'll simply be doing good work.

Over the years, ABMP members have organized massage week efforts both big and small. While some MTs have collected food items from their clients for the local food bank, others have donated a percentage of their week's earnings to a favorite charity or donated massage time to members of the local firehouse. Whether these efforts involve many folks (like setting up a massage tent at a local fun run) or just a few, the impact can be equally powerful.

We have lots of tools for you to make your massage week event successful. Log in to ABMP.com, and go to "EveryBody Deserves a Massage Week" under the Marketing Center tab. There you will find ideas on how to prepare for and market your event, considerations for success, as well as customizable posters, coupons, and postcards you can print. If you can't print the materials, you can contact us at 877-208-7546 and we'll send you a sample packet you can take to a professional printer. Use the same secure voice mail to reserve a massage week banner with a \$150 refundable deposit.

Want to find someone in your area to team up with for a massage week project? Want to talk with other therapists doing their own events in other cities? Then make your way to Massageprofessionals.com and look for the *EveryBody Deserves a Massage Week* group to start a conversation. Start planning today and have a great massage week.



poster



coupon

Different Strokes

The Voice of ABMP

For questions or comments, please call 800-458-2267.

Associated Bodywork & Massage Professionals
25188 Genesee Trail Road, Suite 200
Golden, CO 80401
800-458-2267 • 303-674-8478
Fax: 800-667-8260
Email: expectmore@abmp.com
Website: ABMP.com



Karrie Osborn
Editor, ext. 617, karrie@abmp.com

Jenny Good
Director of Member Development, ext. 623
jenny@abmp.com

James Sutherlin
Graphic Designer, ext. 640, james@abmp.com

Mary Heinz
Member Benefits Manager, ext. 628, maryh@abmp.com

Jean Robinson
Government Relations Director, ext. 645, jean@abmp.com



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Update your contact info by logging in to the Members section of ABMP.com or contact us by phone or email, as listed above.

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www.messageprofessionals.com



Members in the News

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

Svetlana Braunt in "A Spa Day at Venus Allure," *Portland Monthly Magazine*.

Joan Cole in "Therapeutic Massage for Runners," *Illinois Homepage*.

Jerome Davre in "Massage Therapist Works on Bucks, Brewers," *Fox Sports Wisconsin*.

Jenn Dobransky and Kim Jacques in "Business of Bodywork Improves as People Become Aware of Health Benefits," *Bangor Daily News*.

Lynda Duck in "C-TEC Students Test Skills at Zen Garden," *Newark Advocate*.

Amy Elizabeth in "Unlicensed Massages Draw Ire in Natick," *Wicked Local Natick*.

Lisa Gutowski in "MI Massage Law Needs to Be Stricter," *Examiner*.

Lisa Hunstiger in "New, Moving or Expanding: Cold Spring Woman's Latest Challenge: Massage Therapy," *St. Cloud Times*.

Heather Karr in "Golf Ball Massage on Good Day Columbus," *Fox News*.

Lori Lewis in "Lewis Helps Daily Stress Go Away with Massage Therapy Position," *Paris Beacon*.

Kimberly Mathews in "Pamper Yourself Nature's Way," *The Pleasanton Gazette*.

Beth Morford in "The Winning Touch," *Kansas University Athletics*.

Jennifer Pyper-Muno in "Columbia Heights Massage Therapist Celebrates Five-Year Anniversary," *Sun Newspapers*.

Mary Kathleen Rose in "Spotlight: Mary Kathleen Rose," *Whispering Tree*.

Allison Shorb in "Hidden Treasure Offers Topnotch Bodywork Experience," *Leesburg Today*.

Robin Streit in "Announcing the Winners of the MTF's 2011 Practitioner Case Report Contest," *Massage Therapy Foundation*.



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.

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!

Throughout 2012, all members renewing at or upgrading to Practitioner, Professional, and Certified levels will automatically be eligible to win a refund on their membership fees.

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 write you a check for 100 percent of the membership dues you just paid.**

See our newest winners on page 9.

Good luck and Happy Anniversary!

It Is Easy Being Green

We at ABMP take great pride in our environmentally responsible printing protocol. Since 2002, this member newsletter, as well as *Massage & Bodywork* magazine, have been printed using Enviro/Tech inks, which have a renewable resource content of 27.3 percent—much higher than the published 7 percent minimum soy content required for soy inks. The aluminum printing plates for our publications are 100 percent recyclable and our paper includes at least 10 percent post-consumer waste. Our printer's solvent recovery system captures and reuses ink-jet solvent to further reduce plant emissions and the amount of raw material used for each printed product, and they are the only major printer to join the US Environmental Protection Agency's (EPA) Climate Leaders program, where participants pledge to reduce greenhouse gas emissions by 25 percent per page printed from 2003–2013. We thought you should know.



Quote to Note

“Biological changes occur as a result of even a single session of massage.”

—**Mark Hyman Rapaport**, MD, professor, and lead researcher of a National Institutes of Health (NIH) study about massage and its positive impact on immunity. The study found that people who received 45 minutes of deep-tissue massage had significant increases in the white blood cells known as lymphocytes.

Massage for a Cause

Don't forget. EveryBody Deserves a Massage Week is July 15–21, 2012. Log in to ABMP.com, find the “EveryBody Deserves a Massage Week” link under Marketing Center, and print your own postcards, posters, and coupons; get ideas for your event; or rent a banner. Why should you get involved? See “Why Charity is Good for Business” on page 2.

World Massage Festival



Visit the ABMP booth at the 2012 World Massage Festival at the Tuscany Suites & Casino in Las Vegas, Nevada, August 19–22. ABMP President Les Sweeney will be inducted into the Massage Hall of Fame during the festivities. To see the schedule of continuing education courses, vendor hall hours, and to register, visit www.worldmassagefestival.com.



Website Contest Inspires Members

It's Not Too Late—Build/Improve Your Own Website Today

By Abram Herman, Social Media Coordinator

We were hard at work throughout January helping members set up their free websites as part of ABMP's Website Contest. Utilizing ABMP's Website Builder, members were walked through daily tutorials about how to build, or improve, their websites using our free tool. Out of the hundreds of entries we received in the January contest, our judges chose five winners, all of whom made great use of their free ABMP websites. While it was hard to narrow down all the great entries, these five had some creative ideas that really set them apart. Check out their websites before you get started creating your own—they're sure to spark some ideas and get your creative juices flowing!

1st place winner: Richard Genova www.richards.massagetherapy.com

Judge's comments: Overall this site was very well put together, but we particularly liked how Richard made use of his "Specials Box" with a personal photo, social media links, online scheduling, and even the free *Body Sense* client magazine!



Can't Beat a Free Website

One of our most popular member resources is the free ABMP Website Builder, which allows you to easily establish a web presence for your practice. We've developed the website builder tools in-house specifically for the needs of massage therapists and bodyworkers, so it's super easy to use, and you get a beautifully designed website—and it's all free as part of your ABMP membership!

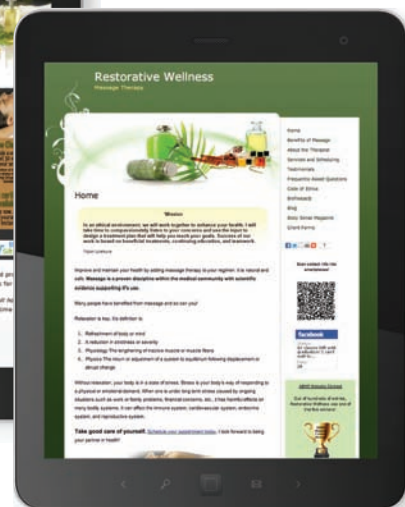
Why Do I Need a Website?

The Internet has all but replaced the traditional phone book search as a means to find local services, so it's critical to have a web presence if you're looking to expand your practice with new clients. It may seem intimidating to get started if you don't consider yourself a techie, but with ABMP's Website Builder—

2nd place winner: Chip White

www.innerharmonysacramento.massagetherapy.com

Judge's comments: Chip's site is very visually appealing. We loved how he created the headings of his different text sections, giving a very professional appearance. He also made good use of the social media code field by not only adding a Facebook "Like" button, but also an offer for a discount if visitors complete a survey.



3rd place winner: Katrina Myers www.restorativewellness.abmp.com

Judge's comments: Katrina is a student member of ABMP, and she's already making great use of her free website! She has very well-written content, and we also liked how she had a QR code that lets you scan her contact info right into your smartphone.

and all its walk-throughs and how-to information—you can create your website in no time, and never have to worry about things like domain registration and hosting fees.

How Do I Get Started?

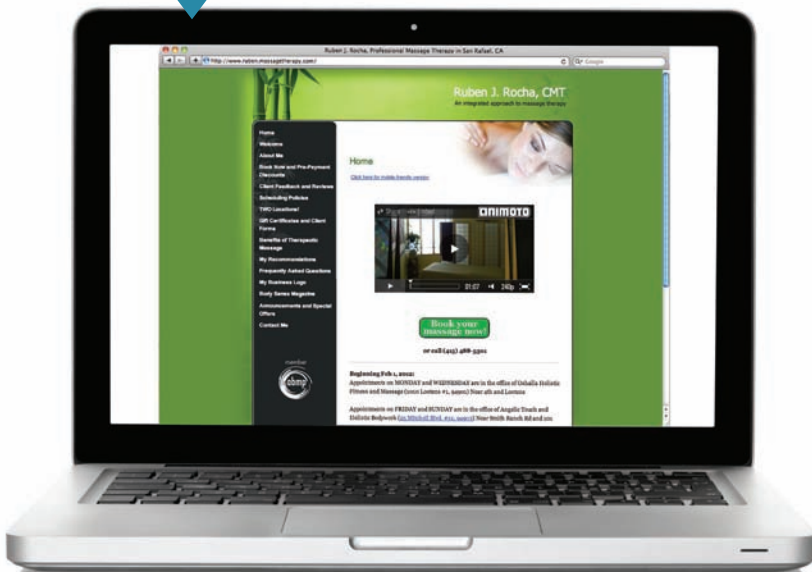
Begin with a webinar featuring Lara Evans Bracciante, ABMP's director of information services. She'll walk you through your website setup and get you up and running in no time. Find the webinar at www.abmp.us/websitewebinar. If you'd rather break up the process into easily digestible chunks, head to our easy walk-throughs at www.abmp.us/websitebuildertips. We'll take you through the whole process from start to finish. And, as with anything we do, ABMP is here to help you along the way. If you ever get stuck and can't find what you need to do in one of the many site-building resources we've provided, always feel free to give us a call, email us at expectmore@abmp.com, or chat with us online—we're more than happy to help you out!

It's Easy

Get started on your free ABMP website today, and get your business online. It's a great way to provide resources and information for your current clients, and it can be a powerful marketing tool to help bring in new clients who might otherwise never find out about your services. And since you get it all free as part of your ABMP membership, you have nothing to lose (and lots of new clients to gain!). Learn more at www.abmp.us/abmpsitebuilder.

4th place winner: Ruben Rocha www.ruben.massagetherapy.com

Judge's comments: Ruben has a nice personal feel to his site. You feel as if you already know him a little bit just by visiting his site, all while still giving a very professional impression.



ABMP Website Builder Tips

Find these tips and all the step-by-step directions you'll need to get started with your own website at www.abmp.us/websitebuildertips.

Web-Building Tip #1

Your website offers a chance to **set a good first impression**, so make sure it reflects you and the kind of practice you run. You certainly want to convey professionalism and competency in your work, but it also shouldn't be so formal that you come across as cold or unfriendly.

Web-Building Tip #2

Look for the **Website Builder Help** button whenever you need assistance while building your site.

Website Builder Help

Web-Building Tip #3

Make sure your website is **search-engine friendly**. Search engines index all key information found on websites. In addition to using words like "massage" and "bodywork" on your website, include your city, the modalities you use, and other keywords that will set you apart from the rest. Make sure your pages contain plenty of these keywords. We'll show you exactly where they go.

5th place winner: Maria Weston www.gentlespirit.massagetherapy.com

Judge's comments: This site is attractive overall. Maria has some nice graphical elements; she makes good use of all the available tools, and also injects a bit of personality into the site with her written content.



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ABMP's 25th Anniversary Member Contest

Congratulations to our February and March Winners!



Terri Carter

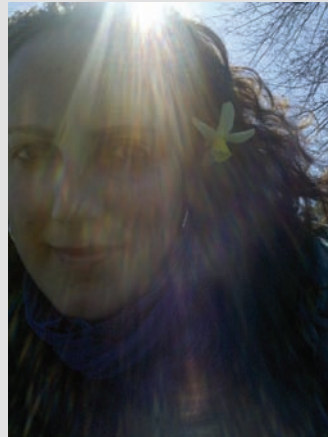
"I believe ABMP has worked for me in the sense that it has given me a place I can go for knowledge and support for my growing business and career.

...

"I am a mobile massage therapist. I go to my clients' homes and allow them to create their own massage environment. Whether it is having the news on, their favorite music, or just conversation, I have seen that it helps them to enjoy the session and makes them more relaxed.

...

"In my free time, I enjoy time with my three daughters—Shyanne, 14; Hayden, 4; and Ashton, 1. I love that they are interested in what I do and want to learn. I believe I have three new massage therapists in the making."



Trella Dubetz

As a practitioner of integrative massage, craniosacral therapy, and reiki, Dubetz (www.trelladubetz.com) says her affiliation with ABMP has been "priceless."

"Although I appreciate the online listing, the liability coverage, and the association with a professional organization, from day one, 11 years ago and fresh out of massage school, ABMP was 100 percent on my side!

"They are so helpful, customer-service oriented, and knowledgeable about the field of bodywork, I knew I could call them with any and all questions I had and they would assist me. From my first day as a member, I felt that they genuinely appreciated me, and would do whatever they could to guide me on my way to building a practice. And that is absolutely priceless!"



Sam Myers

A member since 2007, Myers started massage to work with hospice patients. She says in the hospice setting, you really see the "pure essence" of the people you're working on.

An avid snowboarder, wind surfer, and runner, Myers is also a stained glass artist and provides massage to other area artisans.

As for her affiliation with ABMP, Myers says: "I just really enjoy the security of knowing that I have the backing [of ABMP] behind me. [The risk of having a claim filed] is not something I have to worry about."



Renew your
ABMP membership
and you're automatically
in the running to win,
too. Find more details
on page 5.



Dianna Robertson

"My favorite ABMP benefit is the discount with Full Slate Scheduling. This has made appointment scheduling a breeze for me and for my clients. They can book when it is perfect for them, and I don't have to worry about missing phone calls.

...

"I have the honor of homeschooling my children and preparing them for a wonderful journey through life. I have a black sash in tai chi and hope to offer tai chi for arthritis this summer at the YMCA where I work. I also enjoy crocheting and have made blankets for 'Warm Up America.' To offset my relaxing massages and quiet meditation times, I spend any time left screaming and yelling from my couch, cheering on my favorite NHL team, the Nashville Predators."

Member Profile

By Jed Heneberry

Michael Academia Belmont, California
ABMP Member Since 2000

Michael Academia provides chair massage as part of San Mateo County's Worksite Massage Therapy Program, which is sponsored by the Employee Health & Fitness Program. He enjoys relieving stress and giving county workers a much-needed break in their busy schedules. This is his story.

Summer School

While Academia was going to college for business management and marketing, he made sure to apply all lessons to his summer job: massage therapy student. "During my summer breaks, I'd work on getting certified in massage," he says. "When school would resume in the fall, I approached each class with starting my practice in mind. I would tell my teachers my plan so they would give me projects to help make that happen."

It was while completing one of those projects that he found what would become his career path. "I had to establish contact with different businesses in the area to see whether or not they were receptive to promoting massage to their employees," Academia says. "I eventually contacted Vanessa Dawson, who had started a massage program in San Mateo County in the late '80s."

The program, which was created to allow employees to utilize bodywork to promote health, relieve stress, and take better care of their bodies, was widely embraced by county workers. Once Dawson decided to move on, Academia, along with 20 others, applied for the contract. "In the end," he says, "the baton was passed to me."

Government Work

Today, employees of San Mateo County keep Academia's schedule full. He believes the nature of chair massage is a big reason why. "On-site chair massage is a quick, convenient, and affordable bodywork session that can easily be incorporated into a person's workday," he says. "There is no need to remove clothes, and at the office disrobing feels inappropriate. Time is another issue—most people have a mind-set that table massage requires more time than they have. It is efficient and effective to sit on a massage chair and receive 15–20 minutes of bodywork."

Academia's clientele is as varied as the services that San Mateo County provides. "I see a wide range of workers, from nurses to accountants, probation officers to social workers. All of them experience stress, and most of them recognize receiving regular bodywork is truly beneficial."

There are some workers, though, that Academia is still determined to reach. "I would like to see those who are 'too



"Not only do you have to excel at providing a service, you have to be successful in delivering, marketing, and managing that service as well."

busy' to get a massage," he says. "Having affordable bodywork conveniently located at the workplace is a great way for employees to get centered, get those deep breaths in, get more circulation, and ultimately be more aware of their body. What company wouldn't benefit from that?"

Body of Knowledge

Part of Academia's success can be attributed to his unique blend of educational experiences. For one, his business management and marketing program provided a firm foundation on which to start his practice. "It's one thing to be a successful massage practitioner," he says. "It's another thing to be successfully self-employed and run a business. Not only do you have to excel at providing a service, you have to be successful in delivering, marketing, and managing that service as well."

Academia also has training in a variety of modalities, including shiatsu, Thai massage, chi nei tsang, reiki, and, of course, chair massage, which he studied with David Palmer. "To this day, I consider David an inspiration and a resource," Academia says. "His training not only provided me a great technique, but the mental and emotional perseverance to succeed."

Incorporating these techniques into his chair massage sessions has allowed Academia to deepen his practice and meet the needs of clients in even the briefest sessions. "In the time limitations of chair massage, a client may request that all attention be paid to a specific area, such as the shoulders or neck," he says. "Blending my training allows me to develop different ways to approach what a client needs, and it enables me to put the best technique to work in an efficient manner."

Jed Heneberry is assistant editor at ABMP. Contact him at jed@abmp.com.

Watch Your Email for Legislative Updates

By Jean Robinson

Several bills in various states are under consideration at this time. Kansas (HB 2564) and Idaho (SB 1295) are both considering requiring massage therapists to become licensed. The bills are fairly typical licensing bills in that they set entry-level education requirements, define a scope of practice, and provide an avenue for consumer complaints. ABMP has been involved in the development of both bills, and has worked with local representatives to ensure language that is consistent.

Updates on these and other bills are emailed to ABMP members in the respective states, as well as posted online at ABMP.com. Don't miss any of this important information. Make sure your email account is up-to-date by logging in to ABMP.com and clicking on "Update My Account" on the right side of the page.

Virginia is considering a bill (House Bill 543) that would move its current title-protection law to a mandatory practice act. Current state-certified therapists would automatically become licensed under the new law.

Michigan and New Jersey have enacted licensing laws that have yet to be fully implemented. Both laws are in the regulation-development stage, where rules for implementing the laws are established. Changes of note will be communicated via email to ABMP members in the respective states.

The Federation of State Massage Therapy Boards (FSMTB) announced in March a proposal for a new maintenance of core competence model (MOCC), which would, if adopted by states, replace existing continuing education requirements. The proposal is in its infancy and the FSMTB is seeking comments from members of the profession. To learn more about the MOCC proposal, visit www.fsmtb.org.

Jean Robinson is ABMP's director of government relations. To get the latest updates on all legislative and regulatory activities affecting the world of massage and bodywork, visit www.abmp.com.



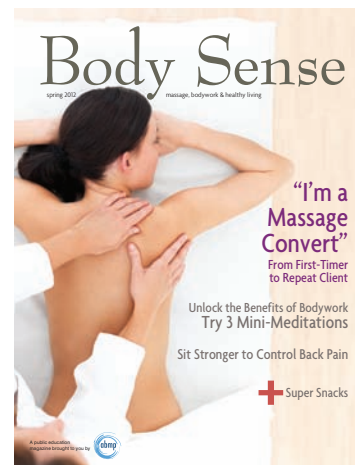
Join Associated Bodywork & Massage Professionals (ABMP) online at the World Massage Conference (WMC), June 4–6 and November 12–14, 2012, as we celebrate lifelong learning in the massage profession.

During this "virtual conference," top massage educators and *Massage & Bodywork* contributors such as Laura Allen, Ben Benjamin, Eric Brown, Erik Dalton, Irene Diamond, Whitney Lowe, Til Luchau, Thomas Myers, Ruth Werner, and dozens more present through live broadcasts, panel discussions, and streaming video. All of the sessions will be recorded and available for on-demand replay.

Don't miss ABMP Education Day on June 6, 2012, where ABMP's Director of Education Anne Williams and *Massage & Bodywork* magazine's Editor in Chief Leslie Young will host a special day of programming to celebrate lifelong learning. Find out more at ABMP.com.

ABMP has arranged a special offer only available to our members (you must register by May 25, 2012, to get the deal). You will get access to both the Spring and Fall conferences—over 50 hours of continuing education from some of the profession's top educators—for only \$97 (regularly \$199). In addition, you will have access to certificates of completion for all 50-plus hours of continuing education for free (regularly \$50) when you pass an online quiz. All presentations are NCBTMB-approved.

Register using this special link to obtain the exclusive offer for ABMP members: www.worldmassageconference.com/abmp-exclusive.



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Thank you, Kelly. See what she's talking about by going to ABMP.com/bodysense where you can view this free client education tool and send it to your clients today.

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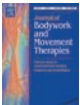
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