

Experience the World of Massage in Your Classrooms

How would you like to have icons of the massage profession like Ben Benjamin, Erik Dalton, Aaron Mattes, and Thomas Myers drop into your classrooms and teach your students? The World Massage Conference (WMC) and Associated Bodywork & Massage Professionals (ABMP) are making this classroom experience a reality when they bring these presenters and more to you this June.

The World Massage Conference

The WMC (www.worldmassageconference.com) is a virtual conference that takes place online twice a year—in the spring (June 6–8) and fall (November 14–16). Considered the largest event in the industry, the WMC had more than 13,000 massage professionals from around the globe participate last year. The world's top educators, authors, and practitioners present through live broadcasts, panel discussions, and streaming video. Participants can instant message questions to the presenter, as well as chat directly with educators



Meet ABMP in Atlanta at the American Massage Conference

Join Associated Bodywork & Massage Professionals (ABMP) at the inaugural American Massage Conference in Atlanta, Georgia, on May 20–22, 2011. ABMP is an education sponsor or participant of these events:

- May 19, preconference—ABMP Instructors on the Front Lines event.
- May 20—Laura Allen's free, one-day seminar, "How to Pass the NCB Exams or MBLEx," which includes a copy of her book, *Plain and Simple Guide to Therapeutic Massage & Bodywork Examinations* (Lippincott Williams & Wilkins, 2009), a \$47.95 value.



- May 20—"Massage Careers from the Heart" opening night reception and round-table discussion.
- May 22—"Smart from the Start" free student day beginning at 10:00 a.m. (preregistration required), plus the First Annual American Massage Job Fair.

For information and online registration, visit www.abmp.com or www.americanmassageconference.com; or call **877-788-3078**.



and other attendees throughout the live event. All of the sessions will be recorded and available for on-demand replay.

“We wanted to make sure that the World Massage Conference was accessible to massage professionals, schools, and students everywhere,” says Eric Brown, who created the virtual conference with fellow massage therapists Melanie Hayden and Scott Dartnall. “By leveraging technology in the way we do, the massage community can get access to presenters—true legends in the profession—that they would never otherwise have an opportunity to hear in person.”

All massage schools will receive two free registrations, courtesy of ABMP and the World Massage Conference, that can be used to broadcast the entire conference or specific sessions live in their classrooms and faculty rooms.

“We hope schools will use their free registrations to bring this event to life in their classrooms,” says Anne Williams, ABMP’s director of education. “Schools with Internet access can run the live broadcast or replays through a laptop and projector during scheduled classes. Classroom activities, discussion questions, and self-evaluations have been developed by ABMP for select topics, and are an excellent adjunct to existing curriculum.” These resources will be available before the conference at www.abmp.com, and afterward at www.worldmassageconference.com.

Williams says this event also provides a powerful opportunity for schools to improve student motivation. “Sessions are not just educational; they’re inspiring. Students are exposed to fresh ideas, evidence-based methods, and novel perspectives on massage and bodywork. The chance to feel connected to a global massage community and experience the pride therapists take in their work acts like an adrenaline shot for students who sometimes bog down in their studies and lose interest in learning.”

The World’s Top Educators

It’s not every day that the profession’s leaders can speak directly to your students. Imagine experts like Tracy Walton, a researcher and specialist in massage and cancer, teaching in your pathology class. She will present “Touch, Caring, and Cancer,” which examines the power of massage to relieve patient symptoms and enhance patient/caregiver relationships.

Some of the industry’s modern-day pioneers, including Judith Aston, Leon Chaitow, Erik Dalton, Deane Juhan, and Thomas Myers, will provide a unique historical perspective for students.

This “Masters of Massage” presentation details the rebirth of the profession in the 1960s and its rapid evolution thereafter.

For massage students aspiring to work with athletes, Robert Granter, a contributing author to *Clinical Sports Medicine* (McGraw Hill, 2002), will present “Success with Sports Massage,” which will offer tips on building a sports massage practice, working with elite sports teams, and the essential knowledge and skills required of the sports massage therapist.

There are dozens of other presentations including Judith Ashton discussing mindful touch for survivors of sexual abuse, Bruce Baltz on stone massage, Marc Ellis, DC, on the influence of the musculoskeletal system on brain function, Aaron Mattes on active-isolated stretching, Andreo Spina, DC, on functional range release, Diana Thompson on insurance billing, and a variety of noted massage business experts presenting practice-building sessions.

ABMP Education Day

This year, ABMP has partnered with the World Massage Conference to create an additional day of programming designed specifically for students, teachers, and administrators. **ABMP’s Education Day starts with a session designed just for teachers.** Noted educators Whitney Lowe, Til Luchau, and Susan Salvo discuss teaching with technology and the new tools that can make a meaningful difference in student learning.

Massage therapists Laura Allen, Eric Brown, and Erin Murphy share their best advice with students on navigating successfully through a massage training program, the credentialing process, and taking their first steps into the profession in a session titled “Tips from the Top.” This session encourages students to plan ahead to their future career as a massage professional.

A session designed for the entire campus, “The Culture at Your Massage School—What’s Your Role,” encourages students, instructors, and administrators to work together to ensure a thriving culture on campus and a more enjoyable school environment for everyone.

The program concludes with a topic just for massage school administrators. “Get ‘Em and Keep ‘Em” looks at the cornerstones of a massage school’s success with a discussion of admissions, instructor development, retention, and graduate placement.

Watch for more information on the World Massage Conference and ABMP Education Day coming in ebcasts to your school, or visit www.worldmassageconference.com or www.abmp.com for details. ABMP is developing

online materials for you that can help turn this virtual event into a dynamic opportunity to bring your massage school community together to learn, grow, and be inspired! 🌟

Massage and Bodywork Schools Making a Difference

ABMP's eight-person education department regularly interacts with massage schools across the country to discuss issues and needs with school owners, administrators, instructors, and students. We are constantly excited by the ways schools innovate to better meet the needs of their students and improve massage education. As a way to capture and share great ideas more broadly, we developed a "Schools Making a Difference" form available at www.abmp.com in the "Resources for Massage Schools and Instructors" section under the "wide range of resources" link in the text. The International Professional School of Bodywork (IPSB) in San Diego, California, submitted a form and we'd like to share their great ideas.

Background

Founded in 1977 under its original name, the Institute of Psycho-Structural Balancing, IPSB is accredited by the Commission on Massage Therapy Accreditation (COMTA). It offers a 600-hour Massage Therapy Program and a 1,005-hour Holistic Health Practitioner Program, as well as a 1,230-hour Associate of Science degree in Holistic Health.

The curriculum at IPSB is designed to integrate body and mind concepts and to cultivate the attitudes, techniques, and skills graduates need to help clients achieve their goals.

Great Ideas

IPSB recently launched an Ambassadors Program as a new way to achieve the school's mission—"Touch Humanity One Body at a Time." The program raises awareness about paid and voluntary community outreach events that provide hands-on experiences for students and alumni. The goal is to help students and alumni make connections to grow their practices and find support as part of a massage and bodywork community. One of the program's activities is to develop a pool of students and alumni who are willing to provide tutoring services to current students.

ABMP is also excited about IPSB's new course titled "Strategies for Life, Learning, and Career." The course is based on ABMP's Student Success program and utilizes many of the resources and online tools we make available to schools, instructors, and student members. The goal is to improve learning outcomes for students and increase their motivation to learn.

Thank you, IPSB, for sharing your ideas with the massage and bodywork school community. If you would like to share a great idea from your school, download the form at www.abmp.com and email it to edu@abmp.com. Your responses may be shared online or in print, and may be edited for length. You can also contact your school liaison for more information or for support in accessing our Student Success program. ☺



The International Professional School of Bodywork (IPSB) in San Diego, California.

Need Support? Contact Your ABMP School Liaison



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Connecting with schools in Alabama, Arkansas, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Ohio, Oklahoma, Tennessee, Texas, West Virginia, and Wisconsin.



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Connecting with schools in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, and Wyoming.

Spring News

There's a lot going on this spring at ABMP, and we wanted to share with you some of the highlights:

- ABMP's 2011 School Issues Forum—held April 14–16 in Denver, Colorado—sold out eight weeks early! Schools that didn't register in time can still enjoy Forum resources and handouts when they are posted at www.abmp.com in late April.
- Every two years, members of ABMP's education staff initiate contact with every massage therapy training program in the United States to find out about massage school enrollment trends. We recently completed the 2010 survey and are analyzing the results. Watch your email for a report coming soon.
- Schools have expressed concern about the US Department of Education's proposed integrity rules. ABMP issued a report on these rules and their possible impact on massage schools in March 2011. Find a copy of this report in the "Resources for Massage Schools and Instructors" section at www.abmp.com, under the "wide range of resources" link in the text.
- Watch your mail for our new School Membership brochure, which outlines our vast array of resources and tools for ABMP School Members.
- Not getting free webinar invitations and ABMP reports? Contact your school liaison (see page 3) to update the email address and contact details for your school. ✕



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