

American MASSAGE THERAPY Association



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For those
who knead
to know

Oregon News

June 2011 Membership Edition

PO Box 2142 • Lake Oswego, OR 97035-0645

Online Marketing is Subject of 2-Day June Workshop

By **Becky Leetch, LMT #6337**, AMTA Oregon News Editor

Please join us June 11 and 12 for a great presentation by Indiana Chapter President **Michael Reynolds**. Michael is a massage therapist and owner of *SpinWeb*, a website construction and consulting business. He will teach a class from 9:00am to 4:00pm on Saturday, June 11; and a 3 hour class Sunday, June 12, from 1:00pm to 4:00pm (after the chapter board meeting and luncheon).

The location for these classes is Everest Institute, 9600 SW Oak Street, 4th Floor, Portland, Oregon. The costs are: Saturday and Sunday both: \$100 for members, \$135 for non-members; Sunday only: \$35 for members; \$50 for non-members. Please join us for the free lunch on Sunday at 12:00 between the board meeting and the class — it's a wonderful opportunity to join in conversation with board members and other LMTs.

About the Class

Online Marketing for Massage Therapists
(6 hours)

Marketing is one of the most difficult parts of running a massage practice. With so many tools and options available to-

day, it can be difficult to know what the best practices are or even how to start using new technologies to market your massage business. In this session, you will learn the ins and outs of a professional website, blogging for business, social media such as Facebook, LinkedIn, and Twitter, and email marketing. You will also learn best practices and philosophies behind today's new media marketplace. Bring an open mind and a desire to grow your business!

How to Not Suck at Social Media
(3 hours)

Social Media is exploding and many massage therapists are still trying to figure out how to use it effectively. This session will be very free-form and driven by your questions. Discussions will center around how to use social media to grow your business, what tools are best for the task, avoiding mistakes, and anything that you want to talk about!

(See **Online Marketing...** continued on page 9)

Workshop Registration INSIDE!

Also in this issue

Page 2
Presidential Thoughts

Page 3
Legislative Update

Page 5
National
Fibromyalgia Day

Page 7
AMTA Nat'l
Convention October
2011 — How to
Register Online

Page 9
AMTA-OR June
Workshop

Page 10
AMTA-OR August
Workshop



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Massage Therapy Foundation	Phone: 847/869-5019 Fax: 847/864-1178
National Certification	Toll Free: 1-800-296-0664 www.ncbtmb.com

Presidential Thoughts

with Mike Blackmore, LMT #6637



Will the sun come to Western Oregon any time this year? While we wait and hope for the opportunity for a good old-fashioned sunburn, the National Convention creeps closer each day! My inbox and voicemail continues to receive various requests from the National office, individuals who want to participate (I have forwarded several vendors and speakers on to the staff in Evanston), and of course those of you who want to volunteer.

We absolutely need Oregon Chapter members to participate in our host chapter activities. We will be hosting a booth at the Portland airport and a table at the convention center, selling souvenirs, providing massage (income opportunity for you!), a Friday evening river cruise, and who knows what else. **John Combe** is the volunteer coordinator; you can reach him at combeswellnescenter@yahoo.com. Convention is October 19-22, 2011.

June brings us a great presentation by Indiana Chapter President Michael Reynolds. Michael is a massage therapist and owner of SpinWeb, a website construction and consulting business. He will teach a 6 hour class on Saturday June 11 and a 3 hour class Sunday after the chapter board meeting. His

Treasurer's Report

Financial Report as of May 2011

Submitted by **Brandi Walton, LMT #3218**, AMTA-OR Treasurer

Pacific Continental Bank: \$20,377.28

Invesco Investment Services: \$31,258.93

Contact the Editor for submission deadlines.

Visit us at: www.amta-or.org

ABOUT THIS PUBLICATION

Contributions are welcome; all submissions must include a legible signature and phone number and may be edited for space and clarification. Address all correspondence to: Editor, Becky Leetch at bleetchlmt@comcast.net. AMTA-OR reserves the right to edit materials; reject copyrighted materials unless consent of copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in its publications. Information, articles, endorsements and ads contained in this newsletter do not necessarily reflect the opinions of the American Massage Therapy Association.



expertise in online marketing, social media and using the internet appropriately for the benefit of your business is ridiculous! I like him because he's a total Macintosh geek, but I appreciate him more for his plethora of information he posts on Facebook.

Do you use Facebook for personal and/or business? Make sure to "like" AMTA Oregon Chapter. We will be posting information about the national convention, chapter activities, and subjects we feel important to our membership. If you have information you think we need to share, please email any board member. Addresses are available on the chapter website at www.amta-or.org.

Former chapter President **Nathan Nordstrom** will be the presenter at the August meeting, located at Western States University. Nathan and **Adam Parrot** have been teaching their ethics class to various AMTA chapters throughout the country. Class registration forms for this class, as well as the June class, can be found within this newsletter, as well as on the website.

Thanks to chapter members and Lane Community College students who volunteered their time at the Eugene Marathon, providing 400-500 massages to the pavement-pounding runners. Donations by the runners were divided between LCC's Massage Therapy scholarship fund and local high school cross-country. The sun actually did shine that day!

Look forward to longer days, weekend festivals for some of us to work, maybe a vacation, and the chance to be outside. Take time for yourself, get a bucket of sunscreen and think about sharing a little of yourself with what will no doubt be the biggest AMTA National Convention everrrrrrr! 🙌



Legislative Update

By Cindy Robert, AMTA-OR Lobbyist

The first part of May was the half-way mark of the 2011 legislature. This means:

- 1) Bills that have not moved out of their committee of origin are dead (with the exception of legislation in Rules and Revenue Committees);
- 2) Most regulatory boards and commission budgets are completed;
- 3) The May forecast is just around the corner that will cause the agency budgets to start being confirmed (although the Education budget was approved in record time so that schools could start planning);
- 4) We will start seeing sneaky amendments and "gut-and-stuffs" to get language from dead bills put into live ones; and
- 5) The gloves are coming off and there will be even bigger battles to come (members of the media are surely thrilled).

About 3,000 bills were printed this session. Although that is no different than other sessions, there is one big difference that has made this session more hectic, nerve-wracking and fast paced....every bill *counted*. In most sessions, one party is in the certain majority which means that many of the bills offered from members of the minority party can automatically be discounted. With the narrow margin in the Senate and the tie in the House, it was hard to know which bills would rise to the top naturally, which would advance via trades, and which would race ahead due to passion, persuasion or politically gaming. Those of us involved had to be on our toes more than any time in my memory and had to be prepared for a wider spectrum of advocacy, discussions and battles.

How does AMTA-OR fare at this midway mark? Good...actually, somewhat ignored...which is good!

Our major battles in the past have been over modalities and oversight by OBMT. This session, just one bill was forwarded on the issue, and we actu-

(See **Legislative Update...** continued on page 4)



AMTA 2011 National Convention



October 19-22, 2011, Portland, OR

Registration Now Open

See page 7 for more information
and how to register online!

Legislative Update... (Continued from page 3)

ally helped in its crafting after garnering guidance from national AMTA. SB 454, exempting certain practitioners from regulation by OBMT passed the Senate 28-0 and is awaiting hearing in the House. View that legislation as amended at <http://www.leg.state.or.us/11reg/measpdf/sb0400.dir/sb0454.a.pdf>.

A newer battle for us has been brewing since Governor Kulongoski's term when in the Spring of 2009 he gave a speech at the Portland City Club and said he wanted to abolish, consolidate or suspend some boards and commission and even mentioned OBMT as a candidate. Afterwards, he established a "Reset Cabinet" and tasked it with taking on this issue, among others.

Our work with several groups since then kept change from occurring at the 2010 session and led to thoughtful and enlightening conversations during the rest of the interim. In the end, proposals at the 2011 session have been focused not on making those changes, but on having others make them outside of session i.e. a task force (HB 3270-dead, HB 2496-dead, HB 2389-dead) or agencies themselves (SB 499-alive).

As I said, every bill has counted, and with the power-share and corresponding chaos, my worry for AMTA-OR has been high and my alertness somewhat manic, even bordering on paranoia.

But, in reality execution of our goals has certainly been much easier this session than the last two.

I guess this means I may get a free massage to calm my anxiety - but I won't merit a raise for any overtime. Perfect — a win-win...and a complete joy and honor to be working with you! 🙌

Please keep your info up-to-date!

If your mailing address, phone number, or email address has changed since you last renewed your membership in AMTA, please contact AMTA National and provide them with an update. If you want to be included in communications regarding Oregon activities, or receive your next newsletter by email, it is important to keep your info up-to-date! Thank you!



Welcome New AMTA-OR Members!

I want to extend a heart felt welcome to the new members and transfers to our AMTA-Oregon Chapter. I look forward to calling each of you to welcome you and we will also be sending you an email that will have a schedule of events for the year and a coupon for a free class.

— Leslie Giese, LMT
AMTA-OR Membership Chair

March

Daniel Addy, Eliza Allen, Lisa Blake, Dr. Dara Bryant, Brad Carroll, Melinda Coke-Galli, Lauren Danahy, Andrea Davis, Stephanie Galver, Alexis Gil, Jennifer Hudyma, Glenn Jamison, Farland Johnson, Lori Johnson, Monicka Koneski, Zies-tus Lanuza, Corrine Longin, Jude Mahaffy, Jerome Markwell, Bernadette Mckee, Kristine Okamoto, Elise Prayzich, Jaime Slack, Fredrica Spring, Vikki Steel, Heather Thompson

March Transfers

Monica Gonzalez NV, Kara Chapman NV, Jessica Greenleaf WA, Elise Prayzich WY, Kristina Schreiner-Huffey WA, Christina Weber MA, Marelo Zurita UT

April

Philadelphia Adams, Joshua Aceneaux, Cindy Brehl, Erin Butters, Deena Cooper, Amy Craw, Tatiana Kolchonova, Stacey Mairs, Christie Ocheske, Jake Seward, Charles Shard, Lindsey Trapp, Kate Weck, Jodi Wrathall

April Transfers

Eliza Allen WA, Suzanne Griffin CA, Jennifer Kosinski IL, Michael Labrum UT, Timothy Oaks WA, Morgan Tennyson WA, Tina Thomas WI, Ruth Warner WI (President of the Massage Therapy Foundation), Jennifer Wolfanger- Paulsen

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American Massage Therapy Association
Oregon Chapter

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National Fibromyalgia Day was May 12

By Becky Leetch, LMT #6337

National Fibromyalgia Day was May 12, 2011. As a massage therapist with fibromyalgia, it's important to me that clients and LMTs become aware of this sometimes invisible, but real, condition. I have received pain relief and release through massage. In fact, that's what led me to become a massage therapist.

I try to do something around this time of year to learn more about Fibromyalgia (FM) and educate others about FM. On May 5th, I attended a Fibromyalgia, Chronic Fatigue, Chronic Pain support group in Gresham. Many of us were new members and it was exciting to share stories and remedies with each other. When I asked the group, one fact was clear: massage offered relief for most of us, and suggested treatments were Bowen, Craniosacral, and Reiki. Some preferred deeper work. It was different for each individual. I was fortunate to find this group through the National Fibromyalgia &

Chronic Pain Association website www.fmcpaware.org. I also encourage you to learn more about FM from this website. There are also massage classes offered for FM treatment throughout Oregon.

Here are some facts:

Fibromyalgia (pronounced fy-bro-my-AL-ja) is one of the most common chronic pain conditions. The disorder affects an estimated 10 million people in the U.S. and an estimated 3-6% of the world population. While it is most prevalent in women —75-90 percent of the people who have FM are women—it also occurs in men and children of all ethnic groups. The disorder is often seen in families, among siblings or mothers and their children. The diagnosis is usually made between the ages of 20 to 50 years, but the incidence rises with age so that by age 80, approximately 8% of adults meet the American College of Rheumatology classification of fibromyalgia. For those with severe symptoms, fibromyalgia (FM) can be extremely debilitating and interfere with basic daily activities.

Diagnosis:

- The FM diagnostic criteria, established by the American College of Rheumatology (ACR) in 1990, includes a history of widespread pain in all four quadrants of the body for a minimum duration of three months, and pain in at least 11 of the 18 designated tender points when a specified amount of pressure is applied.
- Since people with FM tend to look healthy and conventional tests are typically normal, a physician knowledgeable about the disorder is necessary to make a diagnosis.
- Physicians should rule out other causes of the symptoms before making a diagnosis of fibromyalgia.

Symptoms:

- Although chronic, widespread body pain is the primary symptom of fibromyalgia, a variety of other symptoms are common in FM patients. Symptoms include: moderate to severe fatigue, sleep disorders, problems with cognitive functioning, IBS, headaches and migraines, anxiety and depression, and environmental sensitivities.

(See **Fibromyalgia...** continued on page 6)

AMTA Oregon News
June 2011



University of Western States presents: Advanced Therapeutic Techniques for Common Soft Tissue Disorders

In this dynamic course you will explore biomechanical factors, assessment strategies, and Orthopedic Massage treatment methods for pathologies commonly encountered by massage professionals, including overuse disorders, nerve entrapment, and other pain or injuries.



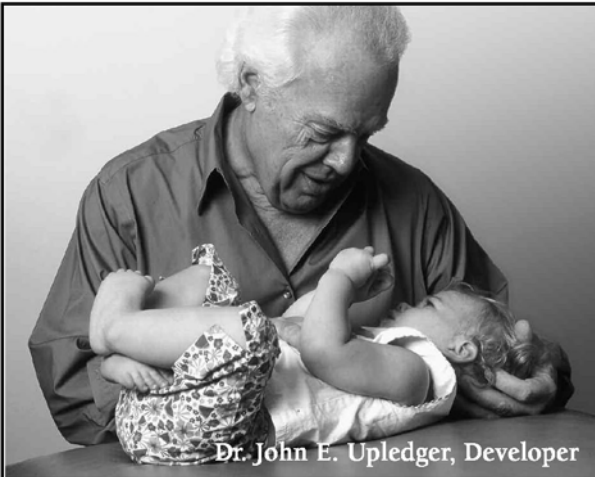
Whitney Lowe is widely known for his expertise in assessment and soft-tissue therapy treatment approaches for pain and injury conditions. For more information go to: www.omeri.com

University of Western States Campus – East Hall
Saturday and Sunday, June 25-26, 2011
Saturday: 9:00 am – 6:00 pm – Registration at 8:30am
Sunday: 8:30am – 11:30am
REGISTRATION AVAILABLE ONLINE
Visit our website: www.uws.edu

Continuing Education

12 hours of continuing education credit. NCBTMB (National Certification Board for Therapeutic Massage and Bodywork):
University of Western States is an approved
provider #451195-09.





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Seattle, WA October 6-9

CranioSacral Therapy 2

Big Sur, CA November 13-18

SomatoEmotional Release 1

San Francisco, CA September 8-11

The Brain Speaks

Seattle, WA December 8-11

Unwinding Meridians 2:

Applying Acupuncture Principles to CST
Seattle, WA October 6-9

CranioSacral Applications to Obstetrics 1

Sacramento, CA October 6-9

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Fibromyalgia... (Continued from page 5)

- Research has documented neuroendocrine physiological abnormalities that may contribute to the symptoms.

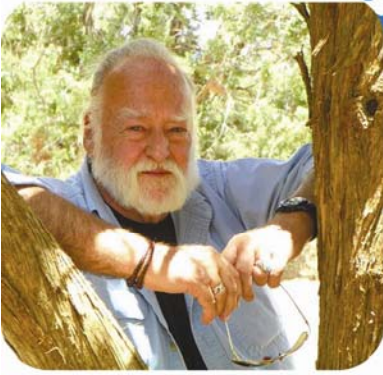
Causes:

- Recent research has suggested a genetic component. The disorder is often seen in families, among siblings or mothers and their children.
- Fibromyalgia often occurs following a physical trauma, such as an acute illness or injury, which may act as a "trigger" in the development of the disorder.
- Increasing attention is being devoted to the central nervous system as the underlying mechanism of FM. Recent studies have suggested that FM patients have generalized disturbance in pain processing and an amplified response to stimuli that would not ordinarily be painful in healthy individuals.

Treatment:

- Since there is no known cure for FM, treatment focuses on relieving symptoms and improving function.
- A variety of prescription medications are often used to reduce pain levels and improve sleep. On June 21, 2007, the U.S. Food and Drug Administration approved Lyrica (pregabalin) as the first drug to treat fibromyalgia. Cymbalta (duloxetine HCl) was approved in June 2008; and Savella (milnacipran HCl) was approved in January 2009.
- Alternative therapies, such as massage, myofascial release, acupuncture, chiropractic, herbal supplements and yoga, can be effective tools in managing FM symptoms.
- Increasing rest, pacing activities, reducing stress, practicing relaxation and improving nutrition can help minimize symptoms and improve quality of life. 🙌





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AMTA National Convention Registration is Now Open

Evanston, IL– The American Massage Therapy Association (AMTA) announces that registration for its national convention, to be held in Portland, Oregon from October 19 to 22, [is now available](#). All massage therapists and students are welcome at the convention and encouraged to take advantage of early-bird rates for registration.

The AMTA convention continues to be the largest gathering of massage therapists, students and product companies in the massage therapy profession. AMTA's President, Glenath Moyle, a resident

(See AMTA Nat'l Convention... continued on page 8)

AMTA Oregon News
June 2011



AMTA Nat'l Convention... *(Continued from page 7)*

of the Portland area, has set a goal to break all records for convention attendance this year, encouraging all AMTA members to bring another massage therapist.

The theme of the convention is Envision, based in the idea of envisioning both the future of massage therapy and the future professional development of all attendees. Thought-provoking speakers will stimulate this dialogue and give attendees tools they can use immediately in their practices. Continuing education sessions fill up early and massage therapists are encouraged to register early to ensure they can attend every session of their choice.

[Learn more about convention and registration now!](#)

The American Massage Therapy Association is the largest non-profit, professional association serving massage therapists, massage students and massage schools. The association is directed by volunteer leadership and fosters ongoing, direct member-involvement through its 51 chapters. AMTA works to advance the profession through ethics and standards, the promotion of fair and consistent licensing of massage therapists in all states, and public education on the benefits of massage. 🙌

Save the Date for AMTA's 15th Annual NMTAW: October 23-29, 2011

Share why everyone should make massage therapy a part of their health and wellness routine with AMTA's **National Massage Therapy Awareness Week®** (NMTAW)!

NMTAW is designed to raise public understanding about the benefits of massage, attract media attention to nationwide activities being carried out by AMTA chapters, members, as well as AMTA school members, and to give all AMTA members an opportunity to demonstrate their profession and skill.

For planning, publicity, and other resources go to:
www.amtamassage.org/member/nmtaw.html



American Massage Therapy Association
Oregon Chapter

Make Note of these Upcoming Events!

Date: Saturday, June 11, 2011

Class Part 1 9am-4pm

Sunday, June 12, 2011

BOD Meeting 10am-12pm

Class Part 2 1-4pm

Location: Everest institute - 9600 SW Oak Street, 4th Floor, Tigard

Class/Instructor: Online Marketing for LMTs & How to Not Suck at Social Media with Michael Reynolds, Indiana AMTA Chapter President and owner of SpinWeb

Date: Sunday, August 14, 2011

BOD Meeting 10am-12pm, Class 1-4pm

Location: University of Western States - 2900 NE 132nd Ave, Portland

Class: Fully Exposed Ethical Dilemmas

Instructor: Adam Parrott and Nathan Nordstrom from Educated Touch

Date: October 19-22, 2011

AMTA National Convention, Portland, OR

Location: Portland Double Tree Hotel and Oregon Convention Center

Date: Sunday, December 11, 2011

BOD Meeting 10am-12pm, Class 1-4pm

Location: Oregon School of Massage - 9500 SW Barbur Blvd. Suite 100, Portland

Class/Instructor: TBA

Be sure to check our website for updates and more information as it becomes available.

www.amta-or.org

~ Classified Ad ~

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Saturday

Lunch break from
12:00pm to 1:00pm
(Lunch is not provided)

Sunday

AMTA Board Meeting
10:00am to 12:00pm
*FREE Lunch provided from
12:00pm to 1:00pm

June 11 & 12

Online Marketing *plus* How to Not Suck at Social Media with Michael Reynolds of SpinWeb

Saturday 9:00am to 4:00pm and Sunday 1:00pm to 4:00pm*
9 total CE Hours

Cost for both days: \$100 Members \$135 Non-Members

Cost for Sunday Only: \$35 Members \$50 Non-Members

Location: Everest Institute, 9600 SW Oak Street, 4th Floor, Portland, Oregon

Registration

AMTA Member: Yes No
(You do not need to be a member to attend)

AMTA Member #: _____
State License #: _____
Amount Enclosed: \$ _____

Name			

Address	City	State	Zip

Phone	Email		

Mail to: AMTA-OR, 1675 Willamette St., Eugene, OR 97401
For more info call 541/915-5263

Online Marketing... *(Continued from front page)*

About the Presenter

Michael Reynolds is President/CEO of SpinWeb — a professional website design, development, and online marketing firm. He has worked in marketing and technology since 1996 and serves on a number of non-profit and networking organization boards. He regularly publishes email articles, blogs, and e-books that teach his readers how to do business and communicate using digital tools. He also speaks at industry events around the country, including the Web 2.0 Expo in New York, the CMS Expo in Chicago, and Blog Indiana in Indianapolis.



Michael is a regular guest blogger for The Marketing Tech Blog and GoROWE.com. He also presents educational webinars and is a regular contributor to SpinWeb's online Learning Center.

Michael plays tennis, loves all things Apple, and would do just about anything for good sushi.

For more information, see his website at www.spinweb.net.

Michael's expertise in online marketing, social media and using the internet appropriately for the benefit of your business is fantastic. Don't miss this great opportunity to take these classes to promote your business in the best ways possible online. 🙌

— To register for the June workshops, please see the form above.

— For information and to register for the August workshop, please see the next page.



www.massagetherapyfoundation.org

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AMTA-OR Educational Workshops

~ For all Licensed Massage Therapists ~



Sunday

AMTA Board Meeting

10:00am to 12:00pm

FREE Lunch provided from

12:00pm to 1:00pm

Class 1:00-4:00pm

August 14

Fully Exposed Ethical Dilemmas, Us vs. Us

with Adam Parrott & Nathan Nordstrom of Educated Touch

Sunday 1:00pm to 4:00pm

3 CE Hours

Cost: \$35 Members \$50 Non-Members

Location: University of Western States, 2900 NE 132nd Ave, Portland, Oregon

Registration

AMTA Member: Yes No

(You do not need to be a member to attend)

AMTA Member #: _____

State License #: _____

Amount Enclosed: \$ _____

Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Mail to: AMTA-OR, 1675 Willamette St., Eugene, OR 97401
For more info call 541/915-5263

Fully Exposed Ethical Dilemmas, Us vs. Us

Adam and Nathan apply an active in-class presentation style that uses group activity and an interactive practical experience. By using the art of “story telling” they guide you in reflection of your personal experiences. Topics include: Scope of Practice, Business Responsibilities, Counter Transference, Judgment, and Example.

About the Presenters



Adam Parrott graduated from Ashmead College and is presently on hiatus from Portland State University as a Psychology major. Adam has been a teacher’s assistant at Everest Institute and University of Western States. He has worked as both an employee and a self-employed massage

therapist. His therapeutic skills include myofascial release, deep tissue, heated stone, clinical and oncology massage.

Nathan Nordstrom graduated from East West College of Healing Arts. He is licensed in Oregon and Washington and is nationally certified. He has been teaching in Oregon since 2004 and currently teaches “Ethics and Communication” at the University of Western States Massage Therapy Program.



Nathan also teaches continuing education for Educated Touch where he has taught and mentored massage therapists from all over the world. He returned to school as a student for his Doctorate of Chiropractic at The University of Western States in October of 2010. Nathan is co-authoring a book with Adam Parrott on the application of ethics in massage therapy. 🙌