

# American MASSAGE THERAPY Association



Visit the AMTA Oregon Chapter  
on the web at: [www.amta-or.org](http://www.amta-or.org)



For those  
who knead  
to know

# Oregon News

April 2011 Membership Edition

PO Box 2142 • Lake Oswego, OR 97035-0645

## Sharon Jakeways to Present at April Workshop

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

AMTA-OR will offer a 3-hour CE class on April 10 at Anthem College, 4145 SW Watson Ave. #300, Beaverton, Oregon, from 1–4pm. Cost of the class for AMTA members is \$35; and \$50 for non-members. The instructor for our continuing education class is Sharon Jakeways. She will teach a class about *The Paschelke Method of Massage*.



Sharon Jakeways, LMT #3880, became a licensed massage therapist in 1992. She is the owner of Paschelke Massage Center in Marcola, Oregon. She also does on-site massage at events and businesses, and teaches Paschelke workshops.

quickly removed layer by layer. More pain does not necessarily mean better results. Discomfort and pain are kept to a minimum.

Whether you work out of a massage office or do On-Site to business or events, Paschelke Massage is the technique of choice. In the massage office you have the freedom of offering treatments using a lotion or oil or working over clothing. Offering choices to your clients is an advantage and often expands your client base.

Please join us for this interesting class and a free lunch at 12:00pm. This follows the AMTA Board meeting which begins at 10:00am. To register see the form on the back cover. 🖐

### Also in this issue

Page 2  
**Presidential Thoughts**

Page 3  
**New Officers Elected  
at Convention**

Page 4  
**Award Winners**

Page 6  
**New Members to  
AMTA-OR**

Page 7  
**Article by  
Whitney Lowe, LMT**

Back Cover  
**April Workshop  
Registration Form**

Paschelke (puh-SHELL-key) method is a simple yet powerful method of massage. The results you achieve by using Paschelke Massage are not determined by your size, hand strength, or age. Achieve faster muscle relaxation with less effort and less discomfort for your clients. Be able to work on clients who want to be fully clothed.

With Paschelke massage each single movement combines vibration, pressure, friction or cross friction and manipulation of muscle fiber into a rhythmic motion. Gentle rocking is created while applying the technique. Neuromuscular relaxation, lengthening of muscle fiber and balancing of the body's energy flow are the results. The pads of the fingertips or thumbs most commonly apply the "movement." Each treatment is tailored to the individual's level of sensitivity. The tension is

### AMTA-OR Award Winners

See page 4 for more on the  
AMTA-OR Annual Meeting & Awards 2011



**Douglas Kinnaird, LMT**  
LMT of the Year



**Robert White**  
Student  
Scholarship  
Winner



**Sheila Custer-Sage**  
Massage Chair  
Winner

(Chair donated by Massage Warehouse)



PO Box 2142, Lake Oswego, OR 97035-0645  
503/306-0932 AMTA-OR Office  
[www.amta-or.org](http://www.amta-or.org)

**BOARD OF DIRECTORS & COMMITTEES**  
PLEASE FEEL FREE TO CONTACT THE FOLLOWING  
INDIVIDUALS WITH YOUR QUESTIONS

# Presidential Thoughts

with Mike Blackmore, LMT #6637



## THE COLOR GREEN

Happy springtime, fellow members! As I write my thoughts to you, the rain is beating against my bedroom window due in thanks to a weather system that also includes a terrific volume and velocity of wind. The same rain will fall off the house into a strawberry bed, giving my plants another dose of water to bring on the leaves and berries. Yes, we love our green gardens and all the various pleasures they give us.

I also returned today from the Board of Directors retreat, and I am not the only one who celebrated the renewed energy gained from discussion, planning, agreeing and disagreeing. The new board voted into office Feb 19 includes a very Green member, Susan Baer. Her experience as a volunteer has been limited, and we had to remember that as we proceeded over the weekend. However, we discovered some incredible talent that none of the rest of us have. Susan is going to be a HUGE asset over the next two years as the chapter progresses into the future. Therefore, Green is good.

“Green” is also the hot word or phrase used by many businesses and industries these days looking to lure environmentally conscious customers. After four years or more of giving lip service, stepping forward and falling back, running into unexpected obstacles and circumstances, this board has committed itself to reducing waste and expense by turning the Chapter Newsletter into an electronic product. This issue will be the last quarterly newsletter you receive in the mail unless you notify the board. The chapter will continue to mail one per year, sending it to all AMTA-OR members and the OBMT mailing list. All future quarterly letters will be distributed via email and the chapter website. It is important that you notify the National office anytime you change your email address, as this is our only source of correct information.

The amount of “Green” saved by going “Green” is rather significant. The Board of Directors has many areas of the budget to consider directing this money toward, including the

MIKE BLACKMORE President Education Chair	Phone: 541/915-5263 mike@blackmoremassage.com
JOHN COMBE 1st Vice President	Phone: 541/993-9355 combeswellnesscenter@yahoo.com
MICHAEL DUKART 2nd Vice President	Phone: 503/363-1539 massageinsalem@gmail.com
SUSAN BAER 3rd Vice President	Phone: 503/210-5399 thumbby1@gmail.com
BRANDI WALTON Treasurer	Phone: 360/892-2309 bwalton777@comcast.net
JENNIFER OLSEN Secretary	Phone: 541/484-3055 healing@jennifersmassage.net
LESLIE GIESE Awards Committee Chair	Phone: 503/358-7995 bodybunch@msn.com
TAMARA FELIX Convention Chair	Phone: 503/693-9101 felixtamara@aol.com
JOHN COMBE Delegate Leader	Phone: 541/993-9355 combeswellnesscenter@yahoo.com
LEAH BOWDER Government Relations	Phone: 503/348-1574 massage@leahlmt.com
LESLIE GIESE Membership	Phone: 503/358-7995 bodybunch@msn.com
BECKY LEETCH Newsletter Editor	Phone: 503/659-6657 bleetchlmt@comcast.net
LESLIE GIESE NMTAW Chair	Phone: 503/358-7995 bodybunch@msn.com
JODY GREEN Video Lending Library	Phone: 541/520-3458 massageunow@efn.org
MICHAEL DUKART Website Coordinator	Phone: 503/363-1539 massageinsalem@gmail.com
ALQUEMIE PUBLISHING Advertising Coordinator	Phone: 541/937-2611 npassist@msn.com
CINDY ROBERT Rainmakers, LLP AMTA-OR Lobbyist	Phone: 503/260-3431 zrgroup@aol.com
Oregon Board of Massage Therapists (OBMT)	Phone: 503/365-8657 Fax: 503/385-4465 <a href="http://www.oregonmassage.org">www.oregonmassage.org</a>
AMTA National Offices	Phone: 847/864-0123 Toll Free: 1-877-905-2700 Fax: 847/864-1178 <a href="http://www.amtamassage.org">www.amtamassage.org</a>
Massage Therapy Foundation	Phone: 847/869-5019 Fax: 847/864-1178
National Certification	Toll Free: 1-800-296-0664 <a href="http://www.ncbtmb.com">www.ncbtmb.com</a>

Contact the Editor for submission deadlines.  
Visit us at: [www.amta-or.org](http://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](mailto: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.



possibility of even less expensive educational opportunities, advertising to the public the value of using the services of an AMTA massage therapist, or other interests and concerns from you, the member.

While I'm on the topic of "saving some green", start doing so as you look for the National Convention registration form. It will appear to you in snail mail and email formats soon, and will also be available on the chapter website as a link to the national site. Our own Glenath Moyle is your National Board of Directors President. She looks forward to seeing you in Portland Oct 19-22 for what promises to be a fantastic event. By the way, it will be at the Oregon Convention Center – that building with the GREEN glass spires. 🙌

---

---

## 2011 Nominations/Elections

— by Tamara Felix, PhD, LMT #5352

---

---

It was my great pleasure to be appointed as Nominations/Elections Co-Chair this year with Jody Green. Jody had a family emergency in February, which left Mike Blackmore and I working furiously at the very end to create your best slate for election of officers and delegates. Mike and I were delighted that all positions were filled by dedicated professional members, and members present at the AMTA-Oregon Annual Convention had a full slate of officers and delegates to vote on.

First Vice President elected was John Combe. Among other things, John is a past-President, LMT of the Year, and winner of the 2011 Meritorious award. Mike Blackmore was John's greatest support during John's Presidency, and John will now be Mike's greatest support during his presidency. These two men work so well together, I could not have been more pleased that John agreed to support Mike in this way. Mike and John are also co-chairing the AMTA National Convention coming to Portland this October.

Another Meritorious Award winner, Brandi Walton agreed to continue, and was re-elected as our Treasurer for another term, for which I am deeply grateful. Brandi has been our most dedicated, steadfast, and accurate treasurer in AMTA-Oregon history, and I am more than delighted Brandi agreed to continue in this capacity.

Third Vice President elected from the floor was Susan Baer. If you attended AMTA-Oregon's 2010 Annual Convention, you would have met her there as an exhibitor and creator of Thumbby. I was impressed to see Susan take her Thumbby to AMTA National Convention in Minniapolis, Minnesota, where I found her to have great enthusiasm about the future of

massage therapy. Susan has been an LMT for more than 20 years, but just joined AMTA at National Convention in Minnesota. Since joining, she has attended all of our AMTA-Oregon meetings, and expressed a desire to help AMTA-Oregon in whatever capacity she could. I felt Susan would be a great fit with her enthusiasm and drive as Third Vice President. Please welcome Susan with your support.

I brought a slate of members willing to run for Delegate to the meeting, but had only four: Judy Cole, Leslie Giese (immediate Past President), John Combe (Past President), and myself. Mike agreed to run also so the members would have more than four names to vote for, and at the meeting Susan Baer also agreed to run, so we had a total of six names to vote on at the meeting. The Delegate election was a little different this year. Members voted in favor of four Delegates. The top two names with the most votes were elected for a 2-year term; the next two names with the second most votes were elected for a 1-year term; and the two names with the least votes were elected as the two alternates. Your elected Delegates are as follows:

2-Year Term Delegates: Mike Blackmore and Leslie Giese

1-Year Term Delegates: John Combe and Tammy Felix

Alternate Delegates: Judy Cole and Susan Baer

Congratulations to our elected officers. Please welcome them all with your support. 🙌

### Introductions

#### 1st Vice President John Combe, LMT, NCTMB #7492

John Combe has been a Professional Member for 12 years; he is AMTA-OR 2011 National Convention Committee Co-Chair, past President (2006-2008), past Second Vice President, 2005 Oregon LMT of the Year, and 2010 Meritorious Award Recipient. John also served as Membership Chair for 8 years, and enjoys getting to know AMTA members. When serving as an Oregon Delegate for 5 years, John was elected to serve on the House of Delegates Operations Committee for two terms.



John is also involved with the Oregon Board of Massage Therapist since 2000, currently serving on two committees, and an active committee member with the Massage Therapy Foundation.

John is the founder of **Combe's Wellness Center**, in La-Grande, Oregon, specializing in clinical massage for the last 12 years, working with Naturopathic, Chiropractic and Medical Doctors.

In John's spare time, he and his wife Angie are very active runners and cyclists. 🙌

(See **Introductions...** continued on page 4)



### Treasurer's Report

#### **Financial Report as of March 2011**

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

Pacific Continental Bank: \$22,261.59

Invesco Investment Services: \$29,442.21

---

---

# AMTA-OR Convention Awards

— by **Leslie Giese, LMT #5975**  
Awards Chair

---

---

AMTA-Oregon chapter is proud each year to acknowledge and congratulate members who make a commitment to AMTA, the profession and the community.

This year the longevity award went to three members who have been with AMTA since 1985 — 25 years: **Donna Gerry** of Lebanon, who was there to receive her award; **Leonor Horden** of Roseburg, weather kept her from being there; and **Anne Jaqua** of Portland, who was in Brazil and unable to attend.

We as a membership set aside \$500 each year to award an up and coming future massage therapist to help them with the cost of their education. This is the hardest of the awards that the committee has to decide. All the students presented are going to ensure that our profession is on the right track.

It was very hard to make the phone call to those who did not receive the scholarship, but it was great to call this year's winner, **Robert E. White** (pictured on front page) of Oregon School of Massage in Salem. His instructors and fellow students look to him as a model student and an active participant in the massage community. He is a person who "walks the talk" and is an incredible morale booster by his willingness to share with laughter in the classroom when things get tough. He always goes above and beyond when he participates in something.


Also, as a membership, we set aside \$1000 to be given for the purpose of increasing the public's awareness of the massage profession, for research or humanitarian efforts or other purposes that relate to the advancement of the field of massage. This year we chose to split the Grant between a research project and a humanitarian project.

We gave \$500 to **Cassie Hall, LMT** for her humanitarian program which provides massage for women who are going through a rehabilitation and educational program through the Columbia County Drug Court; and we gave the other \$500 to **April Neufeld, LMT** for her research through Pacific University to measure, assess and compare vertical forces of Effleurage, Petrissage, Friction, Compression, Vibration and Tapotment.

The last award was for the 2010 LMT of the Year, **Douglas Kinnaird, BA, LMP, LMT, ATRIC**. I was very pleased to give this award to one of my favorite instructors from when I was in school 16 years ago. Douglas has taught anatomy, physiology, kinesiology and massage in five Pacific Northwest schools, including his own. He began teaching Russian Massage in 1990, becoming a national presenter for the Aquatic Therapy & Rehab Institute (ATRI) in 1998. He founded Kinnaird Seminars in 1996 which has offered continuing education in therapeutic massage and bodywork, aquatic therapy and rehabili-



tation. He teaches regionally and nationally through workshops, massage schools, health facilities in-service training, conferences and symposia. He is someone we can all look up to as a role model for our careers. He is pictured on the front page.

The membership nominates candidates for the Grant, Scholarship and LMT of the Year awards. If during this year you run across folks you believe would be perfect for these awards, or you want to apply for any of these awards yourself, please see the AMTA-OR website for the AMTA-OR Award Nomination Form. 

## AMTA-OR Delegates Desire to Hear from You!



Leslie Giese  
503/358-5975  
bodybunch@msn.com



John Combe  
541/993-9355  
john@combeswellnesscenter.org



Mike Blackmore  
541/915-5263  
mike@blackmoremassage.com




Judy Cole  
503/869-0700  
Judycole\_1@locos.com

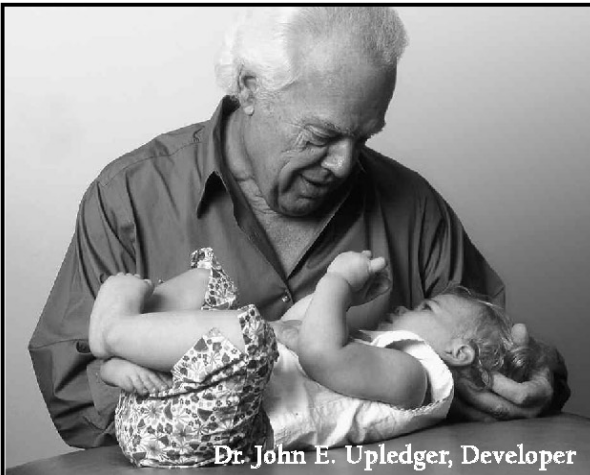
## Introductions... *(Continued from page 3)*

### 3rd Vice President Susan Baer, LMT #872



Susan was raised in Oregon, took massage training in England in 1973, and became an Oregon LMT in 1977. She maintained a friends-and-family practice while also working in high-tech for 25 years as an award-winning technical writer. After leaving the high-tech world in 2004, Susan and partner Katherine Wolfe developed and patented the Thumbby™ Soft Massage Cone in late 2007.

Susan says she is honored and excited to be elected 3rd Vice-President of AMTA-OR. She's looking forward to helping make this year's AMTA National Convention in Portland the best ever, and to increasing the general public's awareness of the value of massage therapy. 



Dr. John E. Upledger, Developer

**Now for just \$100\* per month!**  
**Isn't it time you discover the benefits of Upledger CranioSacral Therapy?**

- Effective new skills to enable you to address a wide variety of health issues
- Enhanced credentials to help you broaden your practice
- Light-touch techniques that are easy on your body
- An international network of professionals to help you grow professionally and personally
- Full range of educational materials to support your classroom experience

\*New! Upledger's CST Core-Pak. Ask about it today!

**Massage Therapists Select  
 CRANIOSACRAL THERAPY  
 #1 Technique to Learn**

**CranioSacral Therapy 1**  
 Portland, OR April 28-May 1  
 Big Sur, CA May 22-27  
 Vancouver, BC May 26-29  
 Seattle, WA October 6-9

**CranioSacral Therapy 2**  
 San Francisco, CA May 12-15

**SomatoEmotional Release 2**  
 Portland, OR April 28-May 1

**Unwinding Meridians 2:  
 Applying Acupuncture Principles to CST**  
 Seattle, WA October 6-9

**Upledger Celebrates 25 Years!**  
 Win a FREE CranioSacral Therapy I workshop!  
 Register online [www.upledger.com/win](http://www.upledger.com/win)

**U UPLEDGER  
 INSTITUTE  
 INTERNATIONAL**



Proud Member

**1-800-233-5880 • [www.upledger.com](http://www.upledger.com)**

Priority code: OR AMTA

**THE WASHINGTON DC CENTRE  
 OF INDIAN CHAMPISSAGE™**  
 presents the  
**ORIGINAL Indian Head Massage and  
 Kansa Vatki Foot Massage Courses**

**Indian Champissage and Kansa Vatki Foot Massage**  
 are ancient treatments steeped in centuries of  
 Ayurvedic ceremony. These unique therapies combine  
 physical and subtle massage with energy balancing  
 to produce feelings of perfect peace.



**LAKE OSWEGO, OREGON  
 July 2-5, 2011**

**Fairfield Inn & Suites**

6100 SW Meadows RD, Lake Oswego OR 97035

**For info or to register, please visit  
[www.mychampissage.com](http://www.mychampissage.com)**

**NCBTMB #450489-07 FL 50-10661**



**American Massage Therapy Association  
 Oregon Chapter**

**Corvallis Unit**

Next meeting is Thursday, April 7, 6:30–9:00 pm,  
 at Osborn Aquatic Center. Presentation will be on *5  
 Element Theory Acupuncture* with Bonnie Lorenze.  
 RSVP to [amtacorvallisunit@yahoo.com](mailto:amtacorvallisunit@yahoo.com).



Tailored services for  
 nonprofit organizations  
 "The next best thing  
 to a volunteer!"

**BUSINESS EMPOWERMENT NETWORK**

Barb Tyler  
 (541) 937-2611  
 Fax: (541) 937-4286  
[npassist@msn.com](mailto:npassist@msn.com)

PO Box 87, Dexter, Oregon 97431  
[WWW.ALQUEMIEPUBLISHING.COM](http://WWW.ALQUEMIEPUBLISHING.COM)

Newsletter Publishing • Executive Assistance • Event Planning  
 Website Development & Maintenance!

# Massage Day at the Capitol

— by Leah Bowder, LMT #12252  
AMTA-OR Government Relations Chair

We are in need of volunteers for our May 24 Massage Day at the Capitol. We will be showing off our chair massage skills in the capitol building for legislators, staff and the general public. We are a profession regulated by the legislature; having a presence in Salem is an important part of our outreach. It is also a wonderful opportunity to promote the benefits of massage therapy. We need LMTs from 10am to 4pm. If you are interested, please email or call me with the times you are available. 🙌

leahbowder@yahoo.com  
503/348-1574

## 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!



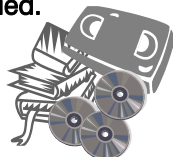
## AMTA 2011 National Convention



October 19-22, 2011, Portland, OR

Watch for more information about AMTA's 2011 National Convention's educational sessions, the pre-convention and Massage Therapy Foundation's post-convention workshops, the numerous networking and social events, including the Oregon Chapter's host event, and sponsorship and Exhibits Marketplace opportunities. Details will be available soon.

**Our Lending Library is being discontinued.  
See page 11 for some great deals!**



6

AMTA Oregon News  
April 2011

## 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

### New members Since January 2011

#### Professional

Jessica Battin	Sharmel Bone
Nathan Hernandez	Dustie Chapman
Rebecca Hetrick	Shirlee Mitchell
Melanie Morin	Hanna Palenske-Sutherland
Tim Young	Jordan Charters
Tracey Bloyed	Elise Dostert
Glennnda Hamm	Tasia LaPlace
JoAnn Lewis	Claire Parnell
Mary Vaandering	

#### Students

Thomas Cockerill	Amanda Evans
Imandra McKenzie	Ryan Rink
Svitlana Sologub	Christopher Flaig
Dana Ford	Mary Huff
Micah Lee	

### New Members Last Half of 2010

#### Professional

Julie Frear	KC Davidson
Chelsea French	Corrine Gibson
Leah Ivanoff	Kara Justice
Whitney McCann	Tracey Messer
Pamela Pennington	Marissa Shaylor
Marley Avritt	Susan Baer
Kellie Baker	Thomas Barnes
Erika Best-Langsam	Melissa Knoweles
Heather Muller	Renee Estes
Kendra Fink	Shellie Williams
Brandon Benjamin	Casey Broome
Joseph Clevinger	Regina Farey
Mary Foster	Amanda Jones
Aleshia Lacey	Robin Lore
Nicholas Peterka	Emily Reger
Sandra Solis	Kali Alderman
Marley Avritt	Matthew Baugh
Tina Berriochoa	Melissa Castillo
Lori Cook	Mandy Corr
Tara Dorris	Elizabeth Gingerich
Theresa Solis	Jenae Summerour
Julia DeArmond	Elizabeth Fuegy
Casey Macaulay	Sandra Marshall
Casey Phaigh	Paul Quiding
Carly Samish	

## New Members Last Half of 2010... (Cont.)

### Students

Hannah Gieger	Emily Gowen
Bryce Billingsley	Han Ho
Asha Powell-Stormberg	Rachel Klemmer
Don Sitts	Nicholas Sterrett
Janene Williamson	Tayleena Distler
Courtney Edwards	Jessica Fegles
Leah Henshall	David Kaleta
Rebecca Snead	Surjani Tarjoto
Ling Cai	Blanca Claypool
Elizabeth Fifield	Jane Fortny
Erik Gurule-Long	Jessica Orlandi

### Transfer Members

Kristin Hartford, SC	Vicky Lightning, HI
Matthew Schiffman, WA	Barbara Jo Sharman, MN
Peggy Smith, CA	Lauren Swick, NE
Alexander Broder, CA	Joseph Clevinger, HI
Whitney Cornell, ID	Debra DeNardo, IN
Melanie Elliott, MN	Stephanie George, CN
Janet Huntamer, CA	Patrick Keavney, WA
Patricia Lyons, NC	Cinda Nicolaes, AZ
Christopher Overfield, WA	Marina Pekanova, CO
Rachel-Domenika Radonich, WA	Jocelyn Rich, WA
Janna Schatz, WA	Robin Smallen, TN
Shawna Stewart, AK	Risa Sullivan, CA
Mary Thies, WA	Ruth Werner, UT
Shellie Williams, TX	Alicia Morrow, CO
Danuta Piekutowska, CA	Larry Sullivan, CA
Tina Thomas, WI	Morgan Tennant, WA
Kimberly Walker, IL	Kathryn Pavlis, WA
Kristin Jahnke, MD	Amber Stovall, WA

# How Research Advances Massage in the Medical Arena

— by Whitney Lowe, LMT #5109

In the early years of my massage career, I used to spend my spare time in the medical library at Emory University in Atlanta. I felt like a kid in a candy store every time I went in there, awe-struck at the wealth of fascinating information about the body that was housed within those walls. It was that time spent in the medical library in those years that began my great appreciation for the value of research and how it greatly enhanced my massage practice.

I was working at an orthopedic clinic at this same time and soon realized that my physician and physical therapist colleagues were developing new and innovative treatment techniques directly out of what they learned from recently published research studies. I recognized that reading research material could affect my massage practice in the same way and lead me to become a much better therapist and more able to help people in pain.

In my early years there was very little research that was designed to specifically study the effects of massage therapy. Yet I found all kinds of valuable information in research studies in the fields of physical medicine, orthopedics, biomechanics, sports medicine, psychology, and rehabilitation science that greatly shaped, and in some cases radically changed, my views of how to achieve the best results with clinical massage. There were numerous instances I can recall when I had been teaching and practicing a certain approach or technique for years and then came across an issue in research papers that radically shook my perspective and forced me to re-think the way I was approaching a clinical problem. Incorporating those new concepts made me more successful in the clinic and had a direct effect on the success of my business and the respect given to me by my health care colleagues.

As a massage teacher, reading research in all these fields helped me become a much better educator because I understood so much more about what I was teaching in the class-

*(See Research... continued on page 8)*

## GET INVOLVED in the



American Massage Therapy Association  
Oregon Chapter

**“...to develop and advance  
the art, science and practice  
of massage therapy...”**

*Call or email an AMTA-OR Board Member TODAY!*

### Members — Place a Classified Ad

Advertise your massage table or other used massage-related items in the AMTA Oregon News. (Does not include ads for workshops, or product/service related ads. See website for those rates.)

Send your check made payable to AMTA-OR to:  
PO Box 87, Dexter, OR 97431

Send your ad text via email to: [npassist@msn.com](mailto:npassist@msn.com).  
**\$5 for 15 words or less (\$10 for nonmembers)**

**Next deadline is May 1, 2011  
for the June issue**

## **April 10** **The Paschelke Method** **with Sharon Jakeways**

1:00pm to 4:00pm

**3 CE Hours**

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

Location: Anthem College, 4145 SW Watson Ave. #300,  
Beaverton, Oregon

*The Pachelke (puh-shell-key) method is a simple yet powerful method of massage. Achieve faster muscle relaxation with less effort and less discomfort for your clients.*

See  
registration  
form on  
back cover

# AMTA Releases Annual Research on Massage Therapy

Evanston, IL – The American Massage Therapy Association® (AMTA®) fourth annual summary research on the state of the massage therapy profession indicates both the impact of the poor economy on massage in the past two years and how massage therapists have adjusted their practices. A detailed report focused on the meaning of the research for massage therapy schools was released and discussed today at the AMTA 2011 Massage Schools Summit in San Francisco.

Based on three surveys conducted for AMTA in recent months, and data from government agencies, the research shows the economy is the prime mover of massage therapy. Indications are that the public embraces the benefits of massage and will increase their usage as the economy recovers.

The percentage of adult American consumers who received a massage between July 2009 and July 2010 went down by four percentage points, from 22 percent to 18 percent, compared to the previous year. Consumers continue to strongly believe in the efficacy of massage with over 80 percent of them seeing massage as effective in reducing pain and as beneficial to their health and wellness. Twenty-six percent of American adults expected to get a massage in the next twelve months.

“We are delighted to provide our members, the profession and the public with ongoing research about the state of massage therapy in the U.S.,” says AMTA President Kathleen Miller-Read. “We now have several years of information that help us all see what is happening in consumer use of massage, how

massage therapists practice and how massage schools are functioning. This information is invaluable to all of us, to help us know how to maintain our practices and how our massage schools can change to reflect the evolving needs of our profession.”

During 2010, massage therapists worked an average of 19.4 massage hours per week, down slightly from 20.4 hours per week in 2009. Including tips, the average therapist earned \$41 per hour in 2010 vs. \$44.90 in 2009.

Although the last decade saw the number of practicing massage therapists increase by close to 60 percent, this growth slowed in 2010 (1 percent increase over 2009). Most massage therapists are female (87 percent), on average are 43 years old, had a different profession prior to becoming a therapist (74 percent) and are sole practitioners (65 percent). Massage therapists reported a continuing trend to work in multiple settings (an average of two settings) and practice several massage modalities (an average of eight).

The trend continued again in 2010 of a growth in health care jobs in the U.S. This also affected massage therapists as 25 percent of them reported working in a health care environment in 2010, compared to 10 percent of massage therapists working in these environments in 2005.

In 2010, the average amount of reported initial massage therapy training was 660 hours, an increase of 36 hours over 2009. Ninety-seven percent of massage therapists took continuing education classes in 2010. 🖐

— Read AMTA’s 2011 Massage Therapy Industry Fact Sheet online at: [AMTAmassage.org](http://AMTAmassage.org).

## Research... (Continued from page 7)

room instead of just mimicking what other teachers had previously told me before. Reading research helped me develop an inquisitive mind and constantly search for an understanding of *why* I did the things I did in the clinic room. I certainly wouldn’t expect everyone to have the same degree of excitement that I feel about reading and studying research, but I think it is a very powerful engine that drives innovation and improvement of our profession and helps us all become much more skilled practitioners. 🖐

### About the Author



Whitney Lowe is a recognized authority on pain and injury treatment with massage therapy. His contributions to the massage field include research, professional publications, teaching, clinical work, and consulting. He is the author of the books, *Orthopedic Assessment in Massage Therapy*, and *Orthopedic Massage: Theory and Technique*.



## Classroom Space for Rent

650 sq. ft., LCD, Lecture Room  
Bring own massage tables  
Loving Touch Classroom  
2122 SE Division Street  
Portland, OR 97202  
Call or email for rates:  
503.253.8482  
[diana@lovingtouch.com](mailto:diana@lovingtouch.com)

## Become a CIMI® 2011 Certified Infant Massage Instructor Training

May 12 & 13, Portland, Oregon  
See calendar for other dates and locations  
[www.lovingtouch.com](http://www.lovingtouch.com)  
NCBTMB — 45 CE  
CNA / Nurses — 45 CE  
For more info call 800.929.7492





to support the  
**Massage Therapy Foundation**

[www.massagetherapyfoundation.org](http://www.massagetherapyfoundation.org)

**CELEBRATING 20 YEARS**



### **Hello Chapter Leaders**

You spoke and we listened. After speaking to many of you over the past year, we learned that many of your members are eager to learn more about the programs and services that the Massage Therapy Foundation (MTF) offers. As a result, the MTF Chapter Outreach Committee plans to send you monthly updates throughout 2011. We will be sending you information that will help not only your chapter - but also your members. You are always welcome to publish any of this info in your chapter newsletters and on your websites.

This month we would like to tell you about the MTF Community Service Granting program.

### **MTF Community Service Grants**

The Massage Therapy Foundation is committed to bringing therapeutic massage to people in need across the globe. MTF community service grants are awarded to massage practitioners who partner with a local organization to provide massage and bodywork to populations in need. From massaging people living with HIV/AIDS in Philadelphia, hospice patients in California, and seniors in rural Texas to bringing nurturing touch to disabled orphans in Uzbekistan, MTF grant recipients have brought touch to the neglected.

### **Community Service Grant application deadline – Yearly on April 1st**

Visit the [Community Service](#) section of the MTF website to learn how you or your chapter members can apply for a grant like this. Additionally, you can read about all of the projects the MTF has funded to date and download a helpful guide that offers tips on getting an initiative started in your own community: "Massage Therapy for the Underserved in Your Community: How to Launch a Successful and Sustainable Community Service Project."

Read a blog post by MTF Trustee Leslie Young, ["Your Work is the Spirit of the Foundation"](#).

### **Did You Know?**

In 2010, thanks to a generous \$10,000 donation from the AMTA Massachusetts Chapter, the MTF was able to fund "Integrative Health Care Solutions/Integrative Touch for Kids" in Tucson, AZ. Below is an excerpt from the project's summary.

"Going to camp means unbridled fun and adventure especially if you're a special needs child and every day is a gift. So Shay Beider of Integrative Touch for Kids has designed a no-cost Healing Retreat getaway at an Arizona ranch that serves as a haven for children who have developmental disabilities, genetic conditions, chronic, acute, and life-limiting illnesses. More than 60 healing arts practitioners (including 15–25 massage therapists) blend their expertise to provide access to therapies to assist in pain management, improve quality of life, and empower the children to be part of their own healing processes. The families also share in the retreat experience, escaping and relaxing, but also gaining knowledge about how to better care for their children as well as themselves. [Read more about this project.](#)

If your chapter is interested in making a contribution to the MTF to support a community service grant like this one, please contact Colleen Leeders at [ckleeders@massagetherapyfoundation.org](mailto:ckleeders@massagetherapyfoundation.org)

Your chapter's support brings therapeutic massage to people in need. Since 1993, the MTF has awarded almost \$300,000 to community service organizations. We know that for many of you, this is the time of year that you are building and voting on your Chapter's 2011-2012 budget. We hope that you will remember the MTF in your budget discussions.

### **Don't Forget**

Follow the MTF on [Facebook](#) and [Twitter](#) and sign up for the [MTF e-news here](#) for even more timely and relevant information on massage research, education and community service. Also, be sure to subscribe to the [MTF blog](#) for weekly inspirational posts from some of our favorite peers in our profession, and sign up for our e-newsletter

Until next month,

Your MTF Chapter Outreach Committee  
Ann Blair Kennedy, AMTA-SC  
John Combe, AMTA-OR  
Cliff Korn, AMTA-NH  
Mary White, AMTA-MA

# AMTA-Oregon Annual Convention 2011



AMTA Nat'l  
President  
Glenath  
Moyle

**Special Thank You!**  
**Angela Patrick**  
**Massage Warehouse**  
For the donation of a massage  
chair and 100 holsters! The  
chair was won by  
Sheila Custer-Safe, LMT.



Swearing in of Officers & Delegates



LMT  
of the Year  
Douglas  
Kinnaid

For more highlights and  
photos of the AMTA-OR  
Annual Convention please  
visit us on the web at:  
[www.amta-or.org](http://www.amta-or.org)



## AMTA-OR Award Winners

AMTA-OR Annual Meeting & Awards 2011



**Douglas Kinnaid, LMT**  
LMT of the Year



**Robert White**  
Student  
Scholarship  
Winner



**Sheila Custer-Sage**  
Massage Chair  
Winner

(Chair donated by Massage Warehouse)



Student  
Scholarship  
Winner  
Robert White

**Special Thank You!**  
**Erika Baern**  
**East-West College**  
We had a last minute need for a  
piece of equipment at the  
convention and Erika came  
through and saved the day!





## Make Note of these Upcoming Events!

**Date: Sunday, April 10, 2011**

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

Location: Anthem College - 4145 SW Watson Ave.  
#300, Beaverton

Class: The Paschelke Method of Massage

Instructor: Sharon Jakeways, LMT #3880

See registration form on back cover or on our web-  
site at [www.amta-or.org](http://www.amta-or.org)

**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: TBA

**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 4, 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](http://www.amta-or.org)

## AMTA-OR Lending Library to Close

Looking for inexpensive, informative items to expand  
you knowledge? AMTA-OR is discontinuing the Lend-  
ing Library and all remaining items will be available  
at the April meeting for ridiculously low prices. Our  
library consisted of books, videos, tapes or DVDs on  
the following subjects:

- **Eastern Techniques**
- **Health & Fitness**
- **Human Anatomy**
- **Postural/Functional Assessment**
- **Medical Massage Billing**
- **Ethics of Touch**
- **Clinical & Sports/Fitness**
- **Seated Massage**
- **Upledger Material**
- **Kurshova/Russian Method**
- **St. John – NMT**
- **Compassionate Touch – Geriatric Massage**
- **Equine Massage**
- **Fijian Massage**
- **Reflexology**
- **Pregnancy Massage**
- **Lymphatic Drainage Massage**

Join us at the meeting/lunch/class on April 10 to  
take advantage of this amazing opportunity. For  
meeting information see the back cover.

### Refer a Friend

You've come to value the benefits you get with your  
AMTA Professional membership. Now our Refer-a-  
Friend Program rewards you—and your friends—when  
you spread the word about AMTA's benefits. Go to  
[www.amtamassage.org/forms/referafriend.aspx](http://www.amtamassage.org/forms/referafriend.aspx) and  
follow the instructions.

Continuing Education at its best!

# 2011 Continuing Education

## AMTA-OR Educational Workshops

~ For all Licensed Massage Therapists ~



**Sunday**  
**AMTA Board Meeting**  
**10:00am to 12:00pm**  
**\*FREE Lunch from**  
**12:00pm to 1:00pm**  
**Workshop**  
**1:00 to 4:00pm**

### April 10

### **The Paschelke Method with Sharon Jakeways**

Sunday 1:00pm to 4:00pm

**3 CE Hours**

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

Location: Anthem College, 4145 SW Watson Ave. #300, Beaverton, Oregon

*The Pachelke (puh-shell-key) method is a simple yet powerful method of massage. Achieve faster muscle relaxation with less effort and less discomfort for your clients.*

### **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

The mission of the American Massage Therapy Association is to serve AMTA members while advancing the art, science and practice of massage therapy.

This newsletter published by *Alquemie Publishing Ink* • PO Box 87 • Dexter, Oregon 97431 • 541/937-2611 • [www.alquemiepublishing.com](http://www.alquemiepublishing.com)