

NANMT NEWS

"We Know the Power of Touch"



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Board of Directors Holds Strategic Planning Meeting

The meetings were held at the headquarters office in West Milton, OH. The purpose of these meetings was to plan and set the goals of NANMT's future. At the end of a successful two day planning session a new and exciting direction was developed. The first step was to develop a new mission statement. Following is the new NANMT Mission Statement.

The Mission of the National Association of Nurse Massage Therapists is to enhance the professional opportunities of nurse massage therapists through: recognition of the practice as a nursing and massage specialty, the exchange of ideas and networking with like-minded practitioners, continuing education and the facilitation of cooperation between the medical and massage industries.

Following are some personal comments from the board, regarding this exciting meeting.

"Joining the other board members for a face to face meeting was something I felt was long overdue. I anticipated meeting with a dynamic and intelligent group of women set on bringing the nurse massage therapist into



(left to right) Roe Long-Wagner, Christine Bailor, Deb Vierling, Deborah Shields, Joyce Garland

the forefront and I was not disappointed. The team at Long and Associates made this time together a complete picture of professionalism and support for success.

The amount of time and effort put in to this meeting was truly a triumph for NANMT. Our desire as a group to move forward and carve out our place in both the worlds, massage and nursing, is a force to be reckoned with. Our plans may be big but they are certainly attainable and worthwhile. I am thrilled to be part of this ground-breaking team, along with Deborah, Joyce and Deb, all brilliant

and successful women with a spirit of drive for all our success.
- Christine Bailor

The board of directors conducts monthly teleconference meetings to discuss ideas and set goals for the future of our association. But when we met in West Milton, Ohio with our talented management staff to implement these goals, it was magic. Although it was the first time we had met in person we worked together like clockwork. This board is a very cohesive group of talented, experienced women who are eager to share. New and old ideas were discussed and shared and the passion and devotion for NANMT was electrifying. At the Strategic Planning meeting, we set short term and long term goals, which includes online classes and a conference. It was a pleasure to meet with Deborah, Deb, Christine and Roe and all of the staff of Long & Associates. NANMT is in good hands.
- Joyce Garland

(Continued on page 2)



Joyce Garland

Deborah Shields

Strategic Planning Meeting (con't)

(Continued from page 1)

This board is a very cohesive group of talented, experienced women who are eager to share.

I was nervous about going to my first face-to-face Board meeting. My own, ancient fears of "what if I come across as not knowing very much, not being especially creative or not being very articulate" loomed in the background of my mind. Once I realized we would be working on strategic planning, I was really nervous. The board was wonderful; I was rather impressed with each one's commitment, knowledge and warmth. The staff at Long and Associates helped us accomplish what we wanted to accomplish at our strategic meeting---big time! Long and Asso-

ciates has been a treasure for our organization. I enjoyed meeting the members of the staff and was impressed by their professionalism, knowledge, warmth, and genuine concern for our organization. In short, gratitude and yahoo!

- Deb Vierling

I was very excited to meet my fellow board members for our Strategic Planning Meeting and board meeting. I am proud to work with this team of compassionate, committed professionals to move the National Association of Massage Therapists forward.

For one and one half days we discussed, brainstormed, col-

laborated, and reached agreement on our goals. Exercises to help us clarify our mission statement and set our goals were essential and effective. I believe the short and long-term goals we set are achievable and will challenge each of us to move beyond our comfort zones to execute. Each of our goals will contribute to make NANMT a better organization and improve our members' opportunities as nurse massage therapists.

A big thanks' to Long & Associates staff for their professional leadership abilities that ensured our meeting was a success.

- Deborah Shields

World Massage Festival



It is time for Massage Therapists and Professional Bodywork Artists to feel good about what they do and have a platform from which to showcase their talents - now they can and do, in the form of the World Massage Festival, to be held annually at sites to be determined.

It is a job fair for those considering massage therapy as a profession and a showcase for the community at large to see various types of massage therapy. There will be a timeline and explanation of massage from 3000 BC to present. CE Workshops will be available. It is an introduction of the Massage Therapy Hall of Fame

honoring the inventors and instructors of various types of massage. The Festival is an opportunity for therapists to network with and learn from other therapists, massage business suppliers, schools and professional associations.

www.worldmassagefestival.com

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Creating a Successful Holistic Health Practice - 15 contact hours for nurses, massage therapists and acupuncturists Learn the inner and outer work to creating a successful and satisfying holistic health practice. Includes manual, 3 workshop CDs, 1 -CD with 4 meditations & handouts.

Chakra Wisdom: 24 Days of Transformation - 24 contact hours for nurses and massage therapists. Want to slow the aging process, feeling overwhelmed by life, or facing some physical challenges—Chakra Wisdom is a very personalized program to get your energetic body into shape to support physical, emotional, and spiritual health. This course answers "what can I do to create health and well-being and how can I support my client's healing process" and much more. Includes manual and CD with 3 meditations to support your transformation process.

Register at www.energytransformations.org/workshops.html or call Dawn Fleming, Director, 480-456-8904. Questions can be addressed to reikidawn@yahoo.com or by phone.

Both courses are a continuing education nurses activities approved by the American Holistic Nurses Assoc. (AHNA), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

AMTA Launches Refreshed Massage Information Center

The American Massage Therapy Association (AMTA), the nation's top massage therapy non-profit association dedicated to advancing the art, science and practice of massage therapy, announces the re-launch of its popular online Massage Information Center (MIC). AMTA's improved MIC features a new layout and design, streamlined navigation and updated content and resources.

The MIC is an online repository for research, articles and professional development resources related to massage therapy. It includes information on modalities, business/practice development tools and

the latest research. Massage therapists and consumers alike turn to the MIC for information related to the profession.

"As the profession continues to evolve and grow, this is the perfect time to re-launch the MIC with updated technology and content that will support our members' professional development as well as inform consumers of the benefits of massage," says AMTA president Judy Stahl. "AMTA's Massage Information Center is an incredible online resource, and we're pleased that practitioners, students, educators and consumers continue to turn to AMTA as the leader in massage

therapy education and research. The MIC is just one tool supporting our work."

The MIC re-launch, along with AMTA's recent social media program, reflects the association's aggressive outreach through electronic communications. AMTA is using the latest forms of technology to bring information about massage therapy to consumers and professional development knowledge to its professional, student and school members.

Take a look at AMTA's new Massage Information Center by visiting www.amtamassage.org/infocenter.



NANMT Advertising

NANMT is now with a professional management firm. The organization is growing and you have the opportunity to advertise within newsletter. In a few months website advertising opportunities will be made available.

Quarterly Newsletter

This is a quarterly publication mailed to the ever growing NANMT mailing list. Ads are due 25 days prior to publication. Prices are single issue / yearly.

Full Page (7" x 9") \$200 / \$600
 1/2 Page (5.5" x 4.5") \$100 / \$300
 1/4 Page (5.5" x 2.3") \$50 / \$200

Specs: DPI at least 150 dpi
 Formats: Jpg, gif png formats

For more information contact NANMT Headquarters,
 PO Box 232, West Milton, OH 45383; 1-800-262-4017; info@nanmt.org



NANMT Welcomes ASIS as Institution Member

Founded in 1996, the Arizona School of Integrative Studies (ASIS Massage Education) was originally located in the Healing Arts Center in Old Town Cottonwood, AZ. ASIS is now situated on nine beautiful acres of high desert overlooking the Verde River and the mysterious Sycamore Canyon. Students study in this retreat setting, with views of the red rocks of Sedona.

The aspiration that guides ASIS is to create a safe, supportive, and evocative learning environment, while celebrating the diversity, uniqueness, and beauty of each individual being's body, mind, and soul.

The facility is 3,800 square feet, with a 1,300 square foot classroom. ASIS is licensed by the Arizona State Board for Private Post-Secondary Education,

approved by the National Certification Board for Massage and Bodywork, licensed by the State Board of Chiropractic, and is a member of the AMTA's Council of Schools. Upon completion, students are prepared and eligible to sit for the National Certification Examination.



In a controlled study of ninety cancer patients who did mindfulness meditation for 7 weeks, 31% had fewer symptoms of stress and 65% had fewer episodes of mood disturbance than those who did not meditate.



Dawn Fleming is a holistic health practitioner, teacher, and author. She has developed two home study courses that provide CE hours for both nurses and massage therapists entitled *Creating a Successful Holistic Health Practice* and *Chakra Empowerment: 24 Days of Transformation* which can be ordered on her website at www.energytransformations.org

Meditation – Key to a Great Life!

Meditation provides so many benefits, more than your daily multivitamin. It seems as if most of us on this path of enlightenment can discuss meditation, but do we practice it? We tend to put it off and miss the opportunity to support our bodies, minds and spirit by taking time to meditate. If you are not feeling healthy and ecstatic about your life and truly energized, you might want to think about starting or getting back into a meditation practice.

In Lawrence LaShan's book *How to Meditate*, he states that "Meditation is not something that was invented in – and happened in – history. It is an ageless human experience that has been discovered and explored and used in every period and every culture that we know about. It has always been used by only a few in each place and time, but for those few who have worked seriously at it there has been real gain. It has brought them increased strength and serenity, increased ability to function and find peace and joy." So why not make the time to meditate on a regular basis when the benefits are much larger than the time that is invested?

Meditation is also the best preventative medicine around. It has been prescribed by medical doctors, gurus, and counselors as a preventative to stress, heart disease, diabetes, and many other diseases. During the last swine flu scare my husband's company, a major Health Services Provider, sent an email stating that the swine flu was most likely to be caught by those experiencing too much stress, and the best prevention that they recommended was meditation. Many studies have shown practicing meditation on a regular bases

helps to lower the blood pressure. Meditation has been prescribed for conditions such as anxiety, heart disease, diabetes, cancer, low back pain, chronic pain, headaches, etc.

Today, universities and continuing education programs that provide training in behavioral medicine, include meditation in their programs. Some clinics at major medical centers and local hospitals offer meditation as a form of behavioral medicine. The American Cancer Society's website provides the benefits of meditation as follows: "In a controlled study of ninety cancer patients who did mindfulness meditation for 7 weeks, 31% had fewer symptoms of stress and 65% had fewer episodes of mood disturbance than those who did not meditate. Some studies have also suggested that more meditation improves the chance of a positive outcome."

On the mental and emotional levels, NIH researchers studying meditators who have long-term practices found that brain regions associated with attention, interoception and sensory processing were thicker in meditation participants than matched controls, including the prefrontal cortex and right anterior insula. Between-group differences in prefrontal cortical thickness were most pronounced in older participants, suggesting that meditation might offset age-related cortical thinning. The thickness of two regions correlated with meditation experience.

Meditation also creates a deep sense of calmness that follows you the rest of the day. Instead of overreacting to the chaos going on, you become a calm center in the midst of the hurricane. Your sense of peace allows you to access solutions or guidance that you need. The

people around you will notice that you have changed and they will want to know your secrets. Even when you are having a hard time dealing with a situation, take some time out when the harsh emotions subside and meditate. You may actually gain clarity around the situation.

Meditation clears away the energetic pollution that creates confusion. It makes it easier to process information, because it helps you to focus and concentrate especially for long periods of time. Meditation also enhances your creativity because it opens up the right side of the brain that supports your creative side. Your intuitive nature is awakened when you meditate.

In Napoleon Hill's famous book *Think and Grow Rich*, published in 1937, he writes about what habits made Andrew Carnegie successful after having observed his habits for over 20 years. Hill disclosed that a big part of Carnegie's success was due to his daily meditation practice.

On the spiritual side, meditation is the number one tool (it does not cost a cent, just your time) to opening you up to your higher nature, to eternal peace, to experiencing Oneness with all life, and to knowing God on a much deeper level. Over time a consistent meditation practice will take you to new heights within where you will experience yourself as love and as peace. Imagine merging with the Infinite, integrating pure light vibrations from these realms, and restructuring your cells and DNA. Imagine raising your vibration to support your instant manifestation of what you want to create.

This is only a short list of what can be experienced when a

Meditation – Key to a Great Life! (con't)

daily meditation practice is established. Meditation assists the spiritual students and teachers (I believe we are both) to wake up to their true nature and to extend this energy, light and knowledge into all areas of their lives and onto our planet. Then they no longer are bound by the determinates/limitations that they were born into as part of the socialization process.

As you enter more deeply into

the realms of truth, the clarity that you access in meditation becomes the place where you respond to life instead of from a place of stress and tiredness. You begin to see the unlimited possibilities that exist and experience a new sense of freedom in all areas of your life. And that is about as GOOD as it can BE. As we approach the year 2012 and deal with the circumstances that each day presents open up to your high-

est nature. Support yourself with daily meditation. Make your mission to create a sense of peace, balance and well-being a priority. Put your self first, no one else is. Use meditation and let it free you to live your best life every minute of every day so that you can experience happiness, health and an inner freedom that supports you in realizing your dreams. Happy Meditations!



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New and Returning Members

We welcome all new members and are grateful to our renewing members.

NEW MEMBERS

Andrea Abraham, Brooklyn, NY
Kim Berry, Aliso Viejo, CA
M K Brennan, Charlotte, NC
Katherine Demicco, Farmingdale, NJ
Arlyce Everson, Melrose, WI
Nancy Gilliam, Bartlesville, OK
Julie Hanks, Richfield, MN
Vanessa Haupt, Austin, TX
Jeannette McAleese, Elizabeth, IN
Ritha F. McDaniel, Garland, TX
Kay Miller, Mankato, MN
Lori McClain, Arcadia, CA
Ceena Owens, Hays, KS
Denise Rich, Miami Springs, FL
Karen Selph, Lombard, IL
Laura Streed, Mission Viejo, CA
Kris Woods, Redlands, CA

WELCOME BACK!

John E. Mikelson, Columbus, OH

SPECIAL WELCOME to our newest Institution Member

Arizona School of Integrated Studies
ASIS Massage Education
Clarkdale AZ
Contact: Bradley D. Blalock

If you want to contact one of these new members, please visit the member public referral section or the member section. If you would like a listing mailed to you for those members in your state, just let us know call 1.800.262.4017 or email info@nanmt.org.

new members

...there is a long-standing and growing body of evidence that substantiates the value of massage and touch in Alzheimer's care.



Ann Catlin, LMT, OTR has more than 30 years experience with elders in facility care, persons with disabilities and the dying using both her skills as a massage therapist and occupational therapist. She is the executive director of the Center for Compassionate Touch LLC, an organization that provides Compassionate Touch training for massage therapists and other health professionals and consulting services for elder-care and hospice organizations. Published in the Sept/2009 issue of *Massage Today*,

Massage and Alzheimer's Disease

Mary, an 81-year-old female, has resided in a nursing home for seven months. Her medical history reveals that she has Alzheimer's disease; anxiety (state unspecified); dementia with behavior disorder; insomnia; osteoarthritis; osteoporosis; and recurrent urinary tract infections. She requires a wheelchair because she no longer is able to safely ambulate and has fallen several times; she has increasing difficulty communicating her needs because she cannot find the appropriate words to express herself; she has recently begun to yell out and, at times, bangs on her wheelchair for long periods of time. She relies on staff to assist her with activities of daily living; she is incontinent of urine; she attends group activities, but the yelling and banging is upsetting to the others and she is removed from the group. She spends much of her time in her room or in the hallway. She has difficulty sleeping and is often anxious at night, which increases her yelling behavior. This concerns staff because they have difficulty calming her and other residents are awakened.

Following a referral for massage therapy, I arranged for sessions twice a week and it was agreed the need for continued session would be determined after six weeks. I saw Mary in her room while she was sitting in her wheelchair. Each session lasted 20 to 30 minutes and typically took place in the morning before lunch. Mary was receptive to having massage lotion applied to her hands in the form of a

hand massage and she seemed to enjoy the one-to-one attention.

Following three weeks of sessions, the activity director reported that Mary was able to remain in more group activities without disruptive yelling and only occasional banging on her wheelchair. This resulted in less isolation and opportunities for social interaction for Mary. After six weeks, I demonstrated a simple hand massage technique that the staff could use in addition to continued weekly massage therapy sessions. The nurse assistant reported that Mary was more cooperative during self care activities and that she had decreased restlessness and agitation at night. The overall impact of massage therapy was an increase in the quality of life for Mary and decreased job stress along with increased feelings of satisfaction for the staff.

This scenario illustrates that, indeed, massage appears to have a positive impact on the care and quality of life of an elder living with the effects of Alzheimer's disease. I'm not alone in witnessing these effects -- many of my colleagues share similar stories that point to the efficacy of massage in Alzheimer's care. But our stories may not be enough to substantiate what we experience during our sessions. As massage therapy becomes more recognized as a health care profession we are expected to back up our stories with data. Like it or not it is the world we live in. Fortunately there is a long-standing

and growing body of evidence that substantiates the value of massage and touch in Alzheimer's care. While there is need for further research, studies indicate that the use of some forms of massage are effective in managing challenging behavior often exhibited by elders living with Alzheimer's disease and other forms of dementia.

Want to learn more?

I invite you to explore this topic further. Who knows; maybe the next study will be conducted by YOU! Additional online resources that I have found helpful are:

PubMed www.pubmed.gov: PubMed provides access to citations from biomedical literature. Publishers participating in PubMed electronically submit their citations to NCBI prior to or at the time of publication. If the publisher has a Web site that offers full-text of its journals, PubMed provides links to that site as well as biological resources, consumer health information, research tools, and more. There may be a charge to access the text or information.

SAGE Publications <http://online.sagepub.com>: SAGE Journals Online is the delivery platform that provides online access to the full text of individual SAGE journals. Occasionally SAGE offers free access to published journal articles.

I leave you with this quote: "If you have knowledge, let others light their candles at it." Margaret Fuller

Alzheimer's Care

Membership Application...

Name _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

Fax _____ Email _____

RN LPN LVN LMT RMT NCBTMB Student Nurse Massage Student

RN/LPN LN# _____ Massage LN# _____

Nurse Specialties _____

Massage/Bodywork Specialties _____

New Member Renewal Member # _____

How did you find NANMT? Web School Book Referral Other _____

I testify that all this information is true and correct. I understand I am responsible for notifying NANMT if any changes in this information occur.

Signature

Date

Membership Type...

Please check the appropriate boxes:

Active: (one vote) A license nurse who holds NCBTMB certification or a state license to practice therapeutic massage/bodywork, or has completed a minimum of 500 hours verifiable instruction in massage and/or bodyworks. FEE: \$100 year

As an active member, I am interested in a leadership role within NANMT.

Student: (no vote) A licensed nurse enrolled in a massage therapy/bodywork program which will qualify him/her to take a state massage licensing exam, the NCBTMB exam, or a nurse massage therapist enrolled in graduate level nursing program, or a practicing massage therapist who is enrolled in an accredited school of nursing. Please enclose proof of status. Fee: \$55 year

Institutional Member: (no vote) A university, college or school of nursing or massage therapy, corporation, or individual business supporting NANMTs goals and mission. Benefits: discounted advertising and exhibit space at conferences. Fee: \$300 year

Supporting Member: (no vote) An individual interested in supporting NANMT philosophy and goals Fee: \$75 year

Elder Member: (no vote) An individual age 65 or over. Fee: \$65 year

PAYMENT: Check Money Order



Please make payable to NANMT in U.S. funds and return completed application and fee to: National Association of Nurse Massage Therapists, PO Box 232, West Milton, OH 45383-0232 or fax: 888-280-6459

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