

NANMT NEWS

"We Know the Power of Touch"



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Message from The President

The "Body Of Knowledge" invited NANMT to the July meeting to meet with 18 other organizations interested in the future development of Massage Therapy. The AMTA hosted this event and directors, presidents and members of the following were present: AMTA, ABHES, ABMP, ACCET, ACCSCT, American Medical Massage, AOBTA, APTA, COMTA, AMTA Council of Schools (COS), FSMTB, IASI, MTF, MTRC, NCBTMB, NCCAOM, NANMT and Rolf Institute of Structural Integration. It was facilitated by Arian Ward who is co-founder, principal coach/facilitator and CEO of Community Frontiers (www.communityfrontiers.com). The purpose of the meeting was to take a fresh look at how the key stakeholders in the massage therapy profession can collaborate on developing a common definition for the profession's body of knowledge (BOK). NANMT has volunteered to be an active participant in the post planning committees. This is a huge step for NANMT to be recognized and accepted by all the participating stakeholders.

As your president, I am very excited and honored to be part of this new group.

Andy Bernay-Roman, webmaster and board member, and the board of directors made the decision to investigate the hiring of a professional website developer in order to enhance the site so that new programs such as CE's can be obtained through the website. Our Education Director, Patti McHenry, has devoted many hours researching the procedure on how NANMT can offer CE's on line to its members. Our long-range plan is to reach out to each of you personally to see how you can use these programs to enhance your business or your professional organization. If you are teaching a modality that you would like to share with the NANMT members, please contact our staff or one of the board members.

The Board of Directors is in the planning stages for the next NANMT Conference to be held in 2009, featuring the topic of cancer and massage therapy, which appears to be of great

interest to massage therapists. The plans are to hold the Conference in the northeast. We would love to hear from you and your thoughts regarding the Conference plans. Feel free to either call NANMT or contact me directly via my new e-mail address:

jgarlandrn@comcast.net

This is only the beginning of what has been happening behind the scenes for NANMT MEMBERS. *If you are not a member*, just fill out the enclosed membership form and become part of this growing organization. Let us hear from you. We really want to get to know you!

I hope that you all are enjoying these hot lazy days of summer. I know that I am. My husband and I wanted to make sure that we would continue to have these warm days so we moved from Charlotte, NC to Suwanee, GA. It's warm but the sun is a constant friend. And now there are more nurse massage therapists in Georgia to get to know.

Joyce Garland RN, LMBT

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Management Change Brings Accelerated Services

“NANMT selected Long & Associates because they have a proven track record of success in helping association Boards in the critical areas of strategic planning and management, new program and services development, membership recruitment, communications, and meetings,” stated Joyce Garland, NANMT president.

Recognizing the need to enhance the services and programs NANMT offers its membership, the Board of Directors voted unanimously to seek the services of a professional association management firm. Long & Associates, Inc., West Milton, Ohio was selected following an extensive review process, and began providing full management services on March 1, 2008.

Long & Associates was established in 1984, and is located north of Dayton. The firm employs a team of experienced specialists, all who will ultimately be important to the growth and success of NANMT. Heading the NANMT staff and serving in the position of Managing Director is Roe Long-Wagner, a 20+ year veteran association management professional. Supporting her and the NANMT Board of Directors are: Steve Smith, Accounting Manager, Deb

Schwan, Accounting Assistant, Peggy Sanders, Membership Coordinator, Shawn Hicks, Marketing Manager, Nancy Ratliff, Receptionist and Administrative Assistant, Shelia Sharp, Mailing and Fulfillment Associate, and Ann Holtzapple, Administrative Assistant.

“NANMT selected Long & Associates because they have a proven track record of success in helping association Boards in the critical areas of strategic planning and management, new program and services development, membership recruitment, communications, and meetings,” stated Joyce Garland, NANMT president. In addition, the firm has extensive expertise in accreditation and certification programs, training and education activities, and trade show production.

According to Ms. Long-Wagner, the Long & Associates team has devoted much of its

efforts since being contracted by NANMT in establishing the member records data base, reviewing prior activities of the association, talking with Board members, and preparing the necessary management personnel for their new responsibilities. “It is very important to us that we understand the history of NANMT, in order for us to comprehend the wants and needs of the members and non-members,” she stated. “Our primary job is to help the elected Board of Directors define and pursue its ultimate mission of serving the NANMT membership,” she concluded.



Roe Long-Wagner
Managing Director



Steve Smith
Accounting Manager



Nancy Ratliff
Receptionist/Admin. Assistant



Ann Holtzapple
Admin. Assistant



Sheila Sharp
Mailing & Fulfillment Associate



Shawn Hicks
Marketing Manager



Deb Schwan
Accounting Assistant



Peggy Sanders
Membership Coordinator



Breathing in Spirit

It ranks among the great imponderables: Is there something deeper at the core of our being, something intrinsic and organic? Something even greater than our consciousness? What animates us into life as a newborn, and what leaves us at our death? How did we arrive at consciousness in this vast universe and where does it go when we die? How is it that, as humans, we can think about thinking, and actually act on our thoughts, performing our own little acts of creation?

Breathing's reach most definitely extends into the spirit. Regardless of your faith or belief, there can be a profound spiritual aspect, or at least appreciation for, the fact that we are free-thinking, willful animated beings. The breath has been documented so often and so profoundly throughout man's recorded history, and in so many deeply revered religious and spiritual texts. We humans hold the ability to be thoughtful, sentient, aware, insightful, curious, sensitive, creative. We can experience great, though often extremely personal, moments of clarity and focus, with the profound ability to dream and make those dreams reality.

Even if you are at the very beginning of understanding the benefits your breath holds, chances are good that you have experienced some meditations or contemplations about you, the natural world, the universe, and your place in all of it. You may have acquired a new or renewed sense of the complexity of the human body, with its ability to continually rebuild and sustain itself; or the power of the mind and its ability to control physical function; or the heart and emotions, which

dictate our state of being.

At the core, we hope you learn the value of mindful breathing as a way to bind all of these components together, and that its use not only creates simple "present" moments, the absolute here and now, but also powerful little pockets of dynamic opportunity and potential.

Beyond What We Can See

It's imponderable to the point of madness, or nearly so, but it's human nature to reach beyond what we can immediately see. Conscious breathing extends into the realm of our innate nature. Whether you're a practicing Catholic or Methodist; devout Muslim or an Orthodox Jew; or a questioning agnostic, humanist, or atheist, at some point you will encounter some aspect of the human spirit, a glimmer of that which is not of our body. Just know that the breath, amazingly enough, is intrinsic to many of the world's most venerable and revered religions, spiritual teachings, wisdoms and disciplines, and is well documented throughout man's recorded history of these spiritual explorations.

We can, however, show you how pervasive breath awareness is in this spiritual context, and its power in exploring a deeper, more spiritual you. We are absolutely ecumenical in our approach to religious and spiritual teachings. There is no absolute right or wrong way. To each his or her own path, we always say. But there is great fascination and a deeper understanding to behold when one stops and appreciates the simple fact that breathing carries significant weight in all of these doctrines and disciplines.

The concept espoused in the biblical words "... the Lord God formed man of dust from the ground, and breathed into his nostrils the breath of life; and man became a living being" is not unique to the Bible. The breath plays an important role in nearly every spiritual tradition. As Deepak Chopra told us, "Every tradition in the world says that if you are aware of the breath and its power for mind and body, you'll recognize that the breath is the force of the spirit as well. The word 'inspiration' means to inspire and when we're inspired with the touch of spirit we also make the best use of our breath."

Several languages use the same word for "breath" and "spirit": pneuma in Greek, ruach in Hebrew, in Tibet it is called sugs, and prana in Sanskrit, for example. Many different traditions and languages share the perception of the nature of God or "God experiences" with a breathlike feeling. In Chinese, it is called chi, ki by the Japanese, ruh by the Sufi saints, and spiritus, the Latin word from which the English word spirit is derived. It shares the same meaning in all of these languages and diverse cultures. It is the breath of life. Many cultures and contemporary writings describe the experience of the divine as a "mysterious wind."

Coincidence?

Mindful breaths return us to the present moment. In each breath, there is no regret or longing for yesterday, or consternation over how we'll do tomorrow. It is here, it is now, and it is rife with potential.



"The word 'inspiration' means to inspire and when we're inspired with the touch of spirit we also make the best use of our breath."



Don Campbell and Al Lee (pictured) are the authors of Perfect Breath: Transform Your Life One Breath At A Time (Sterling Publishing/2008) and write, speak, train, and blog tirelessly on the subject. Discover more ways you can improve your health, performance, and wellbeing at www.perfectbreath.com. Reach them at info@perfectbreath.com.

The first key to having a successful holistic health practice is to have a clear vision of what you want to create.



Dawn Fleming, is a Holistic Health Educator, Consultant/Mentor and author of *Creating a Successful Holistic Health Practice*. She has worked in the field of energywork for 19 years and has been a teaching since 1992. reikidawn@yahoo.com; www.energytransformations.org/workshops.html

Inner Factors to Create a Successful Holistic Health Practice –Part 1

Becoming successful in any field or endeavor does not happen by luck. Hard work and determination might be where some people would begin. However, there are several key inner factors that will set you firmly on your road to a successful and satisfying career when practiced.

Statistics show that 4 out of 5 small businesses fail within the first 2 years of operation. When you look at someone with a successful small business, his or her secrets are not always on the surface. Success factors cannot always be seen because the winning combination starts within. So now let's look at the inner dynamics that create success.

The first key to having a successful holistic health practice is to have a clear vision of what you want to create. A business without a vision is like a ship sailing without a compass. Get quiet and begin visualizing what you want your practice to be. Start with where you will have your practice (location, what it looks like, how it accommodates your practice). Visualize the amount of clients you want as well as the type of clients that you would like to see -- the type of clients that are ready to be or already out of the victim mood and really want to be healed. See your clients returning for more of your services. See them leaving their session satisfied with the work and referring others to you. If you are a teacher, hold the vision of your classroom being filled with the amount of students that you are comfortable with teaching. Visualize the type of students that you want in your classroom – ready to learn, open to new experi-

ences, know when it is their time to share, and enthusiastic to name a few. Allow time for this important process that will be the foundation of your practice. Meditate on your vision and watch it expand.

Write your vision down in detail capturing all the things that you saw and all that spirit added to it while you were in this quiet space. You might even want to share this vision with a friend and have them write down your ideas capturing the words that you use to describe your vision. After being with your vision for a few days, encapsulate the main points into a vision declaration statement that is about two or three sentences long and place a copy of it in your date/timer. Your vision is not set in concrete. Your vision is not set in stone; you can always modify or expand your vision.

The next step is to list the goals of what tasks need to be accomplished to make this vision happen. List about 5 to 10 goals. Prioritize the goals and make a strategy or plan of how you will address them. This is where the hard work, determination and staying focused on your vision comes into play. If you read your goals and they do not support what needs to be done to create your vision, it is time to modify your vision or your goals. When you are self employed your time and attention can be taken in many directions. Your goals are to keep you focused on success, keeping you from being side tracked. Carry a copy of your vision with you, so if you get off course you can align your focus with your vision and goals. Revisit your vision declaration and goals

monthly. A Harvard study showed that only 3% of the population writes down their goals. This same 3% controls 97% of the world's wealth. Anyone can set goals; so get started.

The success of your business is also determined by your inner motivator. What language does your inner motivator speak? Does your inner motivator talk in positive and realistic terms about life, about business and about your success? Does your inner motivator speak positively about others in the field? The inner voice that motivates you to success is your main supporter and cheerleader. Consciously take time and listen to the messages your inner motivator is sending. Successful people are self-motivated and see the glass filled to top with plenty for everyone in the field. If you are speaking negatively, turn your attitude around to become your biggest supporter or pick another direction in life.

Another key to success is your intuition. Make sure you take time daily to sit in silence, empty your head, and just listen for ideas or insights. Intuition plays a very important role in creating and maintaining a successful business. Women are naturally intuitive. Socialization taught us to downplay our intuitive strengths. In Napoleon Hill's best-selling book "Think and Grow Rich," written in the 1960s, he dedicated a whole chapter to Intuition. Hill spent 20 years studying the habits of the highly successful businessmen of his time such as Andrew Carnegie, Henry Ford and Thomas Edison. What he

cont'd on page 5



A Successful Holistic Health Practice –cont'd from page 4

found is that these men trusted their intuition and listened to the intuition of the people that they trusted. You are tapped in. Spend time outside the

noise and receive some fresh insight to the issues that you might be trying to resolve.

These are just a few recom-

mendations on your road to success. Work with these recommendations and I will give you some more in the next issue!

HOME STUDY-EARN 15 CEUS

Gain business savvy, Increase your clientele, and Create a satisfying practice

Creating a Successful Holistic Health Practice - a home study course. This course steps you through the inner and outer work of creating a successful practice or improving your current one. Learn from Dawn Fleming, who has worked in the field of holistic health since 1989 and developed this workshop from firsthand experience. Work at your own pace from the comfort of your own home. This course teaches you how to: create and align with your vision of success, network, become a CEU provider, manage your growing business, use the Internet to increase business, establish rapport with clients, market, get referrals & much, more. Course materials include: manual, meditation CD, 3 workshop CDS, handouts, test and evaluation. CEUs for massage therapists and acupuncturists.

You can and should be able to make a living doing what you love!
Register at www.energytransformations.org or call Dawn 480-456-8904

Colorado Becomes 39th State to Regulate Massage

Colorado became the 39th state to regulate the massage therapy profession when Gov. Bill Ritter signed Senate Bill 08-219 into law on June 2, 2008. The law takes effect July 1, 2008, and requires registration starting April 1, 2009.

The bill sets the following requirements for massage registration. Every applicant will:

- Attain a degree, diploma or otherwise successfully complete a massage therapy program that consists of at least 500 total hours of coursework and clinical work from an approved massage school.
- Pass one of the following

examinations: the Massage and Bodywork Licensing Examination offered by the Federation of State Massage Therapy Boards, the National Certification Examination offered by the National Certification Board for Therapeutic Massage and Bodywork, or an examination approved by the director of the Division of Registrations in the Department of Regulatory Agencies.

- Submit an application in the form and manner specified by the director.
- Pay a fee in an amount determined by the director.
- Submit to a criminal history record check.

House Bill 2499 recently made its way through the Pennsylvania legislature and now awaits a vote out of the Committee on Professional Licensure. The committee planned to spend a week reviewing the additional information before voting the bill out of committee and sending it to the state House of Representatives for a final vote.

For the full story search "Colorado Regulate" on the Massage Today website.

"Published in the July 2008 issue of Massage Today, www.massagetoday.com."

**Pennsylvania
may be next to
pass legislation.**



In the past decade, massage therapy has gained recognition and acceptance in mainstream health care settings such as hospitals, clinics, eldercare facilities and hospices.



Care That Goes Hand in Hand

A Symposium on Elder and Hospice Massage

Plans are already well under way for the Hand in Hand Symposium 2009, sponsored by the Center for Compassionate Touch and the Cortiva Institute. The symposium is designed to be a forum for the creative exchange of ideas regarding program development, education, vision and shared resources between massage therapists and eldercare and hospice professionals and organizations.

"Bringing together touch and this special population is a great joy and wonderful experience. This type of training is a valuable component to the health care professional's continuing education and plays an important role in Cortiva Institute's CE programs," said Patrick Pheasant, Cortiva's corporate director of continuing education. "Hand in Hand 2009: A Symposium Celebrating Massage Therapy in Eldercare and Hospice is an exciting professional development project ... and we support such events wholeheartedly."

Massage therapists who attend Hand in Hand 2009 will learn from leaders in the profession, as well as from experts in the fields of eldercare and hospice. Organizers hope the symposium will provide an excellent opportunity to develop relationships with potential employers. Eldercare and retirement communities are discovering the value of massage therapy for the individuals for whom they care. However, their staff and organizations might need guidance in program development, identifying incentives for offering massage services, or assistance locating a massage therapist with the

right set of skills. More and more retirement communities are looking into offering massage therapy for their residents.

"The symposium will provide an opportunity for professionals to learn about the application and importance of massage therapy being integrated into quality health care," said Don Spaulding, director of health services at the Mayflower Retirement Community in Winter Park, FL. "Providing massage to elders and hospice patients as a skilled intervention is providing an additional level of comfort and allows one-on-one focused attention with the resident."

In the past decade, massage therapy has gained recognition and acceptance in mainstream health care settings such as hospitals, clinics, eldercare facilities and hospices. The profession is expanding to answer the growing demand for therapists with training to serve diverse special populations. Elders in long-term care and individuals in hospice care represent a growing clientele and specialized area of practice, as evidenced by the following:

- Greater numbers of massage schools are developing special-population curriculums introducing students to massage for elders.
- There are increasing requests from students and experienced therapists alike for training to meet the needs of those in eldercare and hospice settings.
- Hospices and long-term care facilities nationwide are enlisting the services of massage therapists.

It is increasingly apparent that massage therapists no longer have to assume that hospice and eldercare communities

expect volunteer services. Throughout the country, massage therapists are building successful practices in these settings. As public awareness about the benefits of massage grows, hospices and long-term care facilities are recognizing the value of adding massage therapy to the programs and services they offer. Examples include:

- NorthCare Hospice in Kansas City, MO., has added complementary therapies and employs two full-time licensed massage therapists. Its Web site states, "NorthCare's massage therapists enhance quality of life through touch."
- Rainbow Hospice in Chicago includes massage therapy in its program. According to the hospice's newsletter, *Within the Rainbow*, "We are delighted to add massage therapy as the next step in expanding the integrative therapies available to those we serve."
- Meth-Wick Retirement Community in Cedar Rapids, IA, has contracted with a massage therapist to conduct a small-scale study to substantiate the efficacy of massage in reducing anxiety levels of elders in skilled nursing care.

Haven Hospice of Florida recently posted an opening on its Web site for a massage therapist.

The Hand in Hand Symposium 2009 will be held from May 1-3, 2009, at the Caribe Royale in Orlando, FL. For registration and additional information, visit www.handinhand2009.com.

By Ann Catlin, LMT, NCTMB, OTR "Published in the June/2008 issue of *Massage Today*,

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 within 30 days 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: \$85 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 a graduate level nursing program, or a practicing massage therapist who is enrolled in an accredited school of nursing. Please enclose proof of status. Fee: \$50 year

Corporate Member: (no vote) Business or institutes supporting NANMT's philosophy and goals. Special benefits: Exhibitor discount and discounted advertising rates for publication available. Fee: \$150 year

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

Senior Member: (no vote) An individual age 65 or over. Fee: \$50 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



**NATIONAL
ASSOCIATION
OF
NURSE
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THERAPISTS**

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Hands on Healing...

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1/4 Page	\$50	\$150	\$200
Business Card	\$25	\$45	\$85

Newsletter is published quarterly at the end of January, April, July and October

New NANMT Members

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

Valroy Dawkins, Chicago, IL

Corinne L. Blosser, Waynesboro, VA

If you want to reach one of these new members, please visit the member public referral

section or the online password protected member listing, or call us at 800.262.4017 for the information. If you would like a separate listing snail mailed or e-mailed to you for those members in your state, just let us know.