

AMTA PRESIDENT ENCOURAGES MEMBER INPUT FOR NEW PAIN RELIEF SURVEY RESEARCH

AMTA has announced an exciting initiative—a special study to gather information from its members about their clients who seek massage for pain relief. AMTA President Brenda L. Griffith (VA) is asking for support from all AMTA members on this new endeavor.

“We’d like you to gather basic information from clients who come to you for pain relief, between May 1 and July 31, 2003,” says Griffith. “Let them know that they are part of a study

“This is a wonderful project ... I strongly urge all 47,000 of us to participate in the study.”

— AMTA President Brenda L. Griffith

on the effectiveness of massage for relief of pain. You’ll use a simple questionnaire to ask them how they rate the amount of relief from pain your massage gave them.

“The purpose of this survey research is to gather information from thousands of clients on how they view the results of massage for pain,” she continues. “The questionnaire will ask them about the type of pain they have, what other therapies they have tried to relieve the pain, if they would seek massage again for pain relief, and the level of relief they feel the massage gave them. We want good quality survey data, including questionnaires that report massage *didn’t* have much effect on the client’s pain.”

How will it work?

In the Members’ Section of the AMTA Web site [www.amtamassage.org] you will find a questionnaire and detailed instructions for how to gather information from your clients. Simply click on “Outcomes Research Survey.”

continued on page 3

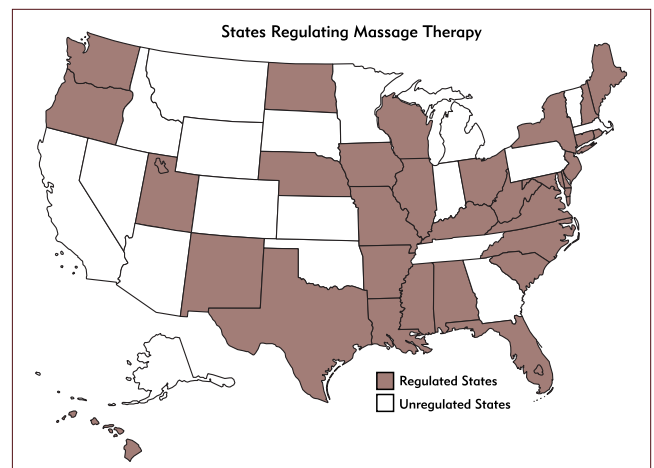
A Massage Regulation Growth: More And More States Pass Bills

The past 10 years has seen the highest increase in the number of states passing legislative bills to regulate the massage therapy profession. Since 1994, 14 states, including the recently added Kentucky, have become regulated—twice as many as in the previous 10-year span (1984-1993).

The fact that states are approving massage bills more rapidly than ever before may be due to an increase in coalition work, well-written bills, more active massage therapists in the states and/or state legislators recognizing that massage therapy is a credible profession; and it appears that this is a trend that will continue in the future.

MK Knollmeyer (NC), AMTA Government Relations Committee chair, has her own thoughts. “I think that much of the impetus for the recent legislation is due, in large part, to the increased use and awareness of massage therapy for relaxation, stress reduction, health promotion/wellness and pain relief. This, in turn, has led to an increased demand for mea-

on March 18, and the bill becomes effective on June 24. (A companion bill, H.B. 268, was signed by the governor on March 12.)



To date, 32 states and the District of Columbia regulate the profession. To find out which states and when the laws were enacted, go to: www.amtamassage.org/about/lawstate.htm.

The timeline of the bill was fairly brief; only 13 months went by from the time initial survey information was gathered to the signing of the bill, and just seven months passed from the time of the first coalition meeting to the bill’s signing. (For more information, turn to the “Legislative Report” on Page 4.)

“Kentucky therapists were ready for this. It has been discussed for years.”

— AMTA Vice President Denise M. Logsdon

sures of competency, and a recognition that massage is not adult entertainment and should not be regulated as such,” she says.

At present, 32 states and the District of Columbia regulate massage therapy. The most recent state to pass a massage law was Kentucky. Gov. Paul E. Patton signed S.B. 69

“Kentucky therapists were ready for this,” says Denise M. Logsdon (KY), AMTA vice president, who lives in Louisville. “It has been discussed for years, and both AMTA and the Associated Bodywork and Massage Professionals (ABMP) surveys showed great support for licensure.”

May/June 2003

EDITOR: Michael Schwanz
 MANAGING EDITOR: Michelle L. Wolf
 DESIGN & PRODUCTION:
 Sara Fridley and Kerri Pienschke
 CONTRIBUTORS:
 Brenda L. Griffith and Deanna Jackson



Hands On (ISSN 1073-9343), Vol. XIV, No. 3. *Hands On* is a bimonthly periodical of the American Massage Therapy Association* (AMTA*), 820 Davis St., Suite 100, Evanston, IL 60201-4464, 847-864-0123, Fax 847-864-1178. Annual AMTA membership dues include \$12 for a one-year subscription. Mail at Periodicals Postage Paid at Evanston, IL, and at additional mailing offices. Postmaster: Send address changes to *Hands On*, c/o AMTA, 820 Davis St., Suite 100, Evanston, IL 60201-4464.

The American Massage Therapy Association reserves the right to edit material where appropriate; accept or reject material; reject copyrighted material unless consent of the copyright holder is obtained in writing; and assumes no responsibility for errors, omissions, corrections, or modifications in publications.

Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

© 2003 American Massage Therapy Association

Board of Directors

President

Brenda L. Griffith*

President-Elect

Laurel J. Freeman*

Immediate Past President

Carolyn Talley Porter*

Vice Presidents

Jeanne B. Girard*

Denise M. Logsdon*

Kathleen A. Miller-Read*

Members-at-Large

Mary Beth Braun

Terry Hirth Caldwell

Randa Cherry

William J. Greenberg

William Ron McKnight

Cynthia Ribeiro

Charna Rosenholtz

Diane M. Sater

Executive Director

Elizabeth M. Lucas, CAE

* Executive Committee member

President's Letter



Revising Our Plan

It has been an exciting time for the AMTA Board of Directors over the last year. Since the June 2002 board meeting, we have been embracing a slightly different approach to our board work, using the concepts of "Knowledge-Based Decision Making" and "Dialogue Before Deliberation."

The board has made a conscious decision to be more involved in the strategic planning direction of AMTA. Board members have acknowledged that we, as an association, need to be strategically driven, not constituency driven.

To that end, the board has been working on refining our vision, goals and strategic plan, and creating strategic principles. This also includes adjusting organizational structure and processes in order to better accomplish the goals we set—ultimately to better meet the needs of our members.

At the February meeting, the board created a strategic design plan that will: 1) update the strategic plan and planning process; 2) provide clarity around membership, programs, products and services we support and how they link to our strategic plan, as well as how board structures and the board operate together and assess their programs; 3) improve processes for making decisions; 4) refine the structures for volunteer involvement and processes for member input.

Below are the additional steps the board has identified and a preliminary timeline. I want to thank the board of directors for their commitment and willingness to take on this work.

Steps	Timeline
Finish Strategic Plan Update	February 2003 Board Meeting
Strategic Program Analysis and Operational Planning Process Development	March 2003 Strategic Planning Meeting
Organizational Strategy Development	May 2003 Board Work Session
Transition Planning	June 2003
House of Delegates Orientation and Knowledge-Based Decision Making Presentation	October 2003 Convention
First Formal Annual Review	May 2004 Board Meeting

I am reminded once again that AMTA is in transition, and has been since I became involved 15 years ago. As our membership and our profession continue to change and grow, AMTA must also change and grow to meet the needs of members and the profession. Transition!

Brenda L. Griffith
 AMTA President

Pain Survey continued from page 1

The questionnaire can be downloaded, printed and copied. Instructions are also on the Web site for how to input data from each client directly online. Each questionnaire you fill out online will be automatically tabulated.

How can I participate if I don't have a computer?

If you don't have a computer or access to the Internet, call the National Office (847-864-0123) and ask that a questionnaire and instructions be mailed or faxed to you. We ask that you make copies of the questionnaire and send completed ones back to AMTA via mail (AMTA National Office, ATTN: Outcomes Research Survey, 820 Davis St., Suite 100, Evanston, IL 60201). Or fax it to 847-864-1178.

We must receive all completed forms by August 15, 2003. The National Office can't accept questionnaires received after that date, and only fully completed questionnaires can be accepted. The results of the survey will be released in conjunction with AMTA's National Massage Therapy Awareness Week® (October 19–25) to support this year's theme, "Relieve Pain with Massage."

"This is a wonderful project to help gather information about how clients respond to massage for pain relief," Griffith adds. "It gives every member the opportunity to participate in survey research that will help advance the profession and promote the benefits of massage. I strongly urge all 47,000 of us to participate in the study in some way—even if it's just to return one completed questionnaire. Only AMTA and its members can really make this work."

AMTA TAKES FRONT SEAT IN HIPAA AND CPT DISCUSSIONS

More inclusive standards brought by the Healthcare Insurance Portability and Accountability Act (HIPAA) will change third-party reimbursement from the current American Medical Association's (AMA) CPT® (Current Procedural Terminology) requirement for Medicare-reimbursable services to a standard in which all practitioners can submit electronic claims to any third party.

It is a big change for massage therapy and other complementary and alternative medicine (CAM) professions that meet

continued on page 7

"RELIEVE PAIN WITH MASSAGE": THEME FOR AMTA'S NMTAW 2003

Begin planning now for how you will participate in AMTA's National Massage Therapy Awareness Week® (NMTAW), to be held October 19–25.

Last year, AMTA learned of member, chapter and school activities in 42 states and Washington, D.C.—the strongest response ever to NMTAW. Let's make it 50 states this year!

This year, the AMTA National Convention in Richmond, Virginia, will take place during NMTAW. Even though this may pose a challenge for members and chapter officers attending the convention, in the past when the two events were in the same week, national publicity increased.

New Relationship with Home Depot

The Home Depot's *Building Better Health* program was the first corporate partner to support NMTAW, having begun its support in 2000. As their employees have recognized the value and benefits of massage, their interest in it has grown rapidly. To meet the desires of members and the needs of Home Depot employees, AMTA has worked with their worksite wellness team to develop new approaches to their support.

This year, the Home Depot will have a special Home Depot National Massage Therapy Awareness Week the week of October 5–11. This will allow Home Depot to support AMTA, without conflicting with the dates of the AMTA National Convention.

The focus of their support this year will be a little different. The Home Depot's *Building Better Health* program will encourage all stores to hire AMTA members through AMTA's *Find a Massage Therapist*® national locator service to massage employees onsite. A person in their corporate office will use the locator service to book appointments for stores. *This person will call members directly to set the appointments*, giving a boost to members who specialize in onsite massage. The Home Depot also will develop a special invoice template, so members can be paid and the Home Depot can coordinate its billing easier.

AMTA is creating a special brochure that will be sent to all stores to educate employees on the benefits of massage, what to expect from a massage and how to find an AMTA member to book a massage appointment for themselves. Home Depot stores also will have a variety of other materials from AMTA to encourage employees to seek the benefits of massage.

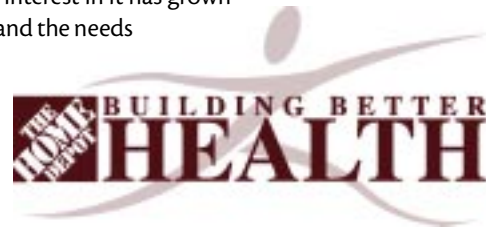
The week of October 5–11 will be the only opportunity this year to receive payment from the Home Depot for massage. If an AMTA chapter wants to arrange a free onsite demonstration massage in a Home Depot store, they should contact Ron Precht at the National Office (847-864-0123, ext. 149).

Please remember that all members who participate in a Home Depot massage event must sign an agreement with the store that they won't solicit business while onsite. A description and sample of the agreement is available on the AMTA Web site [www.amtamassage.org/member/home depot.html]. The Home Depot wants to make sure that massage in a store is solely to promote the NMTAW theme and to demonstrate how massage can help relieve pain and stress.

Consumer/Client Research to be Released

AMTA again will release its annual consumer survey about the use of massage therapy during NMTAW. A special survey project to involve members and clients in gathering information about the outcomes of massage for pain relief is also being initiated. (See Page 1.)

Watch for more information about NMTAW 2003 in *Hands On* and on the AMTA Web site [www.amtamassage.org].



Legislative Report

32 States And Counting: Kentucky Passes Massage Legislation

Since May 2001, three states have passed legislation regulating the profession of massage therapy—Mississippi in 2001, Illinois in 2002 and, now, Kentucky in 2003.



The AMTA–Kentucky chapter's efforts began to take shape in the fall of 2001. A committee was then formed with chapter volunteers. E-mail lists were established and newsletter articles informed other massage therapists and schools of meetings about the legislative efforts. Also, a group to write the bill language was assembled.

With the assistance of MultiState Associates, Inc., AMTA's legislative consultants, Pam Jenkins was hired as the chapter's lobbyist.

To facilitate the process, two identical bills were introduced in early February 2003—S.B. 69 and H.B. 268. Both bills passed in early March 2003, and were signed by Kentucky Gov. Paul E. Patton in mid March.

Some specifics of the bill include: 500 hours education and training approved by agency (hours increase to 600 two years from the act's effective date of June 24); and a termination of local ordinances regulating massage therapy, except those relating to zoning requirements and occupational license fees.

GRC Convention Presentation

AMTA's Government Relations Committee (GRC) will be presenting at the 2003 AMTA National Convention in Richmond, Virginia (October 22–26). The main topics are reciprocity, recent legislative activity and coalition building. A representative from MultiState Associates will be on hand for consultations.

AMTA Represents Massage Therapy At Legislative Meeting

AMTA will exhibit at the National Conference of State Legislatures Annual Meeting in San Francisco in July. AMTA Professional members who reside in the immediate area can check the AMTA Web site in early May for an opportunity to provide onsite seated massage in the exhibit booth. This meeting is attended by more than 5,000 state legislators and government staff from across the country. Government personnel from U.S. territories, Canada, Europe and Africa are regularly in attendance.

fingerprints

Gift Of Touch Raises Awareness Of Massage Profession

On a mission to spread the benefits of massage, Tommi (Tomsene) Blake (MD) established Gift of Touch, a nonprofit organization that aims to declare the benefits of massage for the relief of stress.



Tommi Blake saw a need to bring massage to people who wouldn't normally get one, which led to the creation of Gift of Touch.

"The most common health problem in American is stress," says Blake. "Massage therapy is proven to relieve stress and facilitate overall well-being. That is one of the primary reasons I created Gift of Touch."

Another reason why she created the organization is to introduce certain groups of people to massage. "We want to bring massage to those who wouldn't normally get one," she says. The company offers massage for battered women shelters, low-income people, senior citizen homes, schools and other community-based organizations.

The massage service offered through Gift of Touch—which, incidentally, is free—uses touch to relax and fuel a mind/body connection for stress reduction. Blake volunteers free massages to those who contact Gift of Touch and appear to have a need for touch. She has a varied number of therapists she works with who also volunteer their time to provide massage to one of the above groups. Gift of Touch works in the Baltimore, Washington, D.C. and Virginia area.

quick tips!

Blake is a former teaching assistant at the Baltimore School of Massage Therapy. She has had the idea for the company for several years, but it began to take a more definite shape last year.

To learn more about Gift of Touch, contact Blake at 301-925-6578, or via E-mail at: pamperingh@aol.com.

Members Ease Tension Of New Mexico Senators And Representatives

Every year, Virginia Anthony-Barrow (NM), past AMTA president, and husband Dan Barrow (NM), past AMTA National Board member, spend a couple days providing chair massage to the senators and representatives of the state of New Mexico.

Joining them each year are skilled massage professionals, who in 2003 included Jocelyn Tate, Sharon Powers and Lily O'Leary. These five therapists gave 50 chair massages over a two-day period.

"The legislators were very appreciative of the community service we provided," says Anthony-Barrow.



Virginia Anthony-Barrow relieves the stress of a New Mexico legislator.

Hands On Needs You!

Have you recently won an award in recognition for your massage therapy work? Are you spreading the word about massage in your community? Have you achieved an extraordinary feat that you'd like to share with other members? *Hands On* is looking for contributions for its "Fingerprints" section in each issue of the newsletter. Send a brief description or press release and a photo that can accompany the story to:

Michelle Wolf
Hands On Managing Editor
American Massage Therapy Association
820 Davis St., Suite 100
Evanston, IL 60201

Or, if you have a digital photo and prefer to send your entry via E-mail, send it to: mwolf@amtamassage.org. Please make sure that the digital photo is taken in *high resolution*.

Why Research?

In "A New Era for Massage Research" [*MASAGE THERAPY JOURNAL*®, Fall 2001], author Janet Kahn (VT) cites the following reasons for pursuing massage research: 1) Research is key to the professionalization of any health-care field; and 2) Research opens the doorway to those who desire to practice massage therapy in medical contexts, or who desire to be reimbursed by insurance.

There are many ways to become involved in massage therapy research, such as the following:

- ☞ Contact organizations that sponsor research and inquire about opportuni-



ties available. Good places to begin are the AMTA Foundation [www.amtafoundation.org], the Touch Research Institutes [www.miami.edu/touch-research/] and the National Center for Complementary and Alternative Medicine [<http://nccam.nih.gov/>].

- ☞ Take a course on research methods. Many colleges and universities offer courses on research methodology and statistics. Workshops are often held at AMTA National Conventions.
- ☞ Get involved in AMTA's outcomes research survey for pain relief, in which any AMTA member can participate. See Page 1 for more information.

Adapted from The Business of Massage textbook.
© 2002 American Massage Therapy Association
All rights reserved.



Save The Date

A customizable e-calendar on AMTA's Web site is sure to keep your business and personal life on task. This new benefit can be found in the Members' Section from AMTA's home page [www.amtamassage.org], and clicking on "My Calendar."

Save your own personal dates and appointments; AMTA chapter and national events will pop in automatically. Plus, you can access the calendar 24/7 from any computer, and only you can access this information.

When you click on the "My Calendar" link, you will be able to access the following features:

- Post, edit and delete personal events/appointments/memory joggers;
- Select month and year for a specific time period;
- View by month or calendar year;
- Scroll back and forth by month; and
- Search for events.

Easy-to-follow instructions are provided with the e-calendar. Never miss a date again; make use of your personal online calendar daily!

HIPAA Compliance: More Of What You Need To Know

By Deanna Jackson (CT)

Compliance with the Health Insurance Portability and Accountability Act (HIPAA) of 1996 is upon us. Following is a brief overview of some of the components of this act and its possible impact on participating therapists.

First and foremost, *claims submitted electronically must comply with this federal act*. The three main mandates of HIPAA are:

- **Standards.** This mandate was due on October 16, 2002, unless you applied for an extension. The standards mandate is for the electronic transactions, code sets and national identifications.
- **Privacy.** This mandate began implementation on April 14. It details how to define and disclose required and permitted health information, and patients' right of access and right to amend.
- **Security.** The security mandate is focused toward administrative, physical and technical security of public health information. When this section is finalized, you will have 24 months to comply.

Following are some "best practices" suggestions that you may want to include in your business procedure/policy manual regarding privacy of protected health information:

1. Have code of conduct for all staff in scope of office privacy standards.
2. Designate HIPAA compliant overseer, either in job description or in individual confidentiality agreements.
3. Sign an agreement with all business associates stating compliance to confidentiality and HIPAA regulations.
4. Write proper disclosure guides on fax cover sheets and client intakes.
5. Have all clients sign a new comprehensive consent and acknowledge notification of patients' privacy rights with options to indicate limitations. You may combine consent and privacy acknowledgement statement for a single signature.
6. Post a written disclosure/privacy policy in the office or in a brochure.
7. Create a disclosure log for each client file, indicating when and what was disclosed.
8. Train all employees/contracted personnel on HIPAA, and then document the training and updates.

For more information, consult the Web sites in the March/April 2003 issue of *Hands On*, take a HIPAA training course or hire a consultant, if needed.

BOARD PLANS FOR AMTA'S FUTURE

The AMTA Board of Directors worked diligently at its February meeting on the continued development of the design plan for the association, and established a timeline to finalize the plan by the fall meeting in Richmond, Virginia.

The board and others in attendance—chapter presidents, AMTA staff and Jean Frankel of Tecker Consultants, Inc.—worked on refining the draft of the association's vision, core values and goals. Six areas of focus were initially determined:

1. Advocacy;
2. Knowledge (research);
3. Education;
4. Marketing/public relations/awareness;
5. Industry leadership; and
6. Standards.

The board provided essential input to the Special Committee to Evaluate the Membership Structure. The committee requested direction on whether AMTA's membership structure needed to be either more inclusive or less inclusive. The board gave the following directions: change the current membership structure; create membership models that contain a professional membership classification with a 500 in-class hour standard; make the entry-level more inclusive; and evaluate the benefits structure.

The following actions were also taken by the board at its February meeting:

- ♦ They successfully balanced the FY03/04 budget;
- ♦ Efforts were continued to support the vitality of chapters;
- ♦ The development of an online Chapter Event Sports Massage toolkit was approved for chapters interested in developing an event sports massage team or maintaining their current team.



AMTA Changes Negative Article Into Positive Result

Recently, AMTA contacted the corporate offices of Monster.com, the well-known online resource for career information, regarding an offensive article about massage therapy that appeared on its Web site. A new, encouraging article also posted on MSN.com about massage therapists came out of the talks.

The first week of February, Monster.com posted an article by a staff writer entitled "9½ Sexy Jobs," in which massage therapist was listed between the jobs of exotic dancer and centerfold photographer. The article referred readers to AMTA for information about how to become a massage practitioner.

Several massage therapists voiced their concern, and the Web site made some changes in the article. AMTA then contacted the corporate offices and told them that the article was an insult to the profession, and that they owed massage therapists an apology, which came on February 18 from the vice president of content for Monster.com.

AMTA worked with Monster.com to write a good, simple explanation of the job of a massage therapist. Through their connection with MSN.com, they also posted an article entitled the "Ten Healthiest Jobs." The fifth healthiest job is massage therapist.

"We were able to turn the original mistake by Monster.com into very good information about the profession," says Ron Precht, AMTA's communications manager.

To view the article, go to: [<http://editorial.careers.msn.com/articles/tenhealthiest/>].

New AMTA Foundation Trustees Elected

Glenn Hymel (LA), Ed.D., and Martha Brown Menard (VA), Ph.D., have recently been elected to the AMTA Foundation's Board of Trustees.

Hymel is an associate professor and past chairman of the Department of Psychology at Loyola University New Orleans, a licensed massage therapist in Louisiana, and is chair of the foundation's Massage Therapy Research Database and Research Grant Proposal Review Committees.

Menard is a massage therapist who served as chair of the foundation's Research Grant Proposal Review Committee, and returns as a trustee after serving as the AMTA Foundation vice president of operations in 1997.

The foundation extends its thanks and appreciation to retiring trustees Maureen A. Moon (CO) and Brian Marcotte, Ph.D.

For the current bios of AMTA Foundation leadership, go to the following site: [www.amtafoundation.org/found_leadership.html].

New Corporate Donors

Thank you to Lippincott Williams & Wilkins for its \$500 gift, and to Scrip Massage Supply for its \$1,000 gift.

In appreciation, if you order anything from these companies, let them know that the AMTA Foundation sent you.

Richmond Convention Events

The foundation will again sponsor "Current Massage Therapy Research Findings and Their Effect on the Profession," poster sessions, and tutorial workshops on the AMTA Foundation Massage Therapy Research DatabaseSM and applying for an AMTA Foundation Grant. The post-convention workshop, "Dirty Dozen Techniques for Neck, Shoulder, Elbow and Hand Pain" (October 26-27), will be led by Erik Dalton (OK), Ph.D., (pictured below) who has generously agreed to donate the proceeds to the foundation.



AMTA IN THE NEWS

Articles about AMTA and/or AMTA's Find a Massage Therapist[®] national locator service have also recently appeared in:

- ◆ **Life & Health Newsletter.** AMTA and the locator service are featured in an article about the benefits of massage. This newsletter is distributed through 24 hospitals and health-insurance companies, which also distribute it as a consumer newsletter.
- ◆ **Better Homes & Gardens Web Site** [www.bhg.com]. The Web site has a series of positive articles about massage that quote AMTA, and refer readers to AMTA's Web site and the national locator service. Some of the articles are from *Harvard Women's Health Watch*.

HIPAA And CPT continued from page 3

this more inclusive standard. To assert massage therapy's positive representation in this change, AMTA recently wrote to request a seat on the AMA's Health Care Professionals Advisory Committee (HCPAC), which provides input to the AMA when CPT codes for CAM therapies are reviewed.

AMTA also provided input to the Integrated Healthcare Policy Consortium (IHPC), which recently testified on gaps in current HIPAA medical code sets to a committee of the U.S. Department of Health and Human Services. AMTA is optimistic that this testimony and participation on the IHPC will lead to more inclusive insurance coding opportunities for massage therapists in the future.

As a leader in the profession, AMTA continues to be involved in issues that affect the profession and health-care integration.

Credit Cards That Save You Money And Offer You Protection

As a member of AMTA, take advantage of the exclusive AMTA Platinum Visa[®]. With this card you can enjoy a low introductory rate with no annual fee. The Visa credit card offers many benefits, including protection and 24-hour customer satisfaction.

For more information, or to request the MBNA AMTA credit card, call 800-438-6262 and mention priority code L38X.

* Issuance of credit cards is subject to credit approval.

CALENDAR

2003

MAY 8-10

AMTA Mid-Atlantic Conference
Ocean City, Maryland
Contact: 410-298-0704
amtamd@email.msn.com

MAY 17

AMTA Board of Directors Meeting
Teton Village, Wyoming

MAY 17-20

AMTA 2003 Mind, Body, Spirit Retreat
Teton Village, Wyoming
Contact: 847-864-0123, ext. 143

JUNE 20-22

AMTA National Learning Center
Oklahoma City, Oklahoma
Contact: 847-864-0123, ext. 143

JULY 31-AUGUST 3

AMTA COS Teachers Conference
Baltimore, Maryland
Contact: 847-864-0123, ext. 150

OCTOBER 22-26

AMTA 2003 National Convention
Richmond, Virginia
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

Education Events

Register Now For AMTA's 60th Anniversary Diamond Jubilee

AMTA's 60th anniversary will be celebrated at the 2003 National Convention in Richmond, Virginia, on October 22-26. Register today to save \$60 by taking advantage of the special early registration rate for AMTA members.



Some well-known educators this year include Bruno Chikly, Bob King, Benny Vaughn and Bernie Siegel, the keynote presenter.

For more information or to register, call 847-864-0123, ext. 143, or go to the following site: [www.amtamassage.org/education/richmondbrief.html].

Learn In The Comfort Of Your Home Or Business Office

Your schedule is busy, so AMTA has prepared a series of online continuing education courses to keep you up-to-date on massage therapy topics. This service is available 24 hours a day, so there's no time away from your clients and no travel expenses. AMTA's Distance Learning courses are professionally authored by experts in the field; these programs are accepted as continuing education by AMTA and most state massage therapy boards.

To access online education, click on the "On-line Education" link on www.amtamassage.org.

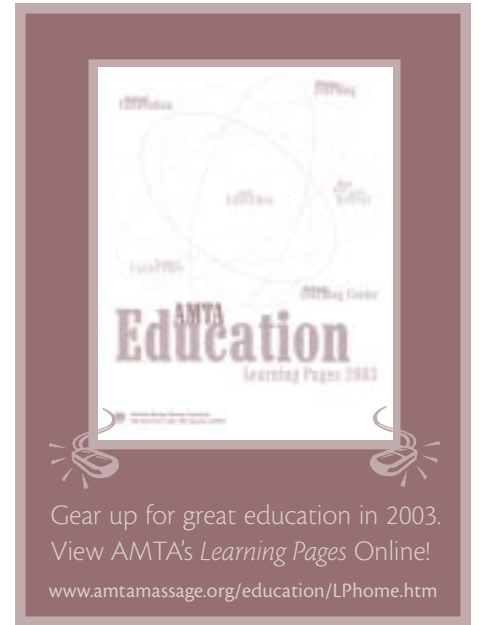
AMTA National Learning Center

Take advantage of these in-depth courses designed to advance your skills and knowledge.

After attending a weekend at an AMTA National Learning Center (NLC), you will walk away with greater confidence and valuable skills that you can immediately incorporate into your practice.

The courses available are "Energy Work for Trauma" with John Calvi, "CanioSacral Therapy and Its Application to Massage Therapy" with Roy Desjarlais, "Passive Stretches from East and West" with Kay Rynerson and "Spa and Structural Reflexology" with Karen Zaharatos.

There is still time to register for the AMTA NLC in Oklahoma City from June 20-22. If you are interested in receiving a registration brochure, return the reply card from the *Learning Pages* insert in the last issue of *Hands On*, contact the AMTA National Office at 847-864-0123, ext. 143, or visit the Web site [www.amtamassage.org] to register online.



Gear up for great education in 2003.
View AMTA's *Learning Pages* Online!
www.amtamassage.org/education/LPHome.htm

UPCOMING DEADLINES

July 1, 2003 — Sept./Oct. 2003 Issue
Sept. 2, 2003 — Nov./Dec. 2003 Issue

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 820 Davis Street, Suite 100,
Evanston, Illinois 60201-4464

Phone: 847-864-0123, ext. 144 • Fax: 847-864-1178
mschwanz@amtamassage.org



Hands On

The Newsletter of the American Massage Therapy Association

820 Davis Street, Suite 100 - Evanston, Illinois 60201-4464



Printed on recycled paper
Contains 10% post consumer waste

