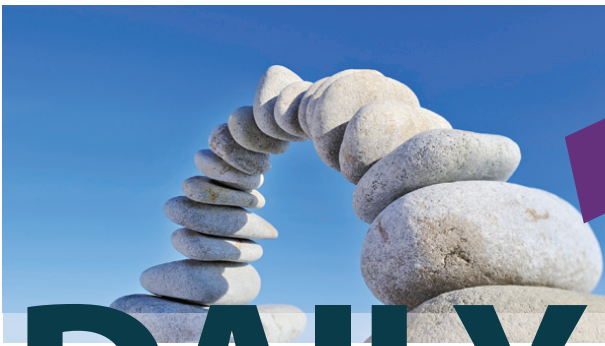


balance

AMTA 2010 NATIONAL CONVENTION
Minneapolis MN • September 22-25

DAILY

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WEDNESDAY September 22, 2010

WELCOME TO MINNEAPOLIS! Insight and motivation is waiting to be uncovered around every corner at the AMTA 2010 National Convention... Now that you have made the decision to join the one thousand plus massage therapists at the profession's premier annual event, it's time to start exploring. Whether you ventured to Minneapolis to expand your skill-set, add a new modality to your repertoire or network with the profession's top practitioners, there is a convention experience tailored to meet your every need. Take advantage of all that this year's convention has to offer you: forge lifelong connections with colleagues, get up-to-speed on the trends impacting your profession, and take in AMTA's diverse and cutting-edge educational offerings. Along the way, we hope you will find your **balance** in Minneapolis!

Extra, Extra... Get Your AMTA Daily! Once again in 2010, AMTA will be providing a complete schedule of events each day near the registration area instead of a singular show guide—just look for the **AMTA Daily** publication bins. For all course listings, times and room numbers, pick up your **AMTA Daily** each morning when you arrive onsite... And don't forget to browse the daily for some familiar faces—maybe even your own!



<< Kick off your AMTA 2010 Convention at the **Opening Session and Awards Celebration**—a true celebration of our community of massage! Gear up for this year's innovative **keynote speaker Dr. Loyd Frank Jarrell, D.C., the founder and president of Spinal Reflex Institute, International, and developer of Spinal Reflex Analysis™ (SRA).** Dr. Jarrell has provided SRA-based injury recovery performance care to a host of elite athletes including Lance Armstrong, past Olympians, and world-class professional soccer players.

LOOK INSIDE FOR:

Today's Schedule of Events

Convention-At-A-Glance

Thursday's Highlights

Exhibitors Listing

Passport to Prizes Details

DON'T MISS TONIGHT

6:30pm-9:00pm Exhibits Marketplace
Opening Night Reception

TOMORROW

8:30am-11:00am Opening Session & Awards Presentation, Featuring Keynote Speaker **Dr. Loyd Frank Jarrell, D.C.**

11:30am-1:00pm First-Timers Luncheon

1:30pm-3:30pm Afternoon Education Sessions

1:30pm-3:30pm Using the Massage Therapy Body of Knowledge: An Update for the Profession

1:30pm-5:30pm House of Delegates Meeting

4:00pm-6:00pm Afternoon Education Sessions Continued

7:30pm Teachers Networking Dinner

questions? Just stop by the **AMTA Registration Desk.**
Convention details will also be updated online daily at **amtamassage.org**

amtamassage.org



amta
american massage therapy association™

SCHEDULE OF EVENTS

Wednesday, September 22

8:00am-5:30pm

PRE-CONVENTION WORKSHOP: INSIDE-OUT PARADIGM/ VISCERAL MOBILIZATION—Room L100 F/G

8:00am-12:00pm

CHAPTER PRESIDENTS COUNCIL MEETING—Hilton Salon C

9:00am- 5:00pm

COMTA ACCREDITATION AND PEER EVALUATOR TRAINING WORKSHOP—Hilton Symphony I-II

1:00pm-4:00pm

CHAPTER LEADERSHIP TRAINING—Room L100 D

4:00pm-6:00pm

MTBOK STEWARDS MEETING—Hilton Board Room 1

5:00pm-7:30pm

HOUSE OF DELEGATES ORIENTATION—Room M100 G-J

6:30pm-9:00pm

EXHIBITS MARKETPLACE OPENING NIGHT RECEPTION

Start your convention experience out on the right foot. Join us for the grand opening of the Exhibits Marketplace. Connect with peers while enjoying great food and conversation. Check out some of the profession's latest products!—Exhibit Hall A

Registration Hours

Exhibitors: 8:00am-4:00pm

House of Delegates Attendees: 12:00pm-5:00pm

Attendees: 3:00pm-8:30pm

NEW THIS YEAR: Food service will be available for purchase in the Exhibits Marketplace during exhibit hall hours on Thursday, Friday and Saturday.

CLASS CHANGES/TICKET KIOSK

Have class changes, questions or need to purchase tickets for Friday's Teachers Networking Luncheon or Saturday's Dinner Dance? Please stop by the **Class Changes/Ticket Kiosk** in the registration area and a member of AMTA's staff will gladly assist you!

Thursday's full schedule of events will be available in tomorrow's AMTA Daily.

On Tap for Thursday, September 23
Opening Session & Awards Presentation,
Featuring Keynote Speaker Dr. Loyd Frank Jarrell, D.C.

8:30am-11:00am

Be inspired at the convention's Opening Session, a true celebration of our community of massage! Hear all about the achievements of the association, plans for the upcoming year and honor AMTA members for their selfless contributions to the association and the profession. Discover the latest breakthroughs surrounding Spinal Reflex Analysis (SRA) from this year's pioneering keynote speaker Dr. Loyd Frank Jarrell, D.C. *Room 101 H,I,J—Same level as skyway; two floors above AMTA registration area.*

First-Timers Luncheon

11:30am-1:00pm

First-time attendee? Join us to get to know fellow attendees and learn about all of the opportunities available to you over the next few days. Pre-registration required. If you did not receive a ticket with your registration packet, please stop by the registration desk. *Room L100 A-C*

Using the Massage Therapy Body of Knowledge: An Update for the Profession
1:30pm-3:30pm

Teachers and others interested in discussing how the Massage Therapy Body of Knowledge document can be applied to education are invited to attend this session. *Not repeated.* *Room L100 D*

House of Delegates Meeting
1:30pm-5:30pm

The House of Delegates (HOD) is a representative body of the AMTA membership that hears reports, approves AMTA position statements and makes recommendations to the National Board of Directors. Attendees are invited to observe AMTA's governance process in action.

Room M100 G-J

Teachers Networking Dinner
7:30pm

Join fellow massage school instructors and prospective instructors at Hell's Kitchen for great conversation and a dinner created with locally grown produce. Pre-registration required.

Hell's Kitchen - 80 S 9th St

CONVENTION-AT-A-GLANCE

Wednesday, September 22


8:00am-5:30pm	Pre-Convention Workshop: Inside-Out Paradigm/ Visceral Mobilization— <i>Alexander</i>
8:00am-12:00pm	Chapter Presidents Council Meeting
9:00am- 5:00pm	COMTA Accreditation and Peer Evaluator Training Workshop
1:00pm-4:00pm	Chapter Leadership Training
3:00pm-8:30pm	Registration Desk Open
5:00pm-7:30pm	House of Delegates Orientation
6:30pm-9:00pm	Exhibits Marketplace Opening Reception

Thursday, September 23

7:00am-7:30pm	Registration Desk Open
8:30am-11:00am	Opening Session & Awards Presentation With Keynote Address
11:00am-2:00pm	Exhibits Marketplace Open
11:30am-1:00pm	First-Timers Luncheon
1:30pm-5:30pm	House of Delegates Meeting
1:30pm-3:30pm	Afternoon Education Sessions
4:00pm-6:00pm	Afternoon Education Sessions Continued
5:30pm-8:00pm	Exhibits Marketplace Open
7:30pm-9:30pm	Teachers Networking Dinner

Friday, September 24

7:00am-6:30pm	Registration Desk Open
8:00am-12:00pm	Morning Education Sessions
9:00am-11:30am	Student Day AMTA Kick Start
11:30am-1:00pm	Student Day Luncheon
11:30am -3:30pm	Exhibits Marketplace Open
12:00pm-1:30pm	Teachers Networking Luncheon
1:00pm-3:00pm	Student Day Tour of Exhibits Marketplace
1:30pm-5:30pm	Afternoon Education Sessions
3:00pm-4:30pm	Student Day Interviewing Skills and Resume Writing
5:00pm-7:00pm	Exhibits Marketplace Open
7:00pm-11:00pm	AMTA Minnesota Host Chapter Event— <i>Tickets Available at Chapter Booth</i>



**LOOK FOR A
DETAILED CLASS
SCHEDULE AND
CONVENTION
PHOTOS IN
TOMORROW'S DAILY
GUIDE!**

Saturday, September 25

7:00am-3:00pm	Registration Desk Open
8:00am-12:00pm	Morning Education Sessions
10:00am-2:00pm	Exhibits Marketplace Open
1:30pm-5:30pm	Afternoon Education Sessions
7:00pm-12:00am	Dinner Dance— <i>Tickets Available at Tickets Kiosk Through Friday</i>

Sunday, September 26 and Monday, September 27

Sun. 8:00am-12:00pm Off-site Tour: Minneapolis Immersion Event: A Model for Integrated Health Care *Sold Out*

Sun. 12:30pm-4:30pm, Mon. 8:00am-5:30pm Massage Therapy Foundation Post-Convention Workshop: Cancer and Massage: Safe Practice Steps for Massage Therapists and Massage Elements for Medically Complex Clients

Exhibitor Listing

Welcome to the Exhibits Marketplace This is a great opportunity to see the largest array of state-of-the-art massage products and services under one roof. Explore the extensive exhibit hall and discover new products to enhance your practice.

Wednesday WELCOME RECEPTION **6:30pm-9:00pm**

Thursday **11:00am-2:00pm & 5:30pm-8:00pm**

Friday **11:30am-3:30pm & 5:00-7:00pm**

Saturday **10:00am-2:00pm**—*PASSPORT TO PRIZES DRAWING AT 12:30PM AT AMTA BOOTH #315.*

EXHIBITOR LISTING BY BOOTH NUMBER

202 John Wiley & Sons	410 Pearson/Prentice Hall
203 Cranial Release Technique	411* ACE Massage Cupping
205 MassageNerd.com	415 Milady
209 Momentum98.com	417 AMTA Optional Insurance Programs
210* Topical BioMedics	419 Rukha Academy of Healing Arts & Science
211 Dr. Frank Jarrell's Spinal Reflex Analysis	420 Top Massage Tables
214 Select Comfort-Sleep Number	421 Doctor Hoy's Natural Pain Relief Gel
215* Eurossager-Pro Strength Massager	423 Mother Earth Pillows
219 Save Your Hands!	426 Massage Therapy Foundation
221 Northern Sun Merchandising	427 Nada-Chair
302 Thumper Massager, Inc	428 BioMat
303 One Touch Massage	429 CranioCradle
304 General Physiotherapy	430 Massage Today/MPA Media
308 My Receptionist	431 Massage Warehouse
309 Comfort Craft, Inc	432 doTERRA Essesntial Oils
311 Soundings of the Planet	503 Spa Elegance
314 Soothing Touch, LLC	508* Performance Health
315* American Massage Therapy Association	509* Biotone
316 Integral Anatomy Productions, LLC	514 Books of Discovery
318 Travel Portland	515 Core Products International
320 Federation of State Massage Therapy Boards	516 National Accrediting Commission of Cosmetology Arts & Sciences (NACCAS)
321 Structural Relief Therapy	
402 Barral/Upledger Institutes	517* Curties-Overzet Publications
403* Custom Craftworks a division of Pivotal Solutions	518 Khepra Skin Care, Int'l
408 China-Gel, Inc.	520 Xocai
409 Massage Magazine	521 ROM-T Enterprises

STOP BY AMTA BOOTH #315

Meet AMTA National office staff and learn about all of the benefits you experience every day through your AMTA membership. Check out the re-launched amtamassage.org, pick up the latest issue of *mtj*, get a glimpse of some of our newest member benefits and more!

522	Finn Hook
523	PINO-Natural Spa Therapy
526	HOTSHOTZ
603	Oakworks
608	Lippincott Williams & Wilkins Wolters Kluwer Health
609*	Sombra Professional Therapy Products
614	Cryoderm/Thermoderm
615	Body Linen
617	Face Cradle Insert Investments, LLC
618	Spiegel Burn Foundation
619	Talus
703	Massage Envy
707	Mosby/Elsevier
708	Bon Vital Inc.
711	The Jojoba Company
713	It Works!
714	F.A. Davis Company

Current as of 9/14/10 *Passport to Prizes Participant



GET THE 411! And a special DVD gift with the purchase of an MC-600! Get "Sucked In" with ACE Massage Cupping™ & Medicupping™ at **BOOTH 411**

5 GET THE MOST OUT OF YOUR CONVENTION!

Reasons to Explore the Exhibits Marketplace:

- 1 Purchase new products right onsite to equip your practice.
- 2 Meet with vendors and ask questions face-to-face in a casual atmosphere.
- 3 Test out new products—feel informed and empowered when you place your next supply order!
- 4 Find out more about the products you already use and learn about the research behind their effectiveness.
- 5 Have fun, meet up with fellow attendees and thank the exhibitors you get to know!

"PASSPORT TO PRIZES" DRAWING—WIN FANTASTIC PRIZES

Be sure to find your "Passport to Prizes" card located in your registration bag. To qualify for prize giveaways, just visit each sponsor's booth and have your passport stamped. Once your passport is completely filled, drop your card into the ticket tumbler at **AMTA Booth #315**. Prize drawings will take place on Saturday at 12:30pm at AMTA's Booth.

general information

RELAX AT THE ONSITE MASSAGE ROOM—ROOM M100 C/D

No one needs pampering more than a massage therapist! Take advantage of the Onsite Massage Room and the skilled hands of AMTA-Minnesota Chapter therapists.

Wednesday: 3:00pm-9:00pm

Thursday: 11:30am-7:30pm

Friday: 8:00am-5:45pm

Rates are \$60 for 1 hour and \$90 for 1.5 hours

TABLE RENTAL INFORMATION—ROOM M100 E

As previously communicated, some classes are hands-on and do require massage tables. The Northwestern Health Sciences University will generously loan a limited number of massage tables on a first-come, first-served basis. Rental price is \$30 per table (cash only) for a four hour class. A driver's license or credit card is needed to hold the rental.

NEED TICKETS FOR FRIDAY'S TEACHERS NETWORKING LUNCHEON OR SATURDAY NIGHT'S DINNER DANCE?

If you didn't get a ticket when you registered, you can still purchase tickets at the **Class Changes/Ticket Kiosk**. Luncheon tickets must be purchased by Wednesday at 8:30pm and Dinner tickets can be purchased until Thursday at 5:00pm.

CONTINUING EDUCATION CREDITS American Massage Therapy Association is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. Class attendance is monitored; requiring attendees to be seated no later than 15 minutes after the published start time and attend the entire session to receive credit. Continuing education verification cards will be provided for your records. Member continuing education credits are posted to their transcript online at amtamassage.org

JOIN AMTA ON TWITTER! Join us as we tweet live from the convention! First, make sure you are following **@AMTANational** from your personal Twitter account. Next, type your tweet on your Twitter page or from your mobile device. At the end of your message, add hashtag **#amta** and your message will appear as part of the conversation about the AMTA 2010 National Convention. Search **#amta** on Twitter to read what other attendees are saying! *Sample tweet: Gaining great tips on how to build my practice using social media with Randall Craig! #amta*

THE AMTA MINNESOTA CHAPTER WELCOMES YOU TO MINNEAPOLIS! Stop by the **Minnesota Chapter's booth** in the registration area to say hello and learn about the Chapter's scheduled events including Friday evening's "Night at the Museum" Party at Walker Art Center.

THANK YOU TO OUR AMTA 2010 NATIONAL CONVENTION SPONSORS

ACE Massage Cupping

Biofreeze

Biotone

Collegebound Network

Curties-Overzet Publications

Doctor Hoy's Natural Pain Relief Gel

Elements Therapeutic Massage

Eurossager

Globe University/ Minnesota School of Business

The Jojoba Company

LMT Success Group

Massage Envy

MassageNet

Northwestern

Penny George

Pivotal Health Solutions (Custom Craftworks)

Sombra

Topical BioMedics

questions? Just visit the **AMTA Registration Desk** or **AMTA Booth #315** in the Exhibits Marketplace and an AMTA staff member will be available to help you.