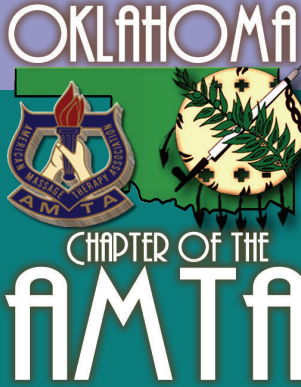


February 2010



Resolve, Intend, Progress!

The Massage Jam was a great success. It could have only been better had there been more participants. The music was great and meaningful. The AMTA OK members and non members all got along and traded out sessions and learned a lot about how we all practice and differ in our sessions. All in all it was a good thing. Once again, our Chapter Board is visionary and early adopters of many things. So, it will probably happen again in another state and get amazing national kudos. So for that we are pleased that we can lead the way to innovation. If you have an innovative idea or concept please contact us. We can help you make it happen for everyone.

ThanX! Chris, Scott, Xerlan, Nina & George

Casual Connections

March 11th 7pm Tulsa Borders 2740 E. 21st Street

March 18th 7pm OKC Borders 3209 NW Expressway St

Drop on by and visit. All massage therapists are welcome so bring a friend even if they are not an AMTA member. We can all have a "Casual Conversation".

Tulsa group meets the 2nd Thursday of each month. We have really enjoy the opportunity to meet, support each other and discuss some very interesting topics. OKC Group meets the 3rd Thursday of each month.

National Calendar of Events

- Massage Therapy Foundation
- Highlighting Massage Therapy in CIM* Research
- May 13-15, 2010
- Red Lion Hotel
- Seattle, WA
- *CIM = complementary and integrative medicine

AMTA Board of Directors Meeting
June 5, 2010
Hilton St. Louis at the Ballpark
St. Louis, MO

AMTA Board of Directors Meeting
September 20-21 2010
Hilton Minneapolis
Minneapolis, MN

AMTA National Convention
September 22-25, 2010
Host Hotel: Hilton Minneapolis
Minneapolis Convention Center
Minneapolis, MN

**Let us resolve to be masters,
not the victims, of our history,
controlling our own destiny
without giving way to
blind suspicions and emotions.
--John F. Kennedy**

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Prez Sez!

Greetings and Salutations!

For some reason, I have been receiving a larger than unusual amount emails and calls over the last week. Some are complimentary, some are not, and most of them have been from consumers and clients of AMTA Oklahoma members. Sure, I want to take this personally, but I figure that it all comes down to communication – between us (AMTA members) and the public. As chapter president, I cannot address the issues of how our members interact with each other – one of the calls dealt with the fact that a newer chapter member attempted to reach out to another AMTA member in their community, only to be ‘dismissed’ (their word) as less than professional, because the established member was THE massage therapist in their community. Sad, but true....

All I can figure out is that the economy has people behaving in a defensive mode. Sure, we are in an economic downturn, and we need to be marketing. The Oklahoma Chapter has done what we can, by waiving our chapter fee for another year. On a national level, the AMTA has negotiated two great member benefits to help us increase our visibility and appeal to our ever increasing technological clientele. The first (which you should have received an email about) is the fact that every professional member can have a free (yes, FREE!!) five page website! I have one myself – I set it up in less than ten minutes, it is easy (no extensive computer knowledge necessary), and puts your name on the web! No matter what your opinion is about technology, facts are facts – more and more of our market is turning to the internet to search for services. This is one of the best benefits that the AMTA has brokered for the membership in a long time!

The other benefit that the AMTA has for professional members is a \$15 discount with www.appointment-plus.com . In case you are unfamiliar with them, appointment-plus is a secure, online scheduling program that allows our clients (and potential clients) to set up an appointment online – heck, they can even do it from a smart phone or I-Phone if they want. Personally, I have been using an online scheduling service for over a year, and it is a great marketing item, as well as being a way to reach out to existing clients. You don’t have to worry about someone signing in to your client files – this system is very secure (used by the Armed Services and some other big corporations) and is very robust. I encourage you to at least look into this.

One other thing – I have spent most of my space in the newsletters promoting COpetition, teamwork and positive messages, and I am thankful for the responses I have had to them. The one thing I want the members of the Oklahoma Chapter to take away from this message is that, even though economic times are challenging, your association is dedicated to helping you through them. We as members, need to realize the benefits of our association, not only on a local and state level, but as members of the association that, since 1943, has been the leader, innovator, and professional association in the field of Massage Therapy. And this association exists because of us, and for us.

See you at the next chapter meeting!

Christopher Deery, LMT
President, AMTA-OK



AMTA-OK Board of Directors

President: Christopher Deery 918-859-7216 Chris.Deery@gmail.com

1st Vice President: Scott Rayburn 405-528-4840 Waterrock1@cox.net

2nd Vice President: Xerlan Geiser-Deery 918-859-7216 Xerlan@sbcglobal.net

3rd Vice Pres: Nina Madsen 973-670-2713 massagetherapy.tulsa@gmail.com

Secretary: George Graham 580-704-2887 graham5734@xanadoo.com

Treasurer: Vacant

Federation of State Massage Boards Meeting by Xerlan Geiser-Deery

I was pleased and surprised to have the opportunity to attend the Federation of State Massage Boards Annual Meeting in Nashville, TN this fall. It was an incredible experience. Seeing the State Representatives, National AMTA Leadership and National ABMP Leadership all in the same room getting along, making statements, giving input, listening to others and making progress was amazing.

There were several state AMTA chapters that sent people to attend this meeting. Some because of the fact that while they have a state license and regulatory body they are under another board so, that board does not send a Massage Therapist, instead they send another board member that may be a physician, nurse or other health professional. Others just to make certain their chapter is really up to date with information.

It was very enlightening to see that states usually under estimate the number of licensees greatly. So, after the legislation occurs and adopted more practitioners come out of the woodwork than anyone every imagined. This needs to be taken into consideration. The ones that are activists on the front line regardless of which side of the line they are on are greatly outnumbered by those that will just show up and get their license when it happens.

The problems many states brought forth were mostly because of things that could have been improved in language of the regulatory bill in the first place. Since they were not they are issues and to go back and change it is costly beyond reason. The states with the most stringent grandfathering standards, highest fines and least amount of tolerance for drama had the least amount of problems.

One of the ongoing concerns is that as more states and municipalities suffer from budget shortfalls, we could be targeted for more money, licenses and regulation. It is not unusual for state and municipal leadership to look for new ways to bring in more money. Regulation could help us and keep us less vulnerable.

I walked away from the meeting realizing that we are so far away from getting a state license or regulation it is sad. There are so many things we need to consider and so many people that need to be on the same page for this to happen. The Federation is organized, intelligent and focused, clearly working for the profession.

Upcoming AMTA OK Board Meeting

All Chapter members are welcome to attend Board Meetings. If you have questions, new business you want to discuss or bring something to the Board's attention, you are welcome to do that during the new business segment of the meeting.

All meetings will be held at 2pm at Oklahoma Health Academy 1939 N. Moore Avenue Moore, OK

April 18, 2010 will be our next Chapter Board Meeting. We hope you can join us. We will be discussing new standing rules for our chapter and will have something to vote on. We want your input. We are also hosting the first ever Member Orientation at 12:30pm. So if you are a new member or have been a member for a while and would like to know more information about AMTA and your chapter, this is your opportunity. You must RSVP for this as we want to provide you lunch.

To RSVP or if you have any questions please call or email;
Christopher Deery 918-859-7216 Chris.Deery@gmail.com
or Scott Rayburn 405-528-4840 Waterrock1@cox.net



Weatherproof Your Massage Practice

"Sundays too my father got up early
and put his clothes on in the blueblack cold,
then with cracked hands that ached
from labor in the weekday weather made
banked fire blazes. No one ever thanked him."

Robert Hayden (1913 - 1980) US "educator, poet"

It was with great appreciation and wonder that I glanced at my Facebook Friends that are Massage Therapists, much farther north than us, and watched as they continued their lives and practices with huge amounts of snow and ice. I was particularly interested in some that were actually using the weather as marketing. Here in Oklahoma, we do have weather and sometimes it does affect massage practices. Some practitioners are able to deal with this better than others, and we all should strive to be more prepared.

Have a Weather Policy. It can be as simple as "if the local schools are closed, so am I". It can be that if a client cancels because of weather, you do not charge them for the session. It can be anything you want - as long as you have one. It is a great opportunity to communicate to your clients by creating this and doing an email update to them at the beginning of the winter or before a storm hits. Make certain all of your clients know if your office is closed or when you will be seeing clients again.

Be Clear About Your Abilities. If you are not one to venture out, don't do it just for the money. Be certain you can make it to work before you have clients waiting on you while you are stuck in a snow bank.

Keep Your Practice Safe. If you can make it into the office, make certain your clients can. Some shoveling and ice melt/salt goes a long way to keep people from falling or sliding on their way into your office. Please note; we by Ranch Salt for \$5 instead of paying \$16 for Ice Melt and it works just as good if not better. You may even be able to split the costs of having a parking lot cleared with a connecting business. Also, if you have a landlord you might want to discuss this before you have 12 inches on the ground, to see if your lease addresses this or if they are willing to help with that.

Wet, Muck and Mud Control. After the storm make certain you have a place for clients and yourself to scrape or shake your boots and store wet drippy overcoats and boots during sessions. Your floors will thank you and you will have less clean up.

Stay in Touch. If everyone is snowed in or limited in their travel this might be great time to either make personal calls to clients or do some social networking and internet marketing. Give them something to look forward to when they do venture out again. Sometimes it is so bad you do not have electricity or access to the internet. This is when you call your friends and see who does. While I do not condone sharing passwords, they can at least go to your practice's Fan Page on FB and post a report or message from you.

Hospitality Counts. One therapist advertised that they had a fireplace with a roaring fire going at their office, another had Hot Cider and Teas while the worst of the weather was upon them.

Keeping it Toasty. You can really run up a huge bill trying to keep a larger office warm. Even if you have the thermostat on 70 degrees, if it is only 5 degrees outside it will still seem colder than 70 degrees inside. So, make certain you have an extra blanket or really go all out and get a twin electric blanket for your table. I know the new heated tables and heated tables warmers are very seductive but much more expensive than one twin electric blanket.

Share the Warmth. If you do Hot Stone, Bamboo Fusion or any other modality that includes heat - advertise it now! You will definitely benefit and clients will be seeking the heat to combat the cold.

Feet First. Sure, you may need your big boots to get into the office safely, but, take other footwear to wear into the office. If you don't wear shoes because you practice Rossiter Technique or Shiatsu this is also a great time to wear really funny toe socks or colorful socks if you do not practice in shoes.

Weather Proof Your Practice (continued)

Dress Warm Well. I know we have to dress warm to get to the office but, sometimes therapists forget how much work massage is. You may have to layer or wear long underwear but, just remember to remove the long underwear or a couple layers before your session. Keeping a sweater or wrap about if you get a chill is no big deal, wearing too many layers looks sloppy and silly.

People Fall on the Ice. Most likely if it is not a serious injury a massage would be appropriate and effective in addressing the pain and reduction in ROM. Make certain you have the orthopedic massage skills to address these issues or know a therapist that you can refer to. Also make certain you are clear about your abilities, assessments and readiness to refer to a physician when appropriate.

Tension Happens. Even if your client does not fall on the ice they may have more tension in their bodies because of the weather. Chronic Pain and Arthritis patients are notorious for flaring with the changes in barometric pressure. People will hold more tension in their bodies just walking or driving on the ice. So just be prepared, when stuff quits falling from the sky, more people with tighter muscles may start falling on your table!

Don't Panic. Even if you are snowed in and miss a few days of work, it isn't the end of the world. Stay warm and safe, light the candles, play some board games and enjoy some downtime. You might even have some time to catch up on some reading or create a new marketing idea.

Let It Snow!

Think About....

Trading Out....

Posting a Message on the AMTA Facebook Page....

Reading the Whole Newsletter....

Showing Up to a Chapter Board Meeting.....

Asking Questions at a Chapter Board Meeting....

Making Suggestions at a Chapter Board Meeting....

Volunteering for the Best Events Ever.....

Finding Out What AMTA OK Started That is Huge Hit Nationally Now.....

Setting Up Your New Free Website.....

Showing Up to Casual Conversations.....

Bringing a Friend to Casual Conversations.....

Call a Board Member.....

What Does OAFP Stand For?

Decide to Volunteer.....

Run For Office.....

Now Do It!



Jeff Smoot, NCMT

Congratulations to Jeff Smoot, NCMT!
Thank you for being a caring and conscious voice on
the AMTA National Board.

American Massage Therapy Association Elects National Board

Evanston, IL – The American Massage Therapy Association® (AMTA®) announces the results of its 2009 national election, conducted electronically among its Professional members. Glenath Moyle of Oregon ran unopposed and was elected President-Elect. She will serve in that position from March 1, 2010 through February 28, 2011 when she will assume the position of President. On March 1, 2010 current President-Elect, Kathleen Miller-Read of Washington, will become AMTA President.

Winona Bontrager (PA) was elected and Cynthia Ribeiro (CA) was re-elected as Vice Presidents and will serve two-year terms beginning March 1, 2010.

The elections of Glenath Moyle as President-Elect and Winona Bontrager as Vice President result in two unexpired positions on the board – a Vice President and a Member-at-Large. These will be filled according to policy by March 1, 2010.

Four Members-at-Large of the Board of Directors also were elected. One to fill a previous vacancy for a one-year term and three to serve two-year terms beginning March 1, 2010:

Elected – Rachel Mann (NC); and Julie Finn (MI) to serve the one-year term
Re-elected –Maureen Moon (CO); and Jeff Smoot (OK)

Michael Blackmore (OR); Jennie Irving (IN) and Lucia Kaestner (VA) were elected to the 2010 Commission on Candidacy and will coordinate the candidate search for the 2010 national AMTA election.

[An online report on the election results](#) is available for AMTA members (members must login to view the report). Photos of those elected to the Board of Directors also soon will be available on the AMTA Web site at www.amtamassage.org.

The American Massage Therapy Association is the largest non-profit, professional association for massage therapists, massage students and massage schools. The association is directed by volunteer leadership elected by the membership and fosters ongoing, member involvement through its 51 chapters. AMTA works to advance the profession through ethics and standards, the promotion of fair and consistent licensing of massage therapists in all states, and public education on the benefits of massage. The association actively promotes its members to the public and potential employers.

Volunteer Invitation

We would love to have more of you involved in the AMTA OK chapter. We appreciate your feedback and participation at chapter meetings and events. Here are some opportunities you may want to consider.

Internal Governance Committee; Short term committee work for creating Standing Rules or HOD position statements or recommendations. Please contact Christopher Deery 918-859-7216 Chris.Deery@gmail.com

Communications Committee; Short or long term, Website and Newsletter advertiser development. Please contact Xerlan Geiser-Deery 918-859-7216 Xerlan@sbcglobal.net

Events and Education; Short or long term involvement to provide support, planning and implementation of chapter events and education. Please contact Xerlan Geiser-Deery 918-859-7216 Xerlan@sbcglobal.net

Government Relations Committee; Long term to support and create Oklahoma Massage legislation. Please contact Scott Rayburn 405-528-4840 Waterock1@cox.net

Nominations and Awards Committee; short term committee work for annual chapter meeting and elections. Nina Madsen 973-670-2713 massagetherapy.tulsa@gmail.com

Membership Committee; short term committee work recruiting, welcoming and acknowledging members. Please contact Nina Madsen 973-670-2713 massagetherapy.tulsa@gmail.com

Our Next AMTA OK Chapter Elections will befor President, 2nd VP, Secretary & Treasurer

1935 S. Harvard
Tulsa, OK 74112

**Your business tag line here.
Newsletter Publication Schedule
February, June & October**

**All ads, articles and submissions
must be in no later than the 15th
of the month prior to publication.**

Thank you to all the members who get this newsletter by email or on the AMTA OK website. You help us keep costs down so we can spend it on better things for all members. You also help us have a greener more organic chapter. You can be very proud that the Oklahoma Chapter of the AMTA was one of the very first to go electronic with the newsletter. Many more are now following suit. All members that do not have email capability are always mailed hard copy versions of each newsletter. We may be one of the smallest chapters but, we are still one of the most progressive chapters.

Thank you all for doing your part.

Xerlan Geiser-Deery, LMT

AMTA OK 2nd VP, Newsletter Editor

Advertising Rates

Ad Size	AMTA Member	Non-Member
1/8 Page	\$10	\$15
1/4 Page	\$25	\$35
1/2 Page	\$50	\$60
Full Page	\$75	\$85

For more information please contact Xerlan at 918-810-8186 or Xerlan@sbcglobal.net



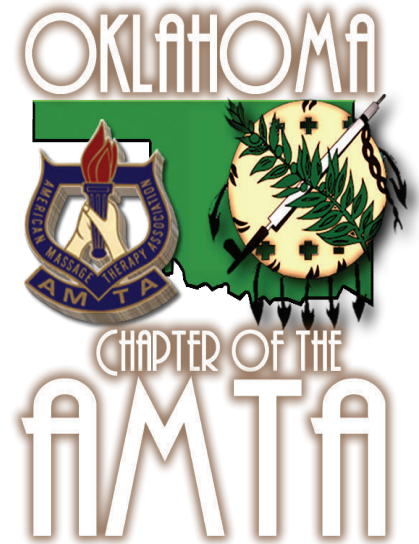
Welcome New Members!

New Professional Members

Jessica Beck
Lyndsay Brazell
Lisa Hanes
Derek Jones
Holly Kirk
Ramona Larsen
Laura Lyman
Debbie Rosenthal
Ashley Wilson

New Student Members

Petra Bray
Kiisha Brown
Lee Ann Burdg
Thomas Cooper
Lilian De Flores
Denise Flynn
Tracy Mittasch
Crystal Prost
Bonnie Twyman



... the mere resolve not to be useless, and the honest desire to help other people, will, in the quickest and delicatest ways, improve yourself.

--John Ruskin

Honoring Our Members

5 Year Members

Scott Rayburn
Jennifer Kurena

10 Year Members

Marni Cope
Michelle Kleckner
Joyce Shieldnight
Tobie Whitlock

15 Year Member

Gianna Pontoni



AMTA OK Calendar

Casual Connections Tulsa March 11th

OKC March 18th

Chapter Board Meeting OKC April 18th

OATA Meeting Tulsa May 22nd & 23rd

OAFP Meeting Tulsa June 17th & 18th

Annual Chapter Meeting & Elections

OKC June 27th