

September | October 2011

Different Strokes

the voice of ABMP



Massage Research

How Far We've Come
Why You Should Care



Massage as Art
Each Canvas is Unique



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Massage Research

How Far We've Come and Why You Should Care

By Ruth Werner



Then Versus Now

The profession of massage therapy is a different beast than when I entered this field 27 years ago. In 1985, armed with my 125 hours of instruction and a shiny state license, I and all of my classmates expected to make a living by working with essentially healthy people who had some extra money to burn. The idea of focusing on massage for specific populations was a brand new concept at that time, and using massage as a coping strategy for people who struggle with health was practically unheard of. Now, of course, things are different. While massage is still a popular choice at spas, salons, and other recreational settings, specialty training has also brought us into the preoperative room to reduce stress before surgery; the postoperative room to reduce postsurgical pain and anxiety; the chemotherapy outpatient center; the dialysis clinic; and dozens of other places where we never thought massage would be welcomed.

How Did We Get Here?

My perspective is that two main drivers brought massage to this place. One is consumers. People love massage, and they want it to be considered a health-care modality. Josephine Briggs, MD, the director of the National Center for Complementary and Alternative Medicine (NCCAM), calls massage therapy “Main Street” health care, if not mainstream health care. Consumers view our work as a valuable intervention, worth paying for even if not covered by insurance. Statistics show that massage is consistently among the top health-care interventions for which people are willing to spend money out-of-pocket.

The other major driver for the advances made in this profession has been the availability of high-quality, credible, accessible research about massage. This allows us, like other health-care practitioners, to point to studies that support our claims. Sometimes the results of these studies dispute some deeply held beliefs. The concept that cancer patients must never receive massage, for instance, was challenged in the early 1990s. The findings that massage has many benefits to offer cancer patients, while basic adjustments can be made to minimize risks, turned the “no massage for cancer patients” myth on its head, and today hundreds of thousands of cancer patients enjoy the benefits of massage and bodywork—because of research. And that was just the beginning.



To learn more about the Massage Therapy Foundation, sign up for the free ejournal subscription, or donate to help support massage-related research grants and community service grants, visit Massagetherapyfoundation.org or call 847-869-5019.

What Does This Mean?

The net result of consumer demand plus an expanding evidence base has big repercussions for massage therapists who are building a practice today. A practitioner who specializes in working with athletes can visit a gym and quote research about massage and recovery time or muscle soreness. Therapists can meet with a human resources administrator and cite research about how massage for employees improves attention span and accuracy. In hospital settings, qualified therapists can refer to a growing body of evidence about massage and reduced pain medication use, coupled with improved patient satisfaction. All of this is made possible by research.

The Massage Therapy Foundation

While the practice of massage has been around for thousands of years, meticulous research about it is relatively new. The Massage Therapy Foundation has been supporting scientific research in massage therapy since 1990. Supporting research means several things: funding studies is an important step, but making it available and accessible is equally critical.

Funding Research

Since its inception, the Massage Therapy Foundation has funded 37 research projects, including some of the early explorations of massage in the context of people who have cancer. Many of the studies have direct applicability to practice specialties. Some of the titles of Massage Therapy Foundation-funded research projects include:

- Effect of Massage Therapy on Postural Control in Older Persons
- Pilot Randomized Controlled Trial (RCT) of Cancer Patients Undergoing Port-a-Catheter Placement
- A Pilot Study of Massage and Self-Care Education for Tension-Type Headache
- The Effects of Massage on Relaxation, Flexibility, and the Severity of Delayed Onset Muscle Soreness
- Use of Massage on Cancer Pain and Anxiety

Case Report Contests

The Massage Therapy Foundation also hosts both a student and a practitioner case report contest every year. This is an opportunity for massage therapists to learn the basics of one-on-one research from the inside out. Winners are invited to present their findings at a national meeting, and to submit them for publication in an academic journal.



So much research is being produced for massage therapists, and so much interest has arisen among practitioners, that the Massage Therapy Foundation has committed to another research conference in 2013.

Teaching Research Literacy

Our teaching research literacy program brings a presenter to massage schools to work with faculty on incorporating basic research principles into already-existing lesson plans. In this way, research literacy among educators creates an infrastructure and expectation for research literacy among students and graduates.

International Journal of Therapeutic Massage and Bodywork (IJTMB)

The IJTMB is the only open source, peer-reviewed academic journal specifically for massage therapists. This publication of the Massage Therapy Foundation is in its third year, and has just been accepted for indexing in PubMed Central—the world's largest database of rigorous scientific journals. Unlike most scientific journals, however, the IJTMB is available without subscription fees to any interested reader.

Research Conferences

In 2005, the Massage Therapy Foundation hosted its very first research conference specifically for massage therapists. We did it again in 2010, and attendance doubled. The main points of focus in 2010 were translational research (the necessary feedback

Did You Know...?

A 2011 consumer survey commissioned by ABMP found that 30 percent of massage and bodywork customers want to pay for your services with a credit card. Are you prepared to meet their needs?

Offered in partnership with ABMP, Intuit GoPayment gives members the flexibility to accept credit cards without the traditional high fees or monthly minimums of other programs. In addition to a specially negotiated discount rate, Intuit's credit card processing plan includes a free card reader that fits easily on your phone and a free app. Once you're set up, accepting payments is as easy as logging in, swiping the card, and entering the amount paid. Card authorization is instantaneous and a receipt can be sent automatically. Log in to ABMP.com, scroll down to "Discounts for Members," and access the special Intuit phone number for ABMP members.

Countertop Wisdom

We've seen lots of counter signs over the years that members have used in their businesses, but this one speaks volumes about the value of your clients' word-of-mouth referrals:



37% of massage clients found their therapists via word-of-mouth recommendations.

—2011 ABMP Consumer Survey

What's New

TV Just for You

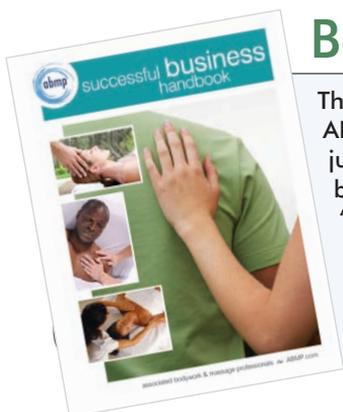
Have you had a chance yet to check out ABMPtv at ABMP.com? This latest tool from ABMP was designed to help you learn about and utilize all the resources designed especially for you. Want to access some of the many continuing education webinars ABMP has to offer, but are not sure where to start? A short video from our ABMP webinar coordinator walks you through the steps. Unsure how to set up your free website from ABMP? We've created and posted a video to show you how easy it is to get your site up and running in no time. Access ABMPtv anytime from the ABMP.com home page for practical tips about how you can make the most of your ABMP membership. If you have ideas for any future videos we can create to make your experience with ABMP even more beneficial, email abmptv@abmp.com.



Se Habla Español
Spanish-speaking members and prospective members can now talk with an ABMP customer service representative in Spanish. Call 800-458-2267, ext. 8, or email membresia@abmp.com.

Best Business Practices at Your Fingertips

The newly updated *Successful Business Handbook (SBH)*, included as part of your membership with ABMP, is chock-full of business information for every stage and path of your career. Whether you are just starting out, or needing some ideas to boost your longtime practice, the *SBH* offers tried-and-true business practices. This most recent digital edition has several new articles including "Chair Massage," "What Is My Path: A Value Assessment," and "Proper Body Mechanics," as well as the bounty of recurrent information we run on the value of tapping into social networking for your business, creating a business plan, figuring your profit per hour, and so much more. Members (Certified, Professional, and Practitioner levels) can log in to ABMP.com to see this latest edition of the *Successful Business Handbook* on the member's home page.



Massage as Art

Each Canvas is Unique

By Ava Aram

Have you ever thought of massage as an art form? Our hands are our paintbrushes, and each body we work on is a canvas. No single body or canvas is ever the same. Even when we work with the same body, its response can change from session to session, just as each piece of art remains unique unto itself. Understanding this premise can not only strengthen your business, but improve the lives of your clients as well.

Like knowing when to use a paintbrush or a pen on your canvas, you must learn when to alter your massage and change your stroke to fit the needs of your client. When applying pressure to your client's tissue, do you find that some areas are more responsive than others? Some areas can take more pressure, while others cannot, just as some areas on the canvas might require a greater saturation of paint than others to complete the artistic effect. Knowing the response of your client's body is critical when addressing technique. The same is true for getting feedback from your clients. We may know our methodology of our techniques and our clients' frame of mind, but understanding the body's response from one session to the next is not just science—it's art. Even after massaging clients for 14 years, I find the daily grind of our clients' lives can alter our massage and what that client needs from the massage.

The artist Salvador Dali, best known for his surrealist attributes, never drew the same image twice, as his artwork reflected what



was going on in the world. The same can be said for massage techniques as we address the body's needs in that particular moment of that particular client's life. As our clients' bodies are always evolving, so, too, should our technique. For example, whiplash neck responses can be different from client to client, so we must know how to adapt our technique to fit our client's needs. In that same vein, don't let your "art" become predictable. Varying our massage technique forgoes predictability, and creates muscle confusion, which is a good thing for the client. (Communication with your client during this time is a must, especially if your client is comfortable in the predictability of your session work. Explain to them the value of utilizing a new technique or routine.)

Never forget the needs of a client, first and foremost. But also remember to not let your sessions become predictable, or cookie cutter. We can all create a photocopy of Dali's work, but the art is lost in the process. Just as the feather stroke of a pen can alter a look of a painting, or drawing, so, too, can the artistry in each of your massage strokes bring a client closer or push them further away.

ABMP member Ava Aram lives and works in Aurora, Colorado. Contact her at vahata@hotmail.com.

ABMP Wins Association of the Year at 2011 World Massage Festival



Associated Bodywork & Massage Professionals (ABMP) was honored to receive the Association of the Year trophy, for the third consecutive year, at the 2011 World Massage Festival in Cullowhee, North Carolina. ABMP is the only association to ever receive the award.

The festival drew several hundred massage therapists to the Western Carolina University campus on July 12–17, and hosted classes from more than 40 instructors and presenters, as well as an exhibit hall filled with vendors.

This was the sixth year for the event, which was cofounded by Mike Hinkle and his wife Cindy Michaels.

In addition to association honors, ABMP Chairman Bob Benson and Vice President Communication Leslie Young were inducted into the Hall of Fame during the event. (ABMP President Les Sweeney will be inducted at the 2012 World Massage Festival, August 19–22, in Las Vegas, Nevada.)

Other award winners include: Legislative Award, Laura Allen; Massage Media Award, Ryan Hoyme/Massagenerd.com; and Teacher of the Year, Susan Salvo. For additional information on the 2011 and 2012 festivals, visit www.worldmassagefestival.com.



ABMP Vice President Communication Leslie Young enjoyed hosting the ABMP booth at the 2011 World Massage Festival in Cullowhee, North Carolina.



EveryBody Deserves a Massage Week

By Jed Heneberry

When Chris Masters became a massage therapist, one of his first actions was to participate in Associated Bodywork and Massage Professionals (ABMP) EveryBody Deserves a Massage Week (EBDMW). “Whatever I earned that week, I donated it to charity,” Masters says. “TV cameras came out and were asking about why I was doing it. It was a big change for me and my business.”

Today, Masters is educational director at the Savannah School of Massage in Georgia where, for the eleventh year in a row, they are donating proceeds from EBDMW to a local charity of the students’ choice. “You’ve got to give something back to the community to get something back,” Masters says. “It makes a difference in how you view things, and it’s about more than just what happens to the people that you give to.”

This year, the school is on pace to raise nearly \$5,000 for All Walks of Life, an organization that provides arts and technology education to at-risk youth. Past beneficiaries have included Habitat for Humanity and charities supporting autistic children and veterans. All told, the school has raised some \$12,000 so far through donating the proceeds from a week of clinic appointments, money that usually goes to the school.

The event fits well with the school’s charitable philosophy (they run several fundraisers throughout the year), and Masters believes it is a perfect way for massage therapists to enrich their desire to heal and help others. “Massage therapists, they really want to give,” he says. “They want to make a difference, and sometimes they don’t know what to do. The way ABMP sets this week up really allows them to do that.”

ABMP members, and other massage therapists across the country, have continued to come up with creative ways to give back through EBDMW. Some provide free massage to clients who make monetary donations to a charity. Others offer discounts for clients who bring in canned goods. Many massage therapists have donated their time to community events to raise money for various causes. ABMP encourages massage therapists to participate in a way that fits their own practice and community.

Oscar Lopez, ABMP member and owner of Oscar’s Touch Massage in Salinas, California, has used EBDMW to benefit local hospitals by donating Workplace Break chair massage sessions to nurses and administrative staff. “A lot of nurses and office administrators are on their feet most of the day,” Lopez says.

“They are operating at what I call ‘full mental capacity’ because they don’t get any real downtime.”

Lopez and his staff organized six events at local hospitals and veterinary hospitals where the staff was able to receive complimentary 10- or 15-minute chair massages. “At first, many of them didn’t think they’d have time for it,” Lopez says. “But they understood quickly the benefits of massage, especially in the workplace where it can make an impact on productivity, reduce injury, and make people more appreciative of their job.”

Serenity Springs Massage & Bodywork owner Marnene Waid encouraged clients to bring toiletries to their massage session. The donations were then rounded up and given to the HRC Calaveras Crisis Center in San Andreas, California, where there are about 10 families that can immediately benefit from the donations. “It’s been going very well,” Waid says. “We’ve been collecting a lot of items and the Crisis Center is very pleased. It’s helped to bring them a lot of visibility.”

Waid, who promoted the event through an ad in a local newspaper, as well as on Serenity Springs’ social media accounts, is participating in EBDMW for the first time, and she has nothing but positive things to say about her experience. “I will definitely participate again.”

Jed Heneberry is assistant editor at ABMP. Contact him at jed@abmp.com.



Holly McDowell, from the Savannah School of Massage in Georgia, participated in ABMP’s EveryBody Deserves a Massage Week, July 17–23, 2011.

Members in the News

Congratulations!

You can find links to the articles listed here on the ABMP website. Find out more about what your colleagues have been working on, their ventures and volunteer activities, business successes, and where massage is taking them. Look for the sidebar on the right in the "ABMP Community" section, then click on the "ABMP Members in the News" link.

Tiffany Burger in "Woman of the Year," *Juniata Sentinel*.

Jonathan Burt in "Everest Institute Hosts Walk-A-Thon for Breast Cancer Research," *Detroit Free Press*.

Cheryl Close in "Great Escape: Relax," *Shorewood.Patch.com*.

Joseph DiPuma in "Business of Relaxation," *Superior Telegram*.

Chuck Dixon in "Massage Oasis Holds Ribbon Cutting," *WeeklyCitizen.com*.

Jessica Lynn Evans in "Massage Therapist Enjoys Healing Power of Hands-On Therapy," *The Oneida Daily Dispatch*.

Marie Free in "Massage Therapist Has Healing Touch," *Frederick News Post*.

Jacki Gethner in "HuffPost Greatest Person of the Day: Jacki Gethner Treats HIV/AIDS in Women Over 50," *Huffington Post*.

Jonathan Goldberg in "Relax With A Massage This Weekend," *Sharon.Patch.com*.

Danielle Hendrix in "Going for the Gold," *Daily Press*.

Barry Lowe in "Relay to Promote a Cancer-Free World," *The Times-Delphic*.

Joe McCue in "Two-Time Cancer Survivor Finds New Lease on Life," in *LakeForest.Patch.com*.



Helen Moss in "North Sioux City Massage Therapist Offers Help to Flood Volunteers," *Sioux City Journal*.

L. Rosalind Ojala in "Fortuna's Loving Hands Institute of Healing Holds Week-Long Massage Event," *The Humboldt Beacon*.

Kari Olson in "Olson Refused to Give Up," *Star News*.

Janine Ray in "NFL Players Testify for Bill Allowing Massage Therapy Without License," *KENS5.com*.

Darby Trovato in "Fundraiser Benefiting The Watson Institute to be Held July 17-23," *Sewickley Herald*.

Sandy Tuttle in "Massage Therapist Gives Back to Community," *Iowa State Daily*.

Michael Wolfes in "Massage Therapist Soothes Sore Muscles on the Go," *The Desert Sun*.



Tell Us Your News

If your practice was mentioned in print, online, on the radio, or on TV, let ABMP know. Send an email to differentstrokes@abmp.com with the subject line "Members in the News" and include a link to the news coverage online or scan and attach a PDF of printed material.

"Ethics for the Real World": Free Webinar Series From ABMP

Take advantage of a great opportunity—a FREE ABMP webinar series with Til Luchau from Advanced-Trainings.com. Designed for massage and bodywork practitioners, this engaging and interactive webinar series uses real-life scenarios to give participants a new understanding of the power and potential of the client-practitioner relationship. The focus will be on fresh perspectives relating to boundaries, money, and other real world issues. Optional six (6) CE credits available for purchase. Satisfies NCBTMB and state ethics CE requirements. Luchau, a regular columnist with *Massage & Bodywork* magazine, will lead six one-hour webinars, Wednesdays at 6:00 p.m. MT: September 28, October 5, October 19, October 26, November 2, November 9, 2011.

Register by going to ABMP.com, then click on "Upcoming ABMP Webinars" under the ABMP Online Education Center.

Legislative Updates

By Jean Robinson



Exemptions, successes, and new advertising requirements were all part of recent legislative actions. Here are a few updates from around the country.

Indiana Licensing Bill Fails to Advance

Senate Bill 500 would have changed the current state certification (title protection) of massage therapists to state licensing (mandatory practice act) and preempted local licensing requirements. After passing the Senate, the bill failed to advance through the House this session. ABMP was supportive of the bill.

Florida Bill Allowing Temporary Permits Fails

SB 584 failed to attract the votes needed to advance. If passed, the bill would have allowed the Board of Massage Therapy to issue temporary permits to applicants who met certain qualifications to practice massage therapy (specifically, graduating from an accredited program). ABMP receives consistent complaints from members who move to Florida and are unable to become licensed in a timely manner because of the state's specific requirements for licensing, including completion of a medical errors course and board approval for schools. While ABMP is in favor of the board having the authority to issue temporary permits, if a bill is introduced next year, we would like to see that authority expanded to all applicants. There is no reason to only allow graduates of accredited programs to qualify.

North Dakota Exempts Energy Work from Massage Licensing

Governor Dalrymple signed HB 1304 into law on April 5, 2011. The law exempts individuals who are practicing energy work from massage therapy licensing, as long as they are not manipulating the soft tissue of the human body (not including a soft touch or tap), and that their services are not designated or implied to be massage or massage therapy.

South Dakota Will Allow Late License Reinstatement

Governor Daugaard signed SB 151 into law on March 28, 2011. The law will allow any person who qualified for licensure through the grandfathering provision, and allowed the license to lapse, to be issued a license by complying with continuing education requirements and submitting a form provided by the board before June 30, 2012.

New Advertising Requirements in Washington

HB 1133, signed into law by Governor Gregoire on May 3, 2011, will require massage practitioners to include their name and license number on all advertisements, as well as display that license in their principal place of business. If the massage practitioner does not have a principal place of business or conducts business in multiple locations, they must have a copy of their license available for inspection while performing any activities related to massage therapy. The law went into effect July 22, 2011.

Idaho SB 1078 Withdrawn by Sponsor

SB 1078 was formally withdrawn by bill sponsor Senator Hammond when it became clear the Senate Health and Welfare Committee would not have time to consider it. While this news may seem disappointing to many, the good news is that we have been able to complete an excellent draft bill this year that has the support of key massage therapy organizations, other licensed health-care professions, and state regulatory departments. If the political climate is more favorable in 2012, expect the bill to be introduced again. Sincere thanks go to Senator Hammond for all of his efforts this year on our behalf.

Oregon Exempts Certain Practitioners from Massage Licensing

Governor Kitzhaber signed SB 454 on May 16, 2011. The law exempts individuals who are practicing energy work or movement education from massage therapy licensing, provided that the individual's services are not designated or implied to be massage or massage therapy, and that they are "certified by a professional organization or credentialing agency." The State Board of Massage Therapists has the authority to verify that a practitioner claiming to be exempt is "certified" as required.

While ABMP is supportive of exempting certain practitioners from massage licensing, we are opposed to the concept of mandating private certifications as a condition of that exemption. ABMP is opposed to the notion of the massage board spending resources to verify that individuals, who are not even regulated by the law, are "certified" by private organizations that have no legal standing in the state. ABMP will monitor how this law is implemented.

Jean Robinson is the government relations director for ABMP. Contact her at jean@abmp.com.

ABMP provides easy ways for you to stay up-to-date with specific legislative news that impacts you.

- Receive legislative update emails. To receive relevant news from ABMP, please be sure we have your current email address on file. Update your contact information or create an email account by logging in to the Members section of www.abmp.com.
- Visit the interactive legislative map at www.abmp.com. Click on a state to get board information, regulations, and legislative updates.

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Member Profile

By Jed Heneberry

Mark Saitzyk Mahwah, New Jersey

As a massage therapist for more than 30 years, Mark Saitzyk has been practicing the skills and techniques he learned through an apprenticeship with his father. These days, he often practices alongside his daughter, ensuring that the family tradition of helping others will continue for another generation.

Like Father, Like Son

Growing up, Saitzyk did not have to look far to see the impact a massage therapist could have on his clients. “My father was sort of a legend in his own time,” Saitzyk says. “Nobody had heard of acupressure, nobody had heard of zone therapy or reflexology. At that time, people like Telly Savalas actually flew in to see my father because of his attitude toward the body and his real passion for people.”

Even with such an example, Saitzyk went to college and began to pursue healing through nutrition instead. After graduating, it was a fortunate accident that sparked his interest in massage therapy. “I picked up a book on reflexology and just started working on people,” he says. “My dad said, ‘Look, if you really want to learn it, hang around here and I’ll start teaching you.’”

The apprenticeship began with guided observation. “It was ‘Feel this,’ ‘Check this out,’” Saitzyk says. “But he started teaching me more and more applications.” Once it became clear that Saitzyk had progressed enough in his education, his father created a comprehensive final exam, which included a unique test. “My dad always said that if you’re really good, you can put a guy to sleep on your table.” During his practical exam, the younger Saitzyk put his client to sleep on the table. “My dad looked like a proud papa.”

Like Father, Like Daughter

Years later, Saitzyk would continue the family tradition by passing his knowledge on to his daughter Rachel. “My dad was a taskmaster,” Saitzyk says. “It would have been easier to go to massage school. But where I came into it with an interest, Rachel came into it with passion, with a real zeal for it and a willingness to learn.” Now that his daughter has earned her certification, the two often work



Mark Saitzyk taught his daughter Rachel the massage profession, just as his father taught him.

together to better complement each other’s strengths. “We’re different because of body structure, but we both work intuitively. She’s very talented. The only difference at this point is that, after 34 years, I have a lot more knowledge to impart.” Perhaps the most important trait that Saitzyk has passed on to his daughter is his genuine care for his clients. “I’ve always tried to impress upon her that you have to really love the person on the table and channel your energy in that direction,” he says. “We love the craft, we love working with people, and we love making people feel good.”

Family Business

The desire to help others and his positive attitude has helped Saitzyk put five children through college with a practice built on long-lasting relationships. “I’ve never had any business other than a referral; 50 percent of my clients have been with me 15 years or more, and 40 percent have been with me five years or more. I’ve been invited to their weddings, congratulated them when they have children, and gone to those children’s christenings and bar mitzvahs. It’s like I’m a part of the family with some people.”

Though his clients may be constant, many aspects of his practice have changed over the years. “When I first saw the [massage] chair, I looked at that thing and said, ‘That will never work.’ Now, it’s 50 percent of my business.” Saitzyk also credits his long-standing relationship with Associated Bodywork & Massage Professionals (ABMP) with helping him continue to grow throughout the years. “The periodicals are quite helpful, because even if it’s one little thing in one magazine that you pick up, you can move on with that and try to apply that approach.”

After years of observing his father, practicing on his own, and teaching his daughter, Saitzyk has one piece of advice to massage therapists. “If anyone is tired, or not sure if they want to do this anymore, they need to get back in touch with the idea that they love people—that will refresh you.”

“You really have to love the person on the table and channel your energy in that direction.”

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