

Different Strokes

the voice of ABMP

First Impressions

Make or Break Your Business

*professional
attire*

warm smile

feeling of confidence

good hygiene

clean fingernails



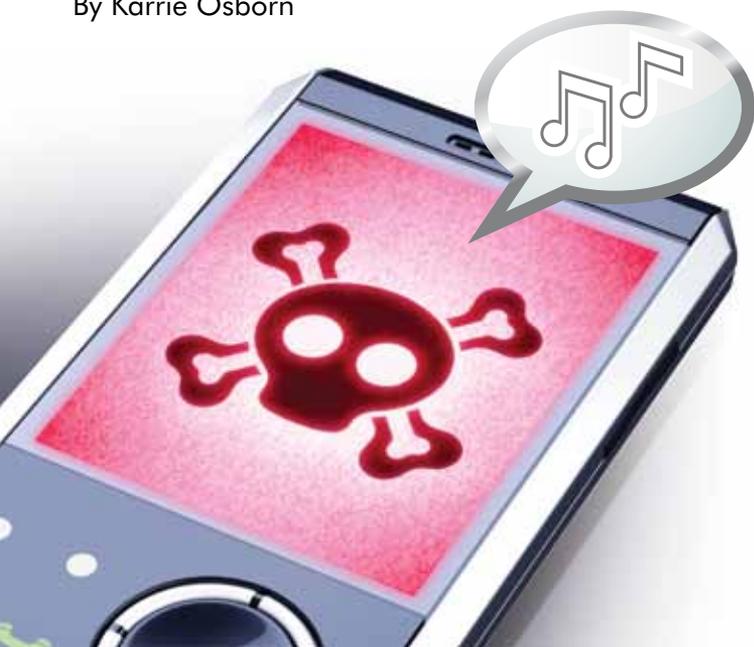
**EveryBody Deserves
A Massage Week**

Stories From Our Members

First Impressions

How Dust Bunnies and Silly Ringtones Can Hurt Your Business

By Karrie Osborn



While we always *hope* that people “don’t judge a book by its cover,” we *know* that first impressions are everything. Have you ever received a sticky, sweaty handshake from someone you’ve just met at a party, or watched a waitress haphazardly wipe her nose with the back of her hand before delivering her patrons’ food? They might both be wonderful people, but the first impression they gave you was underwhelming and unprofessional, to say the least.

What first impressions are you giving clients? Are new clients left assured after hearing your voice mail message, or are they already searching for another therapist with whom to book an appointment? When you bring a client into your workspace, are they cringing over the dust bunnies and massage oil splattered on the wall, or ready to relax into your massage table without a care in the world? Consider the client’s perspective and *literally* see your world from their viewpoint. Could you fall into any “bad first impression” traps?

On the Phone

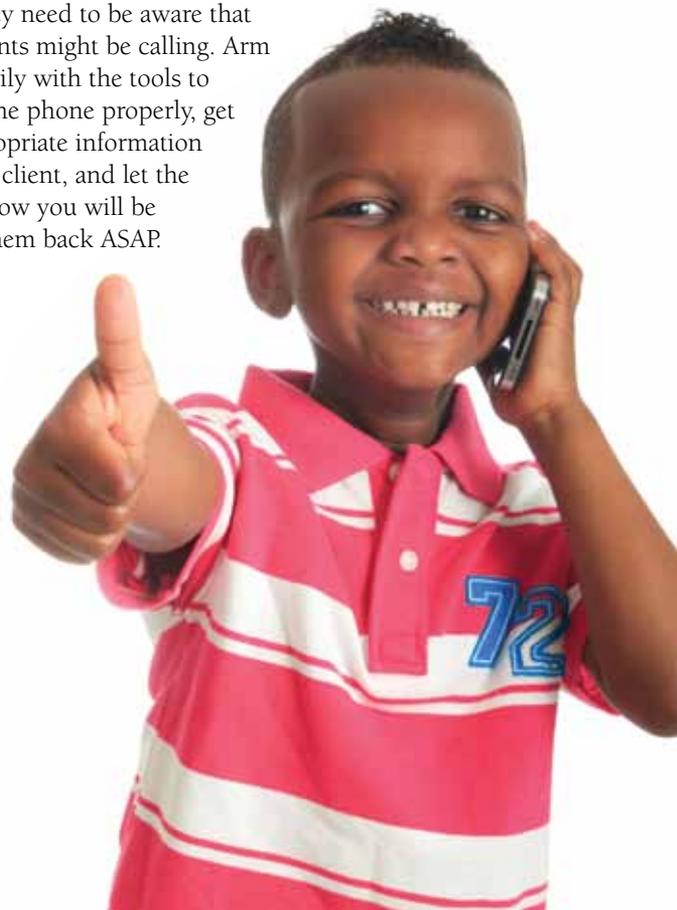
If your ringback tone is LMFAO’s “I’m Sexy and I Know It,” if your outgoing voice message says anything like “You know who this is” or “You know what to do,” or you answer your phone in a warily standoffish way for every unrecognized number, you are undoubtedly driving new clients away. Bad phone etiquette might easily cause you to lose a new client before you’ve even booked them.

Customer Service from the Beginning

It goes without saying—when you answer the phone, be cheerful and welcoming, even (or especially) if it is a number you don’t recognize. Yes, it might be a creepy call from someone you don’t want to do business with, but it could also be a new client ready to give massage a try. Be sure to answer with your name and/or business name so clients know they reached the right person. Concerned about screening phone calls? Check out the article “Personal Safety” in the print version of your *Successful Business Handbook*, or find the digital version on your Members page at www.abmp.com.

Grownups Please

You love your children, but not everyone wants to hear their cute voices on your answering machine. When your home phone takes both personal and business calls, make sure you’ve done everything you can to maintain your professionalism from beginning to end. That includes the welcoming message you leave on your answering machine, the promise to return the call promptly within a set time frame (“I’ll call you back within 24 hours”), and then following through with that promise. It also means that if children are answering the phone while you are away, they need to be aware that your clients might be calling. Arm your family with the tools to answer the phone properly, get the appropriate information from the client, and let the client know you will be calling them back ASAP.





Friendly Phone
Etiquette QR

Scan these bar codes with your
smartphone to see videos at ABMPtv
about creating your own best first
impressions.



Good Idea, Bad
Idea QR

Watch Your Words

You struggle to maintain your legitimacy in a world filled with “massage parlors” and masseuses who do anything but therapeutic massage. Be careful of the words you choose in your marketing, business names, and even website and email addresses to avoid wrong first impressions.

Here are some to avoid:

- **Happy Endings.** Yes, there are really MTs out there using this in their email addresses. Also avoid using “69,” “XXX,” or other suggestive terms.
- **Full-Body Massage.** It’s unfortunate the massage profession no longer “owns” these words. In the eyes of many folks, this is the phrase that promises more than just massage.
- **Draping is Optional.** No, it’s not. Draping is never optional with clients. Read your ABMP Code of Ethics and your state regulations.
- **Sensual Massage.** You may be using this word, or a derivative thereof, to describe the “sensory” experience that is part of massage and bodywork. But be careful. Treading into this area can give many clients the wrong impression.
- **“I Can Fulfill All Your Needs.”** We all hope clients leave our tables refreshed and renewed, but these words unfortunately speak to a different sense of fulfillment.
- **Cash Only.** This can imply that you aren’t exactly on the up-and-up with the IRS, and perhaps trying to hide the “true” nature of your business.

At the Office

What does a client first see when she walks into your office? If you work from home, make sure the front lawn is not littered with toys, bikes, or dog doo. Yes, this is your home first, but to your clients, this is *just* your business. Make it feel like that for them. Consider a separate entrance into your work area to further distinguish the spaces. Avoid clutter and dust collectors. Curtains and ceiling fans are culprits, so before you have a client supine on the table wondering if that dust ball from the fan above is going to waft down into her face, vacuum!

Inspirational sayings and posters are fine if appropriate for a professional setting, but avoid anything political, religious, or otherwise a hot topic for clients. Not everyone believes what you believe, and you need every single client to feel welcome in your space. Limit the number of family pictures in your work area and consider each one from a client’s perspective—the Halloween photo of you dressed as a pregnant nun might not be the best choice for display. Make sure sheets are soft and inviting, not nubby and well-worn, and that any aromas you use are subtle and welcoming, not brash and chemical-laden.

If your office is in a commercial setting, protect those first impressions by collecting trash that may have blown into your area overnight, sweeping the front entrance each morning, and making sure the area is well-lit for evening appointments. Inside, ensure that clients on your table won’t hear phones ringing, the tick of your noisy wall clock, or the boisterous laughs from the business owner next door. Enlist the help of white noise or music to both set the mood and mask other noise.

Social Media Oops

Did you do a little too much celebrating at your cousin’s wedding this weekend? And did you decide to share that fact on Facebook? If your page is public for everyone to see, then your clients are also going to know you danced on the tables until dawn. Do you want them to know that? Create a separate business presence on Facebook or Twitter that you can send clients to. Keep your social exploits, the rundown on last night’s date, or the rant against your boss on your private page, safely tucked away from clients’ first impression territory.

First impressions can make or break a business, especially a new business, so pay attention to the “pictures” you are painting for your clients. Make sure your first impressions are great ones so that clients feel comfortable and safe putting themselves in your hands.



The Craigslist Dilemma

Even though Craigslist has made selling your old car easier (and cheaper) than running an ad in the local newspaper, it has definite downfalls when it comes to advertising your business. It’s fair to say that many advertisements for “massage” or “therapy” that appear on Craigslist are far from legitimate. (Check it out yourself.) Why be confused with a less-than-scrupulous individual? Choose other advertising venues if you can, and most importantly, set up your free website with ABMP (this is one of your best advertising tools). If you must advertise on Craigslist, be extra careful with your wording and be ready to take some obnoxious calls.

Different Strokes

The Voice of ABMP

For questions or comments, please call 800-458-2267.

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If you've moved, changed your email address, added or canceled a phone line, or if any other contact information has changed, please let us know. We want to be sure you're receiving your ABMP publications and membership-related communications in a timely manner.

Update your contact info by logging in to the Members section of ABMP.com or contact us by phone or email, as listed above.

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Members in the News

You can find links to the articles listed here on ABMP.com. On the home page, scan down to News and Resources, and find the "ABMP Members in the News" link there.

Todd Adams in "James Rumsey Expands Repertoire," *The Journal*.

Susan Bishop in "Massage Spa Comes to Swampscott," *Swampscott Reporter*.

Karmen Buchhop in "New Massage Therapy Business Opens in Waukee," *Waukee Patch*.

Susan Cann in "G'burg YWCA Adds Massage Therapist," *Gettysburg Times*.

Richard Forney in "Hospice Patients Find Relief in Massage," *Tulsa World*.

Karen Geer in "WNWO Today Learns the Diverse Benefits of Massage Therapy," *WNWO Ohio*.

Helen Hodgson in "Mobile Spa Services—A Great Way to Enjoy a Staycation this Summer," *Spa Water Blog*.

Anne Hooter in "Massage Therapist Spreads Hope with Her Hands," *L'Observateur*.

Penn Pysh in "Hands of Health, Valparaiso," *Northwest Indiana Times*.

Maryann Reid in "Local Massage Therapist Turns Record Breaking Weight Lifter," *Grafton Patch*.

Ricci Saliba in "Massage Therapist Takes Over Practice," *Payson Roundup*.

Rupa Schodowski in "Singapore Transplant Becomes Shelby Massage Queen," *Shelby-Utica Patch*.

Anne Williams in "Life Skill #82: A DIY Foot Massage," *Chicago Tribune*.



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.



Revive Your Marketing Plan 5 Things You Can Do Today



1. Update your website (or build one if you haven't yet). It's free (as part of your ABMP membership package), and it's easy (follow the simple step-by-step directions on ABMP.com. Log in and scroll down to Create & Update Your Website).



2. Send *Body Sense* magazine to your clients. With the click of a button, you can share valuable information with your clients that reminds them why they should be coming back to see you. Find it at www.abmp.com/bodysense or www.bodysensedigital.com.



3. Create a customized Client Newsletter. Log in to ABMP.com and look under Marketing Center to get started.



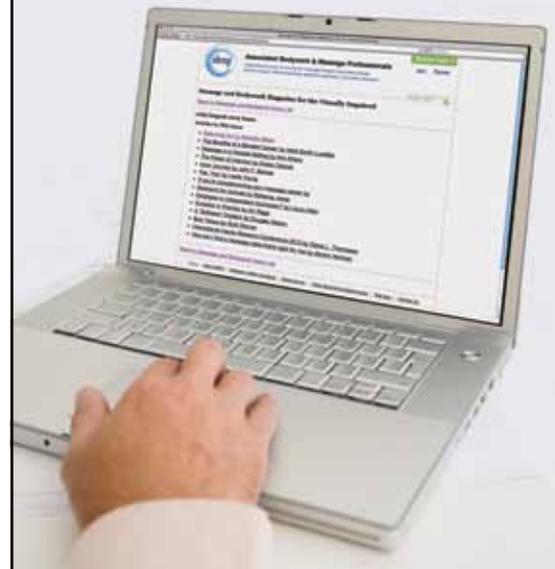
4. Read your *Successful Business Handbook*. (OK, we know you don't have time to read it all, but check out the Table of Contents in the digital edition found at ABMP.com to see what articles might help your business today. Log in to the Members page, scroll down to Create a Thriving Massage Practice, and find the digital edition there.)



5. Create an elevator speech. Make it short and sweet, but make sure it's filled with the best info you want prospective clients to know about you and your business. Visit ABMPtv at www.abmp.com for a short video on how to create your speech today.

Text-Only Options for Screen-Reading Software

We have created an online archive of text-only issues of *Massage & Bodywork* magazine that is compatible with screen-reading software. Instead of receiving a CD each issue with text-only material, as has previously been our distribution method for our blind and visually impaired members, you will now have instant access to an archive of issues. Access the website at www.abmp.com/textonlymags. You'll find issues arranged chronologically from the current issue to January/February 2008. Click on an issue and our most prominent features and columns will be listed.



massageprofessionals.com



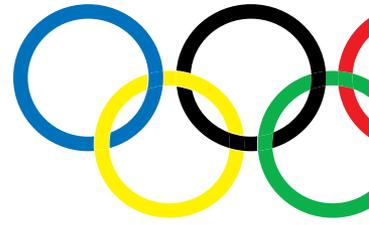
Network with Your Colleagues Online

What's the quickest, easiest, and most affordable way to connect with more than 11,500 massage and bodywork professionals? Join massageprofessionals.com!

ABMP created the site to nurture a community spirit and cultivate communication in the profession; that's why massageprofessionals.com is open to all practitioners. Visit www.massageprofessionals.com today and join the conversations. The site is now optimized for access from mobile devices, making it convenient to connect with peers while you're on the go.



Massage Therapy at the 2012 Summer Olympics



By Danielle Hendrix

ABMP member Danielle Hendrix worked for years to join the US Olympic Medical Team. Here is an account of her experience working on elite US athletes during the 2012 Summer Olympics in London.



I was very nervous when I arrived in London. This was my first Olympics, and I was afraid I would not live up to the expectations that had been placed on me. This was by far the biggest event I had ever been a part of. I knew I had to perform just as well as the athletes, because if I hurt one of them, or did something wrong, it could be the difference between a gold medal and no medal at all.

On the first day in London, the medical staff (of which I was a part) ventured out into London. This was a fun day where we received all our goodies: a cell phone, a watch and ring, a whole wardrobe from Nike and Ralph Lauren, and we also had our official Team USA photo taken. I remember trying on clothes with some of the girls from the diving team and one asked me "What sport are you?" I replied, "I'm not an athlete, I'm on the medical staff." In return, she said, "Wow, that's so cool. Thanks for being here." Right then, I started realizing my part at the games.

My first athlete I had my hands on was from the fencing team. I had not known much about the sport, but the athletes were very friendly and taught me all about fencing. I even got an invitation to watch them practice and check out their fencing equipment up close and personal. I have to say it's pretty cool having a saber in your hands that will be used in the Olympics.



My biggest "wow" moment at the games was at The USA House where I met my favorite Olympian and athlete of all time, Janet Evans. I am a swimmer at heart and followed Evans through her career in the 1990s, up until her comeback at the 2012 Olympic Trials. I really wanted to meet her, and since she didn't qualify this year, I thought that dream was out the window. I was so surprised. I actually teared up at the thought of meeting my athlete idol whom I had looked up to for so many years. That moment made my day!



Messages from home were very comforting to me. Text messages, emails, and Facebook messages from family and friends at home came in daily and helped me relax and focus on why I was there.



A moment that carried me through my time in London, and that will certainly stay with me, came from one of our medical directors, who told us in our first staff meeting: "To the world, the athletes are the stars, but to the athletes, you are the stars!" It's the greatest feeling in the world when, at the end of the games, athletes are showing you their medals and thanking you for all of your help. Those are priceless moments!

Over the next four weeks, I saw approximately 80 athletes from various sports, such as fencing, taekwondo, boxing, wrestling, badminton, beach volleyball, track & field, trampoline, indoor volleyball, and water polo. I held various hours between 9:00 a.m. and 9:00 p.m., depending on which teams were practicing that day.

About midway through the games, I was invited to The Village to work with the US men's water polo team. I got up early and took the "tube" to Olympic Park where someone met me to escort me in. The process entering The Village was pretty involved, since I had to go through major security and metal detectors, as well as give up my passport in trade for a day pass. But once in, I was in awe. Athletes from all over the world together in one place—how cool is that?! I was taken to the clinic where I met more medical staff and settled into my workstation for that day. Athletes that came into the clinic varied from weightlifters to swimmers to BMXers. It was quite the variety, and I loved every minute of it.

My five weeks at the Olympics was not all work, work, work. I definitely had some time for sightseeing and playing, and I was even at the US women's soccer game where our women won the gold medal. Being at an event where you get to see your country win a gold medal and hear your national anthem play is something every American needs to put on their bucket list. If that moment doesn't make you proud to be an American, then I don't know what does. I have never been more filled with pride in my life than at that moment when that song started playing.

All in all, my experience with Team USA was something I will remember for a lifetime. All the hours volunteering and time spent away from my loved ones was challenging at times, but worth it in the end. I would definitely consider doing it again if the opportunity arises.



Jennifer Harman

No Time To Be Starstruck in London

ABMP member Jennifer Harman was part of the medical team that accompanied the US Olympic swimmers to London this summer. Harman, who owns Desert Sage Massage Therapy in Tucson, Arizona, has been working with elite swimmers for 13 years. Her affiliation with the University of Arizona swimmers led to work with USA Swimming and traveling with the US National Team, before applying for a place on the medical staff in London. Her time traveling with collegiate and pro athletes helped her prepare for the Olympic games, something she calls both a "fantastic experience" and an "incredible honor." In fact, it was that experience that helped her fit right into her Olympic role. "As therapists, we're there to create a sanctuary for athletes," she says. "It's not the time, nor the place to be starstruck, regardless if the person on your table is being called the greatest Olympian of all time. We're there to serve the athletes, just like we serve our clients at home."

E-Commerce

By Jean Robinson



Online Coupons—Proceed With Caution!

A number of trends in e-commerce have become evident in recent years. One trend of interest to Associated Bodywork & Massage Professionals (ABMP) members is Internet coupons. There is a lot to consider when deciding whether or not offering a discount for your services will pay off in the long run. Most website providers, such as Groupon or Living Social, don't charge up front to participate and this can amount to free advertising and getting your business name in front of thousands of individuals at once. However, there are also negatives to using this type of coupon, including the fact that you are providing a service at a discounted rate, or even worse, the chance you might be doing something that could put your license in jeopardy.

There is one issue related to e-commerce that should be considered above all others. Is it legal under your professional license to participate?

The first thing to consider is whether or not you are a regulated health-care practitioner under your state law. If you are regulated as a health professional, you are likely subject to certain standards of practice and professional conduct, whether you bill insurance or not.

Michigan and Idaho will be the next states to implement licensing laws. Stay informed at www.abmp.com.

Gray Area

More and more businesses are using “deal of the day” websites. Health-care providers all over the country are contracting with these sites to sell coupons for all manner of health-care services—from acupuncture to chiropractic adjustments to massage therapy. Despite the variety of services being provided, these programs have two things in common: The professional is offering a significant discount and the professional is “sharing” income from the sale of the coupon, often up to 50 percent, with the website coupon provider.

Most states prohibit illegal referral fees. It is illegal to pay or accept payment for the referral of a patient/client to a provider. The coupon website compensation structure may violate these state laws, because there is a direct correlation between the purchase of a coupon (which refers the patient/client to the provider) and compensation of a significant amount of the coupon's purchase

price by the provider to the website.

Many states also prohibit licensed health-care practitioners from offering discounts to one segment of their practice without offering the same discount to the rest of their practice. Additionally, in many cases, the fee you pay the coupon company is a percentage of the revenue generated by the featured deal, instead of an upfront fee. Health-care practitioners are usually prohibited from sharing professional fees (what's often referred to as fee splitting). The offering of improper discounts and/or the improper sharing of professional fees may subject a licensee to charges of professional misconduct.

While ABMP is not aware of any prosecutions related to Internet coupons, we believe these programs could potentially create a problem for health-care providers. It's important to read your state licensing laws regarding massage and other health professions, as well as check with your state board or an attorney.

Jean Robinson is ABMP's director of government relations. To get the latest updates on all legislative and regulatory activities affecting the world of massage and bodywork, visit www.abmp.com.

New Licensing in New Jersey

Applications for licensing in New Jersey were available on September 4, 2012. All massage therapists in New Jersey are required to be licensed. Detailed instructions and a link to the application are available on www.abmp.com.



Clarification on Grandfathering

The term *grandfathering* relates to the qualifications required to obtain a license, typically in the time frame when new licensing laws are being implemented. The grandfathering qualification for licensing is intended to be used by existing practitioners so they can qualify for a license to practice by meeting less rigid qualifications. For example, let's say a state enacts a 500-hour education requirement in its new massage licensing law. Existing practitioners may have gone to massage school 10 years ago when schools were less formal, but this doesn't mean they are not qualified to practice. Their education, training, and experience all count and should be factored in when the state decides to license the profession.

Grandfathering qualifications eventually expire, and then all new practitioners are required to meet the same entry-level standard (e.g., a minimum of 500 hours formal education and passing an exam) in order to qualify for a license.

Grandfathering does not mean you don't have to apply. Everyone must submit an application if he or she plans to practice massage therapy in a state that requires licensure.

Certification is Voluntary, State Licensing is Mandatory

Another frequently asked question relates to confusion surrounding national certification. We've had some members tell us they thought that if they are "nationally certified" by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) they don't have to obtain a state license. **This is absolutely not true.** National certification is completely voluntary—a state license to practice is mandatory. There is no such thing as a "national license."

Don't let anyone convince you that it is OK to practice massage in a state that requires a license to practice massage with only a National Certification Certificate. It is not OK.

Referral Program Pays Off

When you encourage a colleague to join ABMP, we'll thank you with a **\$20 referral credit**. For each new Certified, Professional, or Practitioner level professional who is accepted for membership in ABMP and lets us know that you recommended us, we'll give you a **\$20 credit**, which will be applied toward your next ABMP membership renewal. Just be sure to let your friends know your ABMP ID number so they can provide it to us when they join.



ABMP President Inducted into Massage Therapy Hall of Fame



ABMP President Les Sweeney (right) and ABMP member Rena Margulis (left) were both inducted into the Massage Therapy Hall of Fame in a ceremony at the World Massage Festival, August 19, 2012. Margulis was inducted for developing Tandem Point therapy, an integration of Chinese acupressure with Western trigger point therapy and fascial release. She has a private practice in Haddonfield, New Jersey, specializing in pain and range of motion disorders (www.tandempoint.com). During the process of passing New Jersey's state licensing law, Margulis served as the secretary of, and the ABMP representative to, the New Jersey Coalition of Massage, Bodywork, and Somatic Therapies.

ABMP's 25th Anniversary Renewal Giveaway Winners

ABMP has proudly served the massage and bodywork profession for 25 years, and we want you to share in our Silver Anniversary celebration! Throughout 2012, **all members renewing at or upgrading to Certified, Practitioner, and Professional levels will automatically be eligible to win a refund on their membership fees.** Every two weeks, we'll conduct a random drawing from all qualifying members who renewed or upgraded their membership during that two-week period. **If your name is selected, we'll write you a check for 100 percent of the membership dues you just paid.** Renew when your membership expires and you're automatically entered for that time period. It's that easy.

Thank you to all of our renewing members! Here are our latest winners. Learn more about all of our giveaway winners at www.abmp.com.

★ Ashlie Biewer

"I first became an ABMP member as a student at Sister Rosalind Gefre's Schools and Clinics of Massage in 2006. After graduating, I started my own practice in my hometown. I now have two practices that I run by myself. I enjoy doing the deep tissue fix-it kind of work. It's a rewarding feeling to be able to help people with their chronic aches and pains. My free time is spent taking care of my newborn, which is also a very rewarding feeling!"

★ **Christy from New York** has been an ABMP member since 2006, soon after she received her state license. She was with us for three years, took a break from membership, and reinstated in 2012. Welcome back, Christy!

★ Terra Pearson

"I am grateful that ABMP provides a strong network for practitioners to connect with each other through a variety of ways. As we share our experiences, knowledge, and other resources, we also nourish our own lives, those who come to our healing rooms, and our communities at large.

"My office is at the Isis Osiris Healing Temple, another hub that invites connection, sharing, and inspiration throughout the healing arts community of Northern California and beyond. In my practice, I utilize techniques from various modalities, including craniosacral therapy, Zero Balancing, polarity, shiatsu, deep tissue, reiki, and intuitive energy work.

"I am repeatedly inspired to witness the miraculous wisdom that is the essence of every being. It is this essence that fuels the healing as we invite space for it to flow more freely. I feel that every challenging situation (physical, emotional, mental, spiritual) holds the seed for transformation toward greater health. I feel honored to witness the unfolding of these sacred journeys of evolution."

**Renewals received through
2012 are still eligible to win!**





Laurie Russell

Why I Like ABMP

“I have been a member of ABMP since I was in massage school in 2005, and I have been impressed with how ABMP has transitioned over the years. I can always rely on the staff to answer my questions and to provide good resources for research. Recommending ABMP membership to colleagues is easy. ABMP offers so much to both MTs in private practice and those working for others. ABMP has been

very proactive in social networking, allowing therapists to share and exchange experiences. ABMP also looks to the future of the profession with its educational programs, teacher-training courses, and business and marketing materials—all are important tools for therapists to use.

“My favorite part of being an ABMP member is *Massage & Bodywork* magazine. It is filled with lots of valuable information, it is well illustrated, and the writing is always entertaining and informative. I read both the online and hard copy formats. *Body Sense* and *Different Strokes* nicely round out the ABMP publication library.”

About Me

“It took a long time for me to fully commit to training as a massage therapist. For many years I tested the waters, taking classes in shiatsu, reflexology, and basic massage, but never entered a formal program. I was busy with my career working as a research chemist studying photoconductor materials. I worked with research groups developing solar energy materials. It was exciting and fun work, always looking for the next major research breakthrough that improved solar energy efficiency. I guess I have always been an ‘energy worker.’

“In 2004, the time was right and I started massage classes at Advanced Fuller School of Massage in Virginia Beach, Virginia, finishing the program in 2005. I then studied shiatsu at Ohashiatsu Maryland, and graduated from the Ohashi Institute in 2008. Massage school gave me the techniques to work, but Ohashiatsu taught me how to listen, feel, touch, and move.

“I work as an independent contractor for a few local massage studios and spas, and recently started a small practice of my own. In my spare time, I like to row and practice yoga. I recently bought a small motorhome—it is time for a long overdue RV road trip!

“Many thanks to everyone at ABMP for contributing so much to the profession. Best wishes for the next 25 years!”



Laurie Russell, shown here hiking in Pompeii, says *Massage & Bodywork* magazine is her favorite part of ABMP membership.

Thank you for 25 amazing years.

We at ABMP have thoroughly enjoyed serving you this past quarter century, and look forward to serving you for many years to come. As we’ve celebrated our anniversary throughout 2012, we’ve had great pleasure talking with all our membership renewal giveaway winners and listening to their stories. All of us at ABMP are grateful for you!

EveryBody Deserves a Massage Week

ABMP Members Reach Out

From free chair massage to full-fledged fundraising efforts for local charities, ABMP members found a variety of ways during EveryBody Deserves a Massage Week to impact their communities, and bring massage to those who might not otherwise experience its benefits. Here is what some ABMP members were up to during our 18th annual massage awareness event held in July.

A Sense of Solidarity

Revelation Massage, the dream of owner Kim Jacques, has connected with its community through outreach efforts ever since the business opened in 2011. “The mission of Revelation Massage includes being an active part of the Lewiston/Auburn community,” says Jacques, who was previously the director of education for Spa Tech Institute in Westbrook, Maine. In fact, over the last 10 months, Revelation Massage has offered free chair massage at events ranging from holiday fairs to ribbon-cutting ceremonies to Nurse Appreciation Week at local hospitals.

Jacques says ABMP’s EveryBody Deserves a Massage Week inspired her and her business even more. “Although we are involved in our community regularly (16 events in the month of June), the sense of solidarity that came from this week was great. It was nice to think of ourselves as part of a whole unified national event.”

During EveryBody Deserves a Massage Week, Revelation Massage found several ways to get the word out about massage:

- “We created a sports massage tent at two of our local 5K races—the Moxie Festival 5K and Emily’s Run. It was the first time that massage was offered at the Moxie Festival 5K, and the race director and athletes were pleased with the new addition.”
- “We volunteered to offer chair massage at our local Farmers Market for donations that went into the Farmers Market Funds for advertising and equipment purchases.”
- “We were able to provide chair massage to more than 30 people, many of whom had never had massage before.”
- “We also worked with our local United Way chapter to collect food at Revelation Massage. We had a food collecting station and when clients brought in food, they received a voucher for a hot stone or hot pack treatment that could be used at their next visit.”



Kim Jacques, owner of Revelation Massage in Maine, offered chair massage at the Lewiston Farmers Market.



Melissa Stevens and Richelle Keefe, from Revelation Massage, provided sports massage at the Moxie 5K.

“Although we are involved in our community regularly (16 events in the month of June), the sense of solidarity that came from this week was great.”

—Kim Jacques



Good Work Abounds

There were many wonderful stories to share about EveryBody Deserves a Massage Week events happening across the country. Here are a few more submitted by our members:

- Aric Duspiva says he “had a blast” offering massage to employees of the Idaho Department of Transportation, and was excited to celebrate EBDMW for the first time in his 14-year career.



- The Retreat Spa in Baton Rouge, Louisiana, found a way to bring in new clients and celebrate massage week by offering half-price massage and spa treatments. The spa also took nominations throughout the week for 4–5 deserving folks who needed a free massage.

- Geraldynne Mitchell works as a massage practitioner for residents in a skilled nursing facility in New Jersey. She volunteered her time giving chair massages to the nursing staff there, and all money raised was donated back to the facility’s Resident Council fund for the future purchase of recreational activities.

- SeaCoast Career School students in Maine offered chair massage at the Cancer Center in Sanford, Maine.

- Elizabeth Edwards offered chair massage to a local health fair, and the donations she collected went to TheRun.org, which creates awareness about naturopathic medicine.

- Illinois therapist Dianah Kuhl-Troemel (center) coordinated the efforts of several chiropractors and fellow massage therapists to help raise money for the Simple Room, which offers youth programming.



- On the heels of being named Memphis’ Favorite Massage Therapist, Larrie Ann Rodriguez and her employees at Midtown Massage & Bodywork provided free chair massages to neighboring businesses and held an open house for friends and clients.

- New Life Massage & Bodyworks in Tulsa, Oklahoma, gave free massage to The Blue Star Mothers of Oklahoma District One and also gave discounts to clients who brought in items for the local food bank.

- Karen Traub-Hadama Seshat offered mini-sessions to raise money for the Hospice of Franklin County.

- Body, Health & Wellness Massage Therapy in Fresno, California, offered free chair massage, with donations going to the local chapter of the Make-A-Wish foundation.

- Christy Yost of Mandan Therapeutic Massage Clinic gave away \$15-off coupons for therapeutic massage, in an effort to raise money for the Central Dakota Humane Society.

- Therapists from the Whitinsville Wellness Center and Spa in Massachusetts collected money for the Barton Center for Diabetes Education to help send insulin-dependent children to summer camp.

- Bella Williams started her week with a Spa Jammie Party at Holistic Therapy and Beauty Spa Services in San Diego. After several years of participating in this massage awareness event, she said this year was extra special and had great interest generated by social media. Throughout the week, Williams raised money for Relay for Life and Bark of Life, and she collected clothing for Girlfriends Care.

Thank you to everyone who participated in this event and helped spread the message of massage. Be sure to let us know what exciting plans you’re developing for next year’s event, scheduled for **July 14–20, 2013**.

CONGRATULATIONS! 10-YEAR MEMBERS

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Member Profile

By Jed Heneberry

Andrew Carr Alexandria, Virginia

ABMP Member Since 1999



Andrew Carr has been working in the Washington, D.C., area for 14 years, building up a clientele of government workers and an impressive toolbox of techniques. Here, he shares his philosophy, his story, and his successes.

Working on the Government

In a politically divided Washington, D.C., one thing that everyone has in common is pain. Lucky for them, bodyworker Andrew Carr, practitioner of more than 17 modalities, truly has something for everyone. “I’ve had people from every walk of life, from D.C. cops to the Secretary of Energy, from Secret Service members to the person that handles the garbage,” Carr says. “There are thousands of people in these buildings hurting, and I’m helping them.”

Carr has had his practice, Miles Massage Inc., for 14 years and today works in four government buildings, including Housing and Urban Development and the Department of Transportation. He loves supporting workers who are living the fast-paced, high-stress life that comes with working in the nation’s capital. “Some of the government actors who are shaping what’s going on in our world, with the stressors on them, truly have to be above average,” Carr says. “They become super men and women, but they break down because they don’t care for themselves as super men and women.”

Though his clientele possess varied careers, he sees the harmful effects of stress in nearly everyone. “They have the normal stuff—neck, simulated carpal tunnel, hips, low back, groin—but more than those are the psychological issues, where they’re not handling stress well.”

One particular stressor Carr recalls dealing with is the aftermath of Hurricane Katrina. “I was working at the Department of Energy, and a lot of people were going down to Louisiana and they were wearing down their bodies. They were getting toxic, and it was very challenging to work on their bodies.”

In the face of such challenges, Carr was inspired to seek out new ways to bring healing to his clients.

A Thirst for Knowledge

Carr’s desire to bring healing stemmed from a combination of talent (his grandmother’s early approval of his work was an inspiring moment) and a profound experience while on a trip to Egypt. “I fell asleep in Karnak,” Carr recalls, “and after a long dream, I woke up with an insatiable appetite to know more and to help people at higher levels.”

That appetite has driven Carr to learn more than 17 modalities and techniques, including Active Isolated Stretching, massage for cancer, marma therapy, and reiki. “The dysfunctions that end up showing up in people will cause you to go out to the [profession] and say, ‘I don’t know how to do this. Let me find a mentor; let me find someone who knows more than myself to teach me how to help this person,’” Carr says.

Carr has collected several mentors, including Aaron Mattes and Shamaya Chah, whom he speaks about with great reverence. “All these giants in the industry,” Carr says, “if you stand on their shoulders, you can’t help but help folks.”

Ever the dedicated student, Carr already has his next course work in mind. “The last class I took was for cancer massage, and that was a huge eye-opener. Now I want to try ART [Active Release Technique]. And the other one I want to try is a technique that focuses on the jaw muscles and releasing the jaw. One of my mentors encourages me to try anything that will up my level.”

Healing Above All

While others in Washington seek to promote their ideas, Carr maintains a humble goal. “My general mind is that I can help any, and every, body in the room, and I feel honored by being able to do that.”

To become that healing presence, Carr has found that he needs to blend his extensive knowledge while also remembering to focus on working with the client. “Your thought process has to be that you’re helping these people, not forcing them where you think they need to go,” he says. “I think a lot of massage therapists coming into the game don’t realize that.”

One thing Carr attempts to do is educate his clients. “People come to massage therapists with all kinds of misconceptions, but you bring them in and say, ‘I’m here to help you in this way. I know where you’re at, and I know where you could be.’”

Ultimately, all the work that Carr puts into developing himself as a bodyworker is for the benefit of his clients. “Massage therapists are put here to help and facilitate the reduction of pain,” Carr says. “All these things, this amalgam of techniques, become a humble way to help a person. You keep working toward the goal of where both of you want them to be. The techniques roll into each other to best help the client.”

That’s an attitude that people on all sides of the political spectrum can appreciate.

Jed Heneberry is assistant editor at Associated Bodywork & Massage Professionals. Contact him at jed@abmp.com.

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