



From the Director

An Important Message from Bob King

by Nancy Dail, BA, LMT, NCTMB

This past January I attended the annual Council of Schools meeting in New Orleans, an event that gives me the opportunity to network with peers who own schools internationally. It helps me reflect on our own program and gives me a window to look through for visionary purposes. Bob King, Director of the Chicago School of Massage Therapy, and George Kousaleos, Director of the Core Institute in Tallahassee, Florida, gave dynamic speeches on the past, present, and future of the profession and asked compelling questions. I was fortunate to get Bob's speech from the AMTA to reprint on our Web site. Please read his complete speech there. Unfortunately, I did not have enough room to print it all in this newsletter, but what he said is so profound, I want to share a key section with you here.

We used to say in the '80s during the big massage growth spurt, we were changing tires at 55 miles per hour—that is how fast the profession was changing, growing, and bursting into the seeds for accreditation, certification, and licensure. The profession is still changing and growing, but the development is not necessarily for the best. We need to take a hard look in the direction we are going and how we are getting there. Bob describes our history and states the problems accurately.

Where We've Come From: Reflections and Opportunities for the Council of Schools

Excerpts from a speech by Robert King

From 1986 to 1990, I was AMTA National President. The most important accomplishment of my two terms in office was creating AMTA's first strategic plan in 1989. We had 7 far-reaching goals:

1. The National Certification Program for massage therapists
2. Accreditation of massage therapy schools
3. Creation of the AMTA Foundation
4. Development of standards
5. A proactive law and legislation program
6. Cooperative efforts with all healthcare providers
7. The creation of new markets and opportunities for the practicing therapist.

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I Have a Dream and It's in My Bones!

by David Lauterstein, R.M.T., Cert. ZB

Years ago I received the gift of hearing Martin Luther King speak. I hope you'll excuse me if I bring some of his inspirational tone into this little essay. I just can't resist.

The reason I can't resist is I have a dream too. And I know you, as a bodyworker, do too. It is the dream to help create through my work the most efficient route to health that I possibly can for my clients. We know, in the deepest part of us, that bodywork holds a precious key to human health and happiness. As Ida Rolf said, "we are held back by literal thorns in literal flesh."

My dream is to help as much as I possibly can. Don't you want that too? After years of working with the myofascial and cranio-sacral systems, I was sure there was something I wasn't quite getting my hands on. I felt something was the "final" frontier for my clients.

Then I received a Zero Balancing, and some months later I met its founder, Fritz Smith, MD, and, please excuse me, but I saw the light. It was actually just like in one of those cartoons with the light bulb in a balloon over my head! Here's what he said (in my words).

We are alive. Therefore we are physical structures, but we are also animated, energetic beings. We have skin, muscles and organs, and bones. Since we are both structure and energy, each of these layers of us has particular structural and energetic characteristics. As bodyworkers, we feel the skin and affect it through massage and hydrotherapy. And with training in myofascial release, shiatsu, cranial or visceral work, we also affect the world of the muscles, fascia and organs. The missing piece, he said and I simultaneously realized, is the bones!

I had at that time no precise way to access this—the very core of us! And that's what Zero Balancing is about—the deepest soft tissues connecting the bones and the energy being conveyed by them, in many ways the deepest energy in the body.

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The (Spa) Show Must Go On

by Steve Capellini

I remember attending the first spa trade show ever put together in the U.S. It was the International Spa Association (ISPA) show in Miami, Florida, in 1991, and there were about 125 people there. This included people from other countries, like Germany and England. All of us could have easily fit into a typical Denny's restaurant. There were twenty some booths on the trade show floor, and we had a limbo party where just about everyone went under the bar.

Today, things have changed. The ISPA show this year, for example, will be held at a huge convention center at the Venetian hotel in Las Vegas, and well over 2,000 people will attend, meandering through a hundred booths, listening to famous keynote speakers like Deepak Chopra and Andrew Weil. And that's just one show. There are at least a dozen other spa trade shows you could attend this year in the U.S. alone, should you

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Treating Cervical and Shoulder Dysfunction

by Timothy Agnew

A patient walks into your office complaining of neck and shoulder pain and stiffness, and you notice she has great difficulty turning her head. She tells you she cannot rotate her head anymore when backing out of the driveway, and even reaching for a cup in the cupboard has become a challenge. How do you treat this patient? And how many times must you see her to solve the problem?

Neck and shoulder pain is a common complaint, and if you have been a bodyworker for any length of time, you have probably experienced discomfort yourself, or you have treated patients with it. Why is the neck and shoulder region such a tender area? Let's examine some of the muscles that cause pain, and then discuss a treatment modality called *Clinical Flexibility*

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Educators and activists from the COS, many of whom are sitting in this room, played a vital role in the achievement of each one of these goals, demonstrating how a council and a professional organization could work together. School educators had the vision for a truly independent, government-recognized accrediting agency that led, over a period of many years, to the formation of COMTA. Despite relentless criticism from a trade organization and a massage publication, school owners and educators were the major visionaries and architects of National Certification. Community service, research, and scholarship were on the agenda for the newly formed AMTA Foundation. Practice standards, ethical codes, the formation and acceptance of higher standards for massage therapy education, and the annual national teacher's conference—these are but of a few of the ongoing contributions of this Council during the past decade. Truly, much progress has been made.

The history of the COS is, in fact, the history of a small group of courageous educators asking tough questions, refusing to accept outdated answers, proposing a new vision for education, committing to higher standards and generating change throughout AMTA, the schools and the profession—sometimes gently, sometimes assertively, but always with strategies and action plans that reflected the highest ideals of professionalism. Never underestimate the power that a small but passionate, dedicated group of activists can have on a society, a culture, or a profession.

Less than a decade ago, COS membership was limited to COMTA-accredited schools or those going through that accreditation process. The number of COMTA-accredited schools in 1999 was 33. The previous year the COS decided to become a trade organization, not dependent on accreditation standards—and membership quickly grew. Indeed, the Council is now listed as a membership category of AMTA. We have 386 school members in the AMTA-COS. I wonder if growing numbers are always compatible with maintaining standards.

As I reflect on this growth I have two questions:
1. Where are these COS members? What can we do to attract more of them to our annual meeting?
2. In this great surge of membership growth, is it possible we have lost our identity?

Let me illustrate my concern. I'm holding here a COS membership brochure for prospective students. This document lists 23 other massage schools in Illinois as being COS members. Most of these schools use the AMTA logo on their website and in their advertising. Some of them erroneously claim COMTA accreditation status. Some of these schools attack AMTA directly and do not support or participate in the Council. Instead, they showcase a professional and educational status that seems to systematically deceive consumers. For the \$175 minimum Council membership fee they can use the 15 different manifestations of the AMTA logo in the member packet. This logo usage is encouraged for "establishing your professionalism and credibility."

But aren't we confusing marketing with credibility? The AMTA emblem, designed in 1958 and trademarked in 1972, remains the most visible and enduring symbol of our Association, easily recognized by all its members. The hands uphold the torch of wisdom. The flame signifies our desire to serve. The shield is a sign of integrity.

I am posing the very difficult and painful question: Is the AMTA logo for sale? Many school owners and educators believe massage therapy education is at the crossroads. We can avoid problems by publicly applauding our industry growth while privately wincing at the corporatization of massage or the dumbing down of practice standards. But I believe that big numbers are not enough. Are we serious about educational and accreditation standards? We need an integrated, holistic, collaborative vision that is shared by the AMTA, the COS, COMTA and NCBTMB.

We can rightfully applaud accreditation bodies and certification boards for the progress they have made, but where is the dialogue between them? In chiropractic, physical therapy, and many other professions you qualify for the national exam only by completing an accredited program of learning. Is either of these two bodies addressing this issue in their plans for the future?

Where was the leadership when the National Accrediting Council of Cosmetology Arts and Sciences (NACCAS) obtained USDE recognition as an accrediting agency not for cosmetology but for therapeutic massage education? This is not the only power grab into massage education. We also saw the formation of phony, overnight, self-appointed "accrediting agencies," promoting the curious values of resentment and litigation. Who is providing us with accurate information on these developments?

AMTA claims 114 million massages were provided in the US last year—up dramatically since 1997. That's the good news. But how many consumers visited poorly trained practitioners who used too much oil and got it in the clients' hair; didn't check contraindications; started their treatment with non-agreed-upon, unannounced energy work; gossiped or broke confidences during a session; provided outrageously inappropriate medical or psychological advice; ran out of time ignoring entire body segments; or failed to provide adequate tissue engagement, providing instead an oil-based finger painting session or a "fluff and buff" style more suitable for a car wash? In other words, how many of the 114 million aren't coming back?

I apologize I had to cut this powerful speech, but you can find it in its entirety on our Web site. What can you do? Well you can educate the public. You can continue to represent the profession with integrity and support educational standards. Many of you have contacted the school worried about poorly trained massage therapists in your area. We share

IN TOUCH

The Quarterly Newsletter of the Downeast School of Massage

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Newsletter submissions, including editorial and advertising materials, may be sent to "DSM Newsletter" (address above). DSM reserves the right to accept, reject, edit, and/or place advertising and editorial matter at its discretion. Copyrighted material must be accompanied by written permission to print.

Advertising rates: full page: \$150, half page: \$75, quarter page: \$40, classified: \$25. Payment for ads must accompany request for placement and ad copy.

Ad Deadlines: November 15 for Winter issue, March 15 for Spring/Summer issue, July 15 for Fall issue. Each issue is mailed approximately one month after its ad deadline, e.g., the Winter issue is mailed in late December.

your concern and we hope you will stay IN TOUCH with DSM, your AMTA chapter, legislation, and continuing education. You could be a leader of tomorrow. You can run for the National Certification Board or for COMTA. You can be on the board of the AMTA or serve on the numerous committees. We have served in many capacities over the years and have found it to be hard but incredibly rewarding. Get involved! DSM hopes to continue to provide quality education and service for students, graduates, and the public. Stay IN TOUCH!



and Therapeutic Exercise (CFTE).

First, for the purpose of this article, it is necessary to think of the cervical and shoulder areas as one unit. After all, they do not work separately, as many neck muscles share movements with the shoulder. Neck pain goes hand in hand with shoulder pain, and vice versa. The human head weighs about 8-10 pounds, and support for the skull comes from the neck and shoulder musculature. The trapezius muscle, as it starts at the base of the occiput and winds its way to the spinous processes of T-12, is a superficial supporter of the head (upper fibers). But it is also a major "retainer" of stress, and this muscle often becomes sore and ischemic. The rhomboid muscles, located between the scapula and vertebral column, lie deep to the trapezius. These muscles are almost always involved in neck problems because of their location (antigravity muscles along the spine, running across gravity) and action (as adductors and elevators of the scapula). Also, these muscles have a large pain referral path up to the neck. Many other muscles such as the scalenus, located on the anterior, lateral neck, and deep to the sternocleidomastoid and trapezius, are restricted in range of motion (ROM) and will contribute greatly to neck discomfort.

In the shoulder, most of the small rotator muscles such as teres minor, teres major, supraspinatus, subscapularis, infraspinatus and rhomboid are most always involved with shoulder pain. Usually there is an imbalance—either in flexibility or strength—that predisposes the shoulder (and neck) to injury. Parts of the rotator cuff muscles must pass underneath the small space of the acromion to attach on the humerus, so when they are shortened or swelling is present, impingement results.

So exactly what causes shoulder pain and stiffness? The muscles of the neck and shoulder work in unison to allow us our fantastic range of motions, and when they work properly, this movement is smooth, flexible, and pain-free. For example, restricted movement in the scapula (rhomboid, serratus anterior), can disrupt the *scapular-thoracic rhythm*. Compensation occurs by other muscles to give us the ability to perform the movements. The result? Over-used, damaged musculature.

Weak, inflexible muscles of the neck and shoulder cause eighty percent of all

neck-related problems. As I said previously, the weight of the head is supported by our neck and shoulder musculature. The rhomboids hold the shoulder back, the trapezius helps keep our head extended in the midline of the body, and many other neck/shoulder muscles assist. When these muscles become weak—which they often do from overuse, age, or atrophy—the muscles can no longer do their job. Small tears develop in the muscle fibers, and the patient develops a "pain in the neck," or worse, frozen shoulder.

CFTE is a commonsense modality that is derived from traditional kinesiology, biomechanics, and physical therapies. Its philosophy is to educate the patient at all times. Unlike many healthcare modalities, CFTE allows the patient to learn the exercises to help solve his/her own problems. In CFTE, no patient leaves a treatment without learning exactly what caused the problem, what they can do to help it, and exercises they can start immediately, without supervision or assistance. At the core of CFTE is the method of Active Isolated Stretching (AIS), a safe, effective protocol that anyone can learn to do on his or her own.

Ninety percent of all neck pain can usually be solved in two treatments using CFTE. Is this good for your business? Yes. Solve that patient's pain for good, and she will refer you over and over again. People in pain want solutions—no treatment after treatment.

To solve neck and shoulder problems, several things must happen: 1. Flexibility to the neck and shoulders must be restored. 2. Those muscles must then be strengthened. But that's not all. The patient must be taught how to maintain her injury to prevent pain from reoccurring. Patient education is part of the solution! If you're already performing massage in your practice, it becomes a powerful treatment when combined with CFTE. Gentle massage can help expedite the healing time and aid in relaxing the patient.

Neck and shoulder pain can literally drain the body's energy systems, and many people become "adjusted" to the pain and assume it will always be there. For this reason, this area must always be treated gently. The type of flexibility you perform on your patient is important, too. Many types of stretching support long holds of muscle tissue, which could damage ischemic tissue more. Isometric-type resistance to the neck also poses many risks. The CFTE method has been proven

to help release muscle tissues quickly and effectively, and the best part is the patient always leaves with new knowledge to help solve neck and shoulder dysfunction for good.

See workshop details on page 8.

And the Winner Is...

Seventeen out of 22 of our most recent DSM class surveys sent out were returned. It appears that our lottery with a \$15.00 prize from the DSM Store has been a great stimulus for receiving completed surveys. The names of all survey participants were placed in a hat, and the winner is...Elliott Cabot!!!!!! Congratulations, Elliott! You will have to come off the island to receive the prize, Elliott!

These surveys help us to complete statistics and information we have to report to the accrediting commission on an annual basis. DSM wants to thank all of the graduates of the 2003 class who took the time to complete and mail the surveys. We wish you all the best!

Formula For Success for the Jan. '04 Class

The January 2004 class began its journey at DSM on January 5, 2004. Fifteen full-time students are attending school with the following Formula for Success.

We go forth together to promote safe touch, with creativity, honesty, integrity, and grace.

We are dedicated to learning with motivation, passion, and vibrancy and will reach towards healing with vitality and excitement.

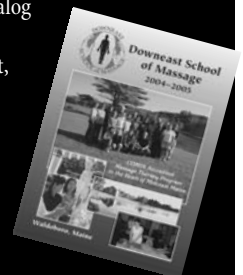
Please honor, respect, and acknowledge this ambitious, studious, and humble pledge. We welcome the new students into our community and wish them success along their journey.

Available Now

2004 – 2005 DSM Catalog

Our 2004-2005 DSM catalog

is now available at the school. DSM is the oldest, COMTA-accredited program in the heart of Midcoast Maine. If you want some catalogs for your office, please do not hesitate to call 207-832-5531 or email us at dsm@midcoast.com. Education preserves the future of the profession!



DSM Graduates Return to the Light

by Nancy Dail

RICK RUDOLPH was a 1985 graduate of the Downeast School of Massage. Rick passed on at his home in Cornish, Maine, on December 27, 2003. The memorial service was held on January 31, 2004, and was a wonderful tribute to his life. It was packed with people who loved him, and there were many healing tears. His oldest son, Ethan, age 16, gave a loving talk about his father. Rick has left his wife, Donna Beth Davis, and their 4 children, Ethan, Sebastian, Aaron, and Adam. Donna Beth is asking people to write any personal stories or memories about Rick to his kids, either through the mail or by email to: Ethan, Sebastian, Aaron, and Adam Rudolph, 93 Cumberland Street, Cornish, ME 04020. Or email: fourwildboys@psouth.net

Personally, I remember Rick's sense of humor and goodwill toward others. Rick had gifted hands and a sensitive soft side that lent to his success as a massage therapist. He will be sorely missed by his clients and the profession, friends, and family. Rick was one of the "Basement Graduates." His class was a small, intimate group of extremely bonded individuals, and there is a picture of his class on the wall in the main massage room at DSM. For graduation, the class made T-shirts depicting a fictitious place called "Rudolpho's." In the picture we are all wearing the T-shirts, laughing, and linking arms—a symbol of the class's cohesiveness. Godspeed, Rick.

* * *

ANNE KNIGHTS was a 1992 graduate of the Downeast School of Massage. Anne died unexpectedly on Friday, December 12, 2003, at a local hospital after a long illness. She had received a heart transplant 13 years ago and had enjoyed a busy and full life since that time. Anne had been self-employed as a licensed massage therapist since her graduation and was loved by her clients, friends, and dog, Kerby. She volunteered her time for the National Kidney Foundation of Maine and advocated for organ transplantation. Anne always had a bright, cheery smile, and her love of life was exemplified by her vivacious, caring, and bright nature. She had a strong determination to complete massage school, and no heart transplant was about to stand in her way. Anne was indeed successful at DSM and in her career. She brought us light, love, and laughter. Godspeed, Anne.

The (Spa) Show Must Go On . . .fr. p. 1

choose to. Add Canada, and there are half a dozen more. When you include Asia/Pacific and Europe, there is another spa show you could attend almost every weekend of the year.

How is this possible, you ask? How could so many shows do so well, attracting so many people? Well, the answer is simple. The spa industry, contrary to some "expert" opinions in the past few years, has continued to EXPLODE, mushrooming up into the popular culture in ways unforeseeable to those 125 people at the original ISPA event 14 years ago.

Part of this can be attributed to a phenomenon dubbed "trading up." Coined by Michael Silverstein and Neil Fiske in their new book, *Trading Up: The New American Luxury*, it describes those people who are prone to go the extra mile and spend the extra dollar to have a "luxury" experience. Spas are the ultimate trading-up experience.

So if you're ready to get on the bandwagon, there's no time like the present. It is definitely NOT too late, as this industry just keeps going and growing. To explore more about the myriad spa trade shows, visit the great about.com spa website. Specifically, surf over to <http://spas.about.com/cs/spabuscalendar/index.htm>. There you will find dozens of venues at which to mingle and learn from top professionals.

And if you would like some firsthand experience with a veteran such as myself, head over to the Downeast School of Massage in October, and we'll talk, face to face, about the possibilities for your thriving spa future, while you learn (and enjoy firsthand!) all the basic techniques that will make it possible for you to inexpensively add a myriad of spa services to your menu. I look forward to seeing you there.

IN TOUCH on DSM Web site!

Downloading the IN TOUCH newsletter from the school Web site at www.downeastschoolofmassage.net is convenient and easy! Let us know if you become one of our "electronic subscribers," so we can take your name off our printed newsletter mailing list. Contact Cindi at admissionsdsm@midcoast.com

Thank you!

I Have a Dreamfr. p. 1

What are the unique structural and energetic characteristics of this layer?

The skeletal system supports us. It gives us the stability without which we couldn't take a single step. Energetically, the bones are the deepest part of us. Being our most dense structure, the skeletal system conveys a higher "voltage," like the 220 line in your house. In our deepest place lives the interface between the energy that animates all life forms and our individual expression of it—what Oriental medicine calls *ancestra chi*. In this sense, the bones connect us to the community surrounding us in space and time. As electricity leaps through the synapse between nerves cells, as weight and energy get conducted through the open space of the joints, our deepest sense of connection is conveyed to us through the very bones of our being.

When we say, "I just feel it in my bones," when we feel our convictions in our very marrow, when we want to tell our children what matters the most, we are coming from the core of our being. This deepest place in us is the place from which dreams arise.

As a bodyworker, I cannot afford to be without the skill to touch this layer of being. And, bottom-line, that's what I understood Zero Balancing to be about. So, ever since, for over 20 years now, that's the dream I have had. The all-important dream of humanity, that by connecting positively to all the people around us and by relating healthfully to all the places within us, especially the deepest places, we will truly be able to say, "Free At Last." Not just free as individuals, but free through our capacity and commitment to help each other as much as we possibly can.

In October at the Core Zero Balancing class, here at DSM, that's the dream I will explore with you. In the meantime, if you have questions about Zero Balancing, feel free to e-mail me at dltlc@io.com, or you can read my article, "What is Zero Balancing," on The Lauterstein-Conway School Web site at http://www.tlc-school.com/articles/zero_balancing.htm.

Read

Tracy Walton's latest article,
Massage Therapy for People with
Cancer: Fear and Healing

at

www.downeastschoolofmassage.net

Wellness Day Invitation

MCMCH is coordinating a Wellness day for our workers in both our Rockland and Belfast sites. The scheduled date is 5/14/04 from 10-4. We have asked health professionals in the community to come in, such as Reiki, Acupressure, and Yoga instructors, to offer their services. This would be on a volunteer basis in which professionals would be able to promote themselves. We would be thrilled if any DSM students were interested and would be willing to come for a day or half a day. Our workers do very intense work daily. What better way to end a week than with a massage? Thank you for considering this great opportunity. Call Ann Willkie, Belfast Site Manager at 338-8437-ext 4303 or by email awillkie@mementalhealth.org.



Placement Opportunities

- ✓ **Kennebunk, 1 or 2 therapists wanted** to share office space. Current therapist uses office only 2 days a week and will be moving out of area later this year. Built-up clientele, with low start-up overhead. \$60 per week fee includes utilities. Call Karin @ 207-490-0707.
- ✓ **Massage practice for sale!** Single, private office space. 5+ years established. Low rent. Convenient Scarborough location. A great investment! Serious inquiries only. Call 207-284-1139. Asking 22,000.
- ✓ **Looking for Aestheticians, Massage Therapists, Nail Technicians and Hair Stylists** to work in upscale spa in Northeast Harbor, Maine. Contact Kristen Tucker at 239-823-5057.
- ✓ **Shear Body Hair Studio & Spa** in Brunswick, Maine, is looking to hire two massage therapists to join staff. Inquires can be made by contacting holly@gwi.net or logging on to www.shearbody.com.
- ✓ **I am looking for a Licensed Massage Therapist** to cover my maternity leave. I have a very established practice in Brunswick, Maine, in a space shared with one other massage therapist and an acupuncturist. The qualified individual should be trained in deep tissue techniques, including trigger point therapy, myofascial, and range of motion. Most of my work is specific injury rehabilitation, and many clients are referred from a chiropractic colleague located in the same building. Though this would only be a 2- to 3-month job, you will have the opportunity to retain any new clients. Please email me directly at hillary@htoughmassage.com for more information. My maternity leave will not start until May (barring any unforeseen problems.)
- ✓ **Small traveling on-site practice for sale** in Portland area, serving local employers. ALSO: Trainee sought to groom for eventual ownership of contracts providing bodywork to mentally retarded adults at three Southern Maine agencies. Contact: Roger Amory, 878-3363, or email: ramory@maine.rr.com.
- ✓ **Angles, Hair and Skin** looking for an insured, licensed massage therapist. Own room. Contact Patti, Tues-Sat. Bangor 207-942-2100.
- ✓ **Massage therapists needed** to work as independent contractors in a brand new facility, The Spa at the Portland Regency Hotel. If interested, please send a resume to Kim Zanco, Spa Director, The Portland Regency Hotel, 20 Milk Street, Portland, ME 04101 or kzanco@theregency.com.



Continuing Education Opportunities



Caring for Clients with Cancer *Simple Steps to Safe, Effective Massage Therapy* *June 18-20, 2004 • 9 am - 6 pm*

Downeast School of Massage • Waldoboro, ME

\$350 if registered by May 28; \$380 thereafter ★ 24 category A hrs ★

- ★ Review current research on massage and cancer
- ★ Expand awareness of the cancer journey
- ★ Take home client forms, intake questions, and clear interview approaches
- ★ Adapt massage sessions to cancer treatments, side-effects and complications
- ★ Practice client interview and hands-on work in a supervised clinic
- ★ Use proven strategies for working with the client's physician
- ★ Learn in a lively, fun, supportive environment

Tracy Walton has worked in private massage therapy practice since 1990, seeing clients with complex health issues including countless people in cancer treatment. A seasoned teacher, Tracy served as the Academic Dean and Instructor in Physiology and Pathology at the Muscular Therapy Institute in Cambridge, Massachusetts. She consults to hospitals and massage schools, develops curriculum, writes and teaches nationally on indications and contraindications to massage therapy. Back home, she works with Harvard Medical School's Osher Institute, researching the role of massage therapy at end of life in patients with metastatic cancer. Tracy holds a Master's degree in Biology, with concentrations in Biochemistry and Cellular Biology. Highlights of her classroom include a wealth of usable information, fun, interactive learning, and a warm respect for massage therapists of all disciplines and levels. She holds an abiding reverence for the heart and soul of bodywork. In 2003 the AMTA Council of Schools named her the Teacher of the Year. Find more information at www.tracywalton.com.

Reading is assigned ahead. Early registration is strongly recommended.

To register or for more information, call Downeast School of Massage at 207-832-5531

DR. VODDER'S **MANUAL LYMPH DRAINAGE: Basic • Level 1** **With Nancy Reichl**

June 28, 29, 30, July 1, 2, 2004 9 AM - 5:30 PM

Cost: \$650 if registered by June 2, \$675.00 after

Sept. 29, 30, Oct. 1, 2, 3, 2004 9 AM - 5:30 PM

Cost: \$650 if registered by September 6, \$675.00 after

Course Description

Manual Lymph Drainage and Combined Decongestive Therapy is a unique, therapeutic method of stimulating the movement of fluids in the tissues. The gentle, rhythmic, pumping, massage movements follow the direction of lymph flow and produce rapid results. The training is offered in four consecutive parts: Basic, Therapy I, Therapy II, and III for a total of 160 hours. Basic is an intensive course involving extensive hands-on work. The basic strokes and their application to each body part are taught. The theory covers anatomy and physiology of the lymph vessel system, connective tissue, effects of MLD, and contraindications. Lymphedemas are described with an emphasis on how MLD can affect them.

The course is open to licensed or certified health care practitioners such as physical therapists, occupational therapists, registered nurses, etc. There are certain prerequisites for entrance to the course. For massage therapists, a minimum of 500 hours in the curriculum of a massage therapy school or successful completion of the National Certification exam is required. Proof of education, license, and/or certification required. Textbook included.

Course Instructor: Nancy Reichl is a Certified Vodder Instructor. This course is 4.0 CEUs.

For more information or to register, call DSM at 207-832-5531



Downeast School of Massage presents

ROBERT K. KING

Posture, Pain, and Foot Pronation: Creating a New Foundation

Whether you are an experienced practitioner or have just graduated from massage school, this clinical symposium will affirm and support your role as a skillful and knowledgeable hands-on clinician.

This profound three-day intensive will uncover the powerful linkage between foot structure and postural distortion. We will evaluate the legs and feet as the structural platform of support for the body and then evaluate and clinically rectify patterns of compensation and strain. Postural Pronation Syndrome will be presented showing the relationship between faulty foot structure, gait mechanics and typical overuse injuries encountered in clinical settings. Specific myofascial release techniques will be taught to compliment lower extremity alignment and self stabilization.

Friday-Saturday, July 16 -17, 9:00 a.m. - 5:00 p.m.
and Sunday, July 18, 9:00 a.m. - 3:00 p.m.

19 Contact Hours/1.9 CEUs

Course Fee \$360/ Early registration (by June 24) \$320

Highlights of this innovative training include:

- the anatomy of function, posture, and gait for the lower extremities
- a review of myofascial anatomy
- the anatomy and massage therapy techniques for the plantar fascia, anterior talo-fibular ligament, Achilles tendon, patellar ligament, and other posturally significant structures
- extensive illustrated handouts
- myofascial release techniques that clinically impact functional leg length differences, disturbed gait biomechanics, and lumbo-pelvic compensations
- self-care measures to enhance permanent results

Class size is limited, so register now to ensure your space in this exciting seminar!



Robert King Seminars is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education provider under Category A.



Robert K. King demonstrates his passion for healing, athletics, and personal renewal in each of his dynamic workshop presentations. Over the course of a 30 year career in massage and bodywork, he has created a legacy of professional success and national leadership through his teaching, writing, and clinical practice. Founder and president of the Chicago School of Massage Therapy, Bob served two terms as AMTA National President. He regularly teaches advanced trainings at schools and conferences in the United States and Ireland.

**To register, contact Cindi Yawdik at the Downeast School of Massage
phone 207.832.5531 • fax 207.832.0504 • e-mail: admissionsdsm@midcoast.com**

PO Box 24, 99 Moose Meadow Lane, Waldoboro Maine 04572

Note: directions and lodging information come with confirmation.



Certification Course in: **Bodywork for the Childbearing Year** With **Kate Jordan, NCTMB**

NCTMB Approved Provider

August 19-22, 2004, 8:30 am - 6:00 pm at DSM

3.4 CEUS includes 125-page handbook • Cost: \$545 if registered by July 20, \$595 thereafter

Course Description and Objectives

Bodywork for the Childbearing Year approaches the concerns of the pregnant, laboring, and postpartum woman with a comprehensive program of advanced massage techniques and specific pregnancy and postpartum support measures. Sessions taught take therapists far beyond general adaptations of massage for the pregnant body. Students learn to competently and confidently address the specific structural, physiological, and psychological discomforts of pregnancy.

This workshop presents the anatomy and physiology of pregnancy, labor, and birth in relation to those techniques that therapists can most effectively use to provide relief and support to their pregnant clients. Students learn to recognize contraindications, complications, and high-risk pregnancies, emphasizing

appropriate consultation with other childbirth professionals. Relevant research documenting the benefits of touch, particularly during the childbearing year, is discussed to prepare students to present the benefits of pregnancy massage to health care providers.

Certification is granted by Kate Jordan Seminars to those students who satisfactorily accomplish both written and practical evaluations. Advance reading and anatomical review are recommended. Workshop is open to massage therapists. Midwives, nurses, and childbirth educators are admitted to the course with instructor approval.

Advance Therapeutic Techniques taught include: Myofascial Release, Strain Counterstrain, Muscle Energy, Joint Mobilization, and Reflexive Techniques.

About the Instructor

Kate Jordan, NCTMB, is a nationally recognized expert in pregnancy massage. She has been presenting programs on infant massage, and pregnancy, labor, and postpartum massage to schools, hospitals, and professional associations since 1980. Kate has practiced as a massage therapist since 1972. She has had extensive advanced training in many modalities. Kate taught at the International Professional School of Bodywork in San Diego from 1979-1991. In her private practice at the La Jolla Clinic of Integrative Medicine, she specializes in working with individuals experiencing complex medical conditions and chronic and acute pain using movement re-education, guided imagery, and neuromuscular therapy. Kate is the mother of Jeremy and Andrew who have been her teachers since their births.

The Downeast School of Massage is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCTMB) as a continuing education Approved Provider.

The Royal Treatment Spa Certification with Steve Capellini

October 22, 23, 24, 2004

Friday 7-9 pm, Saturday and Sunday 9 am-5 pm



Extensive hands-on practice during the seminar gives students confidence in their new abilities. They will leave the workshop knowing how to set up and perform basic **Ayurvedic** treatments, complete **body scrubs** in a dry-room situation, **seaweed masques**, **clay/fango/mud applications**, and **herbal wraps**. Contraindications, theory, and several alternative, related treatments are also covered. In addition, they will be familiarized with spa concepts, terminology, equipment, and products.

Steve Capellini has been working in the spa industry since 1983, first as a massage therapist, then as a trainer, supervisor, and writer. He teaches spa workshops across the country and has published 3 books: **The Royal Treatment**, **Massage Therapy Career Guide**, and **Massage For Dummies**.

Visit Steve's Web site: www.royaltreatment.com

SOME OF THE TOPICS COVERED:

- Networking information for therapists looking for jobs in spas
- Extensive spa product information with resources to buy at discount
- Marketing and development resources for people opening a day spa of their own
- Creating a spa space in a "dry room" without plumbing

Workshop location: Downeast School of Massage, Waldoboro, Maine. Cost: \$395 (includes all spa products) if paid in one lump sum by September 8, 2004, or \$435 thereafter. To register, call DSM at 207-832-5531



Infant Massage Instructor Certification Training With Maria Mathias September 9-12, 2004



CEUs: This activity for 26 contact hours has been approved by the New Mexico Nurses Association, which is accredited as an approver of continuing education in nursing by the New Mexico Board of Nursing, in conformity with nationally recognized accreditation standards for certification.

Those completing the certification process become certified infant massage instructors. This process includes participation in the 4-day training, successful completion of a take-home exam, and practicum teaching with 5 families during the 3 month period.

Cost: \$595 (\$645 if paid after Oct. 23, 2004)

This includes a \$100 non-refundable deposit.

**To register or for more information, call
Downeast School of Massage at 207-832-5531**

Downeast School of Massage *presents*

An Evening of Ethics with Robert Pfeiffer Friday, September 10, 2004

6 PM - 9 PM (.3 CEUs) • Fee: \$35.00

Please register by September 1st

Fulfill your NCTMB requirements by joining us for an evening of information and highly interactive discussion with Robert Pfeiffer. Robert is a counselor who has a double masters degree and is completing a doctorate degree in counseling. He has received specialized training in ethics from Global Ethics and has presented several ethics seminars. Robert teaches Ethics at DSM as part of the core curriculum. An accomplished speaker and storyteller, Robert will change your mind about the "necessity" of your requirement. The "necessity" of taking an ethics course will become thought provoking and interesting. Help us welcome Robert back to teach ethics as a continuing education event at DSM.

To register, send payment to:

Downeast School of Massage, Ethics, PO Box 24,
Waldoboro, ME 04572, or call 207-832-5531.



Clinical Flexibility And Therapeutic Exercise: Treatment of the Cervical Spine and Shoulder

With Tim Agnew, BS, NCBTMB

September 25-26, 2004, Sat. 9 am-5 pm and Sun 9 am-3 pm

NCBTMB Approved Provider • Total CEUs: 12 hours

TRANSFORM YOUR TREATMENTS

The Technique

This dynamic course offers new cervical and shoulder treatment options for massage therapists, physical therapists, and trainers. **Clinical Flexibility and Therapeutic Exercise (CFTE)** combines traditional kinesiology, orthopedic assessment, and physical therapy for a commonsense approach to treating your patient's pain. A large component of the CFTE work is the method of Active Isolated Stretching (AIS), an effective, safe flexibility protocol for opening deep tissue without touching the muscles. You will learn how to apply specific assessment, flexibility, and strength routines that get to the source of shoulder and cervical injuries. The philosophy behind CFTE is education of the patient. Solving the patient's pain will only be achieved by the patient's full understanding of why they have the dysfunction and what they can do about it. Learn how to make your client proactive in one treatment. This course is backed by over forty years of research in kinesiology and sports medicine and has an extremely high success rate when applied properly. Learn how to stretch, strengthen, and treat you and your client's cervical and shoulder dysfunction in a specialized modality that works! The course manual and the book, *Dynamic Flexibility* included! Register early!

Specialize your practice! Learn...

- ✓ How to isolate and lengthen the upper extremities safely.
- ✓ Shoulder biomechanics and anatomy as it relates to human movement.
- ✓ Shoulder/cervical injury: cause and effect.
- ✓ Specific, basic strengthening techniques guaranteed to help you and your patient.
- ✓ Eliminate therapist burn-out and injuries.
- ✓ Get athletes back to their sports quickly.
- ✓ Wrist, elbow, and finger techniques to prevent tendonitis.
- ✓ Solve cervical herniated discs when other healthcare providers have failed.
- ✓ Solve shoulder bursitis in two treatments.
- ✓ An upper extremity routine that will keep your energy up and your injuries down..
- ✓ How to help your patients avoid costly surgeries.

The Instructor

Timothy Agnew, BA, graduated from the University of South Florida, where he studied kinesiology and exercise science. He has completed the ATC (Athletic Trainer Certified) course requirements under the guidance of Barry University in Miami. He has spent the last eight years studying biomechanics as it relates to human movement, including the Active Isolated Stretching protocols outlined in his book, *The Dynamic Flexibility Manual: A Safe and Effective Self-Stretching Program*, and video, *CFTE Assisted Flexibility*. He has studied with the Cleveland Clinic of Sports Health and Orthopedic Rehabilitation and served his internship under renowned kinesiologist Aaron L. Mattes, R.K.T. Agnew is owner of Intent Publications, which offers dynamic seminars and learning materials to massage therapists and healthcare professionals nationwide. He is also editor of the *Intent* research newsletter, published quarterly. Mr. Agnew lives with his wife and son in Sarasota, Florida. He can be reached at www.stretchme.com or by calling 941-362-9627.

Cost: \$295 if registered by August 30; \$320 after cut-off date.

Fee includes course manual and *Dynamic Flexibility* text.

Call the Downeast School of Massage at 207-832-5531 to register. Visa/MasterCard



Core Zero Balancing The Integration of Energy and Structure A Full Four-Day Advanced Training with David Lauterstein

October 14-17, 2004
Thursday-Saturday 9-5; Sunday 9-4.
Cost: \$495 if preregistered 30 days or more before the workshop (\$595 thereafter).
\$100 deposit required. 25 hours

Zero Balancing has been called "the most revolutionary development in bodywork today."

Many bodyworks are superb physical therapies; others address the body's energy systems. Zero Balancing is the only therapy whose goal is to address simultaneously physical structure and energy. It aligns the deepest anatomical layers of the body.

Zero Balancing also dramatically enhances energy flow, particularly the deepest currents of energy in the body.

How Zero Balancing helps:

- Relieve muscle pain and chronic tension—especially in the feet, hips, low and mid-back, shoulders, and neck
- Deepen client's relief from past trauma
- Stimulate psycho-spiritual development
- Re-align the physical body
- Deeply relieve current life stress
- Promote mental clarity and inspiration
- Align structure and energy with respect to each other

What you will learn:

- The step-by-step Zero Balancing protocol for the entire body
- Anatomy of "Foundation Joints," those most critical to our balance
- The energetic role of each of the major joints and bones in our body
- Altered states and their relevance to the healing process
- The "Working Signs" of mind/body healing
- How to Create Fulcrums—Zero Balancing's working tool for balancing energy and structure
- Specific techniques for the tarsal bones, hips and legs, sacro-iliac joints, low, mid and upper back, shoulder girdle, and extensive work for the lower neck and sub-occipital areas.

This 25-hour training is authorized by the Zero Balancing Health Association as the first course in the Zero Balancing certification process.

David Lauterstein is the co-founder of The Lauterstein-Conway Massage School in Austin, Texas. Having been involved in bodywork for nearly 30 years, he is the author of the book, **Putting the Soul Back in the Body**, editor of the manual, "The Alchemy of Touch," and author of the path-breaking articles series, "The Seven Dimensions of Touch" (see www.tlcschool.com under "Articles"). Mr. Lauterstein teaches Zero Balancing and Deep Massage: The Lauterstein Method throughout the United States and in England.

Prerequisites: Participants must be health practitioners (massage therapists, acupuncturists, nurses, chiropractors, physical therapists, etc) or current students. **Required reading:** **Inner Bridges** by Fritz Smith, MD.

To register or for more information, call Downeast School of Massage at 207-832-5531

How to Register for Continuing Education Programs

In order to register for a workshop, please fill out the registration form below and mail it with your payment to DSM. Please PRINT all of the information clearly. Once we have received your registration form, the Workshop Coordinator will mail you a confirmation letter with a list of items you will need to bring to the workshop. If you need directions or lodging information, please mark the appropriate box on the registration form. **In order to receive an early registration discount, you must send in the full amount of the tuition fee by the early date listed for the workshop. Partial payments do not receive a discount. Late payments do not receive a discount.**

Downeast School of Massage Workshop Registration Form

Please return to Workshop Coordinator, PO Box 24, Waldoboro, ME 04572

Complete and return this form with a non-refundable deposit to guarantee your place in the class.

Name: _____ Phone: day: _____ eve: _____

Address: _____ City: _____ State/Zip: _____

Email address: _____

Name/Date of Workshop(s): _____

A. I am enclosing payment in full, which includes a \$50 non-refundable deposit for any class under \$300 or a \$150 non-refundable deposit for any class over \$300.

B. I am enclosing a non-refundable deposit of \$50 for each class under \$300**

C. I am enclosing a non-refundable deposit of \$150 for each class over \$300**

**The balance will be paid no later than one week prior to the date of the workshop.

Please remember that options B and C do not entitle one to early registration discounts.

D. I wish to pay with (check one): MasterCard Visa American Express Discover
All credit card charges for workshops will be held and charged two weeks prior to workshop.

card# _____ - _____ - _____ - _____ exp. date: ___/___ C.I.D. _____ Signature: _____

REFUND POLICY: Tuition refunds will be given only with written notice received at DSM at least one week prior to the first day of the workshop. Absences do not entitle a participant to a refund.

- Lodging information

Directions



DSM STORE

**The One-time Stop for All Therapeutic Needs!
Call or Stop by for Springtime Savings!**

*Dedicated to providing quality
therapeutic supplies and alternative products
for the enhancement of professional growth
and holistic health.*

- Music for Massage & Relaxation
- Wide variety of oils, lotions & crèmes
- Aroma Vera Essential Oils
- Charts, Books, References & Videos for all therapeutic needs
- Yoga Supplies & Meditation Pillows
- Balance, Sensa & Reflex Balls
- Oakworks, Custom Craftworks & Pisces Productions Tables & Chairs
- and much, much more!



DSM Store Hours
Mondays & Tuesdays by appointment
Wednesdays 11 a.m. to 7 p.m.
Thursdays & Fridays 9 a.m. to 5 p.m.



DSM Store
99 Moose Meadow Lane, PO Box 24, Waldoboro, Maine 04572
(207) 832-5531/Fax (207) 832-0504
Email: dsmstore@dsmstore.net

Shop Online at www.dsmstore.net

Explore A METHOD TO TREAT AND ASSESS CHRONIC SOFT TISSUE INJURIES AND CONDITIONS

SAT., NOV. 20 & SUN., NOV. 21, 2004, 9 - 5 both days

In this dynamic hands-on course, learn a method to assess and treat soft tissue injuries and conditions. Unitizing sports medicine assessments along with a more in-depth understanding of signs and symptoms presented by various soft tissues, you will have a clearer picture of the actual cause of the injury/condition not just the symptoms. The importance of core strength will be explored to assist with the development of appropriate treatments and prevention activities.

You will learn...

- ✓ A usable method to assess chronic soft tissue injuries and conditions.
- ✓ Ideas to assist in the treatment of chronic soft tissue injuries and conditions.
- ✓ A variety of activities to reduce the risk of injury and condition recurrence.
- ✓ How to perform core strengthening exercises and what their specific function is in treating and reducing the recurrence of chronic injuries and conditions.

The Instructors

Michael Aitken, LATC, LMT, received his masters degree in athletic training from Indiana University. He has worked for the past 28 years as an athletic trainer at the college and high school levels as well as in a clinical setting. For the past ten years Mike has owned a private massage therapy practice specializing in sports and work related injuries/conditions. He has had the opportunity to work with national and world-class snowboard, track and field athletes, runners and triathletes both as a massage therapist and athletic trainer.

Kate Anagnostis, LATC, LMT, earned her degree in health education and athletic training from Ithaca College. She has a MS in Severe Special Needs. She has worked with people with injuries and chronic conditions through athletic training and massage therapy for over 20 years. She has a massage therapy practice in Brunswick and is the athletic trainer for Mt. Ararat High School. She is a part of the Maine Sports Massage team and teaches anatomy at DSM.

Michael and Kate co-teaches Event Sports Massage at the Downeast School of Massage.

Cost: \$250 if paid by November 1, \$265 thereafter.

For more information or to register, call DSM at 207-832-5531

Address Service Requested

Spring 2004
Newsletter of
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