



# Within Reach

Newsletter Date October 1, 2003



## Message from the President:

In July, the Texas Chapter Vice Presidents and I had the opportunity to attend a 3 day program in Evanston Illinois called CVOP (Chapter Volunteer Orientation Program). This program gave us much needed information to help us understand what it takes to be and work with volunteers at the State Chapter level. One of the most inspiring things to me was the fact that other states experience similar problems and difficulties and the Texas Chapter is as well off or better than many other states. The Texas Chapter hasn't been overall active but we (the Texas Chapter Board) are committed and working hard to make our State Chapter very active again. Why not get involved?

As most of you know we will be hosting a cadaver class at Parker Chiropractic College on November 8th with a business meeting and social the evening before. We will have a Spring convention and classes in Houston and both of these will be an outstanding opportunity for you to network with friends and have a great educational experience.

October 19th through Oct 25th has been des-

ignated as massage awareness week. AMTA National has made some arrangements with Home Depot for chair massage to be offered to their employees. If you are interested in this please contact the AMTA National Office or your local Home Depot. The AMTA-Texas Officers would like to ask you to contact your local TV station, radio station, golf course, or any organization that is having a fund raiser for charity reasons and become a part of that. Get some fellow therapists together and volunteer chair massage to the participants. Be sure to contact the local media and let them know about the event. It is a great way to market your business and become friends with some of the people in your community.

Here in Texas we are also developing a Massage Emergency Response Team (MERT). This is a group of massage professionals willing to be trained to respond to any major disaster that we might have in our state. For more information, please contact Randy Bratsven. ([rrbratsven@houston.rr.com](mailto:rrbratsven@houston.rr.com)). You must be

trained as a responder to become part of the MERT team. Volunteers are and will be needed. (Look for other information about MERT elsewhere in this issue).

Finally, I would like to thank all of the friends and loved ones who have called or emailed me. This is encouraging and has restored my vital energy and created a passion in me to work toward making the massage industry in Texas as professional as possible. Please join us in our educational seminars and business meetings and let's all work to make massage the number one alternative medicine.

In Service,  
 William (Lou) Castleman



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### AMTA TEXAS CHAPTER

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### The Price of Excellence

reprinted from the AMTA-TX Chapter newsletter of May 1984

AD Rates: Camera Ready*		
Size	Member	Non-member
1/9 pg	\$48	\$72
1/4 pg	\$65	\$87
1/3 pg	\$78	\$112
1/2 pg	\$116	\$165
2/3 pg	\$140	\$195
1 page	\$195	\$250
2 page, Random	\$310	\$395
2 page, Consecutive (dbl tuck)	\$350	\$460
*Extra charge for non-camera-ready ads.		

"We often hear the sayings; 'Nothing in life is free'; and, 'You get what you pay for.' When applied to our development as Massage Therapists, these sayings hold true. A lot of good hard work and study has gone into our foundation, and is necessary for our continued growth. These same principles also apply to the professional organization that supports us. This support comes to us in a number of different ways: Legislation, Education, Public Relations, and a multitude of "behind the scenes" activities. All of this work is done by members in an effort to better our profession. Take the time to determine an area of interest, contact (the officer or) the committee chair for that program, and offer your help.

The price will be a few hours of quality time. The result will be an even better organization for all of us."



We may not have it altogether, but together we have it all....

....Sylvia McClue, Houston Unit (Hostess with the Mostest!)

If you are not an AMTA member and would like to continue receiving this publication, please see subscription rates below and contact editor, Chris Patrick.

### Your Money Working for You

As a result of AMTA's ongoing healthcare collaboration efforts, AMTA has received two invitations from the healthcare community.

The first invitation is from the American Medical Association. AMTA has been invited to be a member of the Healthcare Professionals Advisory Committee (HCPAC), a committee of allied health professionals which provides input to the AMA's Current Procedural Terminology (CPT) Editorial Panel. The CPT Editorial Panel is responsible for maintaining CPT codes, and it is authorized to revise, update or modify CPT codes. Involvement on this committee will enable AMTA to have a greater voice on coding issues related to massage therapy. Details on who will represent AMTA on this committee have yet to be finalized with the AMA. Once those details are finalized, we will let you

know the results.

The second invitation is from the Institute of Medicine which, at the request of the National Institute for Health (NIH) and the Agency for Healthcare Research and Quality (AHRQ), has established a committee to explore scientific, policy and practice questions that arise from the significant increasing use of CAM therapies by the American public. In its quest to produce a well-informed report, the committee has invited AMTA to participate as a liaison for massage therapy. AMTA also was asked to send a representative to the June meeting of the IOM committee for a special presentation on regulatory issues and massage therapy. Claude Gagnon (WI) represented AMTA at that meeting. Brenda Griffith has selected John Balletto to represent AMTA as our

ongoing liaison. Again, this type of representation will allow AMTA to have a voice about representation of massage in the study.

I hope that you are as pleased as I am to see a greater number of healthcare organizations turning to AMTA as the source and resource on massage therapy-related issues. If you have questions or would like further information about our relationship with the AMA or the IOM, please contact me by e-mail at [ahaller@amtamassage.org](mailto:ahaller@amtamassage.org) or phone.

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Within Reach  
AMTA TX Chapter  
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2003 Publication deadlines:  
Nov. 20 Mailout by January 15  
March 10 mailout by April 1, 2004

AMTA-Texas Chapter MERT Leadership Training, Houston Texas  
Resolutions !!!

**Web Sites**

Start your New Year out by preparing to become part of AMTA's Massage Emergency Response Team (MERT), AMTA's program to provide volunteer massage therapists to disaster sites to perform massage on rescue and recovery workers.

When: 16-17 January 2004

Where: Holiday Inn Hotel & Suites, 7787 Katy Freeway, Houston 77024

Call: 713-681-5000 to reserve your room.

Mention AMTA-Texas for your \$65.00 room rate!

For questions about MERT, Contact Randy Bratsven @ 713-796-1169

or

e - mail: [rrbratsven@houston.rr.com](mailto:rrbratsven@houston.rr.com).

**AMTA National:** <http://www.amtamassage.org/>

**Texas AMTA:** <http://amtatexaschapter.org/>

**National Certification Board :** <http://www.ncbtmb.com/>

**Texas Department of Health:** <http://www.tdh.state.tx.us/hcqs/plc/massage.htm>

Registration form for MERT Leadership Training, 16-17 January 2004

Name \_\_\_\_\_ AMTA Pro# \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Registration Fee: \$75.00 Check/Money Order

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Check or money order payable to: AMTA Texas Chapter

Payment must be received not later than 15 Dec 03!

Thank-you for being prompt and allowing this event to "make".

Mail payment to: Susan Olson

16424 Royder Road

College Station, Texas 77845

For any questions on registration, contact Susan at 979-693-5562 or

[massagerx2003@yahoo.com](mailto:massagerx2003@yahoo.com) .

**Texas Chapter History**

The Texas Chapter of the AMTA was organized in Midland, and the charter granted from National in the summer of 1961. Those first officers were President: Richard Hodge from San Antonio; Vice President, Ralph Stubblefield, from Midland; and Sec.-Treasurer: Virginia Swenson from San Antonio.

**MESSAGE EMERGENCY RESPONSE TEAM (MERT)**

**AMTA -TEXAS CHAPTER**

One of the areas I was asked to explore was the possibility of having a massage emergency response team (MERT) for the Texas Chapter. After 60 seconds of serious thought (Lou can be persuasive!), I agreed. I will be meeting in Austin late in October 2003 with those Texas folks (at least the one's I know about) who have already attended the MERT Leadership Training earlier this year in Longview to get their perspective and willingness to move forward on this.

I believe MERT offers an opportunity to "help the helper" and can provide a positive, vital and highly visible community outreach program. The short story for MERT is: 1. MERT prepares and manages volunteer massage therapists for professional deployment to disaster sites to perform massage on rescue and recovery workers. 2. MERT offers emergency management agencies and rescue workers the expertise of highly qualified, professionally trained massage therapists.

As of 01 September 2003, AMTA- National moved MERT to a Policy Committee from a Program Committee and budgeted for a full time MERT Program Manager. This is an evolving program

For further information you can go to [www.amta.org](http://www.amta.org), Members Section. MERT will be in 'Programs.' Be sure to read Member Accounts of Deployments.

**. What are the requirements to be an**

**AMTA MERT Member?**

1. AMTA Active Professional classification membership, including the liability insurance coverage of \$2,000,000 per occurrence and \$6,000,000 aggregate.
2. Current state license, if applicable, in good standing.
3. Completion of the MERT Responder Training and/or Leadership Training

. I know by the time this reaches all of you the holidays will be fast approaching and New Years Resolutions are being drafted. Being a planner, I would encourage you to consider this as your volunteer commitment and pencil this January 2004 Leadership Training in Houston into your calendar (Yes, I have more than one 2004 calendar already). The need is there; MERT AT Iowa Floods-April, 2001, MERT in New York City post 9/11.

I hope to see you in Houston this coming January 2004!

Randy Bratsven, MA, RMT, MTI, NCTMB

AMTA -Texas MERT Coordinator

## Ethical Challenges for the Twenty-first Century Massage Therapist

(Excerpts from AMTA-TX Spring 2003 Seminar presented by Ralph R. Stephens, LMT), *part two*

By LouEllen B. McMillian

As mentioned in the previous *Within Reach*, the participants divided into groups and discussed some of the pertinent questions/problems we face today as legitimate massage therapists.

The first category of discussion was about problems caused by "Adult Entertainment" businesses using the word "Massage" in their ads. Major problems were identified. Because the public that is not informed may be afraid that all M.T.'s are doing prostitution, the prospective client, not knowing who is who, could be confused and shy away from seeking any service at all. Since the word "Massage" has become associated with 'sex' rather than 'health/wellness', legitimate massage therapists may not be accepted by other health care professionals as being able to perform, lacking in education, lacking in moral and ethical conduct, etc.

Ultimately, if there is a 'muddy perception' of massage, the confusion can affect us in several ways. First, is potential loss of income because the public is afraid to try massage. A person who has had some psychological sex trauma or abuse history could be scarred further if approached incorrectly. Likewise, people fear disease and other crimes (i.e., illicit drug trafficking), which are correlated with prostitution.

The second way we may experience potential loss of income is our own reluctance to advertise fearing repercussion from those seeking sex. This fear is most experienced by those who work out of a home office or who do out-calls. This retaliation can be exhibited in several ways. One way is to falsely file charges accusing the M.T. of soliciting sex! Imagine that! It's been done. Another way is to cause actual physical harm to the therapist or to become a 'stalker'. As we know, right here in Texas, there have been incidents where someone retaliated against a massage therapist who re-

fused sexual favors. As well-spoken by one of the participants in the seminar, "Wierdos hit on us all the time."

The third way we can have potential loss of income is through 'public vigilantism'. In other words, there have been incidents of people who have had problems with local ordinances and property owners associations, who fearing prostitution, forced the M.T.'s to close their businesses, and even move to another town!

As ethical massage therapists, what are we to do about all this? The discussions brought many possible solutions.

Regarding advertisement, one idea was to confront advertisers (i.e., the phone books) to establish a clear distinction between sexual ads and therapeutic ads. Another good idea was to get a group of fellow colleagues together to purchase a joint ad with the heading of 'AMTA Therapists.' Some other ideas for ads were to use your professional (hopefully, AMTA!!) logo, include your TDH Registration #. In addition, if using pictures with hands-on, keep nudity at a minimum with something like neck and face only, or an arm or lower leg and foot, or maybe just show hands only--not on anyone.

Community involvement is another way to safely advertise your business. Ideas given along this line were: Speak at and support (and even join) other professional organizations, such as, the Chamber of Commerce, BBB, American Business Women's Assoc.(ABWA), Rotary, Lions Club, etc. Contact your local paper/neighborhood newsletter and submit informative articles about massage and/or massage events in the area.

Within our own offices, ways to establish our ethics include displaying the AMTA Code of Ethics, Mission Statement and our educational credentials prominently. As part of your intake procedure, include a written statement about draping, parts of the body that will be avoided (including contraindications), and the right to end the session as a way to establish clear boundaries with new clients. These ideas also make good conversation with potential clients who have called on the phone inquiring about

what kind of massage you do--a very good way to "weed out" the undesirable client before they even get to your door!

What can we do if we have reason to believe someone is advertising Massage but in fact is providing prostitution? Be pro-active. Be aware of your surroundings and be prepared to take action. You may want to confront the subject directly; you may not. One could also implement a formal complaint with the TDH, local authorities, and professional groups (i.e., BBB). If someone reports to you that they were approached inappropriately by another M.T., or someone who claims to be doing massage, but indeed is providing sex, encourage the victim to file a complaint with the TDH and with the local police. Remember: Adult entertainment services are taxable. A report to the State Comptroller might also be effective.

Can we change our law to control advertising? Do we want to? It is difficult to control words with out interfering with the First Amendment. How could we write a law to control sexual or provocative language? What about pictures that show nudity? Is it our job to regulate Porn and Vice?

Since, we basically cannot control areas involving Porn and Vice, it was concluded that we must concentrate on ways to protect and nurture ourselves both personally and in our businesses. One way is to make sure that our own standards of ethics are of the highest possible level. We must continue to stay focused on our goals of helping people have better health. Be visible. Look professional. Don't give prostitution energy. Continue to be involved in the community. Avoid burn-out by making sure you participate in self-care: come to conventions/seminars, network and interact with your peers, work on each other more.

This ends part two of the report on the Spring Seminar presented by Ralph Stephens. The next exciting installment will contain the discussion about the existing state educational requirements: Is the existing law sufficient? How could it be changed? What is the role of professional associations? What is the role of schools? Don't miss it!

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## Hospitality and Impressions at the Austin State Exam

What is it about the Texas State Exam that I found interesting and exciting? A level of sparked energy? As I arrived Saturday morning prepared to work my hours at the AMTA Hospitality Room, I had difficulty getting a parking space at the hotel. Well, it certainly helped that the mall is located behind the hotel because that is where I ended up parking! There were many vendors along the walking area at the hotel and we each tried to entice, encourage or persuade a student to come in and allow us to explain the benefits that only our company could provide. As the students walked along, it seemed that if any of the AMTA members made an effort or gesture to encourage entry, the student came in. Many had questions. Some had been sitting on the fence about the decision, and some had signed on with a competitor. It didn't bother me if they had signed with another association because the students still allowed me to offer the differences and benefits AMTA provides the membership. With the law here being only 300 hours I encouraged the students to keep seeking more advanced classes, not only for working toward a Professional membership, but for his/ her own career success. I found the students excited, scared, and tired. AMTA Texas Chapter provided a free gel pack and a copy of

the latest Within Reach Newsletter to those who visited the room. When we ran out of those items, we then passed out bottles of water. The cookies were a hit as well. I quickly figured out to ask first if they had tested yet and what they felt about it. I met students from every region in the state. I was pegged as a new comer because I didn't recognize a well known massage school from Austin. Guess what? I still can't remember the name; so before I attend another exam date, I will brush up on the popular schools. It was entertaining to watch the students talk about the experience and be excited about the free stuff and about their future career.

I didn't have to experience anything like a sheet of questions or a practical when I sat for the National Certification Exam in South Carolina January 2000. I graduated from a 500 hr. curriculum massage school in Spartanburg, South Carolina, as well as attending 3 months of classes in Ohio before my move. I applied for the National Exam because South Carolina only uses those test results. The day of my exam I drove before 8 a.m. to the testing site in a neighboring city. It was held in an office suite of a regional testing center. After verifying I was actually who I claimed to be, and that it was my test date, an examiner led me into a room with about 8 sepa-

rate flat computer screens, a couple of pencils next to each one. The examiner showed me how to answer the questions that appeared on the screen. She explained that I would have 10 sample questions, and that when I was ready, to select the appropriate icon to begin the exam. I was there with 3 others sitting for the exam. When I completed the exam I went back out to the examiner and she selected my sitting space to collect the results. What I received was a sheet that showed by bar graph how well I did. The act of receiving the results immediately had a calming effect. It was weeks later that I received the certificate from the National Certification Exam Board; but I was able to send the paper with the bar graph and other transcripts into the state office to receive my license. I empathized with the Texas students for having to go through a waiting period. All massage therapists want to do is get hands on the stressed and over-worked muscles; and to have to wait for the paper to say you are registered with the state seems like forever. I am grateful that I have been given a chance to participate in such an event and to meet, encourage and assist new therapists in choosing a group like AMTA.

Paula K. Sampson, Professional Member, Secretary TX AMTA

# AMTA NATIONAL OFFICE IS WORKING FOR YOU!

The American Massage Therapy Association® (AMTA®) Board of Directors wants to keep you informed about an important matter. We have had to take recent action to continue protecting the names and trademarks of AMTA. Since we want to protect our good name, we are required by law to actively protect our trademarks and names in order to maintain them.

In July, the Commission on Massage Therapy Accreditation<sup>CM</sup> (COMTA<sup>CM</sup>) notified an organization called the Council Overseeing Medical & Massage Therapy Accreditation (COMMTA) that the name COMMTA is too similar to our COMTA certification mark. We requested that the organization stop using the name COMMTA. AMTA and COMTA hoped that by talking with COMMTA, this situation could be resolved quickly. Unfortunately, in response to our calls, COMMTA has filed a lawsuit against AMTA making a variety of claims.

As you know, AMTA was established 60 years ago and is incorporated as a not-for-profit whose purpose is to lead the

massage therapy profession. We have all worked hard to establish our name and reputation. The AMTA name is trademarked and we have also received and/or applied for other trademarks, service marks and certification marks associated with AMTA. One of the names we protect is the Commission on Massage Therapy Accreditation (COMTA).

There are laws regarding certification marks and other trademarks. These laws enable organizations to avoid public confusion regarding the origin of goods and services (such as the accreditation service that COMTA provides) and to protect their name and reputation. If a massage therapy organization uses names similar to the protected names and trademarks owned by AMTA and COMTA it can cause public confusion. In some cases, such efforts may be deliberate and intended to confuse the public for a financial advantage.

AMTA and COMTA will make every effort to protect our legal names and trademarks when these trademark rights appear to be violated. This is our obliga-

tion. AMTA has no interest in restricting the rights of businesses to provide legal goods and services, but we can't ignore others using a name that is confusingly similar to our own.

If members ever become aware of an organization using a name that is confusingly-similar to AMTA or COMTA, please contact the AMTA National Office (847-864-0123) or COMTA (847-869-5039). Thank you for your support.

AMTA National Board of Directors

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**Note from AMTA National Office** - Not all AMTA members have Email addresses or have given their Email addresses to AMTA. Because the next issue of *Hands On* will not arrive until around November 1, the Board of Directors decided to Email this message to those for whom we have Email addresses. If you know of members who don't have Email accounts and might be interested in this message from the Board, you might consider making copies of it for them.

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## *Please note on your calendar*

### **Texas Chapter:**

Fall 2003 Educational Conference.  
Saturday November 8, 6-hour CEU Cadaver class titled,  
"Cervical Anatomy and Dysfunction"  
will be held at the Parker College of Chiropractic in Dallas  
(See page 11 for details)

### **Texas Chapter:**

Spring 2004  
Business Meeting and Educational Seminar  
May 21-23, Houston TX  
Details in subsequent issue of *Within Reach*.

### **National:**

AMTA COS Annual Meeting  
January 20-24, 2004  
Hotel Monte Leone  
New Orleans LA

### **National:**

AMTA National Convention  
October 6-10, 2004  
Renaissance Hotel  
Nashville TN

**National Massage Awareness Week: October 19-26, 2003**

## Houston Unit Reports

### For all Texas Folks (especially those with 77 zip codes)

A group of approximately 11 massage therapists met on September 7 to discuss the presence of a Houston Unit of the Texas Chapter of the American Massage Therapy Association. It was decided that 'YES, there will be a Houston Unit!' The next meeting is scheduled for December 14, 2003 at 4414 Osby Drive, Houston. Please contact Sylvia DeClue (vice-chair) at [sdeclue@wt.net](mailto:sdeclue@wt.net) or 713-709-0790 (wk), if you have misplaced your previous newsletter for directions. It was interesting to learn that Texas had at one time 14 units. That's a lot of units for a lot of state. However, we are in a rebuilding period right now. The Houston unit at present will cover most of the 77XXX zip code area. If that is your area please contact Terrie Irvin (chair) at [tsirvin@Houston.rr.com](mailto:tsirvin@Houston.rr.com) and 713-301-2794 or Barbara Debenport (co-chair) at [debenprt@swbell.net](mailto:debenprt@swbell.net) and 713-201-0345 with any ideas, suggestions, or volunteer help for future meetings or service to the community. The office of secretary/treasurer will be jointly held by Penny Schmidt at [magicgard@ev1.net](mailto:magicgard@ev1.net) and Ronda Yeates at [rjay@infohiwy.net](mailto:rjay@infohiwy.net). The AMTA is about learning, whether it be in the form of research, teaching, or other venues. Massage is a work we love, let's help each other to enhance our gifts.

## WEBSITE THEFT

The AMTA National Office would like you to know that a Web site called [massagebuddies.com](http://massagebuddies.com) recently copied listings from the online version of AMTA's Find a Massage Therapist national locator service and posted them on their site. They then altered the listings to insert names of people who implied that they also give sexual massage.

Through our attorney, we were able to stop their illegal use of information from our Web site and any implication of AMTA or its members being associated with the site. If you receive or have received any telephone calls recently from people who think your practice is connected with this service, the actions of [massagebuddies.com](http://massagebuddies.com) may be why.

AMTA will continue to make every effort to protect the privacy and professionalism of members. We also will continue to monitor this site to ensure that its owners don't attempt to legitimize their misuse of massage therapy by implying connections to AMTA.

If you want to contact AMTA concerning this, please send your message to [info@amtamassage.org](mailto:info@amtamassage.org)



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## **AMTA Texas MERT - It could happen!**

"If you start to think the problem is 'out there,' stop yourself. That thought is the problem."-- Stephen Covey

The Texas Chapter Board agreed to host a second two-day leadership training for establishing a MERT Team in Texas. Mark your calendars for 16-17 January 2004 in Houston, Texas. Erica Lind, AMTA MERT Chair, will be doing the training. The cost of training: \$75.00. Over the next couple of years, the Chapter looks to be very busy, with many interesting areas available to pursue. When choosing to become a volunteer and contribute to the revitalization of the Chapter, pick an area or program that is rewarding to you. MERT is such a program.

The following is taken from the AMTA web site. Visit the "Member Section" to see the amazing ways to make things happen in AMTA as well as what MERT has accomplished so far. This is a successful program in process.

### **AMTA Massage Emergency Response Team®**

- AMTA MERT prepares and manages volunteer massage therapists for professional deployment to disaster sites to perform massage on rescue and recovery workers.
- The concept for a MERT program started in 1989 following the California Loma Prieta Earthquake. During that disaster, more than 8,000 massages were given to disaster workers, demolition workers, grief counselors, highway patrol officers, and many others. Since that time, volunteer massage therapists have participated in numerous disaster responses.
- AMTA MERT offers emergency management agencies and rescue workers the expertise of highly qualified, professionally trained massage therapists.

#### **How does AMTA Massage Emergency Response Team operate?**

- AMTA MERT is a program of AMTA comprised of leadership at the national and chapter levels. The AMTA MERT national committee reports to the AMTA Board of Directors, develops policies and procedures, and works with all levels of volunteers to ensure the success of the program.
- AMTA MERT provides a framework of guidelines and safety measures within which volunteer massage therapists can participate, in accordance with local and national emergency management organizations.
- AMTA MERT is committed to adopting policies and procedures that enhance the safety of MERT volunteers, and the safety of emergency management agency personnel who receive therapeutic massage.

#### **What are the requirements to be an AMTA MERT Member?**

- AMTA Active Professional classification membership, which includes liability insurance coverage of \$2,000,000 per occurrence and \$6,000,000 aggregate.
- Current state license, if applicable, in good standing.
- Completion of the MERT Responder Training and/or Leadership Training.

#### **How does the AMTA MERT program benefit AMTA members?**

- AMTA MERT offers AMTA Active Professional classification members an opportunity that cannot be obtained through any other professional association.
- AMTA MERT provides a vital and highly visible community outreach program that all eligible AMTA professional classification members can be a part of.

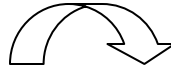


## What are the responsibilities of AMTA MERT volunteers?

- Abide by the AMTA Code of Ethics for Massage Therapists.
- Be in compliance with all membership requirements for the AMTA MERT program.
- Participate in an incident at the request of a Team Leader or via a designated phone tree list for activation.
- Administer specific massage techniques for responders/rescuers and agree to follow all the guidelines established by AMTA MERT program.
- Volunteer for or be assigned additional duties on an as needed basis.
- Provide 30 days advance notice to their Chapter Coordinator/Team Leader when they no longer wish to be a MERT volunteer.

## Why does AMTA MERT have rules, protocols and procedures?

- AMTA MERT places professionally trained massage therapists in emergency response environments where their skill in therapeutic touch can bring respite to people operating with high stress levels.
- MERT may be working alongside individuals from federal and state emergency management agencies, the Red Cross, the National Guard, law enforcement, and other responding agencies. Long before the concept of MERT, emergency management agencies developed policies and procedures allowing them to respond cooperatively and effectively to disasters.
- Adoption of protocols and procedures by MERT will ensure recognition as competent responders operating within hectic environments.
- AMTA MERT will integrate into the fabric of disaster response by speaking similar language and using procedures that are familiar to all emergency management personnel.



For those who attended the first MERT Training in Longview, Texas and have been wondering, “What’s next?” This is it. Step Two: You are invited and encouraged, schedules permitting, to drop by Saturday, the 17th of January, in Houston to meet the new Texas MERT members and participate in a brainstorming session on what needs to happen next.

*Registration Details for 16-17 January 2004 are available on page 3 of this publication.*

For more information on how to become an AMTA MERT volunteer,

please contact: Randy Bratsven, AMTA Texas MERT Coordinator

888-983-4932 VoiceMail (Toll Free)

Email: [rrbratsven@houston.rr.com](mailto:rrbratsven@houston.rr.com) ; or

Andrea Brady, MERT Program Manager

820 Davis St., Ste. 100

Evanston, IL 60201-4444

(847) 864-0123, extension 156

Email: [abrady@amtamassage.org](mailto:abrady@amtamassage.org)



# Want to lend a Hand? Volunteers Needed! 4<sup>th</sup> Annual Chair Massage at Rockport Seafair for United Way October 11 & 12, 2003

For the fourth year in a row, Kay Wise-Denty of Health-Wise Massage Therapy Group is coordinating an all-volunteer event with the assistance of local massage therapists and students. This event precedes the American Massage Therapy Association's (AMTA) National Massage Therapy Awareness Week (October 19-25). This year's theme is "Relieve Pain With Massage."

Ms. Wise-Denty believes the purpose of this event is three-fold: it educates the public about massage therapy, provides a venue for students to learn the importance of volunteerism, and gives something back to the community. Last year's event re-

ceived coverage with pictures of volunteers in the AMTA newsletter!

Held at the Rockport Seafair on Columbus Day Weekend (October 11 & 12), participants will give chair massages at half-price and all profits will go to United Way of Aransas County. Last year we donated \$700 - our goal this year is \$1000!

If you are interested in lending a hand to help this popular volunteer event, please call Kay Wise at 361-463-1471 or 361-727-0584 (evenings). Let's show everyone how massage therapy helps to relieve pain!

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## Association Basics: Non-Profit vs. For Profit Corporations

by LouEllen B. McMillian

*(Notes from the AMTA Chapter Volunteer Orientation (CVOP) held July in Evanston)*

Non-profit (or not-for-profit) corporations hold a different place in society than for-profit corporations do; and the impact on ethical, legal, and financial responsibilities for members of each type of corporation is likewise different.

Basic Differences:

### Non-Profit

- \*Exists to serve the members
- \*Owned by the members
- \*Income re-invested into profession or industry
- \*Volunteers:
  - \*Set business direction
  - \*Approve the Product/Service
  - \*Decide how resources (time, money, talent) are allocated

### For Profit

- \*Exists to make money
- \*Owned by investors or business owners
- \*Income goes to investors or business owners
- \*Business owners make business decisions

Another distinct difference is that the non-profit corporation exists to fulfill a 'social contract.' In exchange for specific tax benefits and other privileges, a non-profit must serve the common good of some aspect of society or the society-at-large. Because they establish professional ethics and standards, promote professional development of individual members, and educate professional and societal members, non-profit corporations are a valuable asset to industry and consumers.

\*A point of interest: Ben Franklin was the founder of the association movement in this country. He started the first lending library in Philadelphia....

While for-profit corporations support the community through tax dollars, non-profits support the community through their activities.

The level of tax benefits received by a non-profit corp. is related to the scope of it's services. Examples of non-profit corps. are charities, faith-based groups, trade associations, Federal credit unions, and childcare organizations. The AMTA is in the same category--501(c)(6)--as business

leagues and chambers of commerce. As an IRS requirement, these organizations exist to improve the business conditions of a particular line of business, thereby benefiting the profession it represents. They also require a high level of member support. (In the U.S., out of 280 million, about 500 thousand are non-profit volunteers.)

As stated in the AMTA Articles of Incorporation, AMTA's purposes are to "foster a spirit of cooperation and exchange of ideas and techniques among its members, to promote all legislation that is not detrimental to the members of the association and to carry on any activities in connection therewith."

For-profit corps. exist to sell a product and as such are held responsible by the government to profit the shareholders. They are a legal entity and must file taxes. Non-profits are exempt from taxes but any margin of earnings goes back to the association to further the profession. The implications of the non-profit Corporation are: Legally: To advance the non-profit purpose of the organization; Ethically: to use resources to advance the profession; and

Financially: They have a responsibility to show how funds are used.

- Non-profit corporations are subject to scrutiny by their constituents, taxpayers, IRS, and the media. Because of the requirement for public disclosure of activities, a non-profit corporation's behavior needs to always be exemplary.
- "For profit corporations can generally cover their mistakes unless they hit the headlines, while non-profits do their business in the sunshine of many onlookers and critics"-Merchant, 1990

What is our unique purpose? As members of AMTA, we endeavor to improve the current condition of massage therapy as a profession, accept the responsibility for planning the future of the profession, support the members, and supervise the growth and health of the association. We must filter all our actions through this purpose.

**Fall 2003 American Massage Therapy Association**

**Texas Chapter Education Conference**

**November 7-8, 2003**

**Open to:** All registered massage therapists

**How Many:** Maximum 100

**Event Details:** "Cervical Anatomy and Dysfunctions" (This class involves the study of a cadaver)

Four concurrent modular classes are being offered. Each session is 1 hour and 15 minutes long. There is a **limited class size**.

**Where:** Host Hotel: Holiday Inn Select, North in Dallas 1-972-243-3363 for reservations

Rate of \$69.00 (continental breakfast included —MUST mention AMTA to get special rate)

Parker College, Dallas (Saturday) registration 8-9:00 am

**When:** Friday, November 7, 2003 Dinner, Business Meeting and Social at hotel

Saturday, November 8, 2003 Education at Parker College of Chiropractic

**Cost:** \$125.00 (AMTA Members)

Fees include lunch

\$175.00 (Non-AMTA Members)

See lunch choices below

**Detailed information about the classes will be mailed to you with your confirmation notice.**

Please complete the registration form below and return with payment.

\*\*\*\*\*

**Complete form and payment must be postmarked or faxed by November 1, 2003**

**Please use one form per registrant.**

PLEASE PRINT

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Name and city as you want it to appear on badge: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

E-mail \_\_\_\_\_ **Lunch Choice: Chicken \_\_\_\_\_ Vegetarian \_\_\_\_\_**

I will attend both Friday and Saturday events \_\_\_\_\_ I will only attend the workshop on Saturday \_\_\_\_\_

(Guest tickets for Friday night dinner and social are available for \$35.00)

**EMERGENCY CONTACT**

Name \_\_\_\_\_ Relationship \_\_\_\_\_ Phone: \_\_\_\_\_

**CREDIT CARD PAYMENT (Visa/Mastercard only, circle one)**

Card Number \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Your Name EXACTLY as it appears on card \_\_\_\_\_

Signature (required for authorization): \_\_\_\_\_

If paying by **CHECK**, mail completed registration form, with check made payable to **AMTA – Texas Chapter**, to:

Susan Olson

Questions: (979)693-5562

216424 Royder Road

FAX (979)846-1252

(979)690-5562

College Station, TX 77845

e-mail: massagerx2003@yahoo.com

## ***AMTA Mission and Goals***

The mission of the American Massage Therapy Association is to develop and advance the art, science and practice of massage therapy in a caring, professional and ethical manner in order to promote the health and welfare of humanity.

To serve its members, the public and the profession, AMTA pursues the following goals:

To establish the value and effectiveness of massage for health and well-being.

To increase awareness of massage and the massage therapy profession.

To ensure that massage provided to the public meets high standards.

To promote access to massage and the massage therapy profession.

To be an influential member of the healthcare and wellness communities.

To be a leader and a resource in and for the massage therapy community.

To enhance the professional development and personal growth of members.

To foster the growth, development, organizational effectiveness and visibility of AMTA.

In pursuit of the above goals, AMTA will be guided by the values of care and competency.

Address label here



**Within Reach  
AMTA TX Chapter**

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