

April 10-12, 2015

A Conference Guaranteed to Be Extraordinary!

CONTENTS

STUDENT EVENT	P. 2
EDUCATOR EVENT	P. 2
CONSIGNMENT SHOP	P. 2
FACULTY	P. 3
SANCTUARY	P. 3
COURSES	PP. 4 & 5
POST CONFERENCE	P. 6
GENERAL POLICIES	P. 6
REGISTRATION FORM	P. 7
HOTEL INFORMATION	P. 8



STUDENT DAY April 10, 2015

As a gift to our student therapists, the chapter has arranged the third annual Student Day, a full day of fun and education. Students will be welcomed by the AMTA-KY Chapter president and the national AMTA president-elect. Presentations are geared toward making the transition from student to professional a smooth one. To round out the morning, a member of the licensure board will conduct a trivia game where knowledge can be tested in a fun, non-threatening way.

A complimentary luncheon will be served from 12:00pm – 1:00pm.

In the afternoon students can attend one of three classes:

FRI 1 Basic Tax Guidance for Massage Therapists, Tom & Sue Hansen, instructors

FRI 2 Developing a Successful Practice Using Research, Nathan Nordstrom & David Otto, instructors

FRI 3 Introduction to Myofascial Therapies: The Importance of the Superficial Fascia, Pete Whitridge, instructor

At the end of the day, students will have the opportunity to shop in the MarketPlace where they will find a good selection of massage products.



AMTA-KY 2015 Educators Pre-Conference Event

**Professional Development for Educators:
The Core Competencies, Resources, and Training Opportunities**

April 10, 2015, 9:00am – 12:00pm

Pete Whitridge, president of the Alliance for Massage Therapy Education (AFMTE), will conduct this fast paced class for massage therapy educators. He will discuss the “Core Competencies for Massage Therapy Teachers” which contains Ten Standards that outline what is expected of competent professional massage educators. The “Core” is an important document, used by schools, regulatory boards and certifying bodies. Educators will have the opportunity to assess their teaching compared to the “core” will help to identify areas of strength and weakness and offer suggestions for skill development and future training. (3 CE hours) A complimentary luncheon will follow class 12:00pm – 1:00pm.

~ CONSIGNMENT SHOP ~

Once again the Chapter is offering a Consignment Shop where new and gently used massage-related products can be bought and sold. Your items must be clean and clearly marked with your asking price. You must claim your unsold items and any proceeds by 1:00pm on Sunday, April 12. Money left behind will be donated to the Massage Therapy Foundation. Any goods left behind will be donated to Goodwill.

Items you may sell include but are not limited to: massage related books, CDs, table linens, massage tables, massage chairs, equipment and room decorations.

The Consignment Shop is a service to our members and there is no charge for this service. Donations of 10% of your proceeds are recommended.

OUR EXTRAORDINARY FACULTY



James Waslaski is an author & international lecturer who has presented at state, national and international massage, chiropractic, and osteopathic conventions on his Integrated Manual Therapy approach.



Tom and Sue Hansen have more than 60 years of combined service with the IRS. Sue, a retired executive, has taught basic law, leadership and instructor training and Tom's responsibilities included collection of delinquent taxes, returns and advocating for taxpayer rights. Tom is an LMT in both Kentucky and Florida.



Bruce Baltz, founder of SpiriPhysical® LLC. is an internationally recognized educator with over thirty years of experience in the fitness and bodywork industry. He is currently chair-elect for NCBTMB.



David Otto, LMT BCTMB is the president of AMTA-Nevada Chapter and owner of a successful private practice where he has completed at least 7500 massage sessions.



Tracy Barnes D.C., D.I.C.C.P., C.K.T.I. is a practicing chiropractor, a certified Kinesio-taping instructor and an instructor of anatomy and physiology.



Nathan Nordstrom, LMT LMP BCTMB is a leader in the massage therapy industry and a volunteer with the MTF, AMTA, NCBTMB and FSMTB. He is nationally known for his fun approach to teaching ethics.



Pete Whitridge is president of the Alliance for Massage Therapy Education and an NCBTMB Approved CE Provider. He is focused on creating national standards for massage therapy educators.

SATURDAY NIGHT SANCTUARY

SANCTUARY/ noun / 1. a sacred or holy place; 2. a place of refuge or safety, a. the safety assured by such a place as *After a long day of extraordinary classes, shopping and camaraderie, the massage therapists at the AMTA-KY Education Conference flocked to SANCTUARY to unwind with massage and yoga in a safe, warm, relaxing space.*

If you have previously attended SANCTUARY you already know that any of these definitions might describe it. We create a serene place where you can relax and unwind, where generous massage therapists donate their time and talents to soothe, relax and heal their peers. It is peaceful. It is spiritual. It is whatever you need it to be and whatever you make of it.

Please join us on Saturday night, from 7-10 pm, for the third annual SANCTUARY - a place where you can receive some much needed relaxation and rejuvenation and support a cause you believe in at the same time! This year, the donations from SANCTUARY will help support AMTA-KY's legislative efforts. SANCTUARY will be open for massage, yoga and those who want to "hang out" to find some serenity after a long day. To volunteer in SANCTUARY or to sign up for a massage, please contact Cathryn Forester at 606-909-0199 or 1stvp@amtaky.org.

SCHEDULE OF CLASSES

FRIDAY AFTERNOON 1:30PM – 4:30PM

Basic Tax Guidance for Massage Therapists

Instructors: Tom & Sue Hansen (3 CE hours)

Do you start to sweat as April 15th approaches each year? Do you ever wonder if you are keeping the correct documentation as the year goes on? Have you ever said to yourself “I wonder if I could have done things differently and been in a better tax position?” This course was designed to answer all those questions and more. At the end of this course, you will know what documentation is required, what you can (and cannot) deduct, what forms to file and how to pay your taxes including even what to do if you get audited.

Developing a Successful Practice Using Research

Instructors: Nathan Nordstrom & David Otto (3 CE hours)

This course will explore the many uses of massage therapy research, from identifying and collecting basic credible research to engaging a client or healthcare professional in making decisions about whether to use massage services to improve their health outcomes. Learn to apply public speaking, sales, collaterals, and critical thinking skills to the development of massage therapy research. The class will include demonstration and interactive exercises that coach the attendee toward making marketing presentations that feature massage therapy research. Please bring your electronic device with internet access.

Introduction to Myofascial Therapies: The Importance of the Superficial Fascia

Instructor: Pete Whitridge (3 CE hours)

The superficial tissue can play an important role in our bodywork sessions. This protocol can be used as a starting point for any massage session. Gentle pushing and pulling of the tissues can help identify restrictions and patterns of movement in the body. During this fast paced class, we will assess the movement/restrictions of the posterior thorax, lumbar spine, and hamstrings. We will practice active and passive assessments, lengthening and broadening of the connective tissues, cross fiber frictions, and hydrotherapies.

FRIDAY EVENING 6:30PM – 9:30PM

Fully-Exposed Ethical Dilemmas

Instructors: Nathan Nordstrom & David Otto (3 CE hours)

This class has been compared to an “ethical group confessional,” a “stand-up comedy act,” and an “afternoon with Abbott and Costello - but a lot more educational.” We will include 1 hour of NCB Standard of Practice V. From The Blame Game to the ultimate Transference issues, we’ll explore unique perspectives and establish a ‘best practice’ for handling even the toughest of ethical dilemmas in the massage therapy profession through exercises that will be sure to ‘make you go Hmmm...’ but, most importantly, will help the attendee align personal and business/professional ethical standards.

SATURDAY MORNING 8:00PM – 11:00PM

Active Isolated Stretching: The Spa Method

Instructor: Bruce Baltz (6 CE hours)

Active Isolated Stretching: The Spa Method was developed from Aaron Mattes’ clinical approach to stretching and reformatted by Bruce Baltz from SpiriPhysical®. This format can be adapted into the spa setting and bring more depth to any menu or enhance the deep tissue or sports related treatments. This six-hour segment covers the lower body. You will learn how to reach the deepest tissues of the body with less discomfort to your client while minimizing the stress on your body.

Therapeutic Strategies for Effective Pain Relief

Instructor: Pete Whitridge (3 CE hours)

This short course in pain relief strategies offers a multi-disciplinary approach to chronic pain. Healing involves a partnership between the client and therapist. Chronic pain can be eliminated by working below the client’s pain threshold. This class will help you share pain science with your clients and develop more confidence helping people with chronic pain issues. We will use myofascial assessments, positional release, muscle energy techniques, cross fiber frictions, and self-care strategies to help clients become pain-free.

Integrated Manual Therapy and Orthopedic Massage for Complicated Upper Body Conditions:

Elbow, Forearm, Wrist and Hand Conditions

Instructor: James Waslaski (3 CE hours)

This class offers methods for achieving immediate and permanent results when treating medial and lateral elbow pain, muscle-tendon strains, nerve entrapments, pronator teres syndrome, carpal tunnel syndrome, progressive joint arthritis, and trigger finger. You will also take a look at “Double (or triple) Crush Phenomenon” and the role cervical, thoracic, and elbow conditions play on numbness, weakness and tingling in the arms and hands.

Medical Massage: Success in Hospital and Clinical Settings

Instructors: Nathan Nordstrom & David Otto (6 CE hours)

Discover how massage therapy complements medical treatments to increase comfort, improve clinical outcomes and provide wholeness in both clients and those who care for them. Attendees will be able to identify skills necessary for all medical massage practitioners. These include how to develop a foundation for working in medical settings including hospital culture and infection control practices and how to build successful relationships with other medical professionals in clinical settings. Learn where the medical massage community is being supported nationally. Finally, there will be a case study review of relevant research.

SCHEDULE OF CLASSES, continued

SATURDAY AFTERNOON 2:30PM - 5:30PM

Integrated Manual Therapy and Orthopedic Massage for Complicated Upper Body Conditions: Complicated Cervical Conditions

Instructor: James Waslaski (3 CE hours)

You will learn functional assessment and special tests, myofascial and neuromuscular techniques, myoskeletal alignment techniques, scar tissue mobilization protocols, and specific stretches and therapeutic exercises to eliminate both the underlying cause, and clinical symptoms of the cervical pain and associated upper extremity numbness. We will specifically cover atlas/ axis mobilization, whiplash, cervical sprains and strains, facet joint dysfunction, spinal stenosis, cervical shearing forces, joint capsule adhesions, degenerative disc conditions, bulging discs, and joint arthritis.

Therapeutic Strategies for Surgeries, Scars, Burns

Instructor: Pete Whitridge (3 CE hours)

Deepen your therapy skills by exploring how manual therapies can affect traumatic/surgical scars and burns. This fast paced class is designed to help you expand your knowledge about the effects of touch on the human body. Scars are very individual and personal, we will explore the physical and emotional aspects that scars and burns can have on clients. Do scars change in response to myofascial stretching? What happens at a cellular level when you massage a surgical scar? A burn? We will review the stages of tissue repair and healing and apply that knowledge to our treatment sessions. You will practice variety of light touch skills that can have profound effects on the connective tissues. Take this class to gain more confidence working with scar tissue.

SUNDAY MORNING 8:00AM - 11:00AM

Active Isolated Stretching: The Spa Method Upper Body

Instructor: Bruce Baltz (6 CE hours)

Active Isolated Stretching: The Spa Method was developed from Aaron Mattes' clinical approach to stretching and reformatted by Bruce Baltz from SpiriPhysical®. This format can be adapted into the spa setting and bring more depth to any menu or enhance the deep tissue or sports related treatments. This six-hour segment covers the upper body. You will learn how to reach the deepest tissues of the body with less discomfort to your client while minimizing the stress on your body.

Integrated Manual Therapy and Orthopedic Massage for Complicated Upper Body Conditions: Complicated Shoulder Conditions

Instructor: James Waslaski (6 CE hours)

These routines offer methods for achieving immediate and permanent results for rotator cuff injuries, shoulder impingement, bursitis, pectoralis minor tendinosis, bicipital tendinosis, rhomboid pain, and thoracic outlet. Participants will also take a look at "Multiple Crush Phenomenon": the role that cervical conditions play on weakness, numbness and tingling into the shoulder, arms and hands. Ground-breaking Frozen Shoulder corrections will highlight this dynamic interactive workshop. This dynamic multimedia presentation entails theory, real case studies, and 70% hands-on training.

Myofascial Release for Low Back and Leg Pain

Instructor: Pete Whitridge (6 CE hours)

This 6-hour class will help you to refine your touching skills and gain new confidence by slowing down and focusing your attention on the fascia instead of the muscle. You can be more effective with less effort by "melting" the connective tissues first, then addressing the deeper tissues, ligaments, tendons, and joint capsules. We will practice myofascial assessment, passive and active fascial stretching, positional release concepts, muscle energy techniques, cross fiber frictions, and client self-care. Teach your clients to work with you during therapy by encouraging subtle movements and contractions while you work. Healing is a partnership of client education, skilled touch, and trust. Spend the final day of the conference giving and receiving bodywork focused on the lower body.

Using the Internet to Reach Your Ideal Client

Instructor: David Otto (3 CE hours)

In today's world, how does a small business get regular, loyal clients? This class will explore several online tools that project a positive, professional image to attract the 'right' clients. From business-card profiles to websites, to establishing yourself as "An Expert", the attendee will learn a number of best practices, techniques, and methods for establishing, branding, and "search-engine-optimizing" their private practice.

SUNDAY AFTERNOON 1:30PM - 4:30PM

Muscle Testing for the Massage Therapist

Instructor: Tracy Barnes (3 CE hours)

This class will introduce the massage therapist to an approach that can be used to complement any style of massage from Swedish to myofascial release work. A series of orthopedic muscle tests will be taught along with two ways to work with muscle dysfunctions. This information will increase any therapist's skill set in order to further assist clients in returning to optimal function. The course will include a brief history of the development of muscle function testing, muscle testing skills, two corrective techniques to assist muscles in functioning optimally, and a review of the contraindications of muscle testing.

2015 POST-CONFERENCE with JAMES WASLASKI

Monday April 13, 2015 – 8:00am – 5:00pm



James Waslaski will hold a post conference following the 2015 AMTA-KY Chapter Education Conference where he will teach two 4 hour classes. Both classes are included in the single registration fee of \$195.00. The Chapter's portion of the proceeds will be donated to the Massage Therapy Foundation.

Integrated Manual Therapy to Eliminate Multiple Nerve Crush Phenomenon Highlighting Cervical, Shoulder and Arm Work (4 CE hours)

This dynamic multimedia presentation will highlight our cervical, shoulder and arm work to eliminate multiple nerve crush phenomenon. The highlight of this seminar will be the hands on techniques that will eliminate the musculoskeletal cause of each area of nerve compression between the brain and the fingertips forever. In addition, therapists will learn life changing techniques to release complicated frozen shoulder problems.
supplies needed: table, linens & lubricant

Corrective Exercises for Pain Free Living and Performance Enhancement, (4 CE hours)

When certain muscle groups get tight and facilitated, and opposing muscles get weak and inhibited, it leads to musculoskeletal pain and decreased athletic performance. Based on the stretching protocols of Aaron Mattes, and strengthening exercises from NASM, therapists will learn to eliminate supination and over-pronation of the foot, rotational patterns of the knee, low back pain, cervical pain and shoulder and arm pain. This presentation will take you inside the human body to eliminate joint pain throughout the body, and increase athletic performance to a whole new level.
supplies needed: massage table

**TO REGISTER FOR THE POST CONFERENCE:
Check the post-conference box on the conference registration form
and include the \$195 registration fee with your conference registration.**

IMPORTANT CONFERENCE POLICIES

CANCELLATION AND REFUND POLICY: All cancellations must be in writing by letter, fax or email and submitted to AMTA-KY Chapter. An administrative fee of \$25.00 will be assessed on all cancellations postmarked/date stamped by April 3, 2015. Cancellations postmarked after April 3 are non-refundable.

AMTA-KY CHAPTER DISABILITY POLICY: This event is in compliance with the Americans with Disabilities Act (ADA). We verify that the facility meets ADA Accessibility Guidelines and that we can provide additional assistance to individuals falling under the ADA, and can provide reasonable accommodations to enable a person with a disability to participate in the meeting or event. If you will need assistance, contact Collette Wilson (502) 876-1991.

TABLE POLICY: Any person who is enrolled in a class requiring the use of a massage table must either bring a table or make arrangements to share a table prior to the class. **NO TABLES WILL BE AVAILABLE FOR RENT AT THIS EVENT.**

RELEASE: You hereby assume responsibility for 1) your safety at the conference 2) complying with the instructor's or staff's directions, and 3) disclosing any contraindications prior to receiving a massage in class.

PHOTOGRAPHY/VIDEO: By attending this event you hereby give AMTA-KY Chapter permission to use any photographs and/or video images of you in future communications and marketing materials without further payment to you.

CONTINUING EDUCATION: AMTA-KY Chapter is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. Courses at this conference are accepted by AMTA, NCBTMB, and the Kentucky Board of Licensure for Massage Therapy.

QUESTIONS? Call either Valerie Smothers, registrar at (270) 252-0979 or Collette Wilson, conference coordinator at (502) 876-1991.

REGISTRATION INSTRUCTIONS

Complete your contact information and check the classes you want to attend. If registering by mail, you should expect to receive a confirmation within 3 weeks.

First Name _____ Last Name _____
Email Address _____ Address _____
City _____ State _____ Zip _____
Phone _____ Cell phone _____

BADGE & RIBBON INFORMATION

First Name for Badge _____
 Professional Therapist OR Student Therapist AMTA Member Number _____
(required for Member fee rate)

REGISTRATION FEES

Member Registration Fee

- Full Registration \$240
- 2 Day Registration \$180
- 1 Day Registration \$150

Friday Educator Class \$0

Non-member Registration Fee

- Full Registration \$290
- 2 Day Registration \$220
- 1 Day Registration \$170

Student Registration Fee

- Free Friday Student Event
- 2 Day Registration \$60
- 1 Day Registration \$30

Post Conference \$195

PAYMENT INFORMATION

Total your fees. Include either a check or credit card information with your registration.

Mail this form with payment to:

Valerie Smothers, registrar, 1011 Birch Street, Benton, KY 42025. You can also register online at www.amtaky.org.

TOTAL AMOUNT DUE _____

CHECK Make checks payable to "AMTAKY Treasurer" or MC VISA DISCOVER AmEx

Card # _____ security code _____ exp date _____

Print Name on card _____

CHECK THE CLASSES & MEALS YOU WILL ATTEND

NOTE: One meal is included in your fee for each day you are registered.

- FRI 1: Develop a Successful Practice Using Research, Nordstrom (3 CE hrs.)
- FRI 2: Intro to the Myofascial Components of Pain, Whitridge (3 CE hrs.)
- FRI 3: Basic Tax Guidance for Massage Therapists, Hansen (3 CE hrs.)
- FRI 4: Fully Exposed Ethical Dilemmas, Nordstrom & Otto (3 CE hrs.)
- SAT 1: Integrated Manual Therapy: Elbow, Forearm, Wrist & Hand, Waslaski (3 CE hrs.)
- SAT 2: Active Isolated Stretching: The Spa Method Lower Body, Baltz (6 CE hrs.)
- SAT 3: Therapeutic Strategies for Effective Pain Management, Whitridge (6 CE hrs.)
- SAT 4: Medical Massage Success is a Hospital or Clinical Setting, Nordstrom & Otto (6 CE hrs.)
- SAT 5: Integrative Manual Therapy: Complicated Cervical Conditions, Waslaski (3 CE hrs.)
- SAT 6: Therapeutic Strategies for Surgeries Scars, Burns, Whitridge (3 CE hrs.)
- SUN 1: Integrated Manual Therapy: Complicated Shoulder Conditions, Waslaski (3 CE hrs.)
- SUN 2: Active Isolated Stretching: The Spa Method Lower Body, Baltz (6 CE hrs.)
- SUN 3: Myofascial Release Components of Low Back & Leg Pain, Whitridge (6 CE hrs.)
- SUN 4: Reach Out to Your Clients on the Internet, Otto (3 CE hrs.)
- SUN 5: Muscle Testing for Massage Therapists, Barnes (3 CE hrs.)

FRIDAY LUNCH CHOICE FOR STUDENTS & EDUCATORS ONLY

- Yes – Regular Meal, please
- Yes – Vegetarian Meal, please
- Yes – but I have dietary restrictions/allergies
- No – I won't be attending

SATURDAY LUNCH CHOICE

- Yes – Regular Meal, please
- Yes – Vegetarian Meal, please
- Yes – but I have dietary restrictions/allergies
- No – I won't be attending

List Your Dietary Restrictions/Allergies:

FRIDAY DINNER CHOICE

- Yes – Regular Meal, please
- Yes – Vegetarian Meal, please
- Yes – but I have dietary restrictions/allergies
- No – I won't be attending

SUNDAY LUNCH CHOICE

- Yes – Regular Meal, please
- Yes – Vegetarian Meal, please
- Yes – but I have dietary restrictions/allergies
- No – I won't be attending



Valerie Smothers, LMT, registrar
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CLARION HOTEL LEXINGTON
1950 Newtown Pike
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- Room rates are \$92 plus tax
- Free parking
- Breakfast included
- Room share up to 4 guests

To reserve a room call:

859-233-0512

and

Ask for AMTA-KY rate

2015 AMTA-KY CHAPTER CONFERENCE IN A NUTSHELL

NEW DATE: April 10-12, 2015 EDT

NEW LOCATION: Clarion Hotel, Newtown Pike, Lexington, Kentucky

LOWER REGISTRATION FEES: Full Registration is \$240 for members

NATIONALLY ACCLAIMED FACULTY!!!!!!!!!!!!!!

IMPROVED MEAL PACKAGE: Sunday lunch replaces Saturday night dinner

8 CE HOUR POST CONFERENCE TAUGHT BY JAMES WASLASKI

RETURNING FAVORITES:

Sanctuary; Consignment Shop; Silent Auction; Marketplace