



# In Touch

## AMTA-NC Chapter Newsletter

**2018 ANNUAL  
FALL CONFERENCE  
INFORMATION INSIDE**

### In this edition:

President's Report	2
AMTA 75 <sup>th</sup> Anniversary	4
AMTA National Convention	4
AMTA-NC Fall Conference	5
Government Relations	6
Units - Education	7
SE Region CSMT	8
Veteran's Health Project	9
NMTAW	10
Member Spotlight	11
Article: Be True To Yourself	12
AMTA-NC Volunteers	13





# President's Report

Kim Moore, BS, LMBT

## The First 100 Days

During the first 100 days of my presidency, there have been several events that have determined the course of NC LMBTs businesses. We have seen legislative actions, a public hearing, BMBT rules approvals, and BMBT board member appointments. However, the AMTA-NC chapter is covered with a lobbyist and attorneys that have expertise in these areas and can assure that the best interests of NC massage therapists are paramount.

## In Touch

### YOUR Chapter Newsletter

**In Touch** is the official newsletter of the North Carolina Chapter of the American Massage Therapy Association - a nonprofit professional Massage Therapy organization of licensed massage therapists and students preparing to enter the field.

### On the cover:

This issue's cover photo is of a Sunflower Field along the Neuse Greenway in North Carolina.

### To Recap:

- In February, 2018 at the BMBT board meeting, the proposed establishment rules were discussed. As at all BMBT meetings, there were AMTA representatives in attendance.
- On March 7, 2018, a notice was posted on the [bmbt.org](http://bmbt.org) website stating that a public hearing would be held on April 19<sup>th</sup> at the Wells Fargo 13<sup>th</sup> Floor Conference Room in Raleigh allowing NC therapists to offer comments, either written or verbally, regarding the new submission of changes for rules .0302, .0401, .0405, .0701, .0702, .703, .0902, and .0905. Also, the submission for proposed new establishment rules .1001 - .1014.
- From March 7<sup>th</sup> until April 19<sup>th</sup>, many LMBTs read the proposed changed and new submissions, and had a lot to say about them. Many LMBTs got the media involved and rallied to get other LMBTs involved in this process. KUDOS to those who wrote letters, sent emails, and called the BMBT board staff. A legal professional stated that this type of involvement from the licensees was unheard of in the regulation of licensing boards and was one that needed to be noticed, and praised our collective writings saying they were well-constructed, concise and on point. The number one rule that had everyone "up in arms" was in rule .1005 (d), ..... "treatment rooms for massage and bodywork therapy that are 10 feet by 12 feet in size, with a minimum of three linear feet of open floor space around all sides of the massage treatment table". LMBTs, spas, and clinics knew that this new rule would "bankrupt them" or simply "put them out of business". From the comments early on, the BMBT knew that this rule implied repercussions that were not intended and stated that this rule would be deleted. The BMBT staff attorney responded to each email that they received.

(continued on page 3)

## Kim Moore, BS, LMBT - President's Report continued

- Right before the April 19<sup>th</sup> public hearing, the BMBT board staff was informed about the social media posts and the potential number of therapists that would be attending and, therefore, moved the public hearing to the 28<sup>th</sup> Floor Conference Room to accommodate over 100 attendees. The AMTA was requested to allow others to speak at the public hearing, therefore, the board members, president, lobbyist, and government relations committee members took many notes. The BMBT had a court reporter that recorded every verbal word spoken and provided the BMBT with a copy after the hearing.
- Between April 19<sup>th</sup> and June 21<sup>st</sup>, the BMBT board members read every word that was spoken at the hearing, every email, and every letter that was written regarding the rules. They made changes that were based on the information provided by LMBTs during the comment period.
- On June 21<sup>st</sup>, the BMBT board discussed each rule and the changes that were to be submitted to the RRC (Rules Review Commission) for approval. The AMTA president, board members, GRC members, National AMTA GRC Director, and the National ABMP GRC Director were in attendance, as well as the AMTA-NC lobbyist and AMTA-NC attorney.
- The AMTA-NC chapter attorney requested a transcript from the BMBT staff for the AMTA leadership to discuss and determine our next steps. After discussion, we felt that the rules were carefully considered, reconstructed, and ones that we could live with.
- During the May session of the NC Legislature, there was a BMBT board reappointment of Rachael Goolsby and a new appointment of Robert Reeves by the Speaker of the House. Rachael's reappointment to her first three-year term after serving a one-year term due to the vacancy of a previous board member was expected. With 4-5 qualified applicants for the vacant seat of Renee Hays who fulfilled two 3 year terms, what was not expected was the appointment of an individual that has not attended BMBT meetings nor met the requirements as set forth in our Practice Act 90-625(a)(1) stating that the member "shall be massage and bodywork therapists who have been licensed under this Article and have been in practice for at least five of the last seven years prior to their serving on the Board". Obviously, the Speaker of the House's appointment

presents quite a conundrum and disappointment; LMBTs are required to practice under these laws, yet rule 90-625 seems to have been ignored. The AMTA-NC chapter lobbyist and attorney stated that the appointee is not eligible according to the Practice Act prior to ratification by the Legislature and our objections were dismissed. On social media, many therapists have stated that they have expressed their disappointment of the Speaker's appointment to the Speaker's office. More to come.....

I have attended the BMBT board meetings since 2000 (only missing a handful) and have watched this Board in action during many terms of office, many Board members, and many disciplinary hearings. The Board position cannot be taken lightly nor with political agenda due to the sheer nature of the highly charged decision making that is required.

Please watch our presence on Facebook, Twitter, Linked In (like us!) and our new website ([nc.wp.amtamassage.org](http://nc.wp.amtamassage.org)) for upcoming events in the Units, Fall Conference at Crystal Coast in September (registration is still open), and our 2019 Spring Convention in Statesville in March.

I am proud to be president at this time and watching our LMBTs get involved in helping to determine how our profession grows and moves into the next generation of therapists. We have a very motivated and lean AMTA board, and I am proud to serve with them, as well as all of our volunteers. I encourage comments, outside of the box thinking, and most of all "fun". If you would like to volunteer with the chapter, we can find something that you would like to do that takes an hour up to several hours each month, i.e., proofreaders, room monitors at conferences/conventions, article writers, meeting and planning committee members, etc. Come have fun and grow with us!







## AMTA's 75<sup>th</sup> Anniversary

### Celebrating 75 Years of Health & Wellness!

The American Massage Therapy Association (AMTA) is celebrating 75 years of health and wellness! What started as a small group of like-minded, dedicated massage therapy professionals in 1943 has grown to an association with more than 80,000 members—all of whom are just as devoted and dedicated to the profession.

As the largest non-profit association for massage therapists, students and schools, we are celebrating our rich history while looking to the future for exciting advancements.

## AMTA 2018 National Convention

**August 9-11, 2018  
Washington, DC**

**Online registration is closed. You can register on-site at the convention starting August 8.**

Earn 18+ massage therapy CE credits at the AMTA 2018 National Convention this August 9-11 in [Washington, DC!](#)

Join massage therapists, students and recent graduates at the largest and most prestigious event in the massage therapy community featuring inspiring speakers, continuing education, networking and the newest products.

**The AMTA-NC Chapter will provide lunch for NC Attendees on Thursday, August 9, 2018. We hope you will join us!  
Kim, Larry, Sandra, Deborah, Rachel and Dr. Steve!**

**To RSVP for Lunch: 828-604-4600**

# 2018 AMTA-NC Fall Conference

## Classes that will be available:

- Ethics: Head, Hands & Heart – 3 CE Hours
- Ethics of Information – 3 CE Hours
- Advanced Kinesiology – 4 CE Hours
- The Adventures of Captain Scapula – 4 CE Hours
- Your Massage Toolbox: Individual Techniques for the Shoulder, Elbow and Wrist – 4 CE Hours
- Your Massage Toolbox: Individual Techniques for the Hip, Knee and Ankle – 4 CE Hours
- Your Massage Toolbox: Individual Techniques for the Cervical Spine – 4 CE Hours
- Your Massage Toolbox: Individual Techniques for the Back & Sacral Region – 4 CE Hours
- Intro to Natural Healing Remedies for the Hand, Foot, Head, Neck, and Sinus using Reflexology – 8 CE Hours
- Un-Battening the Hatches: Treatment for Scar and Adhesion Conditions – 8 CE Hours
- Chair Massage for Career Longevity – 8 CE Hours
- Compassionate Bodywork for Death and Dying – 8 CE Hours

**To Register, please visit our website:**

**[nc.wp.amtamassage.org/events](http://nc.wp.amtamassage.org/events)**

**Save the Dates!**

**2019 Spring Convention – March 29-31, 2019**

**2020 Spring Convention – March 26-28, 2020**

**Statesville Civic Center - Statesville, NC**

**September 29-30, 2018**  
**Crystal Coast Civic Center**  
**Morehead City, NC**





## Government Relations Committee Report

By: Rachel Mann

Effective July 1, 2018, all LMBT's are required to pay a \$50 privilege tax to the Department of Revenue per a bill passed in the NC Legislature in 2017. If you have paid this – great! If you haven't, you must pay it as soon as possible along with a penalty that DOR will bill you for, which is a minimum of \$5. We sent two e-blasts announcing this with detailed instructions of how to complete the form. The first had the old code of 432, Art of Healing; the second had the new code of 456, Massage and Bodywork Therapy. If you have the old code, then sometime between now and April, you need to either go into your local DOR office (which is often easier) or call the state DOR office and have them correct the code. You will not owe additional money.

The chapter has hired new attorneys as our previous attorney of 20 years retired in December. Jeff Gray and his associate Maggie Craven both have extensive experience in representing associations with licensing boards and guiding them through the rule making and legislative process. We are thrilled to be working with them. Tony Adams continues as our lobbyist.

There was one bill in the legislature this year that would have affected the make-up of the BMBT where we spent several days in negotiations with the submitting party, but this bill died in committee. This may come back in a different bill next session but we now have more time to develop a plan that all interested parties can agree on.

We are anticipating that the majority of the new rules from the BMBT will be accepted by

the Rules Review Commission (RRC) at their September meeting which would mean the accepted rules may go into effect on October 1, 2018. The RRC may change some – usually due to wording requirements. We will send e-blasts confirming this. If you are not receiving the e-blasts, please check your spam filter first, next check to make sure that your email address is correct on your national AMTA profile as this is where all mailing lists reside. Please read Kim Moore's president's message for a full synopsis of the recent rule making process.

The establishments will have 180 days to comply with becoming licensed. The BMBT is working on completing the application for licensure so that it will be ready when the rules are approved. The final version of the new rules will be posted on the BMBT website once they have been approved by the RRC; [www.bmbt.org](http://www.bmbt.org), click on the tab News and Announcements at the very bottom left of the page. (The BMBT has a new website – check it out!)

The chapter will be hosting meetings across the state to inform members of the new rules throughout the fall and winter. We are working on a schedule and will be promoting these via e-blast and social media.



# Units - Education in Your Back Yard!

## Western Unit (Emily Nichols)

**Community Service Massage Team (CSMT) Responder Training | 7 CE Hours**

August 25, 2018 | Columbus, NC

Presenter: Lee Stang

**Community Service Massage Team (CSMT) Team Leader Training | 7 CE Hours**

August 26, 2018 | Columbus, NC

Presenter: Lee Stang

## Triad Unit (Tag Woods)

**Advanced Kinesiology & Anatomy: Head to Tail for Lumbar Spine, Hips & Head | 16 CE Hours**

August 11-12, 2018 | Greensboro, NC

Presenter: Candy Cain Fleming

**Layer by Layer: Fascial Treatment for the Lumbar Spine & Hips / TMJ & Headache Conditions | 16 CE Hours**

August 25-26, 2018 | Greensboro, NC

Presenter: Amy Tortorici

## Triangle Unit (William Dickinson)

**Ayurveda for Bodyworkers | 16 CE Hours**

August 25-26, 2018 | Durham, NC

Presenter: Shoshanna Hamburg

## Piedmont Unit (Lisa Castellano)

**Standard V Ethics and Compassionate Touch | 3 CE Hours**

September 9, 2018 | Waxhaw, NC

Presenter: Sheryl McGavin

**Oncology Massage for Persons Experiencing Cancer | 16 CE Hours**

October 13-14, 2018 | Greensboro, NC

Presenter: Vickie Torrey

## Northeast Unit (Autumn Henderson)

**Classes Coming Soon!**

## Southeast Unit (Lori-Ann Gallant-Heilborn)

**Classes Coming Soon!**

To Register: [nc.wp.amtamassage.org/events](http://nc.wp.amtamassage.org/events)



**NEW!**

## Southeast Region Community Service Massage Team (CSMT) Response Division

We are pleased to announce the start of the ***Southeast Region CSMT Emergency Response Division!***

The NC Chapter of AMTA will be holding a ***Responder Training*** on Saturday, August 25, 2018, followed by the ***Team Leader Training*** on Sunday, August 26, 2018 (*Responder Training is a prerequisite for Team Leader Training*).

This new outreach program was formed from the concept of MERT (Massage Emergency Response Team), which was established in 1989 following the Loma Prieta, California Earthquake. The CSMT played a significant role in 9/11 at Ground Zero and again at the Sandy Hook School Shooting in 2012, among many other emergency situations.

CSMT was developed because of the need to maintain a readiness for such emergencies and have an active presence in the community. The growth of this program is continuing to evolve in NC. We would like to invite you, along with AMTA Licensed Massage & Bodywork Therapists from our neighboring states, to join us in this training and, upon completion of training, become a member of our Southeast Region Community Service Massage Team!!

If you are interested in more information regarding the Southeast Regional CSMT or would like to become a volunteer, please contact Deborah Wade, CSMT Chair [deborahwade.amta@gmail.com](mailto:deborahwade.amta@gmail.com)



### CSMT Member Eligibility Requirements:

- ✓ AMTA Professional Member with insurance coverage.
- ✓ Completion of the CSMT responder training course 8 hours LIVE
- ✓ For Team Leader complete additional 8 hours LIVE
- ✓ Completed application to the AMTA-NC chapter (can be done at class)
- ✓ Submit Signed *Code of Conduct* (can be done at class)

### ***Are you ready to get started?***

#### **Responder Training – 7 CE Hour Credits\***

Saturday, August 25, 2018

\$85 for AMTA Members

#### **Team Leader Training – 7 CE Hour Credits\***

Sunday, August 26, 2018

\$85 for AMTA Members

**Location:** Steps to Hope, Inc  
60 Ward Street  
Columbus, NC 28722

**Registration times each day:** 7:30 – 8:00 am

**Class times for each day:** 8:00 am – 5:00 pm

**To Register, please visit our website:**  
[nc.wp.amtamassage.org/events](http://nc.wp.amtamassage.org/events)

*\*This 8-hour class provides 7 CE Hour credits*



## Volunteers Needed for...



*October 20, 2018*

**9:30am - 2:00pm**

Congregational United Church of Christ  
400 W Radiance Drive  
Greensboro, NC 27403

We want to host an event for the National Massage Therapy Awareness Week **to honor our Veteran community** Veterans are one of the most under-served groups in the nation. Our primary goal for this event is to provide veterans with information on how massage therapy can complement their healthcare routine.

There will be additional vendors at this event who will work towards Breaking down barriers that veterans have in regard to jobs, education and other healthcare issues.

According to Research by the NCCAM (National Center for Complementary and Alternative Medicine) massage therapy and other modalities help reduce symptoms of PTSD, anxiety, depression, and other mental health conditions. We would love to provide free chair massages and educate the veterans on the benefits of massage therapy, relating to improved well-being and increase in quality of life.

For more information  
and/or to sign up to be a part of the  
**“Veterans Health Project”**  
Please contact Deborah Wade at:  
[deborahwade.amta@gmail.com](mailto:deborahwade.amta@gmail.com)





Saturday, October 27, 2018

11:00am - 3:00pm

The Pink House

1607 East Morehead Street

Charlotte, NC 28207

In coordination with National Massage Therapy Awareness Week, Volunteers representing the American Massage Therapy Association - North Carolina Chapter will be available to bring awareness of the benefits of Massage Therapy to the public. Volunteers will be needed to provide seated massage, pass out information and answer questions from event participants. Be sure to bring your business cards to handout to potential clients! Please join us at this most worthy event that affects so many women across the globe!

**For More Information to Volunteer, Please Contact:**

**Melissa Smith (704) 241-3938**

For More Information about Carolina Breast Friends:

<http://www.carolinabreastfriends.org/about-cbf/>



## 5 Ways to Promote Massage Therapy & Your Business

AMTA members are invited to promote the massage therapy profession and their practices during AMTA's

[National Massage Therapy Awareness Week](#),

October 21-27, 2018.

Get tips on sharing the health benefits of massage with your community.

1. **Educate the public:** Distribute information on the health benefits of massage at your practice, doctors' offices, health clubs and other locations focusing on health and wellness. [Download free materials »](#)
2. **Share the health benefits of massage with your community:** Offer chair massage to a deserving organization or event in your community, host an open house at your practice or contact local media outlets and offer chair massage to reporters and on-air personalities.
3. **Utilize FindaMassageTherapist.org:** Tell a friend about [AMTA's Find a Massage Therapist®](#) locator service, and [activate or update your profile](#).
4. **Obtain a proclamation:** [Download a sample mayoral or gubernatorial proclamation »](#)
5. **Update your social media pages:** Share articles and facts on the health benefits of massage therapy. Encourage clients to book a massage by offering special promotions. [Tips to get started »](#)

# Member Highlight!

Claire Marie Miller

35 Years as an AMTA Member!

*We Thank You For Your Support!*



## Claire Marie Miller Seminars

Pregnancy Massage • Fertility Massage • Integrative Reflexology®

2123 NC Hwy 54 W • Chapel Hill, NC 27516 • 877-319-5772

clairemariemiller1979@gmail.com • [www.clairemariemiller.com](http://www.clairemariemiller.com)

Seminars • Products • Practice



Dear NC AMTA,

Thank you for the generous gifts. And the recognition of many years as a member. I am honored to be part of this warm and loving family of massage therapy professionals.

The work you do to support us all, members is so important and maintains the high professionalism I feel with all the members I have come to know over the years.

Proud to be AMTA,

Claire Marie Miller

# Be True to Yourself

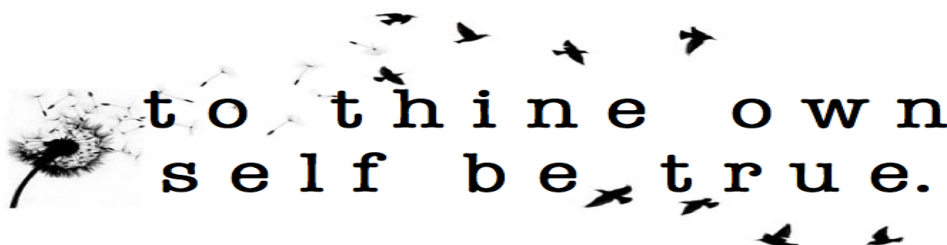
By: Sheila Alexander

How many of you reading this article knew exactly what you wanted to accomplish when you registered for massage school? Did you have a clear image in your mind about your desired work environment, ideal income, clientele and the new lifestyle that would create? Most massage therapists, me included, know that massage school is where they want to be but not where their massage career will take them. As I approach my 25<sup>th</sup> year as a 'veteran therapist', I look back at what a long, strange trip it's been.

Since I didn't have children I wasn't drawn to work with pregnancy or infants. Not being particularly athletic, I wasn't interested in sports massage training. During a visiting professionals day at school I fell in love with seated chair massage and knew I wanted to learn more. After 10 years in the field I made a life change to home care my father who was stricken with Alzheimer's, then provided care for my mother's terminal cancer. After modifying the chair massage techniques, I was able to provide massage for my parents in their wheelchairs, armchairs and hospital beds. My father loved to lean back in his lounge while I did basic skin care on his face, my mother had her own paraffin bath for her arthritis and I had a collection of essential oils and moist heat packs. So I turned their home into a day spa!

In 2004 a continuing care retirement community was looking for a geriatric massage therapist to work with their residents in all levels of care and they offered me a contract position. I have a treatment room in their wellness clinic for residents in independent living and provide in room services for residents in the assisted living, skilled nursing and memory care units.

Continuing education needs to be part of your operating budget since 43 US states have licensing requirements. And since you have to spend your valuable resources- time, money and energy- it just makes sense to be a specialist. Why take classes just because they're inexpensive or offer the hours you require? Figure out where your interest lies and pursue a path that brings you joy and professional satisfaction.





Have you wondered how conventions, training, and education happen in the American Massage Therapy Association? It is the result of the efforts of volunteers. These individuals use their time, talent and passion for massage to make changes in the NC Massage industry.

It takes lots of hands and talent to run an organization for nearly 2,500 members. We welcome you to help join our efforts and you will benefit from our combined efforts. You will find many friends here with wisdom. This will give you a chance to network with a diverse collective of individuals. It will help you grow as a massage therapist with advanced training, research and ideas. Volunteering is the best way to make a difference in massage therapy. Please contact us at: [info@amtanc.org](mailto:info@amtanc.org)

## *Meet Your AMTA-NC Volunteer Team!*

**President**  
**Kim Moore**



**Board Member**  
**Larry Ball**



**Board Member**  
**Sandra York**



**Financial Administrator**  
**Melissa Smith**



**Secretary**  
**Deborah Wade**



# *Meet Your AMTA-NC Volunteer Team!*

**Meeting &  
Planning Chair**  
Cindy Rankin



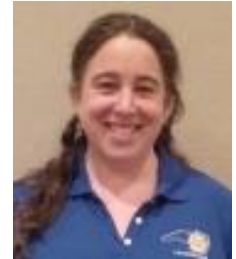
**Registration Chair**  
Desiree Sawyer



**Government  
Relations Chair**  
Rachel Mann



**Commissioner on  
Candidacy**  
Allithia Gailliot



**Unit Administrator**  
Terri Brown



**Piedmont Unit  
Coordinator**  
Lisa Castellano



**Triad Unit  
Coordinator**  
Tag Woods



**Western Unit  
Coordinator**  
Emily Nichols



**Triangle Unit Coordinator**  
William Dickinson



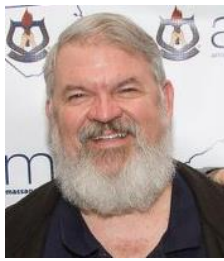
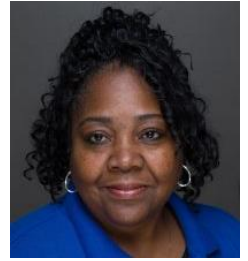
**Northeast Unit Coordinator**  
Autumn Henderson



**Southeast Unit Coordinator**  
Lori-Ann Gallant-Heilborn



## *Meet Your AMTA-NC Volunteer Team!*

**Delegate****Rachel Mann****Delegate****Dr. Steve Koehler****Membership  
Outreach****Larry Ball****National Massage  
Therapy Awareness  
Week Chair  
Melissa Smith****Schools****Sheila Alexander****Schools****Deborah Wade****Schools****Ahira Sanchez****Community Service  
Massage Team****Deborah Wade****Website  
Social Media****Larry Ball****Newsletter Editor****Sandra York**