



AMTA-KY SPRING CONFERENCE

20/20

ENVISION

YOUR

SUCCESS



March 12-15, 2020 | Lexington, Kentucky

REGISTRATION

CVENT ONLINE REGISTRATION ONLY

Online registration is required. No checks or cash accepted.

<https://Cvent.me/eb8YAD>

CVENT is the new registration platform that AMTA National is using for all AMTA Chapter events. New to the Chapter this year, we will only be accepting registrations online. Also new this year, we will only be accepting Credit or Debit Cards as payment through the CVENT registration platform. If you have any questions or need any assistance with this new process, please contact us at 502-354-3568.

Cost of registration includes lunch for attendees.

AMTA MEMBERS

\$300 Track Education
\$100 Modular Full Day
\$50 Modular Half Day
\$30 Ethics Class

NON MEMBERS

\$550 Track Education
\$250 Modular Full Day
\$125 Modular Half Day
\$30 Ethics Class

STUDENT/EDUCATOR EVENT

Free (INCLUDES COMPLEMENTARY LUNCH)

CANCELLATION DEADLINE:

Full refund until February 28

Half refund between March 1 and March 10

No refund after March 10

Late Registration Fee:

Add \$25.00 to registration on and after March 1

REGISTRATION COORDINATORS

Kala Carby and JoAnn Klein

registrar@amtaky.org

502-354-3568

VOLUNTEER COORDINATOR

Ann Phillips

volunteercoorchair@amtaky.org

502-354-3568

CONFERENCE COORDINATORS

Eric Byrd and Kim Alexander

ccoordinator@amtaky.org

502-354-3568

SCHEDULE AT A GLANCE

You can complete the Kentucky Board of Massage Therapy Licensing Renewal Requirements of 24 CE including 3 hours of Ethics every 2 years, all on the same weekend or add to your existing CE hours with your choice of Modular classes.

Education Tracks up to 21 CE (2 or 3 day classes)

Modular Classes 4 - 8 CE (1 day or less)

THURSDAY

Thursday,
March 12, 2020

6:00PM-9:00PM

ETHICS CLASS

FRIDAY

Friday,
March 13, 2020

8:00AM-12:00PM

EDUCATION TRACKS

8:00AM-12:00PM

MODULAR CLASSES

9:00AM-12:00PM

EDUCATOR/STUDENT EVENT

12:00PM-1:00PM

LUNCH

1:00PM-5:00PM

JOB EXPO

1:00PM-5:00PM

EDUCATION TRACKS

1:00PM-5:00PM

MODULAR CLASSES

SATURDAY

Saturday,
March 14, 2020

8:00AM-12:00PM

EDUCATION TRACKS

8:00AM-12:00PM

MODULAR CLASSES

12:00PM-1:30PM

BUSINESS MEETING/LUNCH

1:30PM-5:30PM

EDUCATION TRACKS

1:30PM-5:30PM

MODULAR CLASSES

SUNDAY

Sunday,
March 15, 2020

8:00AM-12:00PM

EDUCATION TRACKS

8:00AM-12:00PM

MODULAR CLASSES

12:00PM-1:00PM

LUNCH

1:00PM-5:00PM

EDUCATION TRACKS

1:00PM-5:00PM

MODULAR CLASSES

EDUCATION PRESENTERS



Jen Hartley NCBTMB 451026-09

A Nationally Certified Massage Therapist and a burn survivor herself, Jen (pictured on the left) has been a burn survivor for over 43 years and is one of only two instructors in the country that teach this modality. Jen was scalded by hot water at 15 months old and has third degree burns over the lower 56% of her body. Jen realized after graduating from Augusta School of Massage, Inc in 2004 that there was a need for a beginner Burn Scar Massage Therapy Course to help massage therapists get over any fear of working with clients with severe scarring. In 2015, Jen and her business partner, Christina Amy were named the 2015 California AMTA Educators of the Year.

Dee Vickers, LMT, BCTMB, M.ED. NCBTMB 053663-00

Dee is a board-certified massage therapist, the former Director of Gould's Academy of Massage, Nationally Approved Massage and Bodywork continuing education provider, and the owner and lead educator for Massage CE Education. She has been a professional educator for over twenty years and combining passion for education and massage for over ten years. Her clinical specialty in private practice is TMJ disorder massage, fertility and pregnancy massage, rehabilitative bodywork. She received a Bachelor's and Master's degrees from Auburn University in Education, as well as, her massage therapy certification from Gadsden State Community College. She interned under Patricia Casebere who was a direct apprentice of Dr. Janet Travell, the founder of trigger point therapy. Her classes are a lively blend of hands-on skills, inspiring information and light-hearted methods. Her approach to massage and bodywork education is hands-on with a focus on individual attention to participants. Mentoring massage therapists and building massage community are an integral part of her mission. Her diverse interests include enjoying time with her adult triplets, traveling to exotic locations and experiencing outdoor activities such as hiking, swimming, and camping.



Amber Davies NCBTMB 297849-00

She is co-author of The Trigger Point Therapy Workbook, 3rd with her late father, Clair Davies. Their book is an internationally published classic in the field. Amber is a skilled educator, certified myofascial trigger point therapist, KY licensed massage therapist and owner of New Day Myopain Center in Louisville, Kentucky.

EDUCATION PRESENTERS



Kelly Lott

Kelly Lott NCBTMB 055516-00

Kelly Lott LMT, MTI, CIMI, CE, is a leading spokesperson for natural and holistic treatments for migraines and headaches. She was voted into the World Massage Festival Hall of Fame 2015 and a certified massage instructor through NCBTMB since 1997. She graduated from CSMT in 1991, has 15 years of experience in her professional practice and instructing massage therapists for 22 years. Kelly has presented at over 20 AMTA conferences including National in 2013. She also has invaluable experience with Pregnancy Massage, Infant Massage, and Face Toning massage.

Pete Whitridge NCBTMB 149453-00

He has been a licensed massage therapist since 1988. He teaches "Myofascial Components of Pain" workshops throughout the Southeast, as well as Florida Law, Ethics, and Business Building classes. Pete completed a four-year term on the Florida Board of Massage Therapy, serving two years as Chairman. Pete is a faculty member at several massage schools around the country and is a frequent speaker for AMTA chapter meetings, as well as AMTA, FSMTA, and FCA national conventions. Pete received the Charles Canfield Award from the FSMTA in 2004 for service and dedication to the massage profession. He was inducted into the Massage Therapy Hall of Fame in 2016 at the World Massage Festival. Pete is a founder and Past President of the Alliance for Massage Therapy Education (AFMTE) and has dedicated his career to helping establish high standards in massage therapy education. He lives in Fort Pierce, FL with his wife (and editor) Lee. They travel frequently and would love to visit your town. They are available to teach myofascial classes, aromatherapy, and business building classes in your area.



Pete Whitridge



Debra Dower

Debra Dower NCBTMB 149453-00

She is co-owner of Ananda Integration and Dower Wellness, based out of Lancaster PA. She has over a decade of experience in the alternative health and wellness field. She and her husband, Nick, are currently spearheading the Holistic Therapy movement at Lancaster General Health/Penn Medicine, where she is the manager of Holistic Therapy. Debra graduated from the Lancaster School of Massage, where she now teaches Anatomy and Physiology. She is a Board Certified Structural Integrator and completed the entire course of study at Anatomy Trains Structural Integration (ATSI). Debra is now an assistant teacher at the ATSI course and a teacher for the Anatomy Trains short courses. She has over 1,000 hours of certified yoga instructor training and teaches yoga at Evolution Power Yoga in Lancaster, PA.

Eric Stephenson NCBTMB 450394-07

A 20-year massage veteran and Chief Wellness Officer for Elements Massage, a 250-unit franchise system headquartered in Denver, CO. He has contributed to their growth in becoming one of the largest providers of massage therapy in the United States, providing over 2 million massages annually. Stephenson is also Co-Founder of imassage, Inc. in Delray Beach, FL, an education and consulting company dedicated to extending the careers of massage therapists and spa practitioners through customized programs focusing on preventing injury and workers' compensation claims. Eric creates continuing education specializing in teaching Deep Tissue Massage that doesn't harm the therapist or the client. All of his workshops focus on saving your hands with his "No Thumbs!" approach & Core Body Mechanics that help prolong your career. Eric has worked with some of the biggest names in the wellness industry including the Wynn/Encore Las Vegas, Kamalaya Thailand, Sandals Resorts and Spas, Grove Park Inn Asheville, Glen Ivy Hot Springs Spa and Starwood Hotels and Resorts. In 2014, he joined the Board of Directors of the International Spa Association (ISPA) in Lexington, KY. His experience as an entrepreneur, consultant and speaker in the Wellness Industry have taken him around the world. In his spare time, he works on becoming the fifth member of Van Halen.



Eric Stephenson

STUDENT AND TEACHER EVENT

STUDENT EVENT

Every year the Kentucky Chapter sets aside time for the students to participate in the AMTA-KY Spring Conference. This year is a great way to learn about the benefits of being an AMTA member and meet leaders in the profession. Students will engage to help prepare for the licensing exam with Kentucky Licensing Jeopardy game, Find out what changes are happening within our state laws and regulations and meet therapists from all over the state. Past presenters have included AMTA-KY Presidents, State Board licensing members, Kentucky Chapter members and community business leaders.

Friday, March 13, 2020

9:00am - 12:00pm Speaker

12:00pm-1:00pm Lunch

1:00pm - 5:00pm Job Expo

THIS IS A FREE EVENT

All students and educators need to register online to reserve a seat and receive a complimentary lunch.



EDUCATOR EVENT

Teaching Blocks for Success

These teaching blocks equip a massage instructor with skills that are needed to support students in their massage therapy education. Learning and Teaching styles, how to motivate and inspire, and designing, planning and implementing a lesson plan, are all blocks of knowledge that a facilitator needs to be a successful educator.

Lena West, BS, LMT, NMT

Educator Presenter

Lena West has a Bachelor of Science degree from Saint Leo University has been a Licensed Massage Therapist since 2004. She has been an educator for over 28 years in the areas of employee development and massage therapy. Her passion and focus have always been on raising the level of knowledge and competence in every field she has encountered as an educator. She is an active member of the American Massage Therapy Association (AMTA) and Association Bodywork and Massage Professionals (ABMP) and served as past President of the Tampa Chapter of the Florida State Massage Therapy Association (FSMTA). In her efforts to support integrity in the field of massage therapy education, she served as an evaluator/peer reviewer for several accreditation boards, including the Commission of Massage Therapy Accreditation (COMTA). Further, she has been the director of massage programs for two of the largest schools in the country and has served on several advisory boards for massage therapy schools.



Lena West

ETHICS COURSE

Ethics Course- Navigating the Waters Thursday, March 12, 2020

(3 CE) Presented by Eric Stephenson NCBTMB 450394-07

This highly interactive workshop openly explores ethical issues that massage therapists routinely face in their professional and personal lives. Through dynamic mix of lectures, discussions, small group exercises, and self-assessments, students will explore an array of topics.

Students will learn:

- maintaining client safety, confidentiality, and satisfaction managing communication skills
- establishing and communicating boundaries
- navigating transference and counter transference
- incorporating self-care and strategies to avoid burnout

MODULAR EDUCATION

Lower Back Pain Assessment and Treatment-Myofascial Trigger Point Therapy

(8 CE) Presented by Amber Davies NCBTMB 297849-00 Friday, March 13, 2020

The problem is not in the place that hurts! We all know active trigger points refer pain but equally as important are latent trigger points that create the dysfunction that causes the pain. In this class we will practice assessment and problem solving for low back pain. Location and palpation of trigger points as well as multiple treatment approaches will be explored. **Supply List:** Massage tables with chairs (1 per 2 therapists), linens, pillows/bolsters, blanket, face cradles, Hypoallergenic fragrance free lotion/cream, paper and pen. Dressed in layers for assessment and to work – thin or yoga pants ideal.

“Where it is, it Ain’t”- Successfully Treating Lower Back Pain Sunday, March 15, 2020

(7 CE) Presented by Eric Stephenson NCBTMB 450394-07

Experts estimate that as much as 80% of the population will experience a back problem at some time in their lives. This class will focus on the many competing forces that pull on the pelvis and how they contribute to lower back pain.

Students will learn: how interconnected fascial planes create back pain, to recognize an anterior/posterior pelvic tilt, the relationship between facilitated and inhibited musculature, deep tissue techniques for the quadratus lumborum, iliopsoas, rectus femoris, plantar fascia and the hamstrings.

Supply List: 1 massage table for every 2 therapists, pillow/bolsters, sheets/blanket, hand sanitizer, unscented cream, oil or lotion

Caring for Your Arms and Hands Saturday, March 14th and Sunday March 15th

(4 CE) Half Day Presented by Amber Davies NCBTMB 297849-00

Do you have arms? Do you use them daily? You need this class. We will spend 4 hours using simple tools to treat and stretch our own muscles and fascia. You will go home with a variety of free self-treatment balls to treat your own overworked arms and hands.

Supply List: Paper and pens

Trigger Point Science Update! Saturday, March 14th and Sunday March 15th

(4 CE) Half Day Presented by Amber Davies NCBTMB 297849-00

It has been 37 years since foundational text in trigger point therapy by Travell and Simon's came out. Some say trigger point therapy isn't helpful. Other say the theory has been debunked. Let's look at the current research from the last few years published in journals and in the new 2018 edition of Travell and Simons! **Supply List:** Paper and pens

“No Thumbs” Deep Tissue Techniques Saturday, March 14, 2020
(7 CE) Presented by Eric Stephenson NCBTMB 450394-07

After a long day of giving massage, collapsing on the couch in pain is not a great career longevity strategy. Come join Eric and learn how to perform deeper massage without harming the client or yourself. This includes optimal body mechanics, ergonomics and his signature- “No Thumbs” Deep Tissue Techniques. The workshop will also include a special focus on working with shin splints and the musculature of the lower extremity and feet.

Students will learn:

- Optimal Body Mechanics in standing, seated and kneeling positions
- Research around the effects of forward head posture and digital compression with thumbs when performing massage
- How to work with medial/lateral shin splints, plantar fasciitis, lower back pain, tennis/golf elbow and more, the emotional intelligence of the fight/flight nervous system and the amygdala, “No Thumbs” Deep Tissue Techniques including techniques for the tibialis anterior/posterior, plantar feet and gastrocnemius.

Supply List: 1 massage table for every 2 therapists, pillow/bolsters sheets/blankets, hand sanitizer unscented cream, oil or lotion.

Cold Stone Therapy for Migraine Headaches-Same class repeated 3 days
Friday, March 13, Saturday, March 14th and Sunday, March 15th

(6 CE) Presented by Kelly Lott NCBTMB 055516-00

Kelly Lott created this innovative treatment designed specifically for massage therapists, and spa practitioners who want to offer their clients an alternative and dramatic relief treatment for all kinds of headaches. Migraine Miracle® is a synergizing treatment using targeted headache release points, specifically chosen aromatherapy and specially designed cold stones to reduce inflammation, thereby diminishing migraine headache pain. This treatment can help lessen the severity of a migraine and with regular scheduled cold stone treatments; it has been reported time and again to help alleviate the onset of future migraines. Workshop includes lecture on symptoms of migraines and hands on practice to perform the 30 minute treatment. The most common types of headaches will also be discussed and how to recognize the triggers. Tuition includes how-to handouts, sample aromatherapies and two spa foot towels. Migraine Miracle Pro kit which includes marble stones, specialized full size aromatherapy, instructional DVD and stone bag will be available for purchase at a student discount rate. 6 hours CEU'S.

Supply List: Bring Massage table/bolster, set of sheets, 2 bath towels, 1 hand towel, 2 wash cloths, 1 blanket, 1 9x9 square metal bake pan or metal bowl. Do not wear base makeup, essential oils or perfume/cologne.

MODULAR EDUCATION

Burn Scar Massage Therapy Friday, March 13, 2020

(8 CE) Presented by Jen Hartley NCBTMB 451026-09

In our class you will not only learn the various causes of burn injuries, but also the effects that long term scarring has on the body and the psyche of an individual. You also learn the proper modalities to use on the various type of scars and the correct terminology to use when working with adult and pediatric burn survivors. Our techniques work on all types of scars, not just limited to burn scars.

Supply List: massage tables, pillow or bolsters, sheets/blankets, hand sanitizer, unscented cream, oil or lotion

TRACK EDUCATION

Therapeutic Strategies for Effective Pain Relief Friday-Sunday March 13-15, 2020

(21 CE) Presented by Pete Whitridge NCBTMB 149453-00

3 Days - 21 hours - 7 hours per day

Day 1 -This seven-hour segment will focus on calming the nervous system. We will practice giving and receiving treatments on the superficial tissues and explore the importance of movement during our treatments. We will reinforce using functional movements to help restore pain free movement.

Day 2 - This seven-hour segment will focus on specific regions such as the head and neck complex and the lumbar plexus. We will use the simple myofascial skills of slowing down, allowing time and pressure to induce a viscoelastic change in the connective tissue layers. We will review some of the current research into fascia and myofascial pain. Therapist will give and receive treatments on the neck and shoulders, low back and legs, and hands.

Day 3 - Our current population is aging and is having various surgical interventions (hip/knee replacement, gallbladder, or emergency surgery). As massage therapists we can serve as a bridge to full recovery and confidence when our clients come to us post-surgery for pain reduction and increased range of motion. This segment focuses on therapeutic strategies for working with traumatic or surgical scarring and burns. We will review the process of wound healing and tissue repair as well as practice our myofascial skills of slow focused touch on various types of scars and scarred tissue.

Supply List: Massage table per 2 people, linens, bolster or pillow, unscented lubrication of choice, blanket for warmth Dress to give and receive treatments.

TMJ Massage Friday-Sunday, March 13-15, 2020

18 CEs Presented by Dee Vickers NCBTMB 053663-00

Friday 8:00am-3:00pm Saturday 8:00am to 3:30pm Sunday 8:00am-3:00pm

A comprehensive workshop series that provides a hands-on experience working with dynamic techniques and methods to prepare participants to work with a multitude of temporomandibular joint dysfunctions, headaches, and cranial facial disorders. Both external palpation and intraoral palpation techniques are presented and reinforced to achieve proficiency in the methods. Cranial fascial massage techniques presented range from myofascial release, MET, trigger point therapy, intraoral palpation, and external cranial fascial palpation. **Supply List:** massage tables, lotion, hand sanitizer, lysol wipes to clean the tables, pen for notes, oral exam gloves at least 10 per participant.

Anatomy Trains Structural Essentials-Arches and Legs and the Knee and Thigh
21 CEs Presented by Debra Dower NCBTMB 149453-00 Friday-Sunday, March 13-15, 2020

The Structural Essential series is a set of intensive soft-tissue technique courses combining movement and manual techniques for the most efficient and long-lasting results. Using the latest research on the interaction between skeleton, muscles, joints, and fascial proprioceptors, these workshops will take you to a new level in therapy. The feet and legs are literally the foundation for the rest of our structure and this workshop will analyze the bones of the feet and how they conspire to help or hinder the arches. We will look at the forces coming from the leg muscles and the knee joint that mediates forces coming down from the hip and up from the foot and create strategies to help maintain better mechanics by dealing with myofascial restrictions and imbalances.

Objectives

- How to differentiate your analysis of the foot and legs from the rest of the mechanical chain, giving an accurate reading of their skeletal relationships
- How to assess and then provide good foot and leg support through the three (or four) arches of the foot
- How the arches act in walking and standing and their relationship to the pelvis and the at lines
- How to balance the support the arches receive from the long muscles of the calf
- Effective strategies to unwind rotational compensations in the foot, the tibia-fibula complex and the knee.
- Learn how the structures of the knee and thigh co-operate to achieve this and learn to recognize some of the structural dysfunctions that can occur.
- BodyRead the various imbalances which can occur
- Learn to balance the common rotational movements of the knee

Supply List: 1 massage table per 2 attendees, draping sheets/blankets pillows/bolsters, non-oily emollient (water-based is fine) notebook and pen Attire: full coverage under garments to feel comfortable with partial disrobing, loose fitting layers for easy movement



EXHIBITOR HALL

SHOP LOCAL SAVE MONEY

Massage Therapy Exhibitor Hall will feature new and improved marketplace items with new and returning exhibitors to improve your convenient shopping experience.

Massage Therapy Exhibitors will be on site to display and give you opportunities to see products and services that will benefit your massage therapy career.



JOB EXPO

NEW FOR 2020 AMTA-KY SPRING CONFERENCE

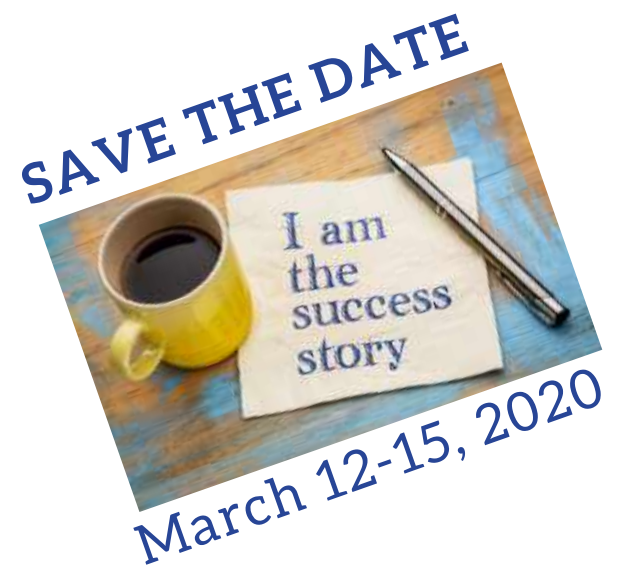
We are proud to host a venue for anyone wishing to network and find out about job opportunities around the state! Visit the AMTA-KY Job Expo from 1-5 PM on Friday, March 13. Talk with employers about jobs. Network with other therapists. Check out opportunities to grow. Whether you are new in the field, about to graduate or a seasoned therapist, there will be employment information available for all parties. Check it out!

AMTA-KY Chapter

PO Box 54304

Lexington, KY 40555

502-354-3568



HOTEL INFORMATION

The Embassy Suites
1801 Newtown Pike
Lexington, KY 40511

Breakfast included in room rate
Check-in 3:00pm
Check-out 12:00pm
AMTA-KY Rate \$115.00 + Tax

Reservations must be made by **February 19, 2020**
call 1-859-455-5000 use **Code "AMTAKY"**

Located in the beautiful setting in the heart of Kentucky's Bluegrass Country at the UK Coldstream Research Campus. The Legacy Trail connects the hotel to the Horse Park and Downtown Lexington for cyclists or walkers. Bluegrass Airport is just three miles away. Hotel Suites are spacious and feature rooms with plenty of home comforts.

