



**amta**  
american **massage therapy** association®

## New Mexico Newsletter

October 2011

[www.amta-nm.org](http://www.amta-nm.org)



### Chapter President Rick Wiles Would Like You Know...

Greetings to all AMTA members. Welcome to the new members.



There has been a growing concern about the credentials of some practicing therapists in our state. Many of us (licensed therapists) have heard or experienced a client talking about other therapists in our area that may not be licensed in New Mexico.

How can we help with this growing problem? We can check the state's website [database](#) to see if that person has a valid license. Also we can educate our clients about the requirements of practicing in New Mexico. We can let them know that the license should be posted at their place of business. Any advertising, business cards, or promotional material must have the license number displayed with the name and title LMT or Licensed Massage Therapist.

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*Our mission is to support members in developing 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.*

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Please join our AMTA-NM Chapter Facebook page and get frequent news...



#### Your Board of Directors:

Rick Wiles, President  
Sharon White, 1st Vice President  
Amy Zampella, 2nd Vice President  
Cambra Cassin, 3rd Vice President  
Josh Patton, Secretary  
Tresa Jameson, Treasurer

#### Committee Chairs:

Josh Patton, Membership & Government Relations  
LMT Licensing Subcommittee, Terry Rodgers  
Amy Zampella, Communications  
Newsletter Subcommittee/Editor  
Website Subcommittee  
Tresa Jameson, Sports Massage  
Sharon White, Education & Policies  
Cambra Cassin, Emergency Response Team (ERT)

#### Important Info:

Chapter President Rick Wiles 575-308-3579  
AMTA National: 1-877-905-0577 [www.amtamassage.org](http://www.amtamassage.org)  
Deadline for Next Newsletter Issue: February 3, 2012, send submissions to the Editor at [2vp@amta-nm.org](mailto:2vp@amta-nm.org)

#### Upcoming Events

October 19-22, 2011  
AMTA National Convention  
Portland, OR

November 5-6, 2011  
Renaissance Faire  
Las Cruces, NM

March 12-16, 2012  
Legislative Massage Awareness Week  
Santa Fe, NM

End of March 2012  
Annual Chapter Conference & Meeting  
Location TBD

July 28-29, 2012  
CO/NM Joint Conference  
Location TBD

President’s Message (continued from page 1)

We could be more aggressive and report unlicensed therapists to the state. But we must have all the information. There is a form on the Massage Therapy Board website you can download. It is a crime to practice without a license or represent yourself as a massage therapist. We have a responsibility to our profession and fellow therapists to report these individuals. Let’s work together to weed out illegal activity that is being attached to our profession by being diligent in education, representation, and yes, maybe reporting those who aren’t professionally respectful of our profession.

The July NM Family Physicians Conference in Ruidoso was a great success. I want to thank Sharon White (1<sup>st</sup> VP), Tresa Jameson (Treasurer) and member Janlee Zumwalt for all of their help. Everyone did a great job and the docs loved it. We gave 44 massages and the LMT’s put in a total of 54 hrs, not including set-up and tear-down. Many contacts and referrals were made. Thank you again.

I filled in for Josh (Gov. Relations Chair) at the NM State Board meeting. In Santa Fe they have formed a committee to tweak the rules and regulations and review any needed changes. Draping was discussed (no action was taken). Also discussed was NCBTMB Human Trafficking Information Brochure, available for purchase from NCBTMB.



Chapter booth at the 2011 NM Family Physicians Conference, Ruidoso, NM

**Welcome to our New Members !**  
July-Sept. 2011

**Professional:**

Melissa Alvarado	Hobbs
Vicki M. Atencio	Aztec
Susan L. Davis	Albuquerque
Anne Grey Frost	Placitas
Tracey Jones	Tyrone
Timothy Kralik	Albuquerque
Sarah E. Markee	Albuquerque
Stephanie Lord Montoya	Las Cruces
Thomas Anthony Spinello	Carlsbad
Alya Valencia	Albuquerque
Desiree C. Velasquez	Peralta
Ditana N. Yabeny	Farmington

**Student:**

Susan Renee Brown	Las Cruces
Krystal Leigh Cooley	Santa Fe
Billie Jo Fernandez	Artesia
Tonya Frost	Loco Hills
Breonna Nicole Heinrich	Moriarty
Ruth A. Larson	Albuquerque
Geovana Leon	Roswell
Elizabeth Leyva	Carlsbad
Christy Masterson	Clovis
Jori Kate Morrison	Las Cruces
Megan Nelson	Roswell
Maureen Nelson	Roswell
Hellen Riddall	Roswell
Merilynne Roybal	Pecos
Roberto Solorzano	Santa Fe
Caitlin Townsend	Santa Fe
Ryan J. Valdez	Santa Fe
Jacqueline Wooley	Clovis

## Celebrate Massage Therapy Awareness Week

by Amy Zampella, 2nd VP



*massage*  
**A POSITIVE STEP IN YOUR  
PREVENTIVE HEALTH CARE**

**Oct 23-29, 2011**  
**NATIONAL MASSAGE THERAPY AWARENESS WEEK**

SCHEDULE A MASSAGE WITH AN AMTA MASSAGE THERAPIST!  
Visit [www.findamassagetherapist.org](http://www.findamassagetherapist.org) or  
call the American Massage Therapy Association\*  
at **888-THE-AMTA** (843-2682)

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The 2011 MTAW is October 23-29. National Massage Therapy Awareness Week is an AMTA program designed to raise public understanding about the benefits of massage, attract media and public attention to activities being carried out by AMTA members, and provide opportunities for all AMTA members to demonstrate the value of their professional skills and build their practices. How will you get the word out about massage in your area? A few ideas to get you started:

- What is your target market? If it's seniors, visit your local senior center and give a presentation and demo of your skills.
- Offer chair massage at your local health food store - all these shoppers are your potential clients - some may not be aware of your services and would like to experience a little of your touch.
- Connect with other AMTA members in your area. Maybe start a monthly breakfast meeting to talk exchange ideas and share experiences.
- Visit your spouse or family member's place of business and talk about the benefits of massage.
- Share the current research being done in our field with your local physicians, chiropractors, & other health care practitioners.

### Chapter Volunteer Orientation Program 2011 by Tresa Jameson, Treasurer

The CVOP Conference held in July at AMTA's headquarters in Evanston, Illinois was very educational. Just a few of the topics that were covered were:

- communication
- social networking
- leadership's support of individuals.

Communication is a very important tool. We all have different ways of communicating & it is important to accept the differences we have so we can build a better AMTA Community. As leaders at the state level we need input from our state membership on what it is they expect from AMTA so we can better serve the membership.

Social Networking has become a very powerful way to communicate with people all over the world. Social media platforms are "Linkedin", "Facebook", "Twitter", "YouTube", "Myspace", and many more. Social Media can benefit your business in many positive ways. The AMTA can help give you some guidelines for social media & how it can be used effectively. I learned a lot about what AMTA can offer it's members.

It was a very rewarding experience & I hope more of our members will volunteer so they can learn as I did. Thank you for letting me have this experience.

### ERT Training coming your way by Rick Wiles, President

Emergency response team training for licensed Massage Therapists for free. **Yes, for free!** for any interested LMT, which includes 2 hours of ethics. AMTA members will receive CEU's for training. This training is designed to build teams to work on Emergency Responders during major disasters - locally and state wide. The plan is to hold classes in northern, southeastern and southwestern New Mexico. This will be an 8 hour class approved by AMTA and New Mexico State Licensing Board.

*Dates: To be announced*



## Annual Summary of Government Relations by Dan R Barrow, Past President



### New Mexico Regulation & Licensing Department

2011 has presented some significant challenges for the [New Mexico Massage Therapy Licensing Board](#) to address. This year the proliferation of establishments offering illegal services such as prostitution under the guise of massage has kept the Board, the police (particularly in Albuquerque and Santa Fe), and the FBI very busy trying to sort out the legitimate from the illegitimate. An investigation into human trafficking has been ongoing for most of the year. Several establishments offering “Chinese massage” have been busted for prostitution and/or human trafficking.

Another topic of discussion this year concerned LMTs providing facials. Apparently some spas have been marketing facials to clients and requiring massage therapists to perform the service; and some of those therapists felt they were inadequately trained to provide that service and, more importantly, possibly acting outside their scope of practice as a massage therapist. After considering this at two consecutive Board meetings, including advice from the Board’s legal counsel, the decision was made that the rules address this adequately in: “Competence: (1) Each licensee will limit practice and instruction to the areas of competence in which proficiency has been gained through education, training, and/or experience and refer clients to other health professionals when appropriate.” So, if an LMT has such education, training, and/or experience in providing facials, the rules allow for them to provide that service. Conversely, if an LMT doesn’t feel adequately competent, according to the rule the LMT would not be able to do so.

The Board considered, at its last meeting, proper draping during a massage. Currently, the rules regarding draping simply state that “Each licensee shall obtain prior informed consent of the client regarding draping and treatment to ensure the safety, comfort and privacy of the client.” After a discussion among the Board and the attendees whether the language needed to be revised to require draping, there was a general consensus not to consider any changes at this time.

They did, however, form a committee of the Board to review existing regulations to determine whether to recommend any changes. Such changes would require a rule hearing to be scheduled for public input. That rule hearing would be noticed well in advance so all interested parties could comment to Board via email or snail mail and also be able to attend the rule hearing in person if desired.

Our NM Board continues to be active in the [Federation of State Massage Therapy Boards](#) (FSMTB) and send a representative to the FSMTB meetings. This collaboration will, hopefully, move the profession to a more standardized structure for licensing and provide more portability of licensure from state to state.

Virginia and I have enjoyed attending the licensing board meetings on your behalf. It has been nice to see Rick Wiles, AMTA-NM’s president, at the past few meetings as well. That is a long drive from Artesia to Santa Fe; it demonstrates real dedication on his part to be involved in government relations for our chapter as well.

Please save some time in your calendar in the week of March 12-16<sup>th</sup> of the coming year to volunteer to provide chair massage for our hard-working, stressed-out Senators and Representatives during our annual Legislative Massage Awareness week. You may contact me for additional information and/or to offer your time at [DanBarrowLMT@Gmail.com](mailto:DanBarrowLMT@Gmail.com).



## An Update from Sharon White, 1st VP

Greeting fellow AMTA members. Fall is upon us and so much is happening. First, I would like to apologize to you, as one of my goals this year has been to have a gathering of the therapists from southern NM. Unfortunately, a friend for whom I am medically responsible for has taken a turn for the worse and is now with Hospice. It has fallen onto my shoulders to take care of not only him, but to clear out his home (he was a hoarder). Between working full time, this additional responsibility and my other AMTA duties, the party must wait... is there anyone out there who would like to arrange a get-together?



### CONVENTION

As I write, the [convention in Portland](#) is right around the corner. Rick Wiles and I are your delegates and I just want to go over the six Position Statements with you

before the convention and the vote: It is the position of the American Massage Therapy Association that :

- massage therapy can be effective in reducing the symptoms of depression.
- massage can be an effective therapy for those who suffer from tension headaches.
- those who participate in exercise programs, as well as athletes in training, can benefit from massage therapy
- massage therapy can be effective in reducing anxiety and its symptoms.
- massage therapy can be effective in managing signs and symptoms of fibromyalgia syndrome.
- there should be fair and consistent licensing of massage therapy in all states that can lead to portability of practice.

Your comments regarding these Position Statements would be very much appreciated. Here are the [complete texts](#). For additional information on the House of Delegates, click [here](#). Feel free to contact either Rick Wiles at [president@amta-nm.org](mailto:president@amta-nm.org) at me at [1vp@amta-nm.org](mailto:1vp@amta-nm.org).

### RENAISSANCE FAIRE

The first weekend of November will once again see us promoting our organization at the [Renaissance Faire](#) in Las Cruces at Young Park. We encourage all of you to reserve your two hour time slot on Friday for set-up (3-5 pm) and either Saturday or Sunday (or both) to help out with chair massage and break-down. The Faire runs from 10-6 on Sat. & 10-5 on Sun. Something that just about everyone I know who has



volunteered has said is how much fun they have. Many people who come to the Faire show up just for our booth and have developed working relationships with the local therapists. The therapists are allowed to promote their business so are affected positively throughout the year just for volunteering. We also get admission free into the Faire :-). Please contact Rick Wiles at [president@amta-nm.org](mailto:president@amta-nm.org) to sign up for your spot.

### EDUCATION

New Mexico is teaming up with [Colorado](#) for a joint conference next summer - the last weekend of July. We thought we had a place all lined up in Colorado but apparently the property turned out to be smaller than what we require for classes. We're working on it and I will be getting together with the Colorado 'person in charge' during the convention to work on the details.



On a local level, I have been trying to get NCBTMB educators to Las Cruces. Apparently there is a glitch with the State Licensing Board and with national AMTA in order to promote this event. The individual I scheduled for the first weekend in February is willing to give AMTA members a 10% discount. This individual teaches small classes in order to give one-on-one attention to the technique. If you would like to know more, please contact me personally.



## AMTA-NM Newsletter

P.O. Box 1750

Artesia NM 88211

### AMTA Launches New Lower Membership Rates by Rick Wiles, President

AMTA just launched the long awaited new rates to help new students and graduates get started with AMTA. New student rates cover the student while in school for just \$45.00 (includes anatomy coloring book) and makes the student eligible for the new graduate rate of \$89.00 plus the \$25.00 state fee for a total of \$114.00. The graduate rate includes professional liability insurance, \$2 million per occurrence and up to \$6 million annual aggregate. Other advantages of coverage includes general liability; products coverage; personal injury; sexual intimacy defense (defense coverage); assault coverage (excluding treatment) \$10,000 per incident/\$25,000 aggregate; license protection - \$10,000 per incident/\$25,000 aggregate; damage to property of others - \$10,000 aggregate; medical payments - \$2,000 per person/\$100,000 aggregate; fire and water legal liability – subject to \$100,000 sub limit.

Now AMTA membership is even more affordable for starting your professional career. Other benefits of AMTA membership are: mtj –massage therapy journal – an award winning quarterly magazine; Hands-On e-newsletter – for latest news and inspirational massage therapists; Webinars – useful information you need from industry experts; Fact sheets – get insight on the average income of massage therapists; The Business of Massage – a information resource to start your massage career.

The New Mexico chapter was the first to take advantage of the new rates as all students at Artesia Family Wellness Center are student members. For more information go to the AMTA [website](#) or give me a call at 575-746-3662 or 575-308-3579.