



Reach Bulletin

Vol. 5, No. 1

February 2011

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AGM 2011

As previously advertised, the AGM this year is in Saskatoon on Sunday, March 6th.

This is your opportunity to voice your opinion on Association matters and to help the Board of Directors set the direction for the coming year.

We encourage everyone to attend - there is no charge, and your attendance earns 3 primary credits. Pre-registration is not required for this meeting.

WHEN: Sunday, March 6th, 2011

WHERE: Travelodge Hotel, 106 Circle Drive No., Saskatoon

TIME: 9:00 am to noon

Please refer to the AGM package enclosed with this newsletter for the Board reports and financial statements for the past year.

You will also find the Proxy Voting Form, Motion Form and Board Nomination Form enclosed with this package.

In conjunction with the AGM we are offering a **Pregnancy Massage Training** workshop with Ladine Irving-Martin, BA, RMT. The registration form and course information package is on pages 5-7 of this newsletter. There are still spaces available - **we have extended the early-bird deadline so the workshop cost is still \$350.00**. Send your registration form and payment to Jayne at the MTAS office no later than February 29th (subject to space availability).

The block of rooms that we have reserved at the MTAS workshop rate of \$129.95 per night will be released on February 10th, however there may be rooms available after that date. The contact for the Travelodge is 306-242-8881. Our block code is CG323A.

CONTINUING EDUCATION WINDOW UPDATE

We are now over 1/3 of the way into the current Con-Ed window. The window runs from November 1st, 2009 to October 31st, 2012.

If you have completed any workshops or classes during this period, we do encourage you to submit your proof of attendance to the office on an on-going basis, rather than waiting until the end of the window. This allows us to provide you with an accurate credit count, as well as avoiding delays resulting from late submissions.

MTAS BOARD OF DIRECTORS & STAFF

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MTAS OFFICE NEWS

*WE ARE SWITCHING TO A DIFFERENT ELECTRONIC
 NEWSLETTER FORMAT IN THE VERY NEAR FUTURE.
 WATCH YOUR IN-BOX FOR THE NEW LOOK
 REACH BULLETIN COMING SOON!*

2011 MTAS MEMBER WORKSHOPS

February 26th, 2011	Cadaver lab with Dr. Adel Mohamed Saskatoon
March 3rd to 5th, 2011	Pregnancy Massage Training (in conjunction with AGM) With Ladine Irving-Martin, BA, RMT Saskatoon
March 6th, 2011	MTAS Annual General Meeting Saskatoon
April 15th to 17th, 2011	Infant Massage Instructor Training With Jill Vyse, BSc. Kin. Regina
May 28th and 29th, 2011	Nerve Mobilization: Low Back & Lower Extremity Saskatoon With Doug Alexander, RMT

Autumn workshops TBA

★ NERVE MOBILIZATION WORKSHOPS WITH DOUG ALEXANDER, RMT ★

What is Nerve Mobilization?

Nerve Mobilization is a collection of **assessment and treatment techniques** that use the **length, elasticity and irritability of the nervous system as a framework for treatment.**

Nerve mobilization is useful in treating conditions in which nerves are compressed and/or adhered to neighboring structures. Nerve mobilization ought to be considered not just for symptoms such as tingling and numbness, but whenever symptoms remain after a thorough myofascial approach has been taken. This is because the sheaths of nerves often give rise to myofascial-type sensations of aching, pulling and compression.

What is a Nerve Mobilization Course like?

Nerve Mobilization courses are a rich mixture of theory and practice! Therapists learn new ways of thinking and using their hands that easily fit into a massage practice. There is enough theory to ensure understanding and safety without the presentation getting "top heavy". You are taught the safest and gentlest ways to treat nerve irritation first so that everyone's nervous system is treated with respect and safety throughout the course. A projection screen is used to ensure everyone can easily see the handling skills that are being taught. Precise hands-on assistance is also provided to ensure that you feel what you need to feel to learn what you need to learn. And a comprehensive manual covers all the assessments and manipulations so that you can review them long after the course is done.

Who is Doug Alexander?

Doug has been practicing massage therapy for over 20 years. He brings a solid academic and heart-centered focus to the work. Doug was the founding Editor of the Journal of Soft Tissue Manipulation and currently teaches in the Massage Therapy Program at Algonquin College. Doug holds a biology degree from Carleton University (1982) and is a graduate of Sutherland-Chan School and Teaching Clinic (1985).

Doug supports the education and performance of massage therapists through direct person-to-person education as well as various types of on-line and technology supported methods. He is currently focused on providing online learning through his web sites, TouchU.com and Nerve Mobilization.com.

Doug edited the OMTA's Journal of Soft Tissue Manipulation over its decade-long lifespan, and is the author of two DVDs on Nerve Mobilization. He is a former faculty member of the American Back Society, Physical Medicine Research Foundation and Seminary Network International, has served as a trustee for the Massage Foundation in the US and has published over 20 papers in the massage therapy literature. He has particular expertise in neurological and orafacial problems as well as therapist and client self-care strategies.

Doug has released two highly rated instructional videos through Real Bodywork demonstrating the assessment and treatment techniques of Nerve Mobilization.

Doug is currently focused on providing online learning through his web sites, TouchU.ca and NerveMobilization.com.

Low Back & Lower Extremity Course Learning Outcomes

- Interpret client history and assessment findings within an acute, sub-acute or chronic nerve irritation framework
- Identify related neuromuscular impairments such as multifidus inhibition
- Perform lower extremity tension tests with a bias toward the sciatic nerve and it's branches
- Determine the most problematic interface(s)
- Safely and effectively treat the sciatic nerve and its branches via
 - Fluid Dynamic Techniques
 - Interface Decompression (muscle, fascial, myofascial and osseous)
 - Neural Flossing
 - Neural Stretching

Please bring massage table, linens and lotion and dress comfortably for hands-on work. Luncheon is NOT included, but there will be a one hour break each day.

For more information on Nerve Mobilization go to: www.NerveMobilization.com

★ INFANT MASSAGE INSTRUCTOR TRAINING

WITH JILL VYSE, B.Sc.Kin ★

This WINC® course is recognized internationally and covers an extensive curriculum designed and delivered by Trainers certified by the WINC®. It is a careful blend of theory, practical and experiential learning that allow for academic study, practical application and self-discovery. A variety of topics are covered including benefits, babies with special needs, teaching and communication skills, the massage sequence and adaptations.

Certification enables the participant to teach parents and their caregivers to massage their babies. They are not certified to perform "hands-on massage". As an instructor, you become part of the World Institute for Nurturing Communication, joining hundreds of dedicated parent educators all over the world.

How to Become a Certified Infant Massage Instructor (CIMI®)

Complete the registration form and return it with one letter of recommendation to MTAS. Your acceptance will be confirmed by letter.

Attend the 21 hours (3 day) Infant Massage Certification Training workshop.

Required: "Baby Massage: The Calming Power of Touch" by Dr. Heath and N. Bainbridge (provided).

"Infant Massage Instructor Teaching Guide" by WINC® (provided).

Doll for demonstration. Should be at least 42cm long with flexible limbs (not provided).

Recommended to use for studies:

"The Baby Book" by William Sears, MD and Martha Sears, RN **OR** a similar reference text.

"Touching" by Ashley Montague.

"Infant Massage: A Handbook for Loving Parents" by Vimala McCure.

Complete the take home examination/study (open book). This study is to be mailed to your Trainer within an agreed-upon time frame. Students will be given six (6) months to complete the study.

Teach Infant Massage classes and obtain five (5) written parent evaluations. This will be discussed during your training. The evaluations are mailed with your take-home work.

After completing the certification process, you will receive a complimentary copy of the instructor's newsletter and a six month complimentary membership to the WINC® as a **CIMI® - Certified Infant Massage Instructor**. The annual membership fee is \$ 85.00.

General Information: The program is generally 9:00am to 5:00pm. Wear comfortable clothes as you will be sitting on floor mats for part of the day.

***** NOTE: You MUST bring a demonstration doll at least 50cm (21") long with flexible limbs.** Check out local stores, such as Zellers, Toys R US, Wal-Mart or on the web: www.touchneeds.com who specialize in teaching materials.

Questions regarding the course content may be sent to Jill Vyse by e-mail at infantmassage@rogers.com.

CIMI® ~ Instructor's Certification Program Goals and Objectives

At the close of this training, you will have the tools to:

- Understand the nature of this work, including empowering families through Infant Massage, including the history of this program
- Identify the benefits of Infant Massage for the infant and child and for the parent /caregiver

(Continued on page 5)

(Continued from page 4)

- Correctly do the entire massage sequences and techniques on a doll. Summarize the stroke variations for the older child
- Describe sample relaxation techniques for parents/caregivers and child
- Be introduced to babies with special needs and how variations in massage may meet their situations
- Be introduced to parents and their special situations, such as very young parents, those in a hospital situation and foster and adoption families.
- Have good knowledge of "Infant Cues" and be able to discuss importance of identification, possible interpretation and appropriate response to those cues
- Observe parent-infant interactions and 'follow' the experience, then to objectively discuss your teaching and the teaching of others
- Be introduced to "bonding" and how this issue influences work in Infant Massage
- Define and practice good communication skills. These will help you and your relationships with babies and their families
- Introduction to how to implement an Infant Massage program in your community or/and place of work. This topic includes some introspection
- Complete the take-home exam requirements for certification within 6 months of the completion of the training or as agreed upon during the Training session

Jill Vyse has been a certified infant massage instructor (CIMI®), since 1991 and received her international trainer status, joining twenty-six others, in May 1996. She is one of two senior trainers, working with the WINC™, qualified to lead both the CIMI sessions and train the Trainer programs (CIIT®).

She has a university degree in Kinesiology and her Ontario Teaching certification. For her continued work in parent education programs she was presented with Valient Women of Orleans Award. She was nominated for the YMCA-YWCA Woman of Distinction Award in the Community Service Category. Jill is also a recent graduate of the Touch Research Institute Research Workshop program.

Jill has presented the Infant Massage Instructor Certification program and workshops across Canada, in the United States, Spain, New Zealand, Britain and Korea. Some of the hospitals that have coordinated and presented the program include the Queen Charlotte Hospital, London, England; the North Shore Hospital, Auckland, New Zealand; St. John's Medical Center, CA, USA; the Royal Jubilee Hospital, Victoria, Mount Sinai Hospital, Toronto, and the St. Bonafest Hospital, Winnipeg. She is pleased to lead this WINC™ certification program.

Jill is Board member and Senior Corporate Trainer with WINC/IAIM® and lives in Ottawa, Ontario.

★ PREGNANCY MASSAGE TRAINING **WITH LADINE IRVING-MARTIN, BA, RMT ★**

Over the course of two and a half days, you will learn how to adapt your massage to each phase of pregnancy. With detailed notes and photographs you will learn the physiological, anatomical and emotional changes that accompany pregnancy and their relevance to massage therapy. This 18 hour course is taught by an experienced, well respected pre-natal massage therapist who is also a mom of 4 children. The majority of the class is spent on practical applications of techniques and positions unique to the pregnant client. There will also be a final practicum in which each therapist will have the opportunity to provide treatment to a volunteer client.

Therapists must bring a massage table, 6 pillows with cases (or a body cushion and 2 pillows), 2 sets of sheets and massage lotion.

(Continued on page 6)

(Continued from page 5)

***** NOTE - REQUIRED TEXTBOOK PURCHASE PRE-WORKSHOP *** - "A Textbook of Pregnancy, Labour and Postpartum Bodywork" by Elaine Stillerman.**

You can purchase this book on-line at Amazon.ca for \$53.95 (includes shipping) or from Massage Therapy Supply Outlet in Edmonton (tel: 780-440-1818) for \$54.95 + GST + shipping. You may also be able to find a copy on eBay.ca. YOU CANNOT PARTICIPATE IN THE WORKSHOP WITHOUT THIS BOOK.

Ladine Irving-Martin, BA, RMT is a skilled massage therapist with 11 years of practical training with pre- and post-natal clients. She has taken specialized training in pregnancy massage and continues her education through research and reading. She is currently teaching a course in Maternal Massage Therapy for the Canadian College of Massage and Wellness. Ladine is also trained as a doula and has attended several births. She is currently focusing her practice on pre- and post-natal massage services. Her teaching methodology is extremely focused on practical applications that all therapists can incorporate into their current practices.

The following is a brief outline of the course content:

Day One

Introduction to pregnancy massage - theory

The "four" trimesters - theory

Benefits, contra-indications and guidelines for providing safe pre- and post-natal massage - theory

Positioning the pregnant client - hands-on

Day Two

Charting and case studies - theory

Labour and birth - theory

Techniques for side-lying - hands-on

Techniques for semi-reclined position - hands-on

Techniques for post-natal massage - hands-on

Techniques for labour and birth support - hands-on

Day Three

Client education pre- and post-natal - theory

Marketing ideas - theory

Home Practicum Guidelines and Requirements

- Each student will be required to complete and home practicum portion of the course. This will include 8 massages. Of the 8 treatments, 6 must be pre-natal and 2 post-natal. The therapist may NOT charge for these treatments.
- Of the 6 pre-natal massages, the same client may be treated twice BUT they must be at different stages of their pregnancy for each massage. e.g. the first massage may be at 20 weeks and the second at 33 weeks. It is also recommended that the majority of the pre-natal treatments are with clients in their second and third trimesters.
- The 2 post-natal massages can take place any time between 1-12 weeks post partum.
- Each client will be required to complete and evaluation form for the treatment. This is required to complete the practicum.
- Therapists will need to complete SOAP charting and a self-evaluation for EACH treatment.
- Once the therapist has completed all 8 treatments, the forms must be returned to the instructor for evaluation, feedback and a course completion certificate.
- The students will have 6 months to complete the practicum requirements. Extensions may be granted under special circumstances; however a written request will need to be accepted by the instructor 4 weeks prior to the final completion date.
- Any questions or concerns can be addressed to the instructor via e-mail ladineIM@telus.net or phone consultation 780-436-4641.
- Website: www.trimestersmassage.com





“Pregnancy Massage Training” with Ladine Irving-Martin, BA, RMT

March 3rd (7pm – 9pm), 4th & 5th (8am – 5pm), 2011
Travelodge Hotel – 106 Circle Drive West, Saskatoon

18 primary credits

\$350.00 early bird rate if paid in full before February 18th
OR
\$400.00 if paid in full after February 18th

Registrations will be accepted on a first come, first served basis and places will not be held without payment.

Limited class size - first 24 people to register will be accepted. Minimum 16 therapists required.

Please bring portable massage table; either body cushion + 2 pillows or 6 pillows with cases; 2 sets of sheets and lotion.

Pre-workshop required reading: “A Textbook of Pregnancy, Labour, and Postpartum Bodywork” by Elaine Stillerman.

Cancellations before February 11th - full refund less \$50.00 administration fee; cancellations after February 11th - no refunds will be given.

Pregnancy Massage Training (March 2011, Saskatoon) - Registration Form

Name: _____

MTAS #: _____

Address: _____

City: _____

Postal code: _____

Phone (home): _____

Phone (work): _____

E-mail address: _____

PAYMENT INFORMATION:

VISA/MC (circle one) Credit card #: _____ Exp. date: _____

Chq #(s): _____ Signature of cardholder (to authorize payment): _____

PLEASE CHECK ONE BOX TO INDICATE YOUR PAYMENT PREFERENCE:

I am paying in full before February 18th - \$350.00.

I am paying in full after February 18th - \$400.00.

I prefer 2 payments of \$212.50 (please include one current-dated cheque and one cheque post-dated no later than February 18th; if paying by credit card, first payment will be upon receipt of form, final payment will be February 18th).

MY SIGNATURE ABOVE AUTHORIZES MTAS TO CHARGE MY CREDIT CARD WITH THE AMOUNT(S) SHOWN.

Please send registration form and payment to:

Massage Therapist Association of Saskatchewan, Inc.

#16-1724 Quebec Avenue Saskatoon, Sask. S7K 1V9

Tel: 306-384-7077

Fax: 306-384-7175

E-mail: mtas@sasktel.net

LAST DAY FOR REGISTRATION (SUBJECT TO SPACE AVAILABILITY) IS FEBRUARY 25TH, 2011.
(Please note that payment without registration form will NOT be accepted)



"Infant Massage Instructor Training" with Jill Vyse, BSc. Kin.

April 15th – 17th, 2011

Travelodge Hotel – 4177 Albert Street South, Regina

31 primary credits

\$475.00 early bird rate if paid in full before February 15th

OR

\$525.00 if paid in full after February 15th

OR

\$550.00 in two payments

(1st payment \$275.00 before February 15th, 2nd payment \$275.00 must be post-dated before March 1st)

Registrations will be accepted on a first come, first served basis and places will not be held without payment.
Limited class size - first 20 people to register will be accepted. Minimum 10 therapists required.

You MUST bring a demonstration doll at least 21" (50cm) long, with flexible limbs.

Cancellations before February 15th - full refund less \$50.00 administration fee; cancellations after February 15th - no refunds will be given.

Infant Massage Instructor Training (Regina, April) - Registration Form

Name: _____ Address: _____

City: _____ Postal code: _____ Phone (daytime): _____

E-mail: _____

PAYMENT INFORMATION:

VISA/MC (circle one) Credit card #: _____ Exp. date: _____

Chq #(s): _____ Signature of cardholder (to authorize payment): _____

PLEASE CHECK ONE BOX TO INDICATE YOUR PAYMENT PREFERENCE:

- I am paying in full before February 15th - \$475.00.
 I am paying in full after February 15th - \$525.00.
 I prefer 2 payments of \$275.50 (please include one current-dated cheque and one cheque post-dated no later than February 15th; if paying by credit card, first payment will be upon receipt of form, final payment will be February 15th).

MY SIGNATURE ABOVE AUTHORIZES MTAS TO CHARGE MY CREDIT CARD WITH THE AMOUNT(S) SHOWN.

Please send registration form and payment to:

Massage Therapist Association of Saskatchewan, Inc.
#16-1724 Quebec Avenue Saskatoon, Sask. S7K 1V9

Tel: 306-384-7077

Fax: 306-384-7175

E-mail: mtas@sasktel.net

LAST DAY FOR REGISTRATION (SUBJECT TO SPACE AVAILABILITY) IS MARCH 1ST, 2011.

(Please note that payment without registration form will NOT be accepted)



“Nerve Mobilization: Low Back & Lower Extremity” with Doug Alexander, RMT

May 28th and 29th, 2011 - 9:00am to 5:00pm
Hilton Garden Inn Hotel – 90, 22nd Street East, Saskatoon

14 primary credits

\$375.00 early bird rate if paid in full before March 4th

OR

\$425.00 if paid in full after March 4th

OR

\$450.00 in two payments

(1st payment \$225.00 before March 4th, 2nd payment \$225.00 must be post-dated before April 28th)

Registrations will be accepted on a first come, first served basis and places will not be held without payment.

Limited class size - first 24 people to register will be accepted. Minimum 18 therapists required.

Please bring portable massage table, linens and lotion.

Cancellations before April 28th - full refund less \$50.00 administration fee; cancellations after April 28th - no refunds will be given.

Nerve Mobilization: Low Back & Lower Extremity (May 2011, Saskatoon) - Registration Form

Name: _____ MTAS #: _____

Address: _____

City: _____ Postal code: _____

Phone (home): _____ Phone (work): _____

E-mail address: _____

PAYMENT INFORMATION:

VISA/MC (circle one) Credit card #: _____ Exp. date: _____

Chq #(s): _____ Signature of cardholder (to authorize payment): _____

PLEASE CHECK ONE BOX TO INDICATE YOUR PAYMENT PREFERENCE:

- I am paying in full before March 4th - \$375.00.
 I am paying in full after March 4th - \$425.00.
 I prefer 2 payments of \$225.00 (please include one current-dated cheque and one cheque post-dated no later than April 28th; if paying by credit card, first payment will be upon receipt of form, final payment will be April 28th).

MY SIGNATURE ABOVE AUTHORIZES MTAS TO CHARGE MY CREDIT CARD WITH THE AMOUNT(S) SHOWN.

Please send registration form and payment to:

Massage Therapist Association of Saskatchewan, Inc.

#16-1724 Quebec Avenue Saskatoon, Sask. S7K 1V9

Tel: 306-384-7077

Fax: 306-384-7175

E-mail: mtas@sasktel.net

LAST DAY FOR REGISTRATION (SUBJECT TO SPACE AVAILABILITY) IS MAY 20TH, 2011.

(Please note that payment without registration form will NOT be accepted)



MTAS Cadaver Workshop

By Dr. Adel Mohamed
University of Saskatchewan, Saskatoon
3rd floor - 107 Wiggins Road, Health Sciences Building

"Chest and Shoulder Girdle"

Saturday, February 26th, 2011

Time: 9:00 a.m. – 5:00 p.m.
Cost: \$130.00 GST included, prepaid & non-refundable
Credits: 8 primary CEU's
Lunch: Pizza, pop and water included

First 30 people to register will be accepted. Register early to guarantee your spot. Please bring a notebook. You ***MUST*** wear a lab coat (new U of S rule). MTAS has 12 lab coats available to rent for \$5.00 each – pre-book and pay with your workshop registration below (first come, first served).

**MTAS Cadaver Workshop – Chest and Shoulder Girdle
Saturday, February 26th, 2011
Registration Form**

Name: _____ **MTAS #:** _____

Address: _____

City: _____ Postal code: _____

Phone (daytime): _____

E-mail address: _____

VISA/MC (circle one) Credit card #: _____ Exp. date: _____

Chq #: _____ Therapist signature: _____

Check here to reserve a lab coat + \$5.00 _____ (first come, first served; sizes cannot be specified or guaranteed)

Total payment: \$ _____ *I AUTHORIZE MTAS TO CHARGE MY CREDIT CARD WITH THE AMOUNT SHOWN*

Please send registration form and payment, by February 18th, to:

Massage Therapist Association of Saskatchewan, Inc.
#16-1724 Quebec Avenue Saskatoon, Sask. S7K 1V9
Tel: 306-384-7077 Fax: 306-384-7175 E-mail: mtas@sasktel.net
(Please note that payment without registration form will NOT be accepted)

TEST YOUR KNOWLEDGE.....

Questions submitted by Navarra Good, RMT & Aileen Tran Mapletoft, RMT

1. Hepatitis means:
 - A. Abnormal condition involving the hepatic duct
 - B. Inflammation of the liver
 - C. Narrowing of the stomach
 - D. Pertaining to the kidneys
2. A bodybuilder trains hard and their muscles increase in size. This is an example of muscle cell...?:
 - A. hypotrophy
 - B. hyperplasia
 - C. hypoplasia
 - D. hypertrophy
 - E. hyperkyphosis
3. The following pathogens are considered *bacteria*, EXCEPT:
 - A. Streptococci
 - B. Spirochetes
 - C. Staphylococci
 - D. Herpes simplex
4. Otalgia is pain of what?
 - A. eye
 - B. tooth
 - C. ankle
 - D. foot
 - E. ear
5. What is the most likely group of people to sustain head injury?
 - A. males aged 15-24
 - B. males aged 25-34
 - C. males and females aged 25-34
 - D. males and females aged 19-25
 - E. males aged 5-14
6. The supraspinatus tendon can be impinged between what two other shoulder structures?
 - A. acromion & acromioclavicular ligament
 - B. coraco-acromial ligament & clavicle
 - C. head of the humerus & coracoid process
 - D. coracoclavicular ligament & acromion
 - E. pectoralis minor tendon & coracoid process
7. Athlete's foot is a type of:
 - A. Parasite infection
 - B. Bacterial infection
 - C. Fungal infection
 - D. Viral infection
8. A client enters a treatment room with a cane in their right hand and a temporary cast on their left foot. You notice the client seems unable to dorsiflex the left foot, flexes the hip and lifts their left leg high while walking. This type of gait is called what:
 - A. steppage
 - B. drop foot
 - C. antalgic
 - D. scissor
 - E. festinating
9. Mites:
 - A. Cannot cause scabies
 - B. Leave itchy trails where they burrow under the skin
 - C. Prefer cold, dry places
 - D. Are very easy to see
10. List the erector spinae from lateral to medial
 - A. longissimus, iliocostalis, spinalis
 - B. spinalis, iliocostalis, longissimus
 - C. iliocostalis, longissimus, spinalis
 - D. iliocostalis, spinalis, longissimus
 - E. longissimus, spinalis, iliocostalis
11. The following statement is true regarding lice, EXCEPT:
 - A. Does not spread easily through direct contact
 - B. Human heat allows them to move quickly from scalp to scalp
 - C. Tend to be more sluggish when separated from a host
 - D. Can use hats and scarves to travel from one host to another
12. Organs of Ruffini are a type of nerve tissue that are responsive to:
 - A. temperature and pain
 - B. cold
 - C. touch
 - D. deep pressure
 - E. pressure and stretch
13. A second-degree burn:
 - A. Is mild irritation of the superficial epidermis
 - B. Can cause symptoms such as redness and blisters
 - C. Goes through the dermis or beyond
 - D. Causes whiteness and/or charring and a leathery texture of the skin
14. Signs and symptoms of fibromyalgia include the following, EXCEPT:
 - A. Widespread pain in shifting locations that is extremely difficult to pin down
 - B. Stiffness after rest
 - C. Very high pain tolerance
 - D. Nine predictable pairs of tender points distributed among all quadrants of the body

UPDATE ON APPROVED ON-LINE AND HOME-STUDY COURSES

We have had many inquiries from members regarding the availability of **on-line and home-study** courses. In an attempt to assist those members who have difficulty attending workshops in person, we have done considerable research over the past year, and the Competency Committee has assessed and **approved 84 of these courses** - something for everyone!. Here is the complete list (also available as a searchable database, with contact information for the providers, on our website). Note that the vast majority of these courses are **PRIMARY** credits.

Course Provider	CEUs		Course Name
Canadian Fitness Education Services Ltd.	35	Pri	Fitness Knowledge Home Study Course
Canadian Sport Massage Therapist Association	40	Pri	Sport Physiology
cepd	2	Pri	Endocrine System Part 1
cepd	2	Pri	Endocrine System Part 11
cepd	2	Pri	Lymphatic System
cepd	2	Pri	Muscle Tissue Review
cepd	2	Pri	Myology Review Upper Body 1
cepd	2	Pri	Myology Review Upper Body 2
cepd	2	Pri	Myology Review Upper Body 3
cepd	2	Pri	Myology Review Upper Body 4
cepd	2	Pri	Myology Review Upper Body 5
cepd	2	Pri	Neurology Review
Freedom From Pain Institute	20	Pri	Advanced Myoskeletal Alignment Techniques
Freedom From Pain Institute	20	Pri	Myoskeletal Alignment Techniques Volume 1
GAIA Adventures	2	Pri	Basic Body Ball Workshop 2 disc DVD
Gary Schweitzer	42	Pri	Anatomy CD-ROM (7-modules)
Gary Schweitzer	24	Pri	Schweitzer's Deep Tissue Therapy - 4-part DVD Home Study
Joanne d'Amico Massage Therapy	20	Pri	Physiology Review for the Massage Therapist
Massage On-line Professor	14	Pri	Acupressure Points and Extraordinary Channels
Massage On-line Professor	6	Pri	Acupressure Points for Massage Therapists
Massage On-line Professor	4	Pri	Healing with Hydrotherapy
Massage On-line Professor	5	Pri	Hot Stone Hydrotherapy DVD
Massage On-line Professor	8	Pri	Hydrotherapy Applications for Resorts and Clinics
Massage On-line Professor	4	Pri	Lymphatic Theory for Massage Therapists
Massage On-line Professor	12	Pri	Meridians and Muscles
Massage On-line Professor	6	Pri	Shiatsu Meridians Muscle Massage
Massage On-line Professor	18	Pri	Sports Massage for Spas and Clinics
Onsen International	24	Pri	Onsen Technique Home Study Course (4-part)
Premier Performance Inc.	10	Pri	Facilitated Stretching
Premier Performance Inc.	7	Pri	Flexitest
Premier Performance Inc.	5	Sec	Healthy Eating Every Day
Premier Performance Inc.	2	Pri	Hip to be Hip - Assessment of the hip, pelvis, lumbar & thoracic
Premier Performance Inc.	16	Pri	Kinetic Anatomy
Premier Performance Inc.	12	Pri	Low Back Disorders
Premier Performance Inc.	16	Pri	Orthopedic Assessment
Premier Performance Inc.	1	Sec	Roles and Boundaries
Premier Performance Inc.	6	Pri	Sports Performance Massage

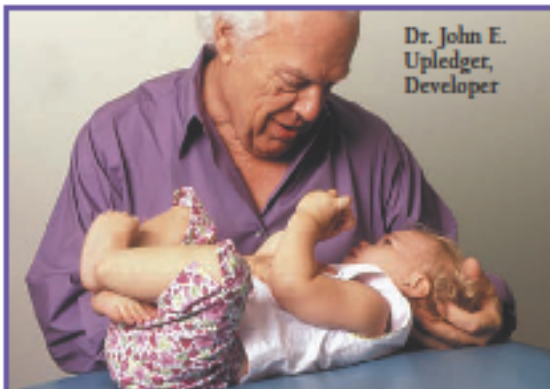
Premier Performance Inc.	7	Pri	Stretching Anatomy
Premier Performance Inc.	2	Pri	Those Crazy Limbs! - Assessment of the foot, ankle, elbow and wrist
Premier Performance Inc.	2	Pri	Uncomplicating the Shoulder - Assessment & Evaluation
Premier Performance Inc.	2	Pri	We Need our Knees - Assessment & Evaluation
Stone Waters Massage Education	20	Pri	Hot Stone Therapy - Advanced Level
Stone Waters Massage Education	10	Pri	Hot Stone Therapy - Introductory Level
The Stone Massage Company	8	Pri	Hot Stone Therapy
TheraStone Massage	8	Pri	Therastone Foundation/Clinic - Spa Relaxation
TheraStone Massage	15	Pri	Therastone Myofascial Release Technique
Touch U	2	Pri	Touch U - Exploring Fascia Part 1
Touch U	2	Pri	Touch U - Exploring Fascia Part 2
Touch U	2	Pri	Touch U - Exploring Fascia Part 3
Touch U	2	Pri	Touch U - Exploring Fascia Part 4
Touch U	2	Pri	Touch U - Exploring Fascia Part 5
Touch U	2	Pri	Touch U - Abductor Hallucis
Touch U	2	Pri	Touch U - Breathing for Health
Touch U	2	Pri	Touch U - Carpal Tunnel
Touch U	8	Pri	Touch U - Carpal Tunnel Case Study
Touch U	2	Pri	Touch U - Core Stabilization
Touch U	2	Pri	Touch U - Ethics of Insurance Billing
Touch U	2	Pri	Touch U - Fascia 2 Gross Anatomy
Touch U	2	Pri	Touch U - Fascia 3 Neurology and Pain
Touch U	2	Pri	Touch U - Fascia 4 Physiology
Touch U	2	Pri	Touch U - Fascia 5 Clinical Considerations and Treatment
Touch U	2	Pri	Touch U - Frozen Shoulder
Touch U	2	Pri	Touch U - Gait Analysis
Touch U	2	Pri	Touch U - Headache
Touch U	2	Pri	Touch U - HIV
Touch U	2	Pri	Touch U - Hydrotherapy
Touch U	2	Pri	Touch U - Influenza
Touch U	2	Pri	Touch U - Joint Mobilization
Touch U	2	Pri	Touch U - Masseter Muscle Mastery
Touch U	2	Pri	Touch U - Multifidus
Touch U	2	Pri	Touch U - Nerve Mobilization Low Back and Lower Extremity
Touch U	2	Pri	Touch U - Pain Rating Scales
Touch U	2	Pri	Touch U - Palpation
Touch U	2	Pri	Touch U - Patient Outcomes in Mngt of Low Back Pain
Touch U	2	Pri	Touch U - Plantar Fasciitis
Touch U	2	Pri	Touch U - Pregnancy
Touch U	2	Pri	Touch U - Stability Ball
Touch U	2	Pri	Touch U - Stretching
Touch U	2	Pri	Touch U - Supraspinatus
Touch U	2	Pri	Touch U - Upper Trapezius
Touch U	4	Pri	Touch U Knowledge into Practice - Supraspinatus
Whitney Lowe	1.5	Pri	The Value of Orthopedic Assessment
World Massage Conference	1	Pri	World Massage Conference
www.thewellnesspractice.com	8	Sec	Wellness Practice

www.TouchU.ca News

Beginning in 2011 we will be sending monthly emails to members to announce new additions to the courses on the website.

2011 New Course Schedule

January	Fascia 2: Gross Anatomy
February	Gait Analysis
March	HIV
April	Hydrotherapy
May	Ethics of Insurance Billing
May	Fascia 3: Neurology and Pain
June	Fascia 4: Physiology
July	Joint Mobilization
August	Nerve Mobilization Low Back and Lower Extremity
September	DVD
October	Fascia 5: Clinical Considerations and Treatment
November	Pain Rating Scales
December	Christmas packages/deals



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Developer

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Toronto, ON	May 26-29
Ottawa, ON	Sept 8-11

CranioSacral Therapy 2

Edmonton, AB	Sept 22-25
Vancouver, BC	Nov 17-20

CranioSacral Therapy for Pediatrics 1

Edmonton, AB	Mar 31-3
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SomatoEmotional Release 1

Edmonton, AB	Sept 22-25
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Advanced CranioSacral Therapy

Vancouver, BC	June 6-10
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How to Effectively Promote Your Website

Promoting your massage therapy website is as important as having one. Your promotional efforts will ultimately be what drives people to your website to learn more about your practice and ultimately book appointments with you.

Many potential clients who visit your website, more likely than not, will have discovered your site as a result of something they read on paper, heard about from a friend, or found in an email correspondence somewhere, not necessarily because they found it on a search engine. That doesn't mean search engines will not produce new clients for you, because they will, but keep in mind that search engines are global in nature and you are only interested in local traffic, not someone who is a continent away. That said you don't want to rely solely on search engines to generate traffic to your website.

There are many effective ways to promote your massage therapy website both on and offline. Let's take a look at a few of them.

Offline Marketing Suggestions

Offline promotion refers to using non Internet methods to reach clients and potential clients. Here are some simple, effective and inexpensive ways to get the word out about your website.

- **Your Stationary** - Add your website address to all of your practice's literature (letter head, newsletters, fax cover sheets (if you still use a fax machine) right next to your practice's street address and telephone number.
- **Your Business Cards** – Make your website a prominent part of your business card. Use a slightly larger font for your site's address to make it stand out – a subtle way to tell people that is the where they should go to learn about your practice. Also think about adding a short statement about your website on the card as well "www.yourmassagesite.com - *Includes Online Appointment scheduling for your convenience.*"
- **Your Car** - Why not promote your website while driving through town? There are several inexpensive ways to use your car as a vehicle (no pun intended) to promote your website – A

rear window stencil of your website address or a custom bumper sticker both are very affordable and effective.

- **Your Voicemail** – Add the website address to your practice's voice mail message. "Visit my website at **www.yourmassagepractice.com**, to book a massage therapy appointment."
- **Your Work Attire** – Have a website statement embroidered onto your scrubs or other work attire "*Book your next appointment at www.yourpractice.com.*" This will be a constant reminder to your clients or anyone else who enters your practice.
- **Your Advertisements** – Be sure to include your website address on all of your print ads (yellow pages, community newsletter ads, flyers, etc.)
- **Promotional Items** – Include your website address on all promotional gifts that you give away like pens, calendars, note pads, T-shirts, etc.
- **Word of mouth** – Send a letter or a post-card (with your new website address) to all your past and current clients announcing your new web site and make sure you mention to them to tell their friends and family. You will be amazed how the word will travel.
- **On the Phone** – Make sure everyone who answers your business telephone knows your website address and understands what information is available on it (so they can make appropriate reference to it).
- **At Your Practice** – Place a sign with your website address on it in the window of your practice.

Online Marketing Suggestions

Online line promotion refers to using Internet based methods of promoting your services. Here are some things you should consider.

- **All Your Email Messages** – List your website address at the bottom of every email you or members of your staff send to your clients and potential clients. This is easily configurable in your email signature once and then it appears on all your emails that come from your massage business.

(Continued on page 16)

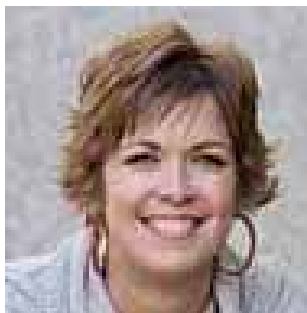
(Continued from page 15)

- **Other Websites** – Trade website links with other professional websites in your community - physicians, coffee shops, restaurants, florists, senior community housing providers, etc. You can even add a "Community Links" page to your site, where you reciprocate web links with other businesses in your area.
- **E-Newsletters** – Consider creating an email newsletter for your practice, to provide your clients with value added "between treatment" care techniques and to promote your services. Make sure to include a link to your website address in the communiqué.
- **Online Communities** – Participate regularly in relevant online community discussion groups to offer relevant answers to massage therapy and general wellbeing inquiries. This will help you build a reputation for your practice. Don't just post advertisements about yourself and your practice, become a member of the online community. This will greatly increase your practice's reputation and visibility.
- **Search Engine Keywords** – Your professional website supplier should be extremely knowledgeable in "optimizing keywords" and ensuring that they appear in the appropriate places on your website where the search engines can find them. That being said, you do need to contribute to the process. Think about what search terms your prospective customers would use on an Internet search engine if they were looking for your services. Then create a

list of them all and send them to your website provider for integration onto your site.

Keep in mind that your list should be regionalized. For example, instead of using "Deep Tissue Massage therapy" use instead "Saskatoon Deep Tissue Massage Therapy". This will insure that you get local traffic that you will have a good chance of turning into clients.

The idea is that you can aggressively promote your practice website both on and offline. Simply tell everyone you know that you have a website for your practice - give them some business cards with your website address on them, to pass along to others. Don't completely rely on potential clients to find your website on their own through online search tools.



Jessica Foster – mindZplay Solutions Inc.

mindZplay Solutions is a leading provider of massage therapy websites and practice management solutions. To learn more about our solutions for Massage Therapists call us toll free 888-373-6996 or visit us at

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Cost: \$600 includes, book, manual and first years' membership to IAIM-AIMB Canada®

Contact: Christine Chisholm, RMT, CIMI

Email: tussymussy@hotmail.com; or tel: 204-453-2316 or 204-230-4523

for more information and/or registration forms.

Out of Gridlock: Negotiating a Fair Agreement **- Don Q. Dillon, RMT**

A question I'm commonly asked by clinic owners and therapists looking to associate in a clinic is how to determine a fair agreement. The answer can be complex and depends on several factors, including the costs of doing business, what knowledge and skills each party brings to the table, and the long-term relationship you wish to develop. We'll look at each in this article.

To create an agreement that truly meets the interests of both parties, you will need a model that focuses on the merits of the agreement, and not the rigid positions of the negotiators. It's important to negotiate effectively so a wise, long-term agreement can be reached. In this article, we'll look at an effective model for negotiating agreement.

Costs of Doing Business

As a clinic owner, before you can negotiate a fair agreement with a potential associate, you must first know your costs to be in business. Your monthly bookkeeping should clearly outline costs for lease space, linen and lubricants, equipment and office supplies, reception and staff, utilities such as phone, hydro and water, property, income and excise taxes, cleaning, marketing, and any other costs associated with running your business.

You may be surprised, if you haven't been tracking this before, that it can cost you from \$1800 – \$2500/month to operate your sole practice. One of the benefits of bringing on an associate is to help you off-set those costs. Other benefits include the ability to offer more diverse therapies, longer clinic hours and weekend appointments and exchange ideas, techniques, and treatments. And since you will take home more income, you can invest more in professional development.

If you are looking to associate in a practice, you will want to weigh the costs of association with the opening of your own location. To open your business may involve further costs including renovations, security down payments on utilities and final-month's lease, and a high amount of marketing to establish your new location. You should be prepared with some equity on hand to ride the times of scarcity until you get established. Some of the benefits of association include coming into an established business with tried-and-true systems and location, lower entry-costs to start a practice, opportunity to glean skills and experience, and spill-off from main therapist.

Knowledge and Skills

When I began practice in 1991, I paid 55% of my earnings to the owner of a chiropractic clinic. I became to resent this arrangement, feeling I was giving too much away. I later learned, by leaving this clinic and opening my own, that I wasn't paying enough.

The high rent was for more than linen, lotions, treatment plinth, utilities, reception and space. The rent reflected my dependence on the chiropractor for marketing, signage and experience in practice-building. In effect, I was paying for business skills and knowledge that I did not have. I spent the next 12 years earning far less income until I developed my business skills and knowledge. I learned that the more business skills and knowledge I have, the less I will depend on others to provide these essential skills for me.

If you are looking to associate, assess your business knowledge and skills. Do you enjoy meeting people and telling them about your business? Do you have a clear idea of your target market and how to build relationships with them? Do you have skills in accounting, marketing, planning, organization, leadership and management? Do you have equity to put into professional development, marketing, and any necessary renovations or equipment you will need? If your skills and knowledge are low in these areas right now, you may be better to associate until you develop in these areas. You may do better in a spa, or in a health professional's clinic that refers patients directly to you. Be prepared to pay for the services of referrals and marketing in your lease agreement.

If you are higher in business knowledge, skills and resources, you can choose a business with more personal autonomy and negotiate a lower lease.

If you are the business owner looking for an associate, assess what you are offering. Do you have practice-building knowledge and skills that you can provide a new associate? Will you set aside time to develop and nurture a relationship with this new associate? What can your business honestly offer a potential associate? The clearer you are on the strengths of your business, the greater you can identify the value you bring to the relationship.

Investing in the Long-Term Relationship

I've heard feedback from a number of clinic owners that having an associate is just a big bother. I believe one cause of this viewpoint stems from a sponsoring thought that the associate is here to serve us.

We've created the business, we've put in our hard work...we figure they should fall over backwards to serve us. If we apply this approach however, we often get stonewalled, frustrated and angry. The truth is, we are here to *serve them*.

Serve them? As incredulous as this may seem, I encourage the reader to stay with this concept and examine the clinic owner's role here. When a therapist moves beyond a sole practice and welcomes an associate, that associate is in a strange new place. They are excited and frightened at the same time. The role of the business is to provide services to the associate – a space to provide treatment, equipment such as a plinth, lubricants, audio, linen supplies, phone and utility services, and maybe other services depending on your agreement.

The associate is paying you to provide those services, but most associates are also looking for something a little less tangible. They're looking for a place to grow, to experience the results of applying their trade, to feel a sense of accomplishment and self-actualization. The clinic manager's role is really one of coach or mentor, to provide the physical needs of providing care but also to cultivate the mind and soul of the associate

When I make the shift from me to you, my whole perspective changes. I'm not so concerned about 'what's in it for me' but for 'how can I serve you'. Read the literature from any of the religions or humanistic philosophies, they describe the need to serve... 'do unto others as you would have done unto you' is a common and universally accepted principle. The magic of this is, once you take your focus off coveting your advantages and instead help others to reach their goals, they automatically are more open and responsive to helping you meet your needs.

Getting To Yes – A Model for Reaching Agreement

A model I have found most helpful is outlined in *Getting to Yes: Negotiating Agreement Without Giving In* by Roger Fisher and William Ury. The authors describe how we commonly bargain over positions, instead of working together to ensure each other's interests are satisfied. They outline a four-point method:

1. Separate the People from the Problem
2. Focus on Interests, Not Positions
3. Invent Options for Mutual Gain
4. Insist on Using Objective Criteria

What if they don't want to negotiate with you? What if they say "take it or leave it"? Fisher and Ury recommend several strategies in dealing with difficult or powerful negotiators. They recommend that, before you enter any negotiation, make sure you have a BATNA with you.

BATNA is an acronym for Best Alternative To a Negotiated Agreement. While we always hope there is a win-win agreement possible in every situation, sometimes it's better to not accept the conditions of the negotiation and go with your next best option. Before you negotiate, always consider what option you might act on should the negotiations not go well.

Let me make two last recommendations. If you are the clinic owner, your interview process should be designed to weed out the fence-sitters – the ones who are half-committed always looking for greener grass on the other side. Take the time to find associates willing to exchange dollars for the opportunity and experience to work in a functional learning environment. I have a three-part interview process that allows me to get a pretty good idea on where a potential associate is coming from. I look at it this way...I'm investing good time and money in this person, so I better choose the right one!

As an associate, don't be pressured into accepting agreements that in the long term do not meet your interests. You're investing a lot of time and energy into building a practice foundation, so insist on using a principled model of negotiation like Fisher and Ury's.

In determining your agreement, whether clinic owner or associate, you will want to clearly identify your costs of doing business, the knowledge and skills you bring to the table, and your investment in the long-term agreement. Insist on using a principled model of negotiation so you and your negotiating partner can ensure the interests of both parties are met.

Donald Quinn Dillon established MTCoach to provide seminars, business coaching and tools to massage therapists. He can be reached through www.MTCoach.com

CORRECTION NOTICE:

In the November 2010 *Reach Bulletin* we incorrectly attributed the article "Say Yes to Your Professional Association" to Trish Dryden. It was actually written by Don Q. Dillon, RMT. Our apologies for the error.

Learn and Earn MTAS Approved Competency Credits Online - *FREE!* at **MassageTherapyPractice.com** a.k.a. **TouchU.ca**

Learn and earn from the comfort of your own home, day or night, 24-7!

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MTAS HAS PAID FOR ALL MEMBERS TO HAVE FREE ACCESS TO THIS SITE, SO WE WOULD LIKE TO SEE MANY MORE OF YOU SIGN UP AND USE THIS VALUABLE RESOURCE. You will need to create an account on the TouchU web site. This is done by clicking on the "Sign Up Now" button (circled in the image at right).

Enter your contact information in the screen that opens next and make sure that you enter the MTAS Association discount code of

mqrzy43xj997 (circled in the lower image at right).

Whenever you would like to take a course, log in and "purchase" the course for \$0.00. You will not be asked for any credit card information, but do complete the shopping cart process. Then the course will be instantly available to you by clicking on the course name in the menu bar at the left or by accessing it via your account page.

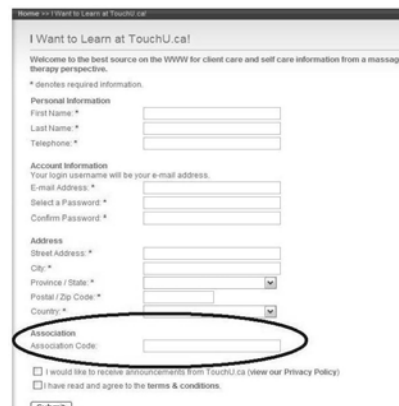
TouchU will be publishing a series of new courses in 2011 for MTAS Members!

Exploring Fascia #2 will be available the week of February 7! Check your e-mail inbox for an announcement from Doug@MassageTherapyPractice.com as soon as the course becomes available!

The course includes: fascial macro-anatomy, including the various layers (superficial and deep) and presentations (e.g. the muscular sleeves - epi, peri and endomysium, tendon, ligament, dynamite, cleavage planes, periosteum, retinaculum etc.) and the role of the muscular sleeves in force transmission.

In the meantime take Exploring Fascia #1: Fascial histology, functions and micro-anatomy at: <http://www.massagetherapypractice.com/courses/details.php?c=34>

Coming up February 21: Gait Analysis



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BOOK REVIEW SUBMITTED BY MTAS MEMBER
ED TOKARCHIK, B.Com, B.Ed., RMT.

***Pathology A to Z - A Handbook for Massage Therapists.* By Dr. Kalyani Premkumar, MBBS, MD, CMT.**

Today the public attitude recognizes that there is a place for Holistic and Alternate care in the treatment of disease and bodily dysfunction. The nationwide acceptance of massage therapy is paramount in this shift of public attitude. Massage therapists must respond to this new acceptance and equip ourselves with specific knowledge about disease and its effect on the patients we treat every day. We must also be mindful of the safeguards required to protect both ourselves as therapists and our clients from the danger of exposure to diseases. Furthermore, if we are to be accepted as part of the "Medical Team", we must be fluent in the language of medicine. It just will not do to refer a client to physiotherapy with colloquial or non-medical terminology. This growing acceptance has meant that there is a growing use of insured services. Again it is imperative that we define our claims accurately and precisely when we reference our treatment plans to the insurer. *Pathology A to Z* by Dr. Premkumar is a terrific resource helping massage therapists find a respected place in the medical team of the twenty-first century.

In this book, Dr. Premkumar presents a series of standardized descriptions of different diseases with respect to their causes, signs, symptoms and risk factors. This is a print resource that caters to our specific needs as RMTs. It saves having to wade through page after page of medical information to discover important details and descriptions relevant to a particular report, whether to a patient's physician, physiotherapist or to an insurance provider. I can assure the reader that my copy is well-thumbed and has been very useful, especially in the latter. This author presents her material in a very user-friendly manner. She is easy to read and understand, making this book a very handy and quick reference. The information under each condition is concise and relevant to our practice. If there is a weak side to this book, it is that the author omits reference to and recognition of some of the modalities that many of us use today, such as manual lymph drainage, craniosacral therapy or neuromuscular therapy. This notwithstanding, *Pathology A to Z—A Handbook for Massage Therapists* is a valuable addition to any massage therapist's library.

If you would like to submit a literature or DVD review, please contact Jayne at the MTAS office at mtas@sasktel.net.

Each review earns 2 credits, plus an additional 2 credits if we publish it in the newsletter.

BED BUGS.....MOST UNWELCOME GUESTS.

(From Saskatoon Health Region website)

What are bed bugs?

Bed bugs are small, oval, flat, reddish-brown insects. They are 5 millimetres long (¼ inch). Bed bugs bite at night to get a blood meal.

How are bed bugs spread?

Bed bugs can be carried into a home on clothing, suit cases, bedding, mattresses and furniture. Bed bugs hide in small places, therefore, inspections and treatment must be very thorough. In the home, some places they hide are:

- in mattresses or box spring seams,
- in tufts or crevices of mattresses,
- behind baseboards,
- under loose wallpaper,
- in couches, or
- in cracks and crevices in walls, floors or furniture.

They may hide during the day and come out at night.

What are the signs and symptoms?

Bed bugs are not associated with transmitting human diseases. You may notice small blood spots on bedding or reddish, itchy bites on arms or upper body. Bed bugs can survive up to 1 year without feeding. They have been known to survive freezing.

How are bed bugs treated?

Bed bugs can be eliminated by using pesticides containing propoxur, permethrin, pyrethrin or diatomaceous earth. If you are a renter, contact your landlord to arrange for a licenced exterminator to treat your dwelling. It may take a number of days for the bed bugs to be eliminated.

How are bed bugs prevented?

Ensure any used furniture, mattresses or bedding you purchase are free of bed bugs. Launder any clothing that you think may have been in contact with items that may contain bedbugs.

Websites:

www.pmra-arla.gc.ca/english/consum/bed_bugs-e.html
www.pmra-arla.gc.ca/english/pdt/pnotes/bed_bugs-e.pdf

For more information, contact your local Public Health Services Department.

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Touch For Health (TFH) Kinesiology integrates the principals of Traditional Chinese Medicine with anatomy, physiology, biomechanics and nutrition. Using muscle monitoring, it provides for accurate clinical assessments and comprehensive corrections, including spinal vertebrae reflexes, neuro-lymphatic massage, origin/insertion, neuro-vascular touch, golgi tendon & spindle cell proprioceptor techniques.

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- Determine a patient's dysfunction & whether it's primary or compensatory
- Assess underlying primary causative factors
- Discern appropriate corrective treatment, and
- Ensure your corrections will provide a more rapid resolution

YOU WILL LEARN

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- Release stress and pain at the source
 - Enhance structural alignment and athletic performance
 - Increase coordination and concentration
 - Accelerate recovery time and boost immune strength
 - Recognize and correct food sensitivities

WHEN & WHERE

Touch for Health 1 – Feb 5-6 Touch for Health 2 – Mar 19-20
Touch for Health 3 – May 7-8 Touch for Health 4 – Jun 25-26

9:00 AM - 5:30 PM, New Dance Horizons, 2207 Harvey Street, Regina
Maximum Enrollment: 16

Registration: Contact Karen Seitz RMT, 306-539-8616 karenseitz@sasktel.net

Cost: \$330 (+GST) for Level 1

Course text: Touch For Health Complete Edition (\$35)

INSTRUCTOR

A veteran health educator and innovator, Garry specializes in assisting practitioners to increase clinical effectiveness through proven Kinesiology models. Garry's experience as a Master Herbalist and Lifestyle Coach spans three decades and combines with 20 years of experience designing and presenting for health care professionals and colleges.

THOUGHT FOR THE DAY:

The greatest day in your life and mine is when we take total responsibility for our attitudes. That's the day we truly grow up." John C. Maxwell

OCEAN STONE THERAPY

Coming to Saskatoon Spring 2011

Hot and Cold Stone Massage Course
(3 full days gives you 21 primary credits with MTAS)

Dates - March 2nd - 4th, 2011.

COST — Only \$600, plus supplies, Register Early.
(Receive free Chakra set, if registered by February 8th)

and

Advanced Stone Massage Course
(2 full days gives you 14 primary credits with MTAS)

Dates - March 5th - 6th, 2011.

COST — Only \$445, Register Early.

Learn this natural and holistic treatment of "geo-thermal therapy". Benefit by gaining your primary course credits and BONUS – Learn the many ways that stone massage helps save your body from stress and strain of delivering deep treatments.

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Clinic is a turnkey operation that comes equipped with a website and provides access to a 24 hour online booking system. It is an ideal business for both therapists who are just starting out as well as therapists who have been in the industry for some time and wish to try their hand at running their own business.

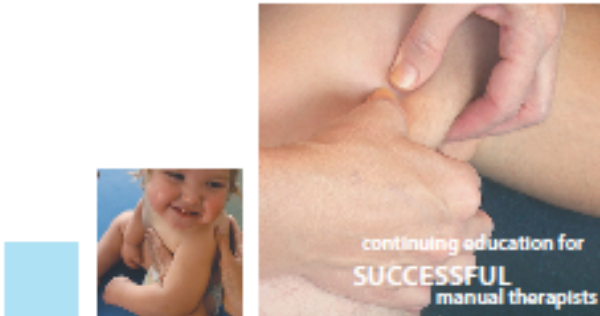
Overhead cost is minimal and easily maintained with a single therapist or can be shared with other therapists. There is also room to grow.

It provides a prestigious work environment with already established clientele and an impeccable reputation.

For more information, please contact Kris Gariepy at kris_message@hotmail.com or telephone 306-222-9460.

Quiz answers: 1 = B; 2=D; 3=D; 4=E; 5=A; 6=A; 7=A; 8=C; 9=A; 10=B; 11=C; 12=A; 13=E; 14=C

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Visceral Manipulation (VM) - Jean-Pierre Barral, RPT, DO, the Developer of VM, has found that 90% of all musculoskeletal disorders have a fascial-visceral component, and it is one of the most misunderstood causes of pain and dysfunction.

NEURAL TECHNIQUES

Neural Manipulation (NM) - NM provides assessment and treatment approaches to address restrictions of the dural and neural components not commonly focused on with musculoskeletal symptoms.

JOINT TECHNIQUES

New Manual Articular Approach (MAA) - MAA applies an integrative approach to the treatment of joints. It evaluates all aspects of the joint including the nerve, artery, bone, capsule, and ligaments, as well as visceral and emotional connections. It incorporates soft tissue mobilization of the associated bones, while looking at direct and indirect relationships between the bones of the body.

Muscle Energy Techniques (MET) - MET utilizes the muscle barrier concept to position the patient's body at restrictive barriers and then performing gentle isometric contractions to normalize the joint dysfunction.

Visceral Manipulation: Organ-Specific Fascial Mobilization; Abdomen 1 (VM1)

Edmonton, AB Mar 31 - Apr 3
 Ottawa, ON Apr 14 - 17
 Calgary, AB Oct 27 - 30
 Toronto, ON Nov 3 - 6
 Vancouver, BC Dec 1 - 4

For additional VM courses in North America go to barralinstitute.com.

Neural Manipulation: Neuromeningeal Manipulation; An Integrative Approach to Trauma (NM1)

Boston, MA Apr 8 - 10
 Minneapolis, MN May 13 - 15
 Chicago, IL Dec 2 - 4

New Manual Articular Approach (MAA) Lower Extremity (MALE)

Palm Beach, FL Jul 14 - 16
 Spine & Pelvis (MASP)
 Palm Beach, FL Jul 9 - 11
 Santa Monica, CA Jul 21 - 23

Muscle Energy - Upper & Lower Quadrant

San Francisco, CA May 13 - 15 (MET Lower)
 Chicago, IL Jun 24 - 26 (MET Upper)

Registration and complete schedule:

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TIME magazine named Jean-Pierre Barral,
"one of the Top Healing Innovators to watch in the new Millennium."

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