



In This Issue

Letter from Our President

Carol S. Kessler shares her year-end thoughts and greeting.

Sept. 21, 2011 General Meeting Summary

- Announcements
- Topics from the floor
- Post meeting updates

continued on page 2



Save the Dates - 2012

- January 17 - Cupping for Massage Therapists
- March 10-11 Orthopedic Massage with James Waslaski

Looking Forward

- June - First Annual Massage Throw Down!
We will be trading our best moves.

details on page 3

Our online newsletter is interactive. Click on a web address, Ad or e-mail to be quickly connected.

**Winter
Issue**

**Dec.
2011**

A Welcome Letter from Our President, Carol S. Kessler

Hi Everyone:

I cannot believe how fast time is going and it is almost the end of the year. So many wonderful things are happening for us as a profession. We are growing and will be offering many terrific workshops at a very reasonable fee. Would you like NYSSMMT to sponsor a specific workshop or presenter? Let us know!



We are going to make this transition to mandatory Continuing Education as easy as possible for all of us. The new law requires massage therapists to complete 36 actual hours (50 minutes on the hour) each 3 year registration period.

Ballots to select the next board which will be in the mail shortly. It is very important for everyone to vote. The people you vote for will be representing you. Read over the personal biographies, ask questions in order to make an educated choice. We are also looking for people who would like to serve on committees. If you think you would like to see what goes on behind the scenes while contributing to the organization that serves you we'd love to have you; we are here to serve you!

We will also be working on the insurance reimbursement bill again and with your support hopefully it will pass.

I would like to wish everyone a happy holiday and let's make 2012 the best year ever. Remember to vote, and support our workshops; we are here to serve you.

*With lots of love and good wishes,
Dr. Carol S. Kessler, PhD, LAc, MS, LMT
President, NYSSMMT*

Blog Talk Radio

New audio interview with our own Dr. Carol Kessler in discussion about the usage of Cupping and Gua sha.

continued on page 3

Featured Author:

James Waslaski

Trends and Modalities:
Are You Still Practicing Old School Techniques?

starts on page 4

NYSSMMT Membership Secretary Position

This very important position could use your organization expertise.

continued on page 5



*Let our advertisers know
you saw their AD in the
NYSSMMT Newsletter*

Display and Classified Advertisements

page 7

Massage Business Matters:

Low Cost Credit Card Processing
for low volume practitioners

page 7

NYSSMMT General Meeting 9/21/2011 Recap



The General Meeting of 9/21/2011 took place at TRS Professional Suites, located in Midtown Manhattan. Attendees were Renee' Amico-Taback (board member), Reginald Ceasar (Swedish Institute Instructor and member), Susan Gelbman (board member), Janet Hamilton (member), David Heller (board member), Sharon Houlihan (member), S. Charlie Liffman (member), Ruthmarie Stowe (member), Justine Marie Vickers (Queensborough Community College Instructor and member), Denise Williams (board member)

Relaxation Techniques by Susan Gelbman, LMT

Susan Gelbman showed us seated and standing self-relaxation techniques which left us relaxed yet energized. We all had a chance to experience, what I call, the "arm flop" client relaxation technique. This deceptively simple yet effective move is especially good for clients who have difficulty relaxing during a massage. As a point of interest, this technique was the impetus for the June 2012 Money Making Massage Moves Throw Down.

After the 45 minute Relaxation Techniques presentation we partook of deliciously fresh bagels from Zaro's Bakery to go along with our Bagels-n-Beverage General Meeting

General Meeting Announcements:

- We reviewed the upcoming events including 2012 CEU earning workshops (see details on pages 3 & 5 of this newsletter)
- Reiterated the additional insurance offering – Massage Magazine Insurance Plus (for details see our web page at: www.nysmassage.org/members.cfm)
- Reminded members about the Yahoo eGroup as a way of staying informed in between newsletters. Contact Renee' Amico-Taback at ra2taback@aol.com.

Topics From the Floor:

- The proliferation of illegal massage practitioners was discussed with several members contributing excellent ideas. One of the ideas expressed was to join your local chamber of commerce. Being a member of your local CoC would allow you to network with other area businesses. You could also educate other businesses about the need to have appropriately registered/licensed massage therapists. Another idea was single out one member of the NY legislature or Massage Board for a massive letter writing campaign. Several members expressed interest in being part of the Illegal Massage Task Force effort.
- The topic of Massage Schools and massage chains as money mills came up briefly. One member (Reginald Ceasar) had information about a recently completed documentary in which he appears, *Massage An Inside Story*. See trailer on YouTube at www.youtube.com/watch?v=159ZaAwq8i8. Reginald is an instructor at the Swedish Institute, he is the second person speaking in the Youtube trailer.
- As you might expect, the enactment of mandatory Continuing Education Hours (**36 hours every 3 year registration period**) for massage therapists, effective Jan. 1, 2012 was the other hot topic. The board let members know that NYSSMMT is looking into becoming a provider of Continuing Education classes. NYSSMMT would bear the state imposed triennial provider cost rather than the individual workshop instructors. Members will also benefit by receiving preferred pricing on CEH earning workshops. Unfortunately not much is known as to how the state will decide which specific courses will qualify to award CEHs. We also discussed how pro-rating of CEHs will be figured. We also restated NYSSMMT's commitment is to bring its members highest quality seminars at the most affordable rates.
- Biennial Nominations for Board Membership: There were no nominations from the floor

Report respectfully submitted by Denise H. Williams – 9/22/2011

Update as of November 18, 2011

- **Illegal Massage Task Force** – Laura Zinnanti, a longtime member, has expressed interest in joining the board with specific intent to work on this issue. After voting has occurred we will have detailed information and let others know how they can assist NYSSMMT in this effort.
- **Continuing Education** - NYSSMMT has been accepted as a NY provider of massage therapy continuing education. As always, members will receive preferential pricing for workshops. Pair your membership privileges with "Early Bird" pricing incentives and you'll experience a workshop that enhances your skills while respecting your wallet.
- **Board Member Voting** – will be in your mail boxes shortly. Voting results will be announced first via e-mail.

Looking Forward

2012 EVENTS

WEDNESDAY JUNE 6

1:00 to 5:00 PM

NYSSMMT's First Ever

Money Making Massage Moves Throw Down!

Think of this workshop as the massage therapist's version of Iron Chef™ meets Show and Tell. All licensed massage therapists are invited to demonstrate their money making massage moves. There will be snacks and prizes at this friendly competition. Top Prize will be a \$100 Gift Certificate to a future NYSSMMT workshop.

Best of all, everybody wins by sharing their money making moves with each other. Let's all start polishing up our crowd pleasing techniques now so that by June we can share our absolute best with each other.

TRS Professional Suites in NYC
Early Bird Cost by May 23
NYSSMMT Members | Non-Member
\$60 | \$100
Full Price Cost After May 23
\$75 | \$120

Hours: 4 Continuing Education Hours



NEW AUDIO WEBISODE

Kicking off the Year, Dr. Carol Kessler will explain how cupping can enhance your results. The techniques are easy to incorporate into your massage practice enabling you to effortlessly perform deep tissue work.

NYSSMMT will sponsor a Cupping and Gua Sha workshop in Bayside, Queens on Tuesday January 17, 2012. See details - this page.

Listen to this and other archived shows by going to: blogtalkradio.com then key *nyssmmt* in the search box located near the upper right side of the page. Click the magnifying glass icon. A window will open displaying the available shows and their description.

Save the Date

**Enhance your deep tissue work
effortlessly!**

Cupping & Gua Sha Techniques for Massage Therapists

Tuesday January 17, 2012

Dr. Carol S. Kessler, PhD, LAc, MS, LMT

Time: 10:00 AM - 3:00 PM

Workshop and working lunch

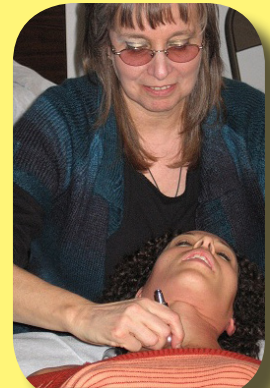
Location: Adria Hotel & Conference Center

221-17 Northern Blvd.

Bayside, NY 11361

Hotel Tel. (718) 631-5900

Complimentary parking, accessible via public transportation



Bring: Table, sheet, towel, and your lunch (working lunch)

Cost: For payments received by Dec. 31, 2011

NYSSMMT Members & Students \$75

Non-Members \$125

After Dec. 31

NYSSMMT Members & Students \$90

Non-Members \$140

Learn: a variety of cupping and gua sha techniques to include in your massage practice. Your deep tissue clients will love it and so will you because it's so easy on your body!

Hours: 5 Continuing Educations Hours

For directions and fast online registration go to:
nysmassage.org/events.cfm

Trends and Modalities: Are You Still Practicing Old School Techniques?

By James Waslaski

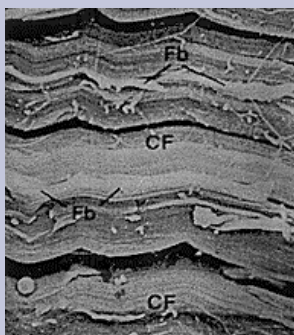
As an educator, it's critical to keep abreast of current research and to constantly challenge your belief systems. You may have read the popular article "Don't Get Married" (MT February 2008) written by a close friend and colleague Erik Dalton.¹ In that piece, he cautioned manual therapists about getting too attached to trends and techniques for fear that new research findings may prove them totally wrong.

Regardless of whether you are an educator, practicing therapist or both, keeping up-to-date with the latest information is essential to our profession; and in some cases, it will also keep old school techniques in the past where they belong.

I have spent six years writing a textbook called *Clinical Massage Therapy: A Structural Approach to Pain Management* (Pearson Publishing). During that time, I've edited the information in that text hundreds of times based on the reviews of other manual therapists and the fact that many of my earlier thoughts on bodywork techniques have been proven, by recent clinical studies, to be flawed. Let me share some of the things I have taught in the past that, in light of new research, now seem embarrassingly inaccurate.

Old School Rule #1

Deep cross-fiber friction aligns scar tissue.



Left Fig. 1 Multidirectional Scar Tissue. Right Fig. 2 Aligned Scar Tissue.

About 18 years ago, I wrote and taught that in the presence of a muscle-tendon strain, the appropriate therapy was to apply deep cross-fiber friction in one direction only for up to 6 minutes and then apply ice. The person I studied with made the claim that the act of deep cross-fiber friction had the ability to re-align the disorganized scar tissue. However, if you look at the disorganized fibers, several mistakes are apparent in this thought process.

1. Since the disorganized collagen is cross-linking in many directions, friction should also be multidirectional to soften the thickened collagen matrix of the scar. (Fig 1)

2. The act of friction is not what re-aligns the scar; it is the pain-free movement, and eccentric mechanical forces that reorganizes the collagen matrix.

3. Six minutes of deep friction is now thought, by certain industry leaders, to possibly be excessive and may create a secondary inflammatory process.² In fact, Dr. Cyriax only suggested 20-30 seconds to soften the collagen matrix.³ That series can be repeated several times to address deeper multidirectional collagen layers.

Old School Rule #2

Clients presenting with chronic tendon pain due to overuse of the elbow, shoulder, knee, or Achilles tendon have tendonitis.

In 2000, Khan et al found no signs of inflammation in tissue biopsies from patients diagnosed with overuse syndromes such as tendonitis of the elbow, shoulder, patellar ligament and Achilles tendon - no lymphocytes, neutrophils or macrophages at a cellular level. Additionally, they observed no swelling, redness or inflammation on the surface level.⁴



Fig. 3 Muscle Resistance Test.

the load on the tendon or by restoring normal muscle resting length to opposing muscle groups. Once muscle balance is restored and the tendon is unloaded, the therapist must reevaluate the area via muscle resistance tests to isolate the strain. (Fig 3)

To more effectively soften and reorganize the cross-linked collagen matrix, I believe therapists need to gently apply multidirectional frictioning to the damaged area. (Fig. 4) Then, to eliminate the pain and restore pain-free movement from most overuse tendon injuries, techniques then include eccentric muscle contraction are helpful. (Fig. 5)

In the absence of an inflammatory process, the more appropriate term to describe a muscle tendon strain is tendinosis. Khan and associates concluded that a majority of tendon pain could be resolved simply by reducing



Fig. 4 Multidirectional Friction.



Fig. 5 Eccentric Muscle Contraction

Board of Directors

Carol S. Kessler, PhD (OM), LAc, LMT
President/Board Member

Reneé Amico-Taback, LMT
Recording Secretary/Online E-group
Administrator/Board Member

David Heller, MMT, RM, CPHC
Medical Massage Director/ Board
Member

Denise Williams, LMT
Bulletin Editor/Board Member

Ellen Neiman, LMT
Website Administrator/Board Member

Susan Gelbman, BA, LMT
Logistics Coordinator/Board Member

Patti Cadolino, LMT
Board Member

Lisa Mertz, PhD, LMT
Board Member

Contributors

Barbara Lorenzen
Treasurer

Linda Savodnick
Administrative Assistant

Volunteer!

This Society welcome your valuable skills and energy.

Here are a few ways to get involved:

Sports Massage Director/Team
Membership Secretary
Conference Planning Committee
Illegal Massage Task Force

Get more information about any of the above open positions or to find out about the rewards of volunteering. Call our toll free number: 1-877-NYSSMMT (1-877-697-7668) or send an e-mail to us at: members@NYSmassage.org

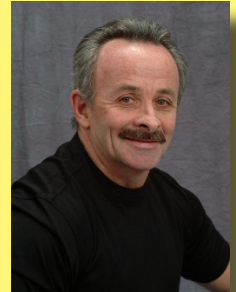
We look forward to hearing from you.

Back by Popular Demand!

International Lecturer James Waslaski, AA, LMT, CPT

ORTHOPEDIC MASSAGE FOR COMPLICATED:

- * Elbow, Forearm, Wrist & Hand
- * Cervical Area * Lower Extremities



Dates: Saturday & Sunday March 10 & 11, 2012

Time: 9:00 AM to 6:00 PM each day

Location: Hyatt Regency Long Island at Wind Watch Golf Club
1717 Motor Parkway, Hauppauge, NY 11788

Make hotel reservations separately: (800) 233-1234

Bring: Table, Sheet, Towels, Shorts, Sports bra for women

Cost: For payments received by Feb. 10, 2012

NYSSMMT Members \$275

Non-Members \$325

After Feb. 10, 2012

NYSSMMT Members \$325

Non-Members \$375

Hours: 16

For course description and fast online registration go to:
nysmassage.org/events.cfm

For other questions e-mail: info@nysmassage.org

NYSSMMT Membership Secretary Position

We are seeking to fill this vital position for the Society. The ideal person would possess good organizational, communication, and basic computer skills. Your input would also be welcome regarding the growth of our membership.

You will be an important link between NYSSMMT's members and convey the membership's needs to the Board of Directors. To read further information about this important position go to: <http://nysmassage.org/membershipsecpop.cfm>

If you are interested, contact the Society by e-mail at: info@nysmassage.org.

Unfortunately, too many manual therapists are still applying aggressive and prolonged deep cross fiber frictioning to muscle-tendon strains and possibly turning tendinosis into tendonitis.

Old School Rule #3

Should we perform deep tissue or trigger point work to weak, inhibited muscles?

This particular old school teaching really concerns me. To make my point, I'd like to relate this to manual therapists doing trigger point or deep tissue work to weak, neurologically inhibited (overstretched) muscle groups, prior to treating the short tight muscle groups. For simplicity, let's first look at the short, contracted muscle groups doing the pulling and then we'll address the stretch-weakened antagonist muscles. In the majority of the people on the planet, the pectoralis major, pectoralis minor, and subscapularis are short and tight, causing the rhomboids, middle trapezius, and posterior rotator cuff muscles to become neurologically weak and inhibited due to eccentric loading.



Fig. 6 Pectoralis Major Work.

muscle groups, it reciprocally turns down the noxious afferent stimuli and relieves many of the myofascial and neuromuscular pain patterns. However, the jury is still out on the trigger point part of this, but I have always gotten better results treating short, tight contracted muscle groups prior to treating weak, inhibited antagonists. (Figs 6-8)

In most of the population, I believe it's difficult to resolve trigger points (myofascial tender points) in the weak, inhibited rhomboids by starting a client face down and doing trigger point work. Since much of our pain comes from living in forward head flexed postures with medially rotated shoulders, starting a client face up often makes more sense. This assures that the majority of short flexor muscle groups are lengthened prior to working on weak, inhibited extensor muscle groups. This commonly seen distorted neuromyofascial postural pattern is illustrated in greater detail when you view Tom Myers' Anatomy Trains and in the upper and lower cross syndrome taught by Erik Dalton.



Fig 7 Pectoralis Major Work Start Finish



Fig. 8 Subscapularis Work.

All images by Images by BodyScientific International

References

1. Dalton E. "Don't Get Married". *Massage Today*, February 2008;8:2.
2. Cyriax J. *Textbook of Orthopedic Medicine* 7th edition. New York: Harper & Row, 1965, Vol 2.
3. Khan K, Cook J, Taunton J, Bonar F. "Overuse Tendinosis, Not Tendinitis, Part 1". *The Phys and Sports Med*, May 2000;28:5.
4. Cook J, Khan K, Maffulli N, Purdam C. "Overuse Tendinosis, Not Tendinitis. Part 2". *The Phys and Sports Med*, June 2000;28:6.

Additional Resources

- Travell J, Simmons D. *Myofascial Pain and Dysfunction: The Trigger Point Manual* 2nd ed. Lippincott, Williams & Wilkens, 1999.
- Lowe W. *Orthopedic Assessment in Massage Therapy*, 2006.
- Dalton E. *Advanced Myoskeletal Alignment Techniques*, 2005

THIS QUARTER PAGE AD SPACE COULD BE YOURS!

CLASSIFIEDS

Reach approximately 400 interested health professionals.

THIS COULD BE YOUR CLASSIFIED AD IN PRINT AND ONLINE

e-mail us at:
adv@NYSmassage.org

Preferential rates for NYSSMMT members

Healing Light Reiki and Massage

Reiki Treatments, Attunements and Workshops
Animal Reiki
Massage Therapy



347-828-0647

www.healinglightreikiandmassage.com

Justine Marie Vickers, LMT, NCTMB
Reiki Master-Teacher and Massage Therapist
justine@healinglightreikiandmassage.com

ADVERTISING DEADLINES

Ad Submission Date - Publication Date

Feb. 5, 2012 - Spring Mar. 7

May 5, 2012 - Winter - Jun. 4

Aug. 5, 2012 - Winter - Sep. 4

Nov. 5, 2012 - Winter Dec. 5

DISPLAY ADS - per issue

1/8th / business card	\$ 75.00
Quarter page ad	\$ 125.00
Half page ad	\$ 175.00
Full page ad	\$ 250.00

Discount for 3 or more issue display ad insertions. Members receive an additional 20% off all display ad rates

CLASSIFIED ADS

Up to 25 words	\$ 50.00 (\$25.00 Member)
26 to 50 words	\$ 75.00 (\$50.00 Member)

MESSAGE BUSINESS MATTERS

Credit/Debit Card Processing for low volume or mobile practitioners



I recently came across a service which allows me to easily accept 4 major credit/debit cards without signing a contract and without monthly minimum fees. The Square Card Reader Service charges one rate for all cards (2.75%) per transaction, slightly higher (3.5% + .15 per transaction) when card information is manually keyed in rather than swiped.

I setup up my account and ordered their very small card reader at no charge. Upon receiving the reader, I swiped a \$5.00 test payment using one of my personal credit cards. The experience was fast and easy. I opted to link deposits to my checking account. The funds minus fees (\$4.86) were deposited to my checking account within two business days.

What you need:

- An android compatible smart phone, an iPhone, or iPad
- A Square account – sign up online was fast and straight forward
- A Square Card Reader - very small and they will mail you a free reader. Order it online at: squareup.com

Tip: If swiping in one direction doesn't register try again or try again from the other direction.

Overall, I have been quite pleased with the Square reader. Better still, I've cut the cord on my former merchant account.

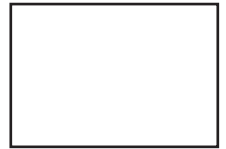
Warmest Regards,
Denise H. Williams, LMT



This does not constitute a product endorsement. The material provided is informational and is solely the opinion of the author.



New York State Society of
Medical Massage Therapists, Inc.
P.O. Box 442
Bellmore, NY 11710-0442
www.nysmassage.org



– The Society of Those Who Touch with a Healing Hand –

The New York State Society of Medical Massage Therapists Newsletter • Winter • Dec. 2011 • Vol. 4, Issue 4 • Page 8

About NYSSMMT



The New York State Society of Medical Massage Therapists is a not-for-profit organization, whose sole purpose is the education and advancement of

the Massage Therapy profession. The Society was incorporated under the laws of the state of New York in 1927. As such, it is the longest running established massage organization for our profession in the country.

BENEFITS OF MEMBERSHIP

Whether you are a student or a seasoned professional, as a member you will be able to share career enhancing information and ideas with your colleagues. Here are a few reasons for joining NYSSMMT:

- Potential clients or employers can easily find you through the “Find a

Therapist” search feature.

- Optionally receive affordable liability coverage through the American Massage Council.
- Students qualify for a preferred rate. \$50.00 instead of \$100*.
- Build your business savvy while learning practical hands-on skills at affordable workshops.
- Stay informed about legislation related to massage that affects you and your clients.
- Exchange valuable information and make connections with others in the field of massage therapy.

* Subject to change without prior notice

For fast and easy online registration
or renewal go to

www.NYSmassage.org
then Click the Join Now! Button

Editorial Policy

The New York State Society of Medical Massage Therapists reserves the right to edit and/or refuse any submitted article or advertisement and assumes no responsibility for errors, omissions or corrections.

Inclusion in The New York State Society of Medical Massage Therapists’ Newsletter does not constitute an endorsement or guarantee of any product, service or advertisement herein, nor does it express any opinion with regard to the legality of the use of any product advertised herein.