



California Currents

California AMTA Members Newsletter

Fall 2016

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2017 California Conference

This newsletter features a report about the upcoming:

**AMTA California Chapter
Annual Education Conference
and General Meeting,
March 24–26, 2017**

Eventbrite Registration
now available online for this
March, 2017 Conference at:

**Dolce Hayes Mansion
Hotel and Resort
200 Edenvale Avenue
San Jose, California**

President's Message — Jeannie Martin



There's been a lot of activity since my last message, including the wonderful fact that our California massage legislation, Assembly Bill 2194 (AB 2194), passed and was signed into law.

California Assembly Bill 2194

On behalf of your Chapter Board, I would like to express profound gratitude to all the AMTA member therapists who volunteered their time and energy to help convince the California Legislature to “do the right thing” by massage professionals.

In particular, I would like to thank **Tony Siacotos, our intrepid Government Relations Chair**, for his diligent and effective work on behalf of AMTA and all California massage therapists. Without his astute navigation of the legislative process, I'm not sure we would have prevailed. The Government Relations Report on page 5 of this newsletter issue describes the scope of this 2016 legislation, and the work of Tony Siacotos, AMTA activist volunteers, and statewide massage therapists to assist with AB 2194 being passed and signed into law on September 19, 2016.

Bike MS: Bay to Bay Ride 2016

Many thanks to the wonderful sports massage therapists who volunteered their time and expertise at the **October 22, 2016 Bike MS Bay to Bay fundraiser**. Our Sports Massage Team provided post-event massage to cyclists in the VIP tent. Gratitude is due to our incoming **Sports Massage Chair, Mr. Brian Arakaki**, for his excellent supervision of therapists at this event.

Thanks also to our therapists who volunteered their time as well as to the Fullerton Massage Program students who provided post-event massage services at the general tent and at the Disney Team tent.

— continued on page 2—

Officer Training / Leadership Academy

I would like to say a big thank you to all the Unit officers and leaders who volunteered their time to participate in this year's Officer Training. Feedback from the event was highly positive, and we are extremely fortunate to have such a strong and dedicated cadre of leaders in many California Units.

National Convention 2016

It was tremendously exciting to see so many of our California Chapter AMTA colleagues at the National Convention this year! I was especially honored to be present as two of our California members were award recipients. **Richard Lomeli** received the National Sports Achiever Award, and our very own **Chapter Secretary, Nathan O'Hara** received the Chapter Meritorious Award.

AMTA House of Delegates

It was unfortunate that there were no recommendations or proposed position statements for the national AMTA 2016 House of Delegates to consider. Is there something you would like to see changed in our organization? Do you have any ideas how we can be better in our representation of this wonderful profession? If so, this is our opportunity to voice our concerns and ideas at the national level, so I am asking that you consider submitting a recommendation and/or position statement for our 2017 House of Delegates. Please contact any Chapter Board member, if you would like help with this.

2017 AMTA-CA State Education Conference and General Meeting, March 24–26, 2017

I am excited about the high caliber of presenters for for our **2017 Annual Education Conference**, and also about the beautiful venue—**Dolce Hayes Mansion in San Jose**—where the event will be held. Please join us to learn from our esteemed presenters:

- Carolyn Tague
- Tom Hendrickson
- Teri Rogers
- Irene Diamond
- And our Keynote Speaker: Julie M. Porter

All of whom I am proud to say are fellow Californians.

Sept. 14–16, 2017 AMTA National Convention in Pasadena, California

We are enthusiastically looking forward to next **September 14–16**, when the AMTA National Convention will be held in Pasadena, California. Please mark your calendar now for this exceptional opportunity to receive training from many of the elite-level practitioners of our industry.

Lastly, I would like to express how proud I am in our organization and for the opportunity to serve as your President. Thank you for your patience as I continue to learn and grow in this role, and for the diligence of all who volunteer to make this Chapter a success. Please know that you can always contact me with questions or ideas on how we can improve. I look forward to what the future will bring, and wish the best for all of you.

Kind Regards, *Jeannie*
 Jeannie Martin, President
 AMTA California Chapter
president@amta-ca.org, 617-312-2302



Dolce Hayes Mansion in San Jose



DOLCE HAYES MANSION
200 Edenvale Avenue, San Jose, California

2017 AMTA California Chapter Annual Education Conference and General Meeting

March 24–26, 2017

**Dolce Hayes Mansion Resort Hotel
San Jose, California**



From Jeannie Martin, AMTA California Chapter President

Dear AMTA-California Colleagues,

Now is the time to mark calendars and plan for our 2017 California Conference and General Meeting!



Next year's Conference will be held **March 24-26, 2017** at the beautiful **Dolce Hayes Mansion Resort Hotel** in San Jose. We have negotiated a great deal on this amazing venue, so this will be a nice opportunity to enjoy a luxury hotel at an affordable rate.

We are very excited about this year's lineup of top level instructors, including:

Tom Hendrickson, DC

Manual Therapy for Hip and Low Back Pain

Tom Hendrickson, DC is a world-renowned authority on musculoskeletal disorders. The Founder and President of the Hendrickson Method® Institute, Dr. Hendrickson has been teaching his unique method of massage and manual therapy since 1982, alongside a successful clinical practice in Kensington, California, specializing in soft tissue injuries. Dr. Hendrickson will present a full day workshop on manual therapy for hip and low back pain.

Carolyn Tague, MA, CMT

1. Building Therapeutic Relationships

2. Addressing Clients' Neurological Challenges

Carolyn Tague, MA, CMT brings over 18 years of adult education and training development to her teaching and consulting work. Carolyn will teach two half-day classes: one on building therapeutic

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 March 2017 Annual Education Conference, Continued


**2017 AMTA California Chapter
Annual Education Conference
and General Meeting**
March 24–26, 2017
Dolores Hayes Mansion Resort Hotel
 200 Edenvale Avenue
 San Jose, California

<https://www.hayesmansion.com>
Room Reservations: (866) 981-3300

 \$159/night for single king or 2 queen beds
 (Specify AMTA Conference participation)

March 2017 Conference Presenters
Keynote Speaker:
Julie M. Porter, BSN, RN, CMT

Julie has been a registered nurse since 1991 and a massage therapist since 2006. She has a private practice in Campbell, continues to work at the hospital, and teaches at National Holistic Institute in San Jose, California. She has been blessed to have two careers that she loves.

Tom Hendrickson, DC
<http://hendricksonmethod.com>
Carolyn Tague, MA, CMT
<http://www.tagueconsulting.com/about/default.html>
Irene Diamond, RT
www.IreneDiamond.com
Mark W. Dixon, CMT, BTCMP
<https://www.amtamassage.org/famt/MarkDixon>
Teri Rogers, NCBTMB, CMT
<http://www.terithai.com/about/>
Carolyn Tague, MA, CMT, continued

relationships with clients, and the other on neurological challenges our clients may be facing.

Irene Diamond, RT
5 Steps to Double Your Massage Practice in 30 Days

Irene Diamond is a massage therapist, marketing specialist, and inventor of the **Diamond Method**. Irene will present her marketing expertise to double our massage practice clientele and income levels.

Mark W. Dixon, CMT, BTCMP
Ethics for Massage Therapists

Mark Dixon has been challenging the known, pushing boundaries and confounding common wisdom since 1983, when a mountain-top experience followed a bottoming-out one. He entered the massage profession in 1988 and has volunteered in service to his colleagues, who have become valued friends, teachers and mentors ever since. His primary interest has focused on helping colleagues to develop professionally. Mark will bring back his highly popular Ethics for Massage Therapists class.

Also see page 7 of this newsletter for more Mark Dixon information and background, including his 2016 election to the **California Massage Therapy Council (CAMTC)** as **Chairman of the Board**, for a fourth term.

Teri Rogers, NCBTMB, CMT
Lymphatic Drainage Massage, Full Two-Day Class

Teri Rogers has been studying massage and Eastern healing arts since 1980 throughout the United States and the Pacific Rim. Since 1985, she has taught massage and Eastern modalities to over 10,000 students, at several colleges, massage conferences and exclusive spas in the United States, including over 20 years at Mueller College for Holistic Studies in San Diego, California.

Whatever else you do, DO NOT MISS THIS AMAZING CONFERENCE! I look forward to seeing you there.

Sincerely,

Jeannie Martin

President, AMTA California Chapter

[Eventbrite Conference Registration Online](#)

Government Relations Corner

Tony Siacotos, CMT — AMTA-CA Government Relations Chair

2016 AB 2194: Results of Sunset Review for the California Massage Therapy Act

This year, California Legislature reviewed the Massage Therapy Act. This Act was passed in 2008, and amended in 2012 and 2014. The 2014 legislation set 2016 as a “Sunset Review” year to review whether the California Massage Therapy Council (CAMTC), created by the original Massage Therapy Act, would continue to exist and issue statewide massage therapist certifications.

Assembly Bill 2194, which amends California’s Massage Therapy Act, was signed by Governor Jerry Brown on September 19, 2016. CAMTC will continue to operate for another four years before the next Sunset Review, through to December, 2020.

The 2016 Assembly Bill 2194 goes into effect on January 1, 2017.

This bill amends the state regulations for our profession.

- **Most importantly, it extends voluntary certification through the CAMTC for four years (through December 31, 2020).** This creates stability for us as certified massage professionals and makes it easier for local governments to create better local ordinances.
- It requires that local governments “impose and enforce only reasonable and necessary fees and regulations on massage businesses and massage establishments.” This amendment creates a foundation for us, as professional massage therapists, to work with local governments in advocating for better regulation in our own cities.
- It prevents local ordinances from requiring

showers; a seemingly small thing, unless you are trying to find affordable office space on a massage therapist’s budget.

- It clarifies language making it illegal for local jurisdictions to require, and charge for, redundant background checks on CAMTC certificate holders when they apply to open a massage business.
- It includes intent language suggesting that local governments give consideration to using revocable establishment registrations as a regulatory tool. This strategy gives local governments a quicker and more cost-effective means of closing brothels posing as massage businesses.

While these amendments do not solve all of the problems we have with discriminatory local massage ordinances that exist across the state, they are solid improvements to the Massage Therapy Act.

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Tony Siacotos Report, Fall 2016

I would like to offer a warm thank you to the hundreds of you who took part in our advocacy efforts this last year. Your testimony at hearings in Sacramento, visits with your

state legislators, and emails in support of Assembly Bill 2194 (2016 Massage Therapy Sunset Bill) made these changes happen.

Photos to the right show some of the California massage therapists and AMTA government relations activists that attended 2016 massage therapy legislative meetings in Sacramento.

So... where do we go from here?

We had, on balance, a moderately successful 2016 year in Sacramento. We succeeded in changing the narrative from “massage establishments are really brothels” to “this is the burden that regulating massage as adult entertainment has on the practice of massage.” Still, the power of local governments is strong in Sacramento, and we did not get an amended Massage Therapy Act that decisively puts a stop to that.

But we did get you a bit of leverage. And that’s what I want to talk to you about now. In 2014, cities had land use controls returned to them. Historically, local governments commonly regulated massage establishments as adult entertainment businesses instead of healing arts practices.

Most of the cities that re-wrote their massage ordinances after 2014 used their land use controls to reinstate the terms of these adult entertainment ordinances. These restrictive and punitive requirements include:

- Requiring time-consuming and expensive conditional use permitting of massage establishments.
- Expensive fees to open and/or renew an establishment permit.



Massage Therapists at March 14, 2016 Calif. Legislature Hearing. State massage therapists attended and testified.



- Zoning restrictions that prevent a massage establishment from locating where other healing arts businesses are typically located.
- Zoning restrictions that prevent a massage therapy establishment from locating within 1,000 feet of another massage therapy establishment, or from a church, school, or public building or park.

It is important to note that these requirements are not imposed on other healing arts businesses.

In 2016, the Massage Therapy Act was amended to require that local governments “impose and enforce only reasonable and necessary fees and regulations on massage businesses and massage establishments.” So now we need to begin having conversations with cities that have written discriminatory massage ordinances, and those that are about to. That is where we go from here.

— continued on page 7—

Tony Siacotos Government Relations Report, con't.

Look up your city ordinance. Talk to your colleagues. We'll be in touch.

What changes would you still like to see in the regulation of massage therapy and massage therapy

businesses? Please send your suggestions to me at the email address, below. Thank you!

Sincerely,

Tony Siacotos, CMT

AMTA-CA Government Relations Chair

gr@amta-ca.org

More information on the [California Massage Therapy Act](#) history and current status is available at the AMTA California Chapter website page:

<http://ca.amtamassage.org/legislation>

Mark W. Dixon, CMT, BTCMP

Re-elected to Fourth Term as Chairman for CAMTC Board of Directors



At its annual strategic planning meeting, held on Sept. 28, 2016 in Marina del Rey, the Board of Directors of the **California Massage Therapy Council (CAMTC)** unanimously re-elected the Chapter's appointee, Mark Dixon, to a fourth term.

Mark Dixon gratefully received this position, and said: "It has been an honor to be appointed to serve on the CAMTC Board, and I am grateful for the opportunity to support its mission of public protection."

Representing the AMTA California Chapter at the meeting were President Jeannie Martin, Secretary Nathan O'Hara, and Northern Representative Patricia Rusert Gillette.

Mark W. Dixon entered the massage profession in 1988, and has volunteered in service to his colleagues, who have become valued friends, teachers, and mentors ever since. He has volunteered continuously for the AMTA, The Massage Therapy Foundation, the National Certification Board for Therapeutic Massage and Bodywork for the U.S. Olympic Committee since 1988.



The California Massage Therapy Council ("CAMTC") was created by the California Legislature through the enactment of Senate Bill 731 and re-authorized by Assembly Bill 1147 and again in 2016 by Assembly Bill 2194. CAMTC is a private nonprofit public benefit corporation.

CAMTC is required by California Business and Professions Code to:

1. Create and implement a voluntary certification program for the massage therapy profession (CMTs).
2. Ensure that certified massage professionals have completed sufficient training at approved schools.
3. Approve massage schools. As of July 1, 2016, CAMTC only accepts education from massage school programs that have been CAMTC approved.

CAMTC Information:
<https://www.camtc.org>



Hands-On Learning with Bob McAtee, BCTMB

Fullerton College, Orange County, California, January 28–29, 2017

Saturday, January 28, 8:30 AM—5:30 PM

Facilitated Stretching: A Baker's Dozen

Facilitated Stretching is a safe, simple, effective stretching technique that can be used with a wide variety of clients to regain or improve flexibility. This course teaches a baker's dozen from the facilitated stretching repertoire that can be easily incorporated into a table massage session. These stretches, combined with soft tissue work, will enable you to obtain greater overall success in client treatment sessions.

Sunday, January 29, 8:30 AM—5:30 PM

Alleviating Piriformis Syndrome

This highly-interactive course prepares practitioners to employ effective soft tissue techniques to address one of the most common musculoskeletal complaints presented by clients. We'll discuss the causes and prevention of piriformis syndrome, review and palpate the relevant anatomy, and demonstrate/practice assessment tests, and hands-on work that includes transverse friction, pin and stretch techniques, and isolytic contractions.

\$160 per class, (or \$300 for both) if registered and paid by 1/15/17
After 1/15/17, \$185 per class (or \$350 for both)
CE 16 Hours (Approved by the NCB)

Register by phone or text:
with Tom Benson at (206) 683-4068
Instructor bio: www.stretchman.com

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Additional dates and locations at Upledger.com

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Los Angeles, CA	Feb 2 - 5, 2017
Big Sur, CA	May 28 - 2, 2017
CRANIOSACRAL THERAPY 2 (CS2)	
Los Angeles, CA	Feb 2 - 5, 2017
San Francisco, CA	May 4 - 7, 2017
SOMATOEMOTIONAL RELEASE 1 (SER1)	
Big Sur, CA	May 7 - 12, 2017
Orange County, CA	Jun 1 - 4, 2017
SOMATOEMOTIONAL RELEASE 2 (SER2)	
San Francisco, CA	May 4 - 7, 2017
CST FOR PEDIATRICS 1 (CSP1)	
Los Angeles, CA	Feb 2 - 5, 2017
CST AND WORKING WITH CHRONIC DEPLETION (CSWCD)	
Scotts Valley, CA	Jun 4 - 9, 2017
CLINICAL APPLICATION OF CST & SER (CASR)	
Ranchita, CA	Jun 6 - 10, 2017

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TO REGISTER, USE PRIORITY CODE CA AMTA 1-17

California Massage Therapist Volunteers In Action 2016 Sports and Community Events



We love to see our AMTA members and professional colleagues in action, when serving our communities at local and national events. At many of these events, clients receive their first massage and experience the benefits of massage therapy. Thank you for the impact you bring to the public!

In 2016, here are some of the events where California AMTA members served as volunteers:

Saturday, April 2	IRONMAN® Triathlon	Oceanside
Saturday, April 23	Sea Otter Classic	Monterey
Sunday, May 8	Disney's® Tinker Bell Half Marathon	Anaheim
Saturday, August 27	Family Day at Camp Pendleton	Oceanside
Sunday, September 4	Disney's® Half Marathon	Anaheim
Saturday, September 10	Best Buddies Challenge	San Simeon at Hearst Castle
Sunday, September 25,	IRONMAN® SuperFrog®	Imperial Beach
Saturday, October 8	World Championship IRONMAN®	Kona, HI
Saturday, October 22	Bike MS Bay to Bay Fundraiser	San Francisco Bay Tour

2016–2017 Sports and Community Events



IRONMAN® and SUPERFROG Triathlon Events Oceanside and Imperial Beach, California and Kona, Hawaii

Sports massage therapy teams for these annual triathlon events are led by Brian Arakaki, AMTA Orange County Unit President, and the SUPERFROG® teams are led by Michael Roberson, AMTA California Chapter past President and current Southern California Representative.

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2016–2017 Sports and Community Events, Continued



IRONMAN® Triathlon History

The IRONMAN® triathlon events started in 1978, and grew from one Hawaii site to current annual events in North America, South America, Europe, and Africa.

During an awards banquet for the Waikiki Swim Club, John Collins, a Naval Officer stationed in Hawaii, and his wife Judy, began playing with the idea of combining the three toughest endurance races on the island into one competition. They decided to issue a challenge to see who the toughest athletes were: swimmers, bikers, or runners. On February 18, 1978, 15 competitors, including Collins, came to the shores of Waikiki to take on the first IRONMAN® challenge.

The slogan for this IRONMAN® event became:

**“Swim 2.4 Miles. Bike 112 miles. Run 26.2.
Brag for the rest of your life.”**

— John Collins, IRONMAN® co-founder



IRONMAN® Triathlon Annual Events Oceanside, California

In the Oceanside annual events, Brian Arakaki leads a team of students from Fullerton College Massage Therapy Program and other volunteers at this classic triathlon race each year. For over 12 years, he has also been leading the Acute Cramp Care stations in Kona for the annual IRONMAN® World Championship. These cramp care stations were established 28 years ago by Dr. Myk Hungerford, the Mother of Sports Massage.

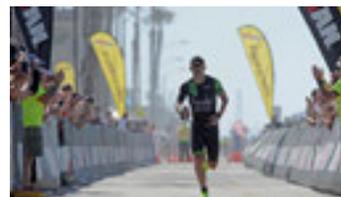
SUPERFROG® Triathlon Events

Prior to partnering with the IRONMAN® annual race events in 2014, the SUPERFROG® Triathlon was founded in 1979. This challenging course with the longest running half-distance race was designed by a group of Navy Seals stationed at the US Navy Seals center in Coronado to both prepare them for the IRONMAN® World Championship in Kailua-Kona, Hawaii, and to enhance their training. This triathlon,

with 85% military services participants, became part of the annual IRONMAN® events in 2015.



IRONMAN® World Championship in Kailua-Kona, Hawaii



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2016–2017 Sports and Community Events, Continued

IRONMAN® and SUPERFROG® 2017 Sports Massage, California and Hawaii Events Calendar

Saturday, April 1 IRONMAN® Triathlon Oceanside
 Sunday, September 24..... IRONMAN® SuperFrog® Imperial Beach
 Tuesday, October 14 World Championship IRONMAN® Kona, HI

Contact Information

If you would like to join us at one of these

IRONMAN® events, contact:

[Brian Arakaki at bkarakaki@sbcglobal.net](mailto:bkarakaki@sbcglobal.net)

or for **SUPERFROG® events**, contact:

[Michael Roberson at michael@handsonoc.com](mailto:michael@handsonoc.com)

**Sea Otter Classic
 Monterey, California**

The Sea Otter Classic, pretty much all things cycling, is led by a Massachusetts AMTA volunteer, Cynthia Sykes (she also leads the Best Buddies Challenges at Hearst Castle and Hyannis Port, Massachusetts) and with some California volunteers including Justin Wright and Christine Doan (Los Angeles-South Bay Unit).

More information about Sea Otter Classic available at:

<http://www.seaotterclassic.com>

and if interested in volunteering, reach out to:

[Cynthia Sykes at cynthia@cynderellaservices.com](mailto:cynthia@cynderellaservices.com)



Disney® Half Marathon Events

Disney’s® Half Marathons, hosts four fun half marathon events throughout the year, and though not on our list of AMTA Events, the massage tent is still dominantly volunteer staffed by National Holistic Institute, Santa Ana Campus, students and instructors who are all AMTA Members. For those athletes not local, we have the FindAMassageTherapist.org cards available, so



they can find a therapist in their home area. This event requires you to be there in the wee hours of the morning, but once the athletes make their way across the finish line and towards the massage tent, the therapists are non-stop. Proceeds from the massage tent go towards Celebration Hospital in Florida, a not-for-profit health care facility.

This event is open to a limited number of volunteers by registering at:

<https://www.rundisney.com>

**Annual Family Day at Camp Pendleton
 Oceanside, California**

The Annual Family Day at Camp Pendleton is truly a community event. Many civic organizations, clubs and businesses come together to celebrate FAMILY and have fun doing so. Beginning with a red carpet down an avenue of flags, music, food, games,

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2016–2017 Sports and Community Events

Annual Family Day at Camp Pendleton, continued prizes, and massages, make this day a true family experience. On August 18, 2016, eighteen therapists from Orange County, Los Angeles, San Diego and Sacramento came together, under a tent, on the beach, doing what we love ... massage! We were very glad to have California College of Physical Arts (CalCOPA) from Huntington Beach, join us. Many of these Marines or their family members, have never had a massage before. The 15 minutes with us on the table, make such a difference in their lives. What an honor to be able to give back to these service men, women and their families.

If you would like to volunteer for this event next year, contact:

[Michael Roberson at michael@handsonoc.com](mailto:michael@handsonoc.com)

Best Buddies Challenge at Hearst Castle San Simeon, California

Where else but the beautiful Pacific Coast Highway play host to the Best Buddies Challenge, Hearst Castle? This century bike ride begins in Carmel and makes a scenic ride finishing on the beach at Hearst Castle. Shorter distance rides are available, as well as a fun 5k run. This is our eighth year participating in this National event. Therapists volunteering for this event come from all over California, and sometimes,



from out of state. Averaging about 40–50 therapists, we actually touch about 40% of the participants in this event. Between the location, scenery, enthusiastic athletes (they know and look forward to the finish line for a massage!), the comradery of the volunteers and how well we are taken care of, this is easily one of the best volunteer opportunities to look forward to. (And the same can be said for doing the Boston to Hyannis Port Challenge in June.)

For more information on Best Buddies, go to:

<https://www.bestbuddieschallenge.org>

This is the world's largest organization dedicated to ending the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities (IDD). If you're interested in being part of these California-based events, please contact:

[Cynthia Sykes at cynthia@cynderellaservices.com](mailto:cynthia@cynderellaservices.com)

Community Events are more than just volunteering your time, they are a great place to hone your skills, interact with other therapists, watch and learn from your colleagues their approaches, educate the public on the benefits of massage therapy, and the possible gain of new clients, plus all the fun you have being where the action is. Where else are you going to be able to touch so many bodies, in such a short period of time, and make a difference in their lives?

There is always a story to tell afterwards. We would love to hear yours! Send us your stories and pictures to: editor@amta-ca.org

Massage Therapy Marketing

Expand Our Practice While Celebrating the Holidays

Group Leader or School Teacher Holiday Gift Certificate Idea

www.IreneDiamond.com

by Irene Diamond, High Revenue, Time-Freedom Mentor



Need a last-minute idea to generate some revenue and exposure to your biz?

Do you have kids in school? Or, are you a member of a group such as an exercise class or knitting club where you have a group leader and the group buys a gift for the leader or teacher or sensei for a Holiday gift or as a “Thank you” gift?

If so — this promotion idea is perfect for you!

This **Group-Leader Promotion** is an easy, novel twist on selling more gift certificates during this holiday season.

Group-Leader Promotion

This promotion came to me a few years ago by accident. It was all because the parents in my kid’s classes started talking about buying the teacher a holiday gift from the class. I realized it was a perfect opportunity to let the parents know about my private practice and give them a way to get extra value on purchasing a massage gift from ME rather than from some unknown spa.



This 3-step promotion works really well to:

- (a) generate exposure for your business
- (b) make some sales to bring in revenue
- (c) get new clients
- (d) provide huge value to the group so they literally get more bang for their buck!

This **Group-Leader Promotion** can work well for your husband’s company boss, the church clergy, your karate club... anywhere the members in that group get together to buy a gift for their leader.

— continued on page 14—

Group Leader or School Teacher Holiday Gift Certificate Idea, Continued

How It Works:

#1. Usually there is a person in the group who starts an email or conversation to the group saying they would like to get the teacher (or group leader) a gift. Massage comes up as an option quite often. (Aren't we lucky!) If no one starts the conversation, feel free to start it yourself.

#2. Send the group a quick email letting them know you'd be happy to offer them a big savings on your service for the teacher's gift. (Or sell it at your standard rate but include an extra gift of additional time, or added service add-on.)

Sample: "Some of you might be considering joining together to get Mr. Castillo a gift for the Holidays. I would be happy to offer a gift certificate for services at my clinic. The group can all pitch in for an hour massage and I will provide an extra 30-minutes of massage to the gift at no additional fee!

(This will give Mr. Castillo a 90-minute massage therapy session for the price of an hour!)"

#3. Provide the same special to the rest of the group or class for their own shopping needs.

Sample: "In addition to the class gift, I am happy to extend this same offer to you if you would like to purchase massage gift certificates for your friends and family.

(90-minute massage therapy sessions for the price of an hour!)"

It is really that simple!

You've now got a novel idea to generate extra sales over the holidays while providing extra value to the people you know.

If you would like even more help with the wording and tone of the offer to the group, you can see the EXACT email that I sent to my kid's class to offer them the opportunity to buy a gift certificate. You can use my letter as a sample to model for your own.

Just jump over to:

<http://tinyurl.com/ID-HolidayGC-Letter>

to request your free Holiday Promotion e-book.

Pre- & Perinatal Massage Therapy

An Extraordinary 32-Hour Hands-on Workshop

This student-friendly workshop will help you to:

- ✓ Earn the prenatal MT training many hospitals, spas, & others require
- ✓ Become confident & competent in all phases of maternity MT care
- ✓ Expand into clinically tested techniques to meet women's physical & emotional needs
- ✓ Incorporate career-protective body mechanics, positioning, theories & insights from a 41+ year career



Carole Osborne

Course Developer & Author of
Pre- and Perinatal Massage Therapy, 2nd edition
2008 AMTA National Teacher of the Year

Berkeley, CA April 3 - 6, 2017
San Diego, CA Fall TBA

Register at www.bodytherapyeducation.com
or call 858.633.3033