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• ADHESIVE CAPSULITIS

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Our online newsletter
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or e-mail to be quickly
connected.

Summer
Issue

June
2015

A Welcome Letter from Our President, Denise Williams

Greetings,

Your board of directors continues to channel their energies into bringing you services and seminars to fit your needs. The medical massage seminars, featuring Dr. Gene Desepoli, have been very well received! Due to late breaking change in presenter availability, we regret having to postpone our fall seminar in Rochester until next year. We will continue to have seminars downstate for the time being. See the Looking Forward section on page 3 for basic details.



The Membership Secretary Team is ready to launch a limited version of the Mentorship Program. The immediate aim of the program is to assist new or struggling massage therapists. Currently, mentors are available for the topic of self-care and longevity. We are sure to have more mentees than mentors, therefore apply early if you are looking to receive the benefits of mentorship.

Recent news headlines have focused on the issue of human trafficking in the nail salon business. Governor Cuomo has seen fit to take notice of this issue by convening an investigatory body. I've personally been in touch with a Long Island massage therapist regarding the related problem of practicing massage without a license. I will keep the Society posted on my progress and in turn keep you informed.

It's hard to believe that 18 months at the presidential helm have blasted by! Board elections are coming up for the 2016-2017 term. Life circumstances do not allow me to run for any board position this time. I will continue to lend my expertise to the board and Society members in other ways.

At the moment two critical positions remain open on the current 2014-2015 board. I invite you to join our wonderful team to fill the vital position of Event Coordination Team Leader and Treasurer.

If you want this organization to continue and thrive then I encourage you to come to general meetings and run for a board position.

Warmest regards,
Denise H. Williams, LMT

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Upcoming Medical Massage Workshops

by Dr. Gene Desepoli, DC, LMT

During our last workshop, a discussion came up around the question “What is Medical Massage?” Having taught “medical massage” courses at three different massage schools over the past 16 years and having practiced “medical massage” almost exclusively for the past 31 years, I hope I’m qualified to answer that, or at least, to give my opinion.

Let’s be clear that the general health benefits of massage are very important. Stress reduction and relaxation are two important benefits that we bring to society.

Some of us, however, want to operate at a higher level of practice. We want to be proficient at assessing the conditions presented to us. We want to utilize a wide range of treatment options and to educate our patients about rehab and prevention. This requires a larger body of knowledge and life-long learning. For example, are you aware that the soleus muscle can extend the knee? Yes, extend the knee! And that a weightlifter may strain the soleus muscle when they are coming out of a squatted position with weights (trying to achieve a personal best effort)?

Over the years, we have heard many terms proposed by therapists wishing to distinguish themselves and their treatment approach— orthopedic massage, clinical massage, neuromuscular massage, sports massage and many more.

I would argue that these terms almost become meaningless when viewed with the following perspective: if you are aware of the effects of massage upon the human body, know how to appropriately apply them, and are aware of the overall health-status of the patient, it does not matter if a patient suffered a lateral ankle sprain as an 80 year old sedentary person or as a 23 year old professional tennis player; does one apply medical massage and sports massage? What does sports massage even mean in this case? What I do know is that I will apply all my knowledge to assess, treat, rehabilitate and prevent it from happening again. For me, that is medical massage.

It is my responsibility to learn everything I can as well as to continually update my knowledge even for conditions I may not see for a long time. Essentially, my job is to match my treatment with what is needed by the patient.

What are your thoughts? Share them on our new members-only online forum: <http://nysmassage.org/page-1646903>

Are you a member and haven’t signed up for the new forum yet? See page 4 for details and instructions.

In our upcoming June workshop, **Adhesive Capsulitis Assessment, Treatment, Rehabilitation**, we will cover Frozen Shoulder and the more commonly overlooked Pseudo-Frozen shoulder.

In addition to massage treatment, we will learn exercise and manual techniques to effect the tight joint capsule in order to speed up healing. Let’s take our level of practice and proficiency to the next level!

Building our Profession One LMT at a Time

We are up and running!

I am happy to announce the start of the mentoring program!

Maintaining physical and mental health in our profession can be challenging. Some of our long term members have done very well at doing that and they are ready to help.

If you are a therapist who is having difficulty meeting the physical and mental demands of our business, contact us: at info@nysmassage.org or call 1-877-NYSSMMT - press 0 for General Box.

Even if you had an injury feel free to get our input. We can help. Almost three years ago I developed a rotor cuff problem. I had a muscle tear, bone spur, and bursitis. The doctor wanted to operate! That would have resulted in a three month layoff. With the right help I managed to rehabilitate myself. I’ve been pain free for two years. With the right approach many of us can achieve that kind of result.

We could still use additional mentors in the following areas:

- Establishing a substantial client base
- Choosing a direction for practice
- Managing bookkeeping and continuing promotional needs
- Keeping current with new methods and modalities in theory and practice

Being a mentor is not as time consuming as many of you might think. Contact me at 914 623-3576 for details on becoming a mentor. I look forward to working with many of you in the near future.

Sincerely,
John Morse, LMT
Membership Secretary Assistant



Looking Forward

Medical Massage Series Continues

- **Assessment, Treatment, Rehab Series with Dr. Gene Desepoli**

2016-17 Board Election Nominations!

Early Winter: 3 hour CE Workshop

2016 Late Winter: Meet – Greet – Eat!

Members earn free Continuing Ed

Stay Tuned for details!

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Upcoming Medical Massage Workshop!

Assessment and Treatment Adhesive Capsulitis/Frozen Shoulder

**Learn the Assessment Protocol to Unlock and Prevent
Frozen Shoulder!**

**Dr. Gene Desepoli, DC, LMT,
RRT, CSCS of Queensborough
Community College and NYSSMMT's
Medical Massage Director will
provide a multidisciplinary treatment
approach to adhesive capsulitis /
frozen shoulder.**



Date: Saturday, June 13, 2015

Time: 9:30 am - 2:30 pm

Location: Crowne Plaza White Plains – Downtown
66 Hale Ave
White Plains, NY 10601

Hours: 3 CE Hours
Plus Free General Meeting

Pricing:
NYSSMMT Members \$100 | Non-Members \$125

Bring: Massage table, sheet, towel, loose comfortable clothing, sports bra for women.

Don't forget snacks to bring for break and biz cards for networking!

*For course description and fast online registration go to:
nysmassage.org then click the [Events](#) link*

*For other questions e-mail: workshops@nysmassage.org
or call 1-877-NYSSMMT (697-7668)*

Cancellation/Refund Policy: Refund allowed up to one week prior to event. Afterwards, money credited towards future event or membership dues. A \$50 Administrative Fee to be applied to cancellation, refund or credit requests.

MESSAGE BUSINESS MATTERS

Conquering Rebooking Fears

I recently had a very interesting conversation with a massage therapist who was having difficulties rebooking her clients. She explained how her business partner had a 100% rebooking track record yet she herself was struggling and had no regular clients!

What was most interesting was that she went on to explain that she hadn't reached out to her business partner for tips or advice because she assumed she was a stronger personality and "must be more pushy than she could ever be".

She also explained that she doesn't really feel comfortable taking payment after the session, and that she gets flustered – especially if the next client is waiting for her. She doesn't want to "try and sell the client" with someone else sitting there.

I thought her choice of words were so profound and eye opening. She had reluctantly admitted she was behind on her bills and barely making ends meet. I went on to discover how many other massage therapists shared her struggles. Here are some tips I shared to help build confidence and boost your massage re-bookings.

Tip#1 – Know you are a professional and that clients are often looking for your professional opinion on how they can receive the best benefits of massage therapy. Think about the missed opportunity when you don't educate clients on how you can help them, or why and when they should come back and see you.

For example, let's say a client sees another massage therapist weeks after seeing you and they recommend a rebooking in one week to focus on decreasing the pain and stiffness and improving the mobility in that nagging right shoulder. Now that client thinks "Wow, I just saw Melissa a few weeks ago and she didn't mention any of this". Which massage professional would you consider knows their stuff with whom would you rebook?

Tip#2 – Ask how often the client receives massages. It also turns out this massage therapist having trouble with rebooking clients didn't ask clients how often they receive massages on her intake form. Knowing the frequency of the clients' massages will better prepare you for educating them on how to get optimal results and when to come back and see you.

For example, someone who gets two massages a year comes in for a massage because they hurt their back. This person will need you to advise them that you offer techniques to address the back issues they are having – they may want to consider a session once a week for the next 4 weeks (or whatever you think is best). Never assume clients know everything that you do! Especially with vast and ever-growing massage styles and practices.

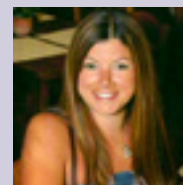
Another option is to give them the opportunity to hold a regular appointment time so they don't go too long without a session. Use the cue when they say how good they feel to let them know the benefits of getting a massage [insert frequency] and ask if they'd like to get on your schedule for sessions more regularly. If there is hesitation maybe offer to start with a slightly less frequent time.

Tip#3 – If you collect payment after your massage sessions and find it interferes with having time to discuss rescheduling, consider switching payments to the beginning of the session. As your client exits the treatment room, you could ask how they feel and offer suggestions for when they should come back. Or just flat out ask when they'd like to reschedule. At that moment be sure to consider how often this person gets a massage and direct the conversation with this in mind.

When you are organized and follow the same protocol for each client over and over they'll get used to your style and authority – some may even be more inclined to ASK when to come back and see you. The key is to remember that they choose to book with you the first time. Whether or not they are invited to rebook with you beyond that is your choice.

Your Massage Business Builder PRO,
Melissa Argentina-Toro, LMT

www.MassageBusinessBuilderPRO.com
www.facebook.com/MassageBusinessBuilderPRO



The Secrets to Success Series

Interviews with Passionate PTs and LMTs

by Theresa A. Schmidt, DPT, MS, OCS, LMT, CEAS, DD



Are you feeling satisfied with your work? Do you think you are making a significant difference? Remember when you were just starting out, so excited, curious and ready for the big adventure? You got through the grueling hours, the nail biting exams, the boards, and now you are officially a licensed therapist. Are you still excited, or have you succumbed to the challenges of the real world? To address the ennui or downright burnout experienced by some therapists, I have asked successful therapists to volunteer to share their magic. What is their secret? I hope their words inspire you to reflect upon your practice, and to embark on a journey to make positive changes in your work and in your life. How do we make our work more meaningful, more significant? Can we really change the world for the better? In this edition's interview, Ken Woisin, MA, LMT shares his inspiring story with us.

AN INTERVIEW WITH KENNETH WOISIN: FROM EXEC TO LMT

PART ONE

Theresa: Welcome, Ken, thanks for offering your experience in this interview. Why did you choose to become an LMT?

Ken: I was trained at a very early age in the Native American Healing Arts by my Grandmother and Mother. I was always fascinated by the ancient forms of early medicine which documented massage and manual therapies in early writings and drawings.



As a Vietnam Veteran I witnessed firsthand how compassionate caring touch was a powerful form of communication and influential in the healing process. As a successful business executive of a major corporation, I recognized that the business world was changing due to the philosophies and business culture of President Reagan's economic policies. Reganomics and government deregulation during the early 1980's focused more on creating large corporate profit centers via Wall Street through mergers and acquisitions. Large corporations were bought and sold in order to create higher stock market value. The fate of the everyday working person who spent most of their life working hard to provide for the family and secure their retirement future was being decided by Wall Street Bankers. As an executive in a major corporation I knew times were changing and wanted to give myself other options. I decided to pursue my interest in massage because I felt I could help people. The pressures of daily living, family, work and social burdens that we encounter unexpectedly in our lives create stressful situations. I felt compelled to follow my dreams and try to make a difference in peoples' lives.

What made you select this area of expertise?

I had wanted to be doctor when I was growing up. Having learned massage at an early age from my mother and grandmother I felt something calling me to this type of work. When I decided to attend massage school I paid attention to detail and worked very hard at achieving my goals. Also, I had good teachers that demanded a maximum effort in everything I did. Also, I got to know other healthcare practitioners that encouraged me to

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learn as much as I could about the different ways to use massage to treat the human body. I was influenced by their positive attitude, and ability to recognize the potential of the massage profession and belief in what they did.

How did you learn about the field and your areas of expertise?

After graduating from massage school I kept an open mind and enrolled in many different types of continuing education classes that were taught by highly respected health care experts in medical massage, physical therapy and chiropractic profession. They taught me how to develop and refine my manual skills and rise to a higher level of professional achievement. I sought out and asked questions to talented and respected seasoned massage therapy professionals who had been in the field for many years and observed how they worked. I also had very good mentors I sought advice from and that showed an interest in my work. They steered me to specific courses to pursue in order to enhance my massage technique & skills so that I would be successful.



Tell me a bit about your strengths, and how it helped you to succeed.

My understanding of human anatomy/physiology and kinesiology/movement patterns, as well as medical terminology has made it easy to communicate clearly with clients. I understand physician directions, and coordinate my treatment with other health care practitioners to develop an open line of communication regarding patient care protocols and follow up procedures. My experience working as part of a healthcare team, volunteering in major sporting events, community health projects, and clinical supervision in a Community College has afforded me the opportunity to interact with a variety of different cultures. My knowledge of numerous Eastern and Western manual therapy techniques along with functional movement has helped opened the door to clients that embrace wellness and look toward complimentary sources of healthcare when traditional medicine has not met their needs. My biggest strength is the ability to listen and establish truthful communication with each person and let my instincts guide me while providing a safe environment and beneficial treatment to the client.

[Editor's note: Be sure to check out part two with Ken's take on mentoring and his recommendations for career success, coming in our Fall 2015 newsletter!]

Thank you, Ken, for taking time to share your wisdom and experience. You are an inspiration to so many. You have certainly made a significant contribution to the field of massage therapy, and I am grateful to be able to share your story to inspire others. May you continue to be blessed.

– **Theresa A. Schmidt, DPT, MS, OCS, LMT, CEAS, DD, Educise Resources Inc. www.educise.com**

You can reach Ken at:

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261 Lake Shore Blvd., Massapequa Park, NY 11762
E-mail address: Khorn453@aol.com Phone: 516-220-1941

Dr. Theresa Schmidt founded Educise Resources Inc. continuing education, and maintains her physical therapy practice in Long Island, NY. She is a Board-certified Specialist in Orthopedic Physical Therapy, hypnotherapist, personal fitness coach, and ordained interfaith minister. Dr. Schmidt integrates allopathic and holistic therapies including myofascial and craniosacral therapy, muscle energy/PNF, Strain/Counterstrain, joint and visceral manipulation, Functional Technique, acupressure, IET, biofield work, and therapeutic touch. She is currently engaged in shamanic studies with Sandra Ingerman. Dr. Schmidt presents for International Fascia Research Congress, APTA, AOTA, AMTA/NY, NASA Inomedic Health, Cross Country Education, MotivationsCEU, HomeCEU Connection, Cleveland Clinic, and private hospitals and practices. Access free video tutorials of hands-on techniques at her website: www.educise.com

Welcome New Members

Beret Kirkby
Jennifer Furst
Maria Nguyen
Patricia A Singer
Peter Picataggio

YOUR CLASSIFIED AD
COULD BE HERE
AND ONLINE

ADV@nymassage.org

NYSSMMT 2016-2017 Board Elections are coming soon!

It is time to start thinking about who you want to vote for in the upcoming society elections.

The new board will begin January 2016. Please go to our website www.nysmassage.org and look up board position responsibilities. All nominees must be a society member in good standing in order to become a board official. If you are interested in running or would like to nominate someone, please contact:

Renee' Amico-Taback, VP
Election Chairperson
ra2taback@aol.com
by August 31, 2015.



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NYSSMMT Open Board Positions

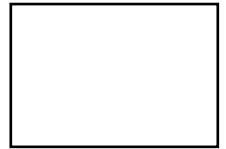
Event Coordinator
Team Leader
Treasurer

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

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



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* –

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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.
- Choice of two insurance malpractice/liability providers: Select the one that suits your needs. Optional if you already have coverage.
- Students and Seniors qualify for a preferred rate.
- 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.

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.

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www.nysmassage.org
then Click the [Join Now!](#) Button