



In This Issue

Letter from Our President

Carol S. Kessler shares her thoughts and greeting.

page 1

Featured Article

“All Wrapped Up and
Unable to Go: The Need
for Flexible Fascia”

By Marjorie Brook

page 2



Save the Dates - 2014

CUPPING WITH CONFIDENCE

details on page 3

A UNIQUE PERSPECTIVE ON HEADACHES, TMJ DISORDERS, AND FACIAL PAIN

details on page 3

INTEGRATED THERAPEUTIC STRETCHING™

details on page 5

TAME IT: BACK AND SHOULDERS GONE WILD!

details on page 3

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

Winter
Issue

December
2013

Legislative Update

page 4

Join the Yahoo! eGroup

page 5

Workshop Photos

page 6

Massage Business Matters

Easily Stay in Touch with
Newsletters

page 7



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

- Space for Rent
- Niecey's Naturals

page 7

A Welcome Letter from Our President, Carol S. Kessler

Hi Everyone:

*Time goes by so fast. Can you believe
it is almost the New Year?*

*Allow me take this opportunity to
thank all of you who attended the Art
Riggs workshops on Long Island in
September and in upstate New York
in October this year. Because of all
of you, both were a huge success.
Art is a terrific person, a wonderful
and knowledgeable teacher and his
workshops were so helpful to all who
attended. He showed us techniques that we could use when we
returned to work the following Monday morning. I love when
the presenters give us materials that are so useful. With that in
mind, let me give you a heads up. I will be teaching a “Cupping
Workshop” in January, 2014 for the society, in White Plains,
NY. I love to use cupping in my practice because it is so useful
to the patients and helps to save my hands. I get outstanding
results when using cups in my treatment and I look forward to
showing how you too can achieve positive results.*



*I want to inform you now that I will be stepping down from the
board at the end of my term in December. I know that the new
President (which will be determined after the elections) will be
a strong hands-on person and an asset to the Society.*

*Even though I will no longer be on the board, I plan to help
behind the scenes as much as possible. I know all of you will
be supportive, so if anyone wants to volunteer to help on a
committee or with tasks, the Society can always use your skills.
If you volunteer, even to just make phone calls, it will be most
appreciated and you may learn new skills in the process!*

*With much appreciation for all your support,
Carol*

*President NYSSMMT
Dr. Carol S. Kessler, PhD, LAc, MS, LMT*

All Wrapped Up and Unable to Go: The Need for Flexible Fascia

Picture that your whole body is surrounded; inside and out with one large roll of plastic wrap. It winds around, back and forth; in and out, covering everything from your muscles to your organs and bones. What you are picturing is called Fascia.

Fascia is the connective tissue which runs throughout your entire body much like a big cobweb. Its job is to provide a sliding and gliding environment for muscles, to suspend your organs in their proper place and to be the “wiring” for the electrical system inside of our body. Fascia also provides a supportive and moveable wrapping for nerves, blood vessels and lymph vessels as they pass through and between muscles throughout the body.

Since the fascia in our bodies is essentially one continuous piece; any one part in the body is attached to every other part in the body. This connection can manifest problems when you suffer an injury; which if not treated properly can linger for years. The longer the injury remains, the longer your body will function incorrectly. As time passes; what was just a small damaged area of your fascia, has spread throughout neighboring tissues. Suddenly, in areas nowhere near the original site of the injury or impairment, other problems begin to rise.

Still not there yet? Okay, here is a little exercise to bring the point home. Let's imagine that your shirt represents your skin - the outer most layer of the fascia. Take a hold of the bottom corner of your shirt and give it a pull. Feel how it moves across your body and then release it. Now with the other hand take a hold of a small section anywhere on the shirt. Repeat the pulling action from the bottom corner. Do you feel how the pull has changed? This is what happens when you have a restriction, adhesion or scar in your body. Consequently, a knee problem can be the result of a hip restriction, or the pull from a c-section scar can be the cause of lower back pain.

The body, being the amazing compensatory machine it is, will do everything and anything to keep you standing upright and functioning. Performance becomes hindered by fascial restrictions which cause diminished range of motion. Without full range of motion in its joints, the body has to use more energy for every movement. Restoring full range of motion will use less energy for every movement; granting you increased endurance. Restricted fascia places pressure on the circulatory vessels. These lymph and blood vessels are responsible for delivery of nutrients for cellular healing and removal of the damaged cells. Flexible fascia prevents injuries and allows you freedom of movement to perform in your sport, activity and daily tasks.

Restricted fascia can reduce the capacity of the cardio vascular system by pulling your body out of alignment. Consider this, in order to take a deep breath, your shoulders need to be back to lift your rib cage so you lungs can expand fully. Your spine needs to be straight to give the maximal lift to your rib cage allowing the diaphragm to work. Your pelvis needs to be able to hold a neutral position to maintain stability of your trunk. By loosening the restrictions that are pulling you forward you will find yourself more easily resting upright granting more ease to your heart and lungs.

Integrated Therapeutic Stretching (ITS) is a scientifically designed flexibility system that works with the body to create and maintain balance. It's goal is to release the restrictions and re-establishing correct postural alignment. ITS helps the body to function more efficiently by increasing the range of motion (ROM) of the joint

and aiding in neuromuscular re-education. With ITS you isolate each muscle and surrounding fascia while performing a series of stretches that target the fibers at every angle. Due to the isolation of the muscles and surrounding fascia, the body is unable to engage any compensatory muscles to perform the stretches. It quickly becomes clear how different muscles have been compensating for pain and injury to direct you right to the problem area(s). By utilizing ITS, individuals become more balanced, less susceptible to injury and promote their overall wellbeing.

How ITS Works

There are two primary principles that provide the basis for how ITS works. The first is the mechanism of reciprocal inhibition and innervations working together. If you want to lift your arm, your nervous system has to shut

off the muscles that bring your arm down (inhibition) while turning on the ones that lift it up (innervations). ITS works with your nervous system and in the process, re-educates the muscles how to function properly and how to utilize and maintain full ROM.

The second principle is to hold the stretch for 2 seconds. Holding a stretch for longer than 2.5 to 3 seconds triggers a protective stretch reflex in the muscle fibers, and the muscle you are trying to stretch contracts. By not tripping the stretch reflex, you are able to get a gentle stretch without having the body work against itself. The stretch is repeated eight to 10 times in a set. The repeated “pumping” action of the muscle allows for increased circulation to the area. By targeting very specific angles of the muscle and promoting full ROM of the joint, the results are a highly efficient and effective stretch, affecting the muscles from origin to insertion. It reaches areas our fingers and hands cannot go. With ITS, you can address injuries such as sprained ankles and pulled muscles as well as physical disorders such as sciatica, multiple sclerosis, scleroderma, scoliosis, and paralysis. Most important, you give your clients the ability to fend off the multitude of physiological and psychological effects their disease or reoccurring injury is causing.

The benefits of stretching have been known for thousands of years. It is vitally important to teach your clients how to stretch properly. A typical ITS session runs about 60-90 minutes. However, if the client is willing and able a session can go for longer periods. The client dressed in comfortable clothes, which allow for stretching, is instructed that the work is active meaning they are participating or working throughout the whole session. They are not laying passively on the massage table and being worked on.

The practitioner would create an individually designed protocol which targeted the specific problem or issue. These problems could be resulting from such conditions as Sciatica, lower back pain, shoulder injury, and any number of diseases or disorders. Integrated Therapeutic Stretching can be applied to just about any physical condition. There are really no contra indications for this work but as with any hands on modality it is always best to proceed with caution. Any time a new condition or injury walks into your office you should always research it thoroughly and when in doubt get medical clearance from the client's physician.

During the session the client is guided through specific body positions which isolate the muscles/tissue and sets of full range of motion stretches and gently assisted at the end of each movement. As the session progresses the client is taught how to perform the stretches on their own thus empowering the client to have an active



Looking Forward

2014 EVENTS

Barbara Joël

- Tame It: Back and Shoulders Gone Wild!

7 CEUs
 Tuesday, June 3, 2014
 TRS Professional Suites
 40 Exchange Place
 (also known as 27 William St.)
 3rd Floor Room #1
 NY, NY 10005
 212-685-2848

ADVERTISING DEADLINES

Ad Submission Date - Publication Date

Feb. 5, 2014 - Spring Mar. 7
 May 5, 2014 - Summer - Jun. 7
 Aug. 5, 2014 - Fall - Sep. 7
 Nov. 5, 2014 - Winter Dec. 7

Kindly take into account: print publication dates are approximate and may on occasion be later.

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 (text only)

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

Reach about 900 health minded professionals.

E-mail us at:
adv@nysmassage.org

Favorable rates for NYSSMMT members

Save the Date

Cupping with Confidence

Dr. Carol S. Kessler

Licensed Acupuncturist and Licensed Massage Therapist will show you how to confidently incorporate cupping into your massage therapy practice.



Seamlessly incorporate cupping into deep tissue massage, scar tissue release, TMJ, headache relief and so much more.

A Unique Perspective on Headaches, TMJ Disorders and Facial Pain

Joining Dr. Carol Kessler is

Dr. Barry M. Mark

Dentist, Licensed Acupuncturist and Homeopath whose practice is limited to treating Headaches, TMJ Disorders and Facial Pain.

Be an integral part of the treatment team by learning from a dentist which treatments really work for each of the different TMJ Disorders, headaches and facial pain.

Dates: Saturday Jan. 25, 2014 – Cupping with Confidence
 Sunday Jan. 26, 2014 – A Unique Perspective on TMJ Disorders, Headaches & Facial Pain

Location: Both classes at the Crowne Plaza - White Plains, NY

Hours: Each Workshop 7 CE Hours

Full Tuition:

One Workshop: Non-Members \$215 | NYSSMMT Members \$165
 BOTH: Non-Members \$387 | NYSSMMT Members \$297

Early Bird Savings Before Jan 4, 2014

One Workshop: Non-Members \$175* | NYSSMMT Members \$125*
 BOTH: Non-Members \$315* | NYSSMMT Members \$225*

*** Early registration includes: Raffle to win 4 Piece Cupping Set!**

For full course description and fast online registration:

[CLICK HERE](#)

or type tinyurl.com/societyevents into your internet browser

roll in his/her own health & wellbeing. Stretching goes hand in hand with strength training. A complimentary specific strengthening program which is utilized to create increased local joint stamina and dynamic stability through any range of motion should also be incorporated into every session. Joining these concepts of flexibility and stability, total body balance is possible.

I have used ITS with success for clients ranging from children to seniors and presenting a broad range of problems. Below is the story of one client who experienced dramatic results with ITS.



Client Story 1: “Tom,” 49, suffers from multiple sclerosis (MS). When physical therapy and pain management no longer yielded results, his insurance company stopped coverage, leaving him house-bound without any means of therapy or aid. As a former college athlete, Tom was utterly frustrated at his loss of control over his own body.

When I met Tom, he was 60 lbs overweight, wheelchair-bound and depressed. I explained how ITS works and that I needed his help if the therapy was going to be successful. He looked doubtful but said he would do whatever he could. Since Tom was starting to experience drop foot and his ankles were very swollen, I started there. After showing Tom how to use the stretching strap to assist himself, I asked him to concentrate on lifting up his foot and giving a light pull on the strap at the end of the move. While we worked

together, his edema went down, and Tom started to get excited. The motor functionality in his feet started to improve, and Tom’s enthusiasm increased. As we progressed on to other areas of his body, I explained how he could perform the stretch on his own, and I also showed his wife how she could assist him. After two sessions, Tom insisted on coming to my office instead of having house calls. After six visits, Tom amazed and thrilled me by coming up the walkway to my office using his walker. His wife informed me with a big smile that he had been doing his exercises every day and his whole attitude had changed. Today, Tom has lost 40 lbs, goes out with friends again and seems to have a new lease on life. He still has bad days and setbacks because of MS, but with the help of ITS, he has the ability to slow down its progression and take some control back over his life.

So how what does it take to learn Integrated Therapeutic Stretching? ITS is not difficult to learn, the basics can be gotten in a couple of weekend courses. Usually a lower body weekend followed by an upper body class is recommended. As with learning any new modality it just takes practice to become proficient. Once you have mastered the basics you can move on to the more advanced course which will teach you how to put the basic stretching information together with the strengthening and apply it all to specific injuries and diseases.

The importance of fascia and its effects on the body is finally starting to gain recognition. Integrated Therapeutic Stretching is based on the principal that fascial restrictions can be eliminated and full range of motion can be restored, creating a balanced healthy body.



Marjorie Brook is a International Therapist/Educator/Lecturer. She currently teaches throughout the USA, Canada and Europe. Marjorie offers continuing education courses in Integrated Therapeutic Stretching and Strengthening, Scar Tissue Release, and Body Mechanics through her company Marjorie Brook Seminars www.marjoriebrookseminars.com.

Legislative Update

Dear Colleagues,

There have been increased inquiries from LMTs who have received state reminders for their registration renewal and many are concerned about meeting the CE requirement. The first step is “not to panic”. If you check the state’s website: NYS Massage Therapy: Continuing Education: Therapist Q&A – you will find various options.

If you are searching for affordable one and two-day hands-on workshops to round out your CEs or simply wish to expand your knowledge base in the good company of your peers, you will find some upcoming classes for 2014 in this newsletter. Before signing up for any workshop, it is a good practice to check that the sponsor is NYS approved: Department Approved Sponsors. If you prefer to study on your own, you can fulfill all CE requirements online as well as earning 12 CEs through independent studies.

A small percentage of LMTs will be audited at random. It is required that you save your completed CE records for six years. In the event you are not able to accrue the required CEs needed for your registration renewal but wish to continue to work, you can apply for a ‘conditional registration’ which is good for 12 months. This gives you time to catch up. For further information please contact the Office of the State Board for Massage Therapy, New York State Education Department, Office of the Professions, State Education Building – Room 304, 89 Washington Ave., Albany, New York, 12234, phone 518-474-3817 ext. 150, fax 518-473-1951, e-mail: msthbd@mail.nysed.gov.

We look forward to seeing you at Society sponsored classes.

Warm regards,
Barbara Joel, LMT
NYSSMMT Legislative Chair



Board of Directors

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

Patti Cadolino, LMT
Vice President/Board Member

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

Barbara Joel, LMT
Medical Massage Director/ Legislative
Chairperson
Board Member

Denise Williams, LMT
Bulletin Editor/Board Member

Ellen Neiman, LMT
Website Administrator/Board Member

Susan Gelbman, BA, LMT
Logistics Coordinator/Board Member

Laura Zinnanti, LMT
Illegal Massage Task Force/Board Member

Deirdre O'Malley, LMT
Nicka Post Fund Contact/Referrals/Board
Member

Contributors

Linda Savodnik
Administrative Assistant

Kate Afanasyeva
Graphic Designer

Join the Yahoo! eGroup

Yahoo! eGroup participation is a specialized forum available to NYSSMMT members. Our eGroup connects and expands our community. You may use it to get answers to questions, state your opinions and ask for assistance and information. To ensure your uninterrupted access, please remember to renew your membership in a timely manner.

To 'join' the eGroup, email Reneé Amico-Taback, our Online eGroup Administrator at: nyssmmt-subscribe@yahoogroups.com to be approved for the eGroup. You must include your first and last name, your email address and when you joined or renewed your society membership. If you have any questions or need help, you can contact Renee' by sending an email to: eGroup@nysmassage.org.

Save the Date

Integrated Therapeutic Stretching™

*Improve your patient's comfort throughout
their daily activities*



Marjorie Brook

LMT, CIMI, International Educator/
Therapist

Why Learn I.T.S.™ Method?

- Learn how to assess your client's range of motion limitations
- Enhance your patient's range of motion
- To isolate and stretch individual muscles and fascial pathways
- Re-establish muscular balance with restored joint range of motion



Dates: Saturday & Sunday - March 1-2, 2014

Location: UpSky Long Island Hotel (formally Sheraton Long Island)
110 Vanderbilt Motor Parkway
Hauppauge, New York 11788
Book hotel separately: (631) 231-1100

Bring: Massage Table, bolster, sheets, loose clothing

Cost: NYSSMMT Members \$315 / Non-Members \$365

Early Registration by Feb 1, 2014 + Bonus *

NYSSMMT Members \$285 * | Non-Members \$315 *

* Early registration includes: Raffle to win a \$100 AMEX Gift Card!

Hours: 14 CEU Hours

For full course description and fast online registration:

[CLICK HERE](#)

or type tinyurl.com/societyevents into your internet browser

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

Workshop Photos

Once again we had the honor and privilege of hosting extraordinary deep tissue workshops with Art Riggs. In 2012 Art was so impressed with the level of participants' skills as well as the intelligent feedback that he decided to grace us with a repeat visit this year. This year Art presented in two New York locations Sept. 28-29 on Hauppauge, Long Island and the following weekend in Newburgh, New York.

On behalf of the Society, special thanks go to Mark Waterman, LMT for assisting Art all weekend at the Hauppauge workshop location. Art commented to the board of directors that he felt Mark did an outstanding job as his teaching assistant!



Art pauses to take in a participant's feedback.



Massage therapist Cheri Hall and acupuncturist Peter Scolaro deftly double team LMT Maria Perlata's shoulders.



The message conveyed in Susan Krencik's bright smile is quite clear – hands-on learning is joyful!



Long time Society member Ian Sharpe applies a deep tissue technique to correct knee problems.



Mark Krele, LAc gives his full attention and intention as he dorsiflexes his partner's ankle. Talk about being in good hands!



Art demonstrates unique patient positioning with teaching assistant Mark Waterman. Shown here is spinal rotation to mobilize vertebrae in the opposite direction. For a complete explanation and contraindications see [Deep Tissue Massage Manual by Art Riggs](#)



Maria Perlata and Cheri Hall simultaneously assess the feet before them.

CLASSIFIEDS

FOR RENT

2 Treatment Rooms for Immediate Rental

Available for use during day and evening hours (8am – 8pm) in the Upper East Side.

For more info, contact Laura at shumaker@seleni.org

*YOUR CLASSIFIED AD
OR
DISPLAY AD
COULD BE HERE
AND ONLINE*

EMAIL: ADV@NYSSMASSAGE.ORG

**Niecey's
Naturals!**

100% Organic Double Body Butter

Luxuriously melts into your skin like cool butter on hot toast!

Excellent after scar tissue work or as belly cream during pregnancy

Get It while it's COLD!
Only available during cool weather

Vegan Friendly ♦ All Natural ♦ Hand-whipped

www.nieceysnaturals.com
917 426-3646

MESSAGE BUSINESS MATTERS

Easily Stay in Touch with Newsletters

Why send a newsletter?

From a business perspective; the most important function of your newsletter is to keep your services uppermost in your client's thoughts. This concept is called "top of mind" which is the opposite of "out of sight, out of mind".

A good newsletter is informative and engaging in nature rather than being a blatant advertisement for goods and services.



From the client's perspective your newsletter:

- Is an educational tool: for example how to prolong the benefits of massage between sessions!
- Let's your patient's know about current happenings in your practice such as new services. Many of my patients booked an appointment after reading about my experience in a scar tissue release seminar.
- A good newsletter enhances the reader's well-being: For example 7 tips to get the most out of your massage session.
- Subtly reminds your client "Ahhh yes, I meant to schedule a massage".

Write about what you know!

Two basic guidelines: topics should relate to your practice and be of interest to your target audience.

- Stretching suggestions for
 - Pain prevention
 - Postural improvement
 - Sports performance
- Pillows & positions for a better night's sleep
- Ergonomic workstation tips

No Time to Write Your Own Newsletter? No Problem!

My schedule has become so filled that I skipped a month in writing my monthly newsletter! Rather than risk another missed issue, I scouted out another alternative and found Natural Touch Marketing. In my case I opted to purchase individual articles at \$5 each to use in my existing newsletter, but if you prefer purchasing a complete newsletter, the cost is quite reasonable at \$15 per newsletter. Once you've set up your initial newsletter, then it's simply a matter selecting a pre-written topic.

Natural Touch Marketing allows you to create a very professional and attractive newsletter by selecting eye-pleasing color schemes, tasteful graphics, and well written articles on a wide variety of massage & health related topics.

For the one low price you get these four versions:

1. Print a high-resolution PDF for printing as many copies as you need
2. Email a ready-to-send version you can forward to your clients
3. ESP a version specifically designed for using a bulk Email Service Provider
4. Web an HTML file you can place on your website

See [Natural Touch Marketing client newsletter](#) for more details and other options.

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 • December 2013 • Vol. 5, 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.

- 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.

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.