



AMERICAN MASSAGE THERAPY ASSOCIATION

Alabama Kneads

March 2010

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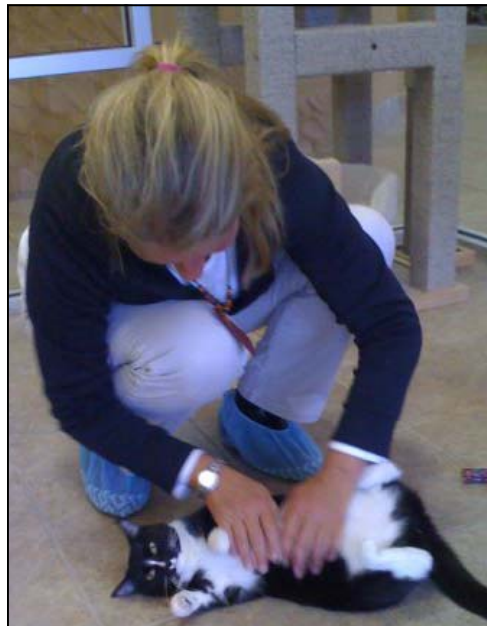
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BOD at Large Place 2

Joe Bright
256-784-6277
brtflids@centurytel.net



Dear Fellow Massage Therapists:

In Birmingham, Jennifer Zimmerman (pictured in bottom photo) and myself (pictured in top photo) volunteered several hours at the Birmingham Humane Society on Oct. 29. We gave chair massage to the staff and volunteers, approximately 15 people, some of whom were involved in rescuing animals during recent years' hurricanes, including Katrina. In between chair massages, we gave pet massage to many cats who were in need of socialization and loving touch.

This year we were unable to be at the Birmingham Air National Guard, unfortunately.

Ron Joganic and Caryl Green went to Children's Harbor Nov. 14 in B'ham area and provided at least 24-28 chair massages to care-givers for the Foundation of Hope effort. Way to go Ron and Caryl! Thanks so much for your kind efforts..

To date I do not have all the reports in from those who participated in MTAW, so I am looking forward to hearing from the rest of our MT's who helped spread the word about massage!

Many thanks to Jennifer who so graciously donated her afternoon.

Sincerely,
Mary Cerruti
Public Relations Chairman

Alabama Board of Massage Therapy

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www.almtbd.state.al.us

AMTA National Office

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847-864-0123 Fax 847-864-1178
http://www.amtamassage.org/

Building Your Marketing Train for Massage Therapists

by Kelly L. LeFevre, MSM, LMT

You should always make time to market and grow your practice. As a licensed massage therapist, I have learned that marketing comes more naturally when you have a well-planned system in place. That is why I developed the Marketing Train for Massage Therapists. Just like a regular train, there are three main components to your Marketing Train: The Engine, The Cars and The Caboose.

The Engine

The engine is the most essential and powerful component of any well-oiled train. The engine is fueled by activities that give your massage practice the power to move forward through some of the following strategies:

- Speaking engagements, workshops or teleclasses
- Forming strategic alliances
- Networking
- Using direct mail, such as sending out marketing letters or postcards
- Writing articles
- Doing radio interviews

Many massage therapists try to do too many things to

market their practice and never go “deep” enough for any of them to be really effective. Think about your current marketing activities and pick up to three strategies. Do them consistently, do them well and allow them to fuel your business.

If you are still building your practice, I recommend spending 60 to 90 percent of your time on the engine. The number of new clients you get is relative to how much activity you are generating through the engine, just like the speed of a train is determined by the power of the engine.

The Cars

The cars on your Marketing Train represent passive marketing strategies. This includes designing a logo, building a website and creating brochures and business cards. No rail car would go anywhere without an engine car pulling them forward. The same is true with passive marketing strategies. While these items are a necessity for professional practices, they don't bring

business on their own. You have to incorporate them into your active marketing strategies to make them work.

The Caboose

At the end of your Marketing Train is the caboose. These are activities that keep your passengers (clients) on board. Also known as “keep-in-touch” strategies, or relationship marketing, caboose activities include sending quarterly newsletter and using a contact management system to make phone calls.

The electronic newsletter is most effective. Many times, people need to hear from you multiple times before they buy your services. A newsletter keeps you in front of prospects and existing customers without being intrusive. Your goal should be to funnel as many people as possible to your newsletter list. When developing content for a newsletter, I follow the 80/20 rule with 80 percent focused on content and 20 percent promoting your massage therapy practice.



About Kelly L. LeFevre

Kelly L. LeFevre, LMT, MSM, is creator of Massage and Prosper™ and is committed to helping massage therapists across the country attract more clients, build their ideal practices and live a balanced life. Get your free Massage and Prosper Success Kit at www.MassageandProsperSuccessKit.com.

The Massage Coach: DON'T ADVERTISE WHAT YOU DO, BUT WHAT YOUR CLIENT RECEIVES

By Coach Cary Bayer <http://www.carybayer.com>

Earlier this year, I was teaching a series of classes in our nation's capital and, wanting to get some fresh fruit for a post-seminar snack, I went into a Giant grocery store in Silver Spring, Maryland. Unlike just about every other supermarket and retail outlet that I've ever walked through throughout this vast nation of ours, it, surprisingly, did *not* have a customer relations department. But don't be shocked. That's because this Giant had already awakened its own *inner* giant: it has a *Solutions Center*. The difference is quite palpable. Customer relations is what stores offer; *solutions* are what customers desire. Going into a store that sports its own department for solving your problems is a fresh breeze that would make anyone a loyal and devoted customer.

Massage therapists can benefit immeasurably from this significant distinction when it comes to preparing advertising for their services, developing the proverbial 30-second elevator speech, and learning how to effectively talk about what they do. When I teach throughout the country, I come across dozens of different wellness magazines. As I peruse these (usually) monthly publications, I see ads from

many therapists and spas, and virtually every single one of these-with rare exceptions-are usually just business cards plunked down in the publication. Each of these "so-called" ads makes the same basic mistake-and makes it in a big way. I say "so-called" ad because it's not an ad at all, but a business card. What these messages do is communicate to a reader what the LMT will *do* for him, rather than what the prospective client will *receive* from the therapist.

Advertising in this way is a huge missed opportunity for therapists and a big waste of the money that they work so hard to get.

What most LMTs need to understand is that most of the people who could possibly find their way to their tables wouldn't recognize their own myofascial if it hit them in the head. "Neuromuscular" sounds too technical for someone who just wants some relief from the pain in his shoulder. Deep tissue, while it means a lot to your colleagues, sounds to many prospective clients, like some new kind of packaging for Kleenex products.

Massage therapists would benefit enormously by realizing that they'll be far more successful if they engage in technical shop talk

only with other therapists, but use plain and simple English to clients and prospective clients. This holds true whether the LMT is communicating through an ad, newsletter, brochure, or website, or in an elevator, at a party, or in line at Starbucks, or on a website. It's one thing to talk anatomy and modality to other LMTs at a CE training or state convention; it's quite another thing to talk that way to a layman in pain who's simply looking for much-needed relief. To paraphrase the old acronym: KIST-Keep it Simple, Therapist.

I'm not saying that there's no value in discussing what you do and the technical aspect of the modalities that you practice. They serve the valuable function of providing rationale for the rational side of your prospective client's nature. It intelligently explains the value of your work when telling potential clients the benefits that they can receive. It speaks to the left side of their brains.

Commercials for wise marketers do this on television, on radio and in movie theaters. Print ads for savvy businesses do this in magazines and newspapers. A car spot, for example, might describe rack

Continued on page 4

ANNOUNCEMENTS

Beginning with our Spring newsletter, we will have an Announcements section. Members can submit announcements pertaining to their profession (job openings, relocation, accreditation, equipt. for sale, etc), as well as personal announcements including births, sympathy condolences, etc.

Articles for the next newsletter Announcement section should be submitted no later than **May 2, 2010** to LaDonna Ward, email ladonna.ward@yahoo.com.

We look forward to sharing info with each other, so please keep your announcement as brief as possible (preferably 25 words or less) as space is limited.

and pinion steering, anti-lock brakes, and deployment of airbags. This explains how and why if you buy that vehicle, you can rest assured that your kids will be safe. The best of these commercials will analyze the features of the car but they'll demonstrate safe braking on icy roads, keeping your little ones safe. This speaks to the right side of your brain and your feelings.

A commercial for a vacation in Israel, for example, will show images of historic synagogues, churches, and mosques for Jewish, Christian and Muslim viewers. It will provide the feeling of ancient peace in the holy land. This reaches your heart and the right side of your brain. If the creative team at the ad agency is smart, they'll also convince the left side of your brain that increased security and anti-

terrorism forces will make you feel safe while you're there.

If you meet me at a party, a CE training, or your state convention, and you ask me what I happen to do, I won't tell you that I'm a life coach. This is despite the fact that this is clearly what my business card says that I do professionally. Instead, I'll tell you that I regularly help people create breakthroughs in their finances, in their businesses, in their relationships, and in their spiritual lives. I'll tell you that I have privately helped more than 150 different massage therapists create breakthroughs in their business and their personal lives. In other words, what you'll hear me do is describe the *results* that someone can expect by working regularly with me. If you don't think that this gets people's attention far more quickly and persuasively than

falling into the trap of saying the type of service you provide, then you haven't been paying close attention to how people listen. Very few people care what you do while you're going into your description. They're far too busy listening for what benefits they can receive *from* you.

So, if I happen to meet you at that party or convention, and I ask you what *you* do, you don't have to say that you're a massage therapist. You *could* tell me that you give people the beautiful feeling of well-being. Or you could tell me that you relieve pain from people's bodies. And if my feet are killing me from teaching all day or I'm feeling some other pains in my body, you can bet your sweet myofacial that you'll have gotten my attention in a proverbial New York minute.

Cary Bayer (www.carybayer.com) was keynote speaker at the 2006 American Massage Therapy Association (AMTA) national convention. A Life Coach, CE provider licensed by NCBTMB, and faculty member of Massage Business University, he writes for *Massage Today*, and for AMTA publications in 16 states in the U.S. His 27 publications include 10 for LMTs. His AMTA keynote is also available on DVD and as a mini-book. Cary has coached more than 150 massage therapists. His "Build a \$100,000 Annual Massage Business in Just 1 Hour a Day" 6-CE seminar is very popular among LMTs.

The Washington DC Centre of Indian Champissage
presents the
ORIGINAL Indian Head Massage
Training Course

Indian Champissage™ is an ancient treatment
steeped in centuries of Ayurvedic ceremony. This
unique therapy combines physical and subtle
massage with energy balancing to produce
feelings of perfect peace. **It is a wonderful
alternative to seated chair massage.**

BILOXI/OCEAN SPRINGS MS
May 22-24, 2010

Comfort Suites Biloxi/Ocean Springs
14001 Big Ridge Road, Biloxi MS 39532

Instructor: M. Susan Walsh
NCBTMB #450489-07 MS-82 LAP-0138 AL
21 CE Hours \$435

For more information or to register, visit:
www.mychampissage.com

Karl Crowe Scholarship

We shall offer three
scholarships for
**any AMTA member
attending**
our quarterly trainings
for the first time.

100% scholarship for the
first person,
66% for the second
person and
33% for the third person.

Please contact your president for more
info. (greatmassage@bham.rr.com)

AMTA—Alabama Chapter Committee Chairs & Social Liaisons

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AMTA Alabama Annual Convention, Elections & Business Meeting

April 23-25, 2010
Orange Beach, Alabama

You will be on your own for Lunch and Dinner on Friday, *BUT there will be appetizers on the Cruise that evening!* You will be on your own for Dinner Saturday Night too. There are plenty of restaurants in the area. Please ask for locations at the front desk when you check in.

Friday Evening - Meet & Greet
2 Hour Sunset Cruise on the
60' Yacht Shady Lady 5:30pm to
7:30pm



*Make sure you register,
Limited to 40 Persons
Will be registered by Post Mark date,
NO phone-in registrations*

Appetizers will be provided
~ BYOB / Ice Chest & Wind Breaker ~

Please join us for *FREE* Lunch on Saturday during our Business Meeting and Elections! *again make sure you register so we know how many of ya'll to expect*

Classes end at 4pm on Friday, if you are planning to go on the **Cruise at 5:30**, **make sure you register**, we are limited to 40 persons this year!

We meet at **5:15pm** at Zeke's Landing, across the street from the hotel. Bring your beverage, mixers and windbreaker!

Hotel Accommodations

The Island House Hotel
26650 Perdido Beach Blvd.
Orange Beach, AL 36561

800-264-2642

Please mention AMTA Group
#2295186

Standard Double Queen \$130 plus tax

www.islandhousehotel.com
Please contact hotel or go online for directions

Bring your Table, Sheets and Lotion / Crème / Oil!



~ **Class sizes are limited** ~

*Registration will be accepted by **Post Mark Date** on envelopes. NO phone-in registrations. If class size reaches capacity, you will be notified. So, please fill out ALL contact information on form.*

Thank You

Continuing Education Hours

Hand & Body Mechanics – 4 CE Hours Instructor: LaDonna Ward

The topics that will be discussed are:

- Table height
- Using body weight
- Lunging and sinking instead of pushing and straining
- “Tools” to save thumbs and fingers
- How to use our “Center” for our power

We will be implementing these techniques using Swedish and Deep Tissue Strokes. **Please bring your TABLE / SHEETS**

LaDonna Ward is a native of Cullman, Alabama and has been a part owner of the Birmingham School of Massage, Inc. She has been educating in the field of massage therapy since 1991. Her private practice specializes in clients with chronic pain and traumatic injuries. LaDonna has been a member of the AMTA since 1991 and has been a member of the Alabama Chapter board of directors for approximately six years. In her years of attending continuing education classes as a student and a teacher she has observed a need for additional instruction of hand and body mechanics. She has witnessed numerous careers cut short from the effects of therapist with inadequate knowledge of how to protect their hands and body.

Intro to Reflexology and Raindrop Therapy – 6 CE Hours Instructor: Laurie Azzarella

An unique therapy to relieve back pain by working on the feet. You will learn the basics of Ingham Reflexology and applied anatomy to adjunct your massage or create a new addition to your service menu. You will also be utilizing a series of YLTG Essential Oils on the reflexes of the feet to enhance the effectiveness of Reflexology. Participants will practice and experience a protocol aimed at relieving back pain, muscles spasms, inflammation, stress and tension. **Please bring TABLE / SHEETS, one bath towel, two hand towels, a plastic bag and a bed pillow.**

Laurie Azzarella, LMT, CRR offers Ingham Reflexology Certification courses with the International Institute of Reflexology along the Gulf Coast. For twenty years she has been offering Reflexology as well as massage and practices in both Daphne, AL and Pensacola, FL. She also offers monthly classes empowering participants in natural health and wellness. As a Young Living Educator she encourages the use of Therapeutic grade essential oils as an alternative to toxicifying petro chemicals for personal and professional care. For her Reflexology CEU classes check out www.reflexology-usa.net or email her at AzzFoot@aol.com. For more information on Essential Oils go to www.youngliving.com/azzfoot

Ethics Standard V and Ethical Dilemmas – 6 CE Hours Instructor: Kerry Brighthart

This exciting and humorous interactive workshop openly explores ethical issues that massage therapist often experience in their professional and personal lives. Through a dynamic mix of shared experiences, discussions, lecture, self assessment and roll play participants will explore methods of resolution. Participants will be better prepared to solve and avoid problematic situations. This workshop will include an array of topics including Client confidentiality, Business Ethics, Transference, Establishing and communicating boundaries, Client safety and satisfaction plus **Two CE hours of NCBTMB Standard V.**

Hot Stone Massage – 12 CE Hours Instructor: Kerry Brighthart

Hot Stone Massage is one of the most requested modalities today. Clients have discovered the therapeutic benefits of heat in combination with the best hands-on methods. Kerry will cover the history, care, temperature control and contraindications of hot stones. This workshop will go beyond basic protocol and introduces the endless possibilities when hot stones incorporated into any massage practice. **Please bring your TABLE / SHEETS**

Kerry Brighthart is a licensed Massage Therapist with more than a decade of *experience*. *She has a successful Massage practice with offices in Fort Payne and Mentone Alabama.* Kerry has held many positions within the spa industry. She has owned, directed, and managed successful day spas in Mobile, Alabama. And, a member of the massage team at the famous Grand Hotel in Point Clear Alabama. *Kerry is approved by the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) as a continuing education Approved Provider.* Kerry developed the Spa curriculum that has since become a national and international course of merit. She also teaches a fun and interactive Ethics course. And, Basic Hot Stones Therapies. Kerry enjoys sharing her extensive experience with her work shop participants. Her sense of humor, passion and enthusiasm is contagious.

AMTA Alabama Annual Convention, Elections & Business Meeting

April 23-25, 2010
Orange Beach, Alabama

CE Offerings 2010

\$20 per CE Hour AMTA Member
\$25 per CE Hour Non-Member

Hand & Body Mechanics 4 Hours _____
Friday 9am - 1pm ~ *Class Limited to 12* ~
 \$80 AMTA / \$100 Non-Member
LOCATION: CONFERENCE ROOM

OR

Hot Stone Massage 12 Hours _____
Friday Part 1 9am - 4pm 1 Hour Lunch Break
Saturday Part 2 8am - 11am & **2:30pm - 5:30pm**
 \$240 AMTA / \$300 Non-Member
LOCATION: CONFERENCE ROOM

Intro to Reflexology & Raindrop Therapy 6 Hours _____
Sunday 9am - 4pm 1 Hour Lunch Break
 \$120 AMTA / \$150 Non-Member
LOCATION: CONFERENCE ROOM

OR

Ethics Standard V & Ethical Dilemmas 6 Hours _____
Sunday 9am - 4pm 1 Hour Lunch Break
 \$120 AMTA / \$150 Non-Member
LOCATION: EXECURIVE BOARD ROOM

EXTRA Stuff

~ FRIDAY ~

2 Hour Sunset Cruise 5:30pm - 7:30pm
 _____ x \$10 per person = _____
 Guests Welcome! **Limit 40 Persons**
 *Appetizers Provided **BYOB**
LOCATION: Zeke's Landing across the street

~ SATURDAY ~

Business Meeting, Elections & Lunch
LOCATION: Sand Bar Lounge in Hotel
 11:30am - 2pm **FREE Lunch**

Please select One of following Sandwiches:
 Chicken Salad _____
 Turkey & Swiss _____
 Tuna Fish _____

Early Registration
Receive \$25 off total cost
Must be Post Marked by April 1st, 2010

Total Cost: CEs _____ + Cruise _____ - early registration by April 1st \$25 = _____

Name: _____ Email: _____

Address: _____ City: _____ ZIP: _____

AMTA #: _____ State License #: _____

Contact #1: _____ Contact #2: _____

Credit Card: **Visa or MasterCard** Number: _____ Expiration Date: _____

Signature: _____

If paying by Credit Card: Amount to be charged \$ _____

If paying by Check or Money Order : CK Total\$ _____ Check Number: _____ or Money Order:\$ _____

Mail Form to: **AMTA AI Convention 2152 Airport Blvd., Ste. 103 Mobile, Al 36606.**

Questions: email hlharrisamtaal@yahoo.com or call 251-473-8040 and ask for Heather.

Please retain a copy of this for your records.

Is it Tuesday Yet?

by Gayle MacDonald

For the last year, Tuesdays have been massage day on the bone marrow transplant (BMT) unit at UAB. After patients have had their first massage from Suzanne Kilpatrick, they wait expectantly for the next Tuesday. Some people literally track time using Tuesdays as the center piece.

Patients being treated with a bone marrow transplant, or more correctly referred to as a stem cell transplant, are in the hospital for at least three weeks but often for a month or more. A stem cell transplant has been described as a "healing hell." Medications can reduce some of the side effects, but still it causes unimaginable suffering. Patients tell Suzanne that the gentle massage she gives is the only thing that helps them feel better. Many ask, "Can you come back tomorrow?" or, "I wish I could have this every day."

Some of you may be reading this with a wrinkled brow, thinking that massage is contraindicated for people with cancer. While that belief is no longer part of the prevalent thinking, some students are still be taught this. With the proper adjustments, all patients undergoing cancer treatment

can receive massage, even those who are very ill. Most often, therapists need to decrease their pressure, slow down the strokes, avoid certain sites on the body, and invent new ways to position the person. The BMT patients such as those that Suzanne massages, bruise or bleed easily, have severely suppressed immune function, disabling fatigue, skin problems and neuropathy, just to name a few. But with the right adjustments, none of these side effects need to exclude a person from getting massage.

Massage is usually defined in textbooks as "soft tissue manipulation," which is not appropriate for people receiving chemotherapy and radiation or recovering from surgery. The typical vigorous massage can leave people in cancer treatment or recovering from it with flu-like symptoms, increased pain or can cause lymphedema. However, if the therapist approaches massage as "any form of systematic touch," then lotioning the skin with a light effleurage or holding the feet becomes massage. With the right adaptations, everyone in treatment for cancer can receive massage.

When she was in massage school ten years ago, Kilpatrick dreamed of working with the seriously ill or those at the end of life. Bringing that to fruition took time. The necessary training was slowly acquired, as well as the network of people needed to bring massage into a big institution such as UAB. One of her other dreams is to fund a team of people to work at UAB. One step toward that is in the making. Last summer, two medical sociologists from UAB heard about the work that Suzanne has been doing and contacted her about writing an NIH grant proposal to study the effects of massage on people with multiple myeloma, a type of cancer that occurs in the bone marrow. The target date for submitting the grant is June 2010.

Many studies have shown the feasibility of giving massage in various settings. Safety protocols have been well-established for working with people with cancer. One of the next steps is to look at how touch therapies can support cancer patients in specific ways. The massage begun on Tuesdays at UAB may yield helpful answers to this.

Suzanne Kilpatrick graduated from Red Mountain Institute in 1999. She can be reached at: suz4peace@charter.net.

Gayle MacDonald is the author of MEDICINE HANDS: Massage Therapy for People with Cancer, 2nd Ed. (Findhorn Press, 2007). Gayle can be reached at: medhands@hotmail.com.

**AMERICAN MASSAGE THERAPY ASSOCIATION
ALABAMA CHAPTER
FALL BUSINESS MEETING MINUTES**

Location: Jeff Spears' Office, Birmingham, Alabama

Date: November 6, 2009

Attendees: Joe Bright, Ron Joganic, Jeff Spears, and LaDonna Ward
Heather Harris sent proxy to Jeff Spears.

New Business:

1. At the spring conference LaDonna Ward paid approximately \$50.00 to Island House for expenses incurred by a board member (Denise Walker). She requests reimbursement from our chapter. Jeff Spears will instruct Jan Robb (Treasurer) to reimburse Ward for the expenses. Appropriate paperwork must be completed and notification from Denise Walker to verify that these are her charges.
2. Use NCBTMB providers at our conferences/meetings: We must verify that future presenters of CEU courses are authorized NCBTMB providers. The verification can easily be obtained by contacting NCBTMB.
3. A provider of Hot Stone Therapy asked to be considered as a presenter for the Spring 2010 Conference. Kerry agreed to the payment and terms provided by Heater Harris. This is a 16 hour course but can be trimmed to 12 hours.

Old Business:

Reviewed Emails that were sent in-lieu of a face-to-face August meeting:

1. News Letter topics were sent and included in the Fall 2009 Letter.
2. We approved the idea of connecting to National AMTA in order to submit our quick book entries.
3. Computer for the Pres was approved with a limit of \$800.00.
4. Collecting past chapter meeting minutes was discussed and agreed to have them in one place and microfilmed.
5. The motion to conduct the summer meeting via emails was voted down. The face-to-face approach is better to help promote more involvement of members.

Respectfully Submitted,
Jeff Spears
Chapter President

For your convenience : Chapter minutes from previous meetings are available online at our website www.amta-alchapter.org.

President's
Corner



Dear fellow members,

Jeff Spears

Alabama Kneads
American Massage Therapy Association
Alabama Chapter

This newsletter is published quarterly by the Alabama Chapter of the AMTA, a non-profit professional organization of licensed massage therapists and students preparing for licensure. *Alabama Kneads* welcomes contributions from our readers. Information for publication must be submitted on disk or email. Copyright material must be accompanied with a release from its holder. Please mail contributions to:

Alabama Kneads
Attention: Misty Greene
PO Box 1271 ~ Gadsden, AL 35903-1271
256-458-1209
Website: WWW.AMTA-ALCHAPTER.ORG
Email: misty_greene@ymail.com

Advertising Rates Per Issue

Business Card	2" h x 3½" w	\$25
1/4 Page	4½" h x 3½" w	\$40
1/2 Page	4½" h x 7½" w	\$55
Full Page	10" h x 7½" w	\$75
Classified	25 words or less	\$15

All advertisements must be prepaid. All advertisements must be camera ready, on disk in standard format (jpg or tiff), or emailed to the above address. Please make check payable to AMTA-AL Chapter.

Summer Issue Deadline
May 10, 2010

Fall Issue Deadline
August 10, 2010

The Alabama Chapter reserves the right to edit materials for clarification and where appropriate for space, accept or reject materials and assumes no responsibility for errors, omissions, corrections or modification in publication. The opinions contained in this publication do not necessarily reflect those of the staff or of this publication and/or the Alabama Chapter.



Alabama Kneads
PO Box 1271
Gadsden, Alabama 35902

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Gadsden, AL

In This Issue:

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 - ◇ The Massage Coach
 - ◇ Building Your Marketing Train for Massage Therapists
 - ◇ Annual State Convention April 23-25, 2010 Orange Beach, AL
- Continuing Education Information**

~ Class sizes are limited ~



Registration is open. See pages 6-8 for details on classes, lodging and networking opportunities.

Thank You