



AMTA-SC Spring Mini Convention  
Springmaid, Myrtle Beach  
March 28th-30th, 2014

**James Waslaski**



**March 28-30, 2014**

**Orthopedic Massage for Lower  
Body Conditions; 16 CE's;**

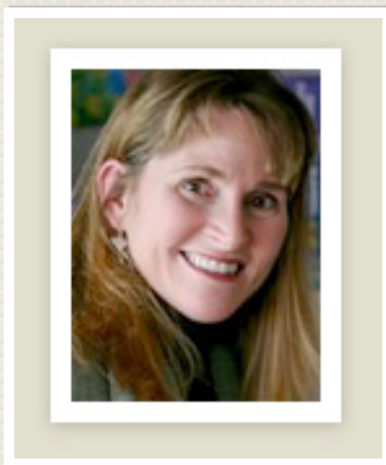
**([www.orthomassage.net](http://www.orthomassage.net))**

**Members – early (before 2/10/14)  
- \$220, late - \$260**

**Non-Members – early (before  
2/10/14) - \$280, late - \$320**

**Click Here to >> [Sign up Now  
for James Waslaski!](#)**

**Susan Salvo**



**March 29, 2014 Geriatric Massage; 6 CE's;  
([www.lamassageschool.com/faculty/susangsalvo.php](http://www.lamassageschool.com/faculty/susangsalvo.php))**

**Members – early before 2/10/14) - \$85, late - \$100**

**Non-Members – early (before 2/10/14) - \$105, late - \$120**

**March 30, 2014; Susan Salvo; Oncology Massage; 6 CE's;  
([www.lamassageschool.com/faculty/susangsalvo.php](http://www.lamassageschool.com/faculty/susangsalvo.php))**

**Members – early (before 2/10/14) - \$85, late - \$100**

**Non-Members – early (before 2/10/14) - \$105, late - \$120**

**Click Here to >> (Pharmacology course) [Sign up Now for  
Susan Salvo!](#) (Oncology Course) [Sign up Now for Susan  
Salvo!](#)**

# AMTA-SC 2014 Spring Mini-Convention

## James Waslaski - Orthopedic Massage for Pelvic Stabilization and Lower Extremity Conditions

March 28th -30th (Friday, 1PM -5PM, Registration at 12:30PM & Saturday 8AM-5PM, Sunday 8AM- 3PM registration at 7:30AM)

### Check Desired Courses

AMTA Member - Early Registration + Meeting Lunch Fee (\$5) - \$225.00  
(Early registration until 2/10/2014) \$265.00 after 2/10/2014

Non-Member - Early Registration - \$280.00  
(Early registration until 2/10/2014) \$320.00 after 2/10/2014

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## Susan Salvo; Geriatric Massage with pharmacology

Date: March 29, 2014 Time: 8:00 am - 5:00 pm (Registration at 7:30AM)

AMTA Member - Early Registration + Meeting Lunch Fee (\$5) - \$90.00  
(Early registration until 2/10/2014) \$100.00 after 2/10/2014

Non-Member - Early Registration - \$105.00  
(Early registration until 2/10/2014) \$120.00 after 2/10/2014

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## Susan Salvo - Oncology Massage

Date: March 30, 2014 Time: 8:00 am - 3:00 pm (Registration at 7:30AM)

AMTA Member - Early Registration + Meeting Lunch Fee (\$5) - \$90.00  
(Early registration until 2/10/2014) \$100.00 after 2/10/2014

Non-Member - Early Registration - \$105.00  
(Early registration until 2/10/2014) \$120.00 after 2/10/2014

Meeting Lunch Choices (Please select one):

- Honey Turkey & Cheddar on Kaiser Roll  
 Traditional Ham & Swiss on Rye  
 Roast Beef & Provolone on Kaiser Roll  
 Vegetarian Option

Springmaid Beach Resort, 3200 South Ocean Blvd, Myrtle Beach, SC 29577

Phone: 866-764-8501

Email: [info@springmaidbeach.com](mailto:info@springmaidbeach.com)

*Ask for American Massage Therapy Association rate.*

Register online at [www.amta-sc.org](http://www.amta-sc.org) or  
Send registration form with **full payment** to:

Amy Alexander, AMTA-SC Treasurer, 15541 Hwy 56N, Clinton, SC 29325

Confirmation notice with directions will be e-mailed or mailed to you.

**\*Make checks payable to: AMTA-SC Chapter\***

**AMTA members will not get discounted price if AMTA number is not included**

Name: \_\_\_\_\_ SC License #: \_\_\_\_\_ AMTA #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone:(\_\_\_\_\_) \_\_\_\_\_ E-mail Address \_\_\_\_\_

# AMTA-SC Spring Mini Convention Springmaid, Myrtle Beach March 28th-30th, 2014

Business Meeting Saturday March 29th, 12:00PM  
Our Chapter will hold elections to fill the following  
vacancies on our Board of Directors:

- President
- Second Vice-President
- Secretary
- Delegates (1)
- Alternate Delegates

### ***Volunteers we need you!***

The AMTA-SC Board of Directors will hold our annual elections at the Spring Convention in March. This year the offices of **President, 2nd Vice President, Secretary, one Delegate position and 3 Alternate Delegate positions** will be elected (all positions are two year terms). The AMTA-SC Board is always in search of members interested in getting involved with our organization and their profession. *Are you that member?* If so, please go to the AMTA-SC website ([www.amta-sc.org](http://www.amta-sc.org)), look over the qualifications and job descriptions of each position. If one of the positions interests you please send a letter of intent and your resume to [election@amta-sc.org](mailto:election@amta-sc.org)

Due to changes in the election process, it is important that each member interested in running for an office must submit their information **before** the elections. With the new changes in our elections we **will not be taking nominations from the floor** during the election, **unless** there is no one running for a position; so send in those résumés as soon as possible. If you have any questions about the change in election process or questions about the board positions available, please contact me at the above email address.

Members you can make a difference in your organization and your profession by volunteering. If running for a board position isn't right for you right now, then come to the annual meeting and voice your opinion by voting!

**Notice:** Along with elections at our Business Luncheon we will be voting on any standing rule changes. Review website, [www.amta-sc.org](http://www.amta-sc.org) for any changes that will need your vote. Please make your voice heard as a member.

# AMTA National Convention 2013

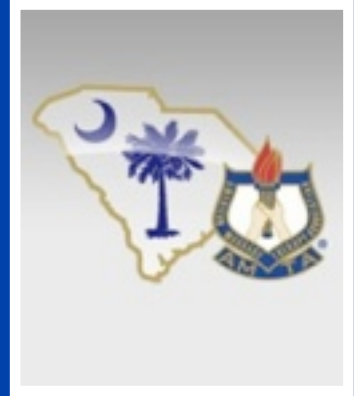
## September 25th-28th

Yee-Haw! Horses, bulls, Cowboy hats & boots are just a few things I was able to see a lot of in Fort Worth, Texas for my first AMTA National Convention. Being a first time, newly elected Delegate I was able to represent our state this year along side Senior Delegate Kevin Lynch.

At first I didn't know what to think of the HOD (House of Delegates) meeting. I was nervous and had a lot of questions. After doing the run through and getting the gist of how things were going to work, I felt a little better. I had to present the position statement "Anxiety," Co-authored by our own Ann Blair Kennedy. It passed by a 2/3 majority vote. I was very excited...I do not consider myself a very debatable person. I like to listen a lot, but after listening to other delegates debate a topic you are invested in, you want to put your two-cents in as well. There are still tons of things I need to learn about the HOD and what we as members can do to help, whether it be in just in our chapter or with massage research.

I was also able to take a table Thai Massage course, meet tons of other new therapists, check out the huge exhibition hall with vendors & products and dance the night away the last night there. If you are able to attend at least one AMTA National Convention, please do! You won't regret it. You'll learn so much about the Massage Industry and get to share it with your friends & family.

Katie Heatley, SC #7615  
katie@amta-sc.org  
Newsletter Editor  
Delegate

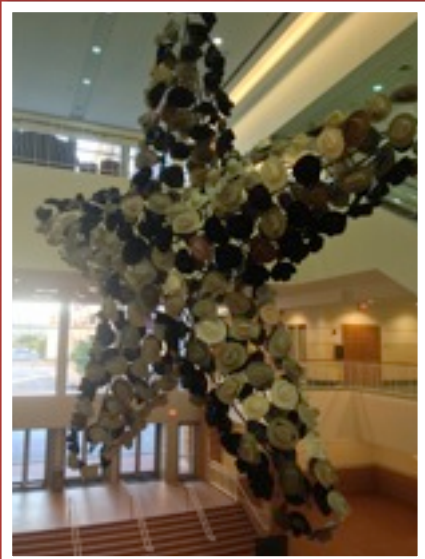


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- Reflections on National Convention
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# Boots, Bulls, Hats!

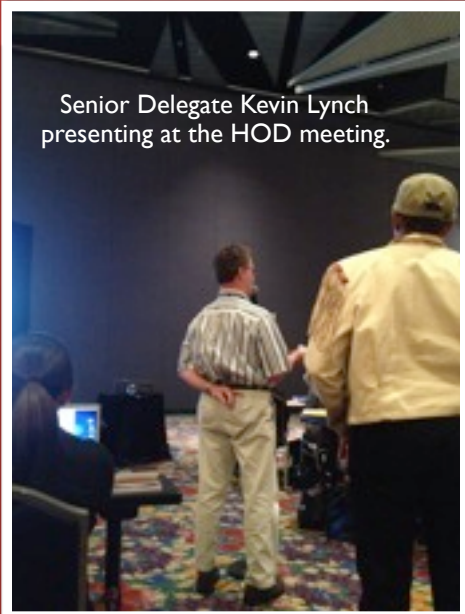
Around Ft. Worth, TX!



Delegate Katie Heatley presenting at the HOD meeting.



Senior Delegate Kevin Lynch presenting at the HOD meeting.



ABK with Katie after the position statement on Anxiety passed!



HOD Meeting



# Reflection of AMTA National Convention 2013

By Kevin Lynch

Wow! Another year at AMTA National Convention! This time in Fort Worth Texas!

Reconnecting with folks you hadn't seen in a year, CEU classes with great presenters/speakers and HOD (House of Delegates) business helping to move our profession deeper into the mainstream of everyday life!

Having had the privilege of serving as delegate for South Carolina the past three National Conventions (Minnesota, Oregon, North Carolina) with Debra Gallup (AKA Shining Star), I was honored to work with newly elected delegate Katie Heatley. Katie accepted the task of presenting one of three position statements dealing with "Anxiety". Boy did she represent! She read, they heard, we discussed, we voted, we passed the statement! Great! I look forward to hearing more from Katie as she begins her volunteer term to which she was so deservedly elected!

My term as delegate has come to a close with much reflection about what I've seen, heard and experienced with so much care from seasoned board members and fellow AMTA members. The first time the opportunity to run for delegate came about, I had been volunteering with Gay Barefield, then Membership Chair. How time flies! I've been entrusted with the Membership Chair, 2<sup>nd</sup> V.P. and delegate these past 4 years now. The support from the board, past board members and (I believe future board members) fellow AMTA members has been incredible! Whenever I had questions or confusions about anything, someone was there. If not to help, to get answers so I could move forward without too much of a stumble. Good stuff. And as I step away (maybe temporarily) from being a delegate representing (along with Katie) almost 700 AMTA members in South Carolina, I hope my efforts helped create the understanding within the HOD and the AMTA that South Carolina is a state to be heard and known for the quality we bring to the public with pride.

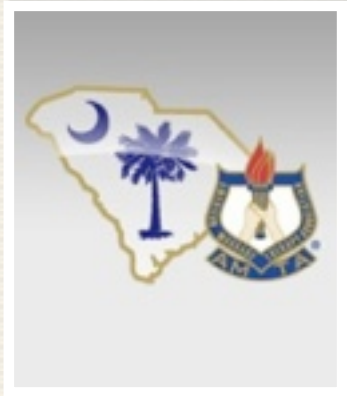
My last report as delegate comes with good news and almost good news. First the good news; of the three position statements we (Katie and I) presented to the HOD, the statement dealing with "Anxiety and Massage" was the only accepted position statement, which is available for viewing along with the many statements backed by research to utilize in your profession. This statement, along with I believe are 9 other statements brought to the HOD authored or coauthored by our very own Ann Blair Kennedy, that are on the website and part of how the association represents itself to the media and the public. Alas, the two other position statements ("Massage and Health" & "Massage and the Quality of life for Cancer Patients") were not accepted by the vote in the HOD. A 2/3 majority to pass did not happen. Some rewording and possibly more research can help these statements receive more votes (along with pro and con debate) for acceptance in the future. Stay tuned.

Hopefully as we all go through this chance to create a business helping people become more comfortable and healthy; we will allow ourselves to stretch our understanding that we can do so much in so many ways with some really great people who I now call friends. Volunteering has given me the chance to do things I never thought I could, meet new people from all corners of our state, meet folks from across the country and make some really good friends. I'll be hanging around for awhile yet as Membership Chair and second vice president so don't think you won't hear from me from time to time, I just won't be as obnoxious (LOL). I'll leave you (for now) with these words, "Take a chance and smile as you try new things with energy that will never let you be in fear, cause there are folks around you that will lift you up. Believe it." Thanks again for allowing me to play a role here in the American Massage Therapy Association with you. Be well. ☺

# AMTA- MEMBER SPOTLIGHT

*Ann Blair Kennedy*

Graycourt, SC



**How many years have you been a massage therapist?** *I received my license in September of 1999.*

**Do you own a business, if so, How long have you owned your business, where is it located?** *I owned a business starting in 1999 in Laurens County; but closed it in May of 2012 to go back to graduate school to begin work on my Dr.PH degree at the Arnold School of Public Health, USC, Health Promotion, Education, and Behavior Department. I have gone back to school to begin a research career to look at the effects and effectiveness of massage therapy on health and health behavior.*

**What area of massage therapy do you specialize in?** *My practice was very eclectic. I offered Swedish, NMT, CST, MLD, and spa services.*

**What's one thing you enjoy most about being a massage therapist?** *I love helping people find health and wellness through stress reduction.*

**What's something interesting about your massage career?** *Going back to school to research massage therapy has been a dream and allows me the opportunity to spread the word about the wonderful health benefits of massage.*

**Anything else you would like to add?** *I hope people will consider supporting the Massage Therapy Foundation which helps to support massage research. I hope all members will consider donating what they bring in from at least one massage a year. They can find out more about all the good works that the Massage therapy foundation does for the profession by going to [www.massagetherapyfoundation.org](http://www.massagetherapyfoundation.org).*

Ann Blair Kennedy, MA, LMT  
Dr.PH(c)  
Department Health Promotion, Education, and  
Behavior  
University of South Carolina  
SC licensed Massage Therapist (SC Lic #2064)  
864-923-4456

# New Members September - December 2013

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|                   |                       |                           |
|-------------------|-----------------------|---------------------------|
| Zulima Campa      | Nancy Kenney          | Charleen Bailey           |
| Jenna Fletcher    | Kimberly S Orr        | Sara Clement              |
| Alexis Gilmore    | Melissa J Raugh       | Crystal Dale              |
| Chameko McGee     | Jennifer Van Laar     | Rhonda DeWolff            |
| Shelley McKay     | Shelby Wren Jeffcoat  | Jenna Earnhardt           |
| Kari Pearce       | Christine Kocher      | Breanna Heckenkamp        |
| Lauren Poster     | Kellie Shilling       | Constance Normandean      |
| Adam Romero       | Kenton Linen          | Kathryn Pacult            |
| Cholada Sutthasri | Francine Timmons-Fye  | Stephen Redmon            |
| LaShonda Zander   | Megan Lund Julie Tyre | Elizabeth Ausberry-Golden |
| Rachana Barai     | Calvin Mitchell Kayla | Jordan Benton             |
| Lora Bourland     | Caroline Walling      | Solomon Gause             |
| Sheila Burden     | Jonathan A Richardson | Bentley Gibson            |
| Hallie Gissell    | Joel Rivera Jr.       | Erika Griffin             |
| Deborah Holbrook  | Julia Rouse           | Rebecca Holmes            |
| Genea Johnson     | Brianna Scott         |                           |



# President's Address

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The AMTA is always looking at ways to better serve the members. If you have renewed your membership since January 1, 2014, you may have noticed that the \$20 State Chapter Fee is now optional instead of being automatically added to your annual membership charge. After the National Board studied the renewal process for our organization, they concluded that it would give members more flexibility to donate to their State Chapter on their own schedule. I hope you will continue to donate to your state chapter! We volunteers try hard to get the best value for your money. We host top quality continuing education classes, and members get a great discount! Take a look at our Spring Convention prices in March, when we have classes with nationally known presenters James Waslaski and Susan Salvo. If you have been thinking about taking some classes, get more information and register [here](#). Did you get your annual member survey? This is a way to express what you want from your organization. Some of the best ideas have come from members. Your survey would have been sent around January 7. If you can't find it, let me know. If you have been pleased that you have your SC Volunteers to help you and represent you, please fill out the survey. If you have not been impressed, please fill out the survey and also let us know what we can do improve your experience.

Wishing you a prosperous and happy 2014!

Rena McLendon



*“Dream as if you’ll live  
forever. Live as if you’ll die  
tomorrow.” - James Dean*



Check us out on [Facebook!](#)  
& [Twitter!](#)

Katie Heatley, LMT  
Newsletter Editor & Delegate  
427 Skylark Way  
Cross, SC 29436