



National Certification Board for
Therapeutic Massage & BodyworkSM

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*Terms end on December 31
of the year indicated.

Greetings,

As I reflect on 2007, it has been an eventful year filled with exciting challenges, opportunities, and successes. Our renewed commitment to excellence in leadership and vision has created marked development towards our mission of supporting the industry.

NEW DISTANCE EDUCATION COMPONENT

As we thoroughly deliberated the next generation of massage and bodywork, NCBTMB recently decided to accept distance education as part of the 500-hour requirement for national certification. In this capacity, up to a total of 300 DE hours maximum (beyond the 200 hands-on in class supervised hours) may be utilized toward meeting the requirement.

Distance learning has been a viable learning methodology recognized globally by the most prestigious of institutions. Other clinical fields such as nursing, midwifery, and physical therapy have embraced it for numerous years. We believe this change will support and meet the diverse and growing needs of the students, schools, and the profession by:

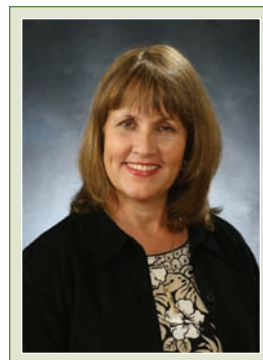
- Giving instructors a wider range of teaching method options
- Attracting new students into the industry by increasing accessibility and availability
- Accommodating non-traditional learners, adults interested in changing careers, and students in rural areas
- Broadening economic opportunities for schools

By accepting distance education as a partial pathway to national certification, NCBTMB will help pave the way for keeping the industry current, progressive, and accessible to potential students.

NEW OPPORTUNITIES, FACES AND COMMUNICATIONS

From online forms that streamline the application process to leadership development programs that strengthen the skills of staff and volunteers, NCBTMB truly has made great strides. We've taken new directions in creating:

- A first-time ever national to local volunteer network for school outreach (See the Soap Update.)
- Staff positions in customer service and school administration
- A new Government Relations Committee that will feature national, regional, and local leadership
- Continued communications enhancements, including a user-friendly refreshed website, and environmentally friendly e-newsletters with surveys



NCBTMB is also excited to announce a new partnership with The Holistic Alliance, a web design company that provides marketing-savvy websites for massage therapists and bodyworkers. (See the sidebar on page 3 for full details.)

As we look toward a new year, we're determined to continually find new ways to better serve practitioners, educators, and consumers. I wish you the happiest of holidays and a Haouli Makahiki Hou (Happy New Year) from all of us at NCBTMB.

Donna M. Feeley
MPH, BSN, RN, NCTMB
Chair, NCBTMB Board of Directors

SCHOOL SPOTLIGHT

The Chubb Institute

CHERRY HILL, NEW JERSEY

The Chubb Institute in Cherry Hill developed a massage therapy program just two years ago, but already they've been able to speed up the learning curve. In addition to a diverse curriculum, students participate in multiple community service projects throughout the year—giving students hands-on experience for their future careers.

REACHING OUT

Throughout their 10-month-long program, Chubb Institute students can be seen performing chair massages at the local men's and women's homeless shelters and in nearby nursing homes. They have helped to raise money for needy families in conjunction with the Jimmy Sayers Foundation. Students also provide patients with free massages at ovarian cancer screenings.

Many of these outreach projects stem from Program Director Catherine DiClemente's past experience in the medical and cosmetology fields.

TOUCHING THE WORLD

Massage students usually practice chair massage when volunteering, but they are also equipped with a wide range of modalities through their education—Swedish, hot stone, tuina, geriatrics, pregnancy, and lymphatic massage to name a few. Students must show proficiency in each area to complete the program. According to DiClemente, upon graduation students serve in spas, chiropractic and wellness centers, or within their own businesses.

The Chubb Institute currently enrolls 52 massage therapy students, but DiClemente expects that number to double soon. "As we get out into the community, people see the benefits of massage," she asserts. "I believe in massage and believe we can make an impact on people."

"I've always wanted to help people within the medical field, and massage has been a great way to continue that. Our outreach projects give students a chance to really use what they're learning to serve the community."

—CATHERINE DICLEMENTE

Massage Therapy Program Director
Chubb Institute
www.chubb institute.edu

School of Shiatsu & Massage

HARVARD HOT SPRINGS, CALIFORNIA

The School of Shiatsu & Massage in Harvard Hot Springs sits upon 1,800 northern California acres. The school originated more than twenty years ago, but has retained its commitment to mind-body-spirit wholeness, personal growth, and transformation.

RESTING & RELAXING

What you find today is a retreat center and accredited school of massage where students grow in their techniques and experience the enjoyment of land and water modalities! Students are also guests, encouraged to use the amenities available throughout this spacious facility.

"Part of tuition pays for access to our facilities," Director Joyce Reim explains. "Students stay for a week of learning, and also take part in movie nights, dance nights, and other activities."

LEARNING & LIVING

Though the school specializes in water modalities, they also offer a variety of courses taught in weekly 50-hour intensives. Each class averages ten students, and it's possible to receive certification within one year.

Reim affirms, "The students are really living it here—really indulging in it. They practice on each other and can also bring a friend or loved one. On the last day of class, they demonstrate mastery of technique with a celebration!"

Nurses, massage therapists, and other professionals also travel to Harvard Hot Springs for continuing education classes. The school works with the Board of Registered Nurses to ensure each of their courses is recognized by the state of California for nursing board eligibility.

Distance Learning

NCBTMB NOW ACCEPTS ONLINE COURSEWORK AS PART OF 500-HOUR REQUIREMENT

The growing trend of distance education offers some exciting new possibilities for enriching the learning experience. NCBTMB recognizes that theory and non-hands-on classroom training can be adequately achieved through online technologies. After much discussion and research, the Board of Directors has voted to accept distance learning as part of the 500-hour requirement.

To ensure that hands-on learning continues, NCBTMB still requires that a minimum of 200 (40%) program hours consist of traditional in-class learning. In addition, up to 300 maximum hours may consist of either distance education or in-class supervised instruction in the required 40 hours of Pathology, 10 hours of Business and Ethics, 125 hours of Anatomy and Physiology, and the 125 hours of additional coursework.

We will keep you informed of additional policies and recommendations we have for keeping distance learning standards on par with online coursework.

COMING SOON:

Special Issue on Distance Learning

In order to address some of the questions we've received about distance learning, watch for a special issue of InfoLine. Do you have questions that you'd like to see addressed in this special issue? We'd love to hear from you. Please send your questions to dfeeley@ncbtmb.com.



Welcome to Jillian Kelly

SCHOOL OUTREACH MANAGER

Please join NCBTMB in welcoming Jillian Kelly as our new School Outreach Manager. While she earned her bachelor's degree from the American Academy of Art and served twenty years at the Chicago Board of Trade as a commodity trader, massage has always been Jillian's true passion.

One day while getting a massage, Jillian decided to fulfill her dream to become a massage therapist. She graduated from the Chicago School of Massage Therapy (CSMT) seven years ago and immediately began to serve at Chicago-based clinics and gyms. She also taught at CSMT for three years and maintains a corporate chair business.

When she's not busy painting murals or working with clients, Jillian loves being a mother! Her son, Cameron, is twelve years old, and is always teaching his mom new tricks. (Like how to skimboard!)

We are grateful to have Jillian's enthusiasm and spirit to serve massage therapy schools and students. She's equally excited and shares, "I'm enjoying working as a team with the entire NCBTMB volunteers and staff to improve application processes while supporting schools and future certificants."

Jillian looks forward to making connections with schools across the country. She'd love to hear from you and can be reached at jkelly@ncbtmb.com or (630) 627-8000.

NEW PERK FOR CERTIFICANTS

NCBTMB recently forged a new partnership with The Holistic Alliance, a web design company that specializes in creating marketing-savvy websites for massage therapists and bodyworkers. Through this new agreement, The Holistic Alliance is offering NCBTMB certificants:

- One free two-week trial with the \$199 website set-up fee waived
- A monthly cost of \$59 and the freedom to withdraw at any time
- Easy-to-use features such as appointment scheduling, cell phone alerts, an easy emailing system, and easily updatable text

To learn more or to take advantage of this offer, visit www.zingmt.com/ncb_landing.htm.

HAVE YOU VISITED NCBTMB'S NEW WEBSITE?

This expansive new resource includes:

- **Hot Topics** – New opportunities and survey results
- **Breaking News** – The latest on NCBTMB & the profession
- **Forms** – In an easy-to-download PDF format
- **Newsletter & Reports** – Including board and stakeholder reports
- **FAQ's** – For schools, consumers, applicants, certificants, volunteers and CE providers

Visit www.ncbtmb.com today!

SOAP Update

A WIDER REACH

The School Outreach Advisory Panel (SOAP), now in its second year, is ready to expand our outreach to schools across the country. To do this, the board has approved a new national network of regional, state and local volunteer positions.

REGIONAL VOLUNTEERS

These volunteers will work from their region to maintain ongoing communication with schools in their representative states. They will assist with activities such as:

- Performing regional school outreach activities
- Assisting in providing training on the completion of candidate applications
- Preparing updates and partnering with the School Outreach Manager to ensure ongoing communication
- Providing information for InfoLine e-newsletter articles
- Identifying and participating in select conferences and meetings that benefit school outreach

STATE AND LOCAL VOLUNTEERS

To help facilitate the flow of communication between schools and their regional staff members, the board approved appointing an NCBTMB representative from each state to serve as a point person. These representatives will streamline communication from schools in their state, mobilize support from local community volunteers, and partner with the regional volunteer.

State Volunteers could be an instructor, administrator, owner, or an employee of a school. The goal is to not only create a direct pipeline with the Panel, the Board of Directors, and staff, but to facilitate the development of an effective and streamlined integrated school outreach program. This structure would provide NCBTMB multi-state representation. State representatives will:

- Represent their entire state
- Communicate with schools via phone and e-mail
- Report to their regional rep about issues and opportunities
- Prepare updates and reports and contribute to articles
- Participate in select meetings

Local community volunteers may serve as presenters to schools and partner with the state reps in troubleshooting and promoting the importance and benefits of national certification. To express an interest in serving your region or state, please e-mail:

Jillian Kelly, School Outreach Manager
jkelly@ncbtmb.com

Or, go to www.ncbtmb.org/volunteers.php to submit a resume and application online.

YOUR FEEDBACK

NCBTMB school outreach initiatives represent our commitment to support schools and respond to stakeholders' requests for open communication lines. I am excited to be working with Jillian Kelly, our new school outreach manager. As an administrator and massage therapy instructor, she truly understands school-related issues.

As we continue our work, I look forward to receiving letters and resumes from the massage and bodywork community. We were pleased to have several schools share their concerns and celebrations during this last quarter. We want to keep hearing from you and will continue to be just an arms-length away.

With the greatest respect,

Elaine Calenda, Chair
School Outreach Advisory Panel
ecalenda@bcmt.org

The Value of National Certification

FELICIA BROWN,

MENTOR FOR MASSAGE THERAPISTS AND SPAS

Now nationally certified for 13 years, Felicia Brown had her first experience with massage at an early age. Her fifth-grade teacher, Marcia Kass, was a massage therapist. In 7th grade she took an elective class with Kass on massage of the feet, hands and face, and says, "It was fantastic!"

Building on that early foundation, her wide-spanning career has involved everything from building a private practice into a 1.6 million dollar day spa, to her current work of serving as a spa consultant, coach and educator. She's excited to have recently received her Approved Provider's Certificate, supporting her work offering continuing education.

"I am grateful for the options and opportunities that NCB certification have provided me. Much like massage, training and consulting allows me to help make people happy. I love that I get to help massage therapists solve problems, make more money and achieve success."

Felicia Brown, LMBT, owns Spalutions! a full-service firm that offers business consulting, coaching, group instruction and more. Although she still works on "a handful of clients," her goals include retiring from massage and publishing CDs and books. You can read about Spalutions! at www.spalutions.com.

FEATURE YOUR SCHOOL

The SOAP will continue to highlight schools in future issues of the InfoLine. If you would like to see your school featured in an upcoming School Spotlight, please contact Elaine Calenda at (800) 442-5131.

New Schools

NCBTMB would like to welcome the following assigned schools that are currently preparing students to sit for the NCE:

CALIFORNIA

Cleveland Chiropractic College – Los Angeles
Concorde Career College – North Hollywood
Glendale Career College-Oceanside – Oceanside
Tramy Beauty School – San Diego

COLORADO

Southwest School of Massage and Integrated Bodywork, Inc. – Durango

DELAWARE

Alternative Therapy Massage School – Wilmington

FLORIDA

Artistic Nails & Beauty Academy – Tampa
First Coast Technical College – St. Augustine
International Institute for Health Care Professionals – Boca Raton
Southwest Florida College – Tampa
Sunstate Academy – Clearwater

GEORGIA

American Professional Institute – Macon
American Professional Institute – Decatur
American Professional Institute – Milledgeville
Georgia Beauty School – Norcross
Gwinnett College – Lilburn
North Georgia Technical College, Blairsville – Blairsville
North Georgia Technical College, Clarkesville – Clarkesville
North Georgia Technical College, Currahee – Toccoa
Smyrna Therapeutic Massage Institute – Smyrna

ILLINOIS

Illinois School of Health Careers, O'Hare – Chicago

INDIANA

In Training Inc., College of Adult Education – Lowell

IOWA

Indian Hills Community College – Ottumwa

KANSAS

American Academy of Massage Therapy – Manhattan
Butler Community College – El Dorado

MASSACHUSETTS

The John Winsolow Institute of Massage Therapy – Quincy

MICHIGAN

Everest Institute – Kalamazoo

NEW JERSEY

Sanford-Brown Institute – Iselin

NEW MEXICO

Pima Medical Institute – Albuquerque

NEW YORK

Pacific College of Oriental Medicine – New York

OKLAHOMA

Platt College – Lawton

OREGON

Portland Beauty School – Portland
Sage School of Massage & Healing Arts – Bend

PENNSYLVANIA

Massage Arts Center of Philadelphia – Philadelphia
Sanford-Brown Institute – Treose

SOUTH CAROLINA

Technical College of the Low Country – Beaufort

TEXAS

Parker College School of Massage Therapy – Dallas

NCBTMB

Infoline

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Don't forget to visit us on the web
www.ncbtmb.com

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