



National Certification Board for  
Therapeutic Massage & Bodywork <sup>SM</sup>

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\*Terms end on December 31  
of the year indicated.

*Friends,*

The NCBTMB strategic plan continues on its path to adding value to schools with a number of new directions for 2008. At our most recent board meeting early in March, the Board of Directors approved the establishment of the School Outreach Advocacy Program (which evolved from the School Outreach Advisory Panel—see the SOAP update on page 4). This new initiative addresses a need long expressed by many of our stakeholders within the educational arena.

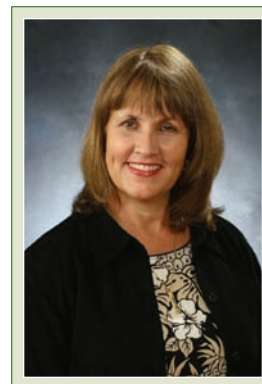
Our goal is to continue to develop and foster new efforts to better support and keep lines of communication open with schools of massage therapy. One way we're doing this is through a new multi-tiered organizational structure that will apply to SOAP, government relations, and volunteer leadership opportunities. This is to ensure that all 50 states can be represented on a regional, state and local level.

The SOAP program will be premiering this new structure. When SOAP is fully populated (estimated to take place in the Fall of 2008), it will serve as an information conduit and an effective advocacy program for our stakeholders in education.

The nation has been divided into 10 regions based on the number of schools in each state. Applicants for the position of Regional Representative who interview and are selected will serve in that capacity for 15 months. Their first task will be to target individuals in their representative states who have shown an interest (and ability) to identify and voice issues pertinent to their own regions, school programs and regulatory structures. By doing this, they will help to better connect the individual stakeholder and the NCBTMB Board of Directors.

The School Outreach Advisory Panel has identified projects and programs that will serve the needs of school owners, administrators, faculty and students including:

- Information on the most expedient and effective means to process an application.
- Workshops for instructors of schools to improve their pass rates for the NCE.
- Volunteer groups and panels that will pilot all upcoming changes to applications.
- A constant stream of information and input about any new policies that might affect educational stakeholders.



We are very excited about launching this program. The national staff is already in place to assist the volunteer workforce. If you are involved in any aspect of massage therapy education and have a sincere desire to help shape the future of this profession, we invite you to apply as a Regional School Outreach Representative (see page 3 for more information).

With new staff and volunteers, streamlined operations, and even more opportunities to serve, we're looking forward to a productive year ahead.

**Donna M. Feeley**  
MPH, BSN, RN, NCTMB  
Chair, NCBTMB Board of Directors  
[dfeeley@ncbtmb.com](mailto:dfeeley@ncbtmb.com)

SCHOOL SPOTLIGHT

*The Institute for Phenomenal Touch Massage*

BOULDER, COLORADO

Most massage schools are established before they recruit students. For Leslie Bruder, founder of the Institute for Phenomenal Touch Massage, her students inspired the school. "I taught short courses in Phenomenal Touch Massage for fifteen years," Bruder remembers, "but students kept saying, 'We want to go deeper.' Right away we had our first class of students for our yearlong certification program."

SYNTHESIS OF TOUCH


Phenomenal Touch Massage (PTM) incorporates aspects of a variety of modalities such as Trager, Watsu, Thai, deep tissue, dance and Aikido into one massage experience. Students who attend the yearlong program at the Institute learn 75 principles and 100 different Phenomenal Touch moves, as well as three-

dimensional hot stone massage. Many students choose to return for a second year to serve as teaching assistants and help new students to master techniques.

Graduates of this program become certified master practitioners of PTM, gain instructor eligibility and earn 400 CE hours. Bruder also offers three-day training courses of sequential levels to complement massage school curriculums and accommodate spa training needs.

EXCITING NEW OPTIONS

Through the short level courses, Phenomenal Touch and 3-D hot stone massage can be added as a new modality to any spa, bodywork facility, or massage therapy practice. Award-winning spas across the world, including



*"I infused elements of various modalities before I had experienced them, including Trager, Watsu and Thai. We also use fulcrums, momentum, and gravity, making PTM very three-dimensional."*

— LESLIE BRUDER

CMT, IBP, MA, Founder,  
Institute for Phenomenal Touch Massage

Mexico, Turks and Caico Islands, and the Dominican Republic, now include Phenomenal Touch and 3-D hot stone massage within their services.

Clients, including well-known celebrities, praise the distinctiveness of the PTM methods. To learn more, go to [www.phenomenaltouch.com](http://www.phenomenaltouch.com) and request one of their promotional DVDs. They also welcome visitors to the Institute by invitation.

*The Hawaiian Islands School of Massage*

KEALAKEKUA, HAWAII

Situated amidst some of the world's best spas on Hawaii's Big Island, The Hawaiian Islands School of Massage (HISM) celebrates its 20th anniversary this year. The "Healing Island" is certainly a special place to receive massage, and The Hawaiian Islands School attracts students from across the globe.

AN INTERNATIONAL AFFAIR

Marketing and Recruiting Director, Darlene Ford, says the staff and students enjoy the multinational diversity. "We have a global exposure with students from Switzerland, Japan, Sweden, England, Philippines, and of course the Mainland and Hawaii." To accommodate Japanese students, several textbooks and manuals are translated into Japanese as is the school's website. Co-owner and President, Lynn Wind, also travels to Japan to offer work-

shop training several times a year. Wind has worked with The Aromatherapy Association in Hiroshima, The Nippon Spa College in Okinawa and Tokyo and a Kyoto massage sponsor.

A PERSONAL TOUCH

HISM is committed to an integrative approach to medical massage therapy and provides students with in-depth holistic and scientific training. Ford explains, "Our students learn treatment routines for the most common ailments. They learn how to check for range of motion and restore balance and health." Students reinforce coursework through the student clinic, treating four clients per week. Their dedication to learning pays off as HISM graduates boast a 100% passing rate on the Hawaiian State Board Exam and the NCBTMB Certification Exam!

To learn more about HISM or the exciting opportunity mentioned below, email Darlene Ford at [info@hawaiianmassageschool.com](mailto:info@hawaiianmassageschool.com) or visit [www.hawaiianmassageschool.com](http://www.hawaiianmassageschool.com).

*"For almost twenty years, we've been hosting the Ironman Volunteer Massage Team in Kailua-Kona, Hawaii. It's a rewarding experience open to everyone. Annually, over 150 therapists come from around the world. We're also inviting volunteers to travel with us as Massage Team members to the first-ever Ironman in Haikou, China this spring."*

— DARLENE FORD

Marketing and Recruiting Director, LMT

## *NEW National to Local Volunteer Network*

### STRENGTHENING THE FUTURE OF MASSAGE THERAPY & BODYWORK

Schools serve as the frontline for preparing students to become professional massage therapists and our future peers. Here, students learn the value of becoming nationally certified and the significance of maintaining this national credential.

NCBTMB understands that the classroom for the massage therapy student is not just based on paper and pen scores, but teaching and modeling ethical conduct in a session with their clients. Promoting the value of becoming nationally certified and the significance of maintaining this national credential begins in the classroom.

### PROMOTING THE HIGHEST STANDARDS

That's why NCBTMB takes very seriously our commitment to building a strong connection by actively working with schools on a number of important industry issues. One of the ways NCBTMB hopes to accomplish this goal is through new multi-state representation.

In order to meet every school's needs effectively, we are dividing the country into 10 regions. Each region will have a regional volunteer who will report to the SOAP chair. The responsibilities of these regional representatives include visiting schools to:

- Discuss issues regarding the NCE and guide candidates through the certification process.
- Help resolve school code issues.
- Generate information for e-newsletters and maintain supplies of candidate handbooks and study guides.
- Request input from regional representatives to be streamlined to the BOD.
- Explain the role of the NESL pathway to licensure.
- Listen to a wide variety of professionals and disseminate their thoughts through reports and presentations.

Every state will also have a state volunteer who will report to the regional representatives. In addition to calling NCBTMB directly with your questions, your school will now have state and regional representatives—translating into more individual attention focused to your specific needs.

### FEATURE YOUR SCHOOL

The SOAP will continue to feature schools in our School Spotlight section of the InfoLine. If you would like to see your school highlighted in an upcoming issue, please contact Elaine Calenda at (800) 442-5131.

## WE NEED YOUR HELP!

NCBTMB needs volunteers to become one of our ten (10) Regional School Outreach Representatives. We are asking massage therapists who are connected to the educational arena to step forward in this exciting volunteer capacity. This is a great opportunity to help support massage schools, act as role models for future volunteers, and reach out to our future peers in our profession.

If you are a faculty member at a massage school, serve as an administrator, or teach continuing education and would be interested in growing NCBTMB's connection to massage schools across the country, we would love to hear from you!

Applicants for the position of Regional Representative who interview and are selected will serve in that capacity for a period of fifteen (15) months. The first task for the Regional School Outreach Representatives will be to identify and select individuals to serve as State School Outreach Representatives for the states in their region.

The process to apply to become a Regional School Outreach Representative is simple.

1. Go to [www.ncbtmb.com/pdf/RegionalVolunteerApp.pdf](http://www.ncbtmb.com/pdf/RegionalVolunteerApp.pdf) and choose the form titled "Regional School Outreach Representative Volunteer Form"
2. Print out and complete this form.
3. Mail the form along with your resume to: NCBTMB; Attn.: School Outreach; 1901 S. Meyers Rd., Suite 240; Oakbrook Terrace, IL 60181-5243
4. If you would prefer to scan your complete application and resume, you can e-mail these to: [volunteer@ncbtmb.com](mailto:volunteer@ncbtmb.com)
5. Please submit these documents as soon as possible. Phone interviews for these regional positions will begin on May 5, 2008.

If you have any questions please feel free to email us at [schooloutreach@ncbtmb.com](mailto:schooloutreach@ncbtmb.com).

## SOAP Update

### SOAP MEETS THE SCHOOLS

The School Outreach Advisory Panel met in Savannah on January 27th after the AMTA Council of Schools (COS) annual meeting. Many school representatives visited the NCBTMB booth to meet and talk with school outreach staff. This venue was the ideal setting for conversation and clarity about the SOAPs future role in NCBTMB's strategic plan.

### THE REVISED CANDIDATE HANDBOOK

The Candidate Handbook has been revised and reviewed by stakeholders, schools, the panel and the staff, and is now ready for distribution. Please replace previous versions with the new handbook Version 08.1. We welcome your continued input, so let us know how you like the new handbooks.

You can also download a copy from the website at [www.ncbtmb.com/forms\\_handbooks.php](http://www.ncbtmb.com/forms_handbooks.php).

### NEW NAME, NEW PURPOSE

The School Outreach Advisory Panel will be expanding its purpose to better meet the needs of schools and programs of massage and bodywork. Up to now, we have been functioning as a panel whose function was primarily to listen and gather feedback from stakeholder schools. In response to the many school issues we filtered through to committees and the board, our

role has expanded from a panel to an advocacy program. We have therefore changed our name to the School Outreach Advocacy Program (same acronym SOAP).

### REGIONAL REPRESENTATIVES

The new initiative regarding regional representatives is underway. The full description of this new NCBTMB initiative can be found on page 3 in this issue of InfoLine, including the fulfillment timeline.

### FUTURE MEETINGS

The SOAP meets again in May as part of the Annual Volunteer Retreat in Wash, DC. NCBTMB is committed to supporting its volunteers by providing leadership skills that keep us on track as an organization. Volunteers find that these skills are transferable to any setting and often return to their schools full of insight and inspiration. Remember, a Call for Volunteers is ongoing and online at [www.ncbtmb.com](http://www.ncbtmb.com).

With the greatest respect,

**Elaine Calenda, Chair**  
School Outreach Advocacy Program  
[ecalenda@bcmt.org](mailto:ecalenda@bcmt.org)

## New Lower Price for State Licensure Exam

Effective immediately, the cost to sit for the National Examination for State Licensing (NESL) has been reduced from \$225 to \$175\*. This new, lower price:

- Enables students to take the exam sooner—which statistically translates into higher scores
- Speeds up the state licensure process
- Allows practitioners to easily convert to national certification

As a reminder, the NESL can be taken at any time during a student's training. Students who pass are immediately eligible for state licensure

upon completion of their education and hands-on requirements.

For more information on the NESL option of the NCBTMB certification program, call (800) 296-0664 or e-mail [schooloutreach@ncbtmb.com](mailto:schooloutreach@ncbtmb.com).

*"This is a win-win for schools and administrators as well, because they typically see higher pass rates as a result of their participation in the NESL option."*

**Mark Lausch,**  
NCBTMB Chief Credentialing Officer

\*For those states who accept the NESL.

## New Schools

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

### ALASKA

Gabriel Career Development—Anchorage

### ARIZONA

Rain Star College of Therapeutic Massage and Bodywork—Scottsdale

### ARKANSAS

Massage Works Clinic & School of Massage—Mountain View

### CALIFORNIA

Apple Valley Career College—Apple Valley

Five Branches University—San Jose

Five Branches University—Santa Cruz

North West College—Pasadena

University of St. Augustine for Health Sciences —San Diego

Western Career College—Citrus Heights

### CANADA

Atlantic College of Therapeutic Massage—New Brunswick

ICT Northumberland College—Nova Scotia

### DELAWARE

Delaware School of Massage and Reflexology—Wilmington

### FLORIDA

First Coast Technical College—St. Augustine

Latin American Beauty School—Margate

Pro-Nails & Beauty School, Inc.—Orlando

Technical Career Institute—Miami

University of St. Augustine for Health Sciences—Boca Raton

University of St. Augustine for Health Sciences—St. Augustine

### GEORGIA

DoveStar—Savannah

International School of Skin and Nail Care—Atlanta

# INFO LINE

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## HAWAII

Aloha Massage Academy—Captain Cook  
Kona Hawaii's School of Muscular Massage  
—Kailua-Kona

## ILLINOIS

ASIS Massage - College of Lake County  
Campus—Vernon Hills  
ASIS Massage - Oakton Community College  
Campus—Skokie  
ASIS Massage - Rock Valley College Campus  
—Rockford  
A Therapeutic Touch Massage School—Marion  
Training Academy Inc.—Westmont

## INDIANA

Blue Heron Academy—South Bend  
Charter College of Health and Massage  
Therapy—Warsaw  
Southern Indiana School of Therapeutic  
Touch—Lamar  
WMTA School of Massage—Otterbein

## KENTUCKY

Daymar College—Owensboro

## LOUISIANA

Blue Cliff College—Alexandria

## MARYLAND

Medix School—Towson

## MICHIGAN

Baker College of Port Huron—Port Huron  
Everest Institute - Detroit Campus—Detroit  
Medical Massage Institute of Southeast  
Michigan, Inc.—Monroe  
Somerset School of Massage Therapy—Flint

## MINNESOTA

Riverland Community College—Albert Lea

## NEVADA

The Bodhi Tree Center for Healing Arts  
—Carson City

## NEW JERSEY

The Chubb Institute of Technology—  
Parsippany

## NEW YORK

Onondaga School of Therapeutic Massage—Rochester

## NORTH CAROLINA

Davidson County Community College—Lexington  
ECPI College of Technology—Raleigh

## OHIO

Everest Institute-Gahanna—Gahanna  
Institute of Therapeutic Massage, Inc.—Ottawa  
Stark State Institute of Technology—Canton

## OKLAHOMA

Northwest Technology Center—Fairview

## PENNSYLVANIA

McCann School of Business & Technology—Hazelton

## SOUTH CAROLINA

Piedmont Technical College—Greenwood

## TENNESSEE

Draughtons Junior College—Nashville  
Georgia Career Institute—McMinnville  
Georgia Career Institute—Murfreesboro

## TEXAS

Caring Hands Massage School of Texas—  
The Woodlands  
Hands on Approach—Corpus Christi  
Hands on Approach—Dallas  
Hands on Approach—Harlingen  
River City Massage School—San Antonio

## UTAH

Ameritech College—Provo  
Ameritech College—Draper  
Healing Mountain Massage School—Cedar City

## WASHINGTON

Everest College—Bremerton  
Pain-Free Solutions Massage Therapy  
Apprenticeship Program—Seattle  
Wellness Education Center—Spokane

## WISCONSIN

High Tech Institute — Brookfield

NCBTMB

*Infoline*

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[www.ncbtmb.com](http://www.ncbtmb.com)

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