



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

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*Friends,*

National certification has served as the cornerstone and the highest national professional standard in the field for the last 16 years.

Being nationally certified is a commitment to safe and ethical practice and to continuing education for personal and professional development. As the most respected credential in the field of massage and bodywork, national certification communicates that massage therapists possess the core skills, abilities and knowledge to practice ethically, safely and competently.

As massage therapy becomes more integrated in the business and healthcare arenas including hospitals, doctors' offices, hospice, or wellness and health promotion settings, national certification gives practitioners a competitive edge. Both the public and employers prefer practitioners who are committed to the highest level of professionalism.

THE PATHWAY OF NATIONAL CERTIFICATION

In this issue of InfoLine, we focus on the value of certification for students. National certification is the pathway to career excellence and longevity in the field that inspires trust and confidence across the nation. With over 90,000 certificants and 32 states, plus the District of Columbia, accepting or requiring NCBTMB exams, this pathway is well traveled. In fact, you can find NCBTMB certified practitioners in every state in the Union, as well as the Virgin Islands, Puerto Rico, Japan and Canada.

The development of a career is a chain of events that ultimately brings the conversion of a student to a seasoned professional, confidently equipped for a long-term career. National certification exams, as a vehicle for licensure in most states, is the pathway of choice in establishing national professional credentials.

Through recertification, certificants can polish skills, add new capabilities and continue professional development on their pathway. This can be creatively accomplished through continuing education, hands-on practice and other professional experiences such as clinical internships, state and national presentations, research and administration.

And further down the road, as certificants create niches through client experience, mentoring and additional training, many will end up as approved providers, educators, administrators, researchers and speakers themselves — all contributing to and advancing the profession. As the field grows and becomes more recognized and accepted across the country, national certification is the opportunity of a lifetime to take part in that journey and make a difference.



We'd like to pass on our thanks to the school community for your investment in training the next generation of massage therapists. Please let us know how we can better serve you in this mission.


Sincerely,

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

SCHOOL SPOTLIGHT

*Synergy Healing Arts Center and Massage School*

BLUE RIDGE SUMMIT, PENNSYLVANIA



*"I won't do 4-day intensives that graduate people in six to seven months. My background in kinesiology and biomechanics has taught me that it's near impossible to develop a safe program in less than one year given the physical, mental and emotional toll of massage training."*

— Margie Schaeffer

Margie Schaeffer boasts an extensive background in gymnastics and coaching. But when a declining job market and raising a family demanded a new career path, Schaeffer pursued massage therapy at the Baltimore School of Massage. After years of private practice, Margie followed clients' suggestions to open her own holistic healing arts center and massage school.

HOLISTIC DESIGN

With a Master's degree in Education, Schaeffer understands curriculum design. Her courses are well-structured and offer students a gradual approach to massage therapy.

The holistic approach Schaeffer and her staff impart to students also is reflected in how they care for clients. "I teach students to find their energy field on day one," she continues. "That includes everything from body mechanics, to grounding, to knowing how the energy is flowing through the client."

NATIONAL RECOGNITION

One of the most rewarding aspects of Schaeffer's role as an educator is watching her students receive recognition. One Synergy graduate won the Biotone/COMPTA Edu-Scholarship—given to a student at an accredited institution that demonstrates excellence in academics, community service and professional plans once he/she graduates.

Schaeffer also has set up a scholarship of her own, in memory of her son, Keith, who passed away in 2002 to leukemia and diabetes complications. The Keith A. Schaeffer Memorial Scholarship is awarded to a Synergy student or graduate who demonstrates financial need and believes in the future of massage therapy and allopathic medicine.

FOR MORE INFORMATION VISIT [WWW.SYNERGYMASSAGE.COM](http://WWW.SYNERGYMASSAGE.COM)

*imassage, Inc.* NCB CONTINUING EDUCATION PROVIDER

LEXINGTON, KENTUCKY


- "Wearing myself out and giving clients proper care..."*
- "Saving my hands..."*
- "Improving body mechanics to work with less stress on my body..."*
- "Not being able to do this as long as I want..."*

These are the type of responses that co-founders of imassage Inc. receive when they ask massage therapists to share their biggest professional concern. These answers also reflect the purpose behind the development of imassage: to help therapists enjoy their careers as long as they want.

A WINNING COMBINATION

Co-owners Eric Stephenson and Debra Koerner bring very specific skill set to imassage. "I bring the business and marketing approach," Koerner says, "and Eric brings the hands-on, tactile approach to our courses."

Koerner, an experienced marketing professional and former manager at a Fortune 250 company, has spent years analyzing how to create the ideal customer experience. This focus translates into helping massage therapists acquire and maintain clients, and keep the business side of the practice strong.



*"We're always talking about proper body mechanics, self-care, setting boundaries and even stretching exercises in class."*

— Debra Koerner

THE IMPORTANCE OF SELF-CARE

Stephenson and Koerner also teach methods that promote self-care. Koerner stresses, "So many therapists go home every night exhausted. Their rhomboids are over-stretched from bending forward. Massage also takes a mental toll."

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# The Value of Certification

HELPING STUDENTS PREPARE FOR LONGEVITY IN THE FIELD

Did you know that there are currently over 90,000 NCBTMB nationally certified massage therapists and bodyworkers? With so many individuals who have obtained national certification, it is no surprise that massage therapists and bodyworkers value this credential.

Understanding the value of certification is important not only to current certificants, but to potential certificants (i.e., students) as well. Oftentimes, students learn how to become nationally certified but do not understand the great value of this credential to their long-term career path.

Certification demonstrates that you are a well-educated massage therapist and bodyworker with the requisite knowledge, skills, commitment and dedication to the profession. The value of certification is far reaching with benefits to the profession, certificants, employers, and the general public. In fact, it can serve as the cornerstone of a successful career.

## VALUE TO THE PROFESSION

Certification demonstrates that the profession as a whole is dedicated to ethical therapeutic touch. It also provides:

- **Commitment to Excellence**—A program that identifies entry-level competencies in the profession.
- **High Standards**—A strict Code of Ethics and defined Standards of Practice for all massage therapists and bodyworkers to follow.
- **Time-Tested Value**—The NCBTMB credential has served the profession for over 16 years. The examinations have proven over time and across practice settings to be a valuable measure of competency in massage therapy and bodywork.

*“The value of certification is far reaching with benefits to the profession, certificants, employers, and the general public. In fact, it can serve as the cornerstone of a successful career.”*

## VALUE TO CERTIFICANTS

Certification demonstrates credibility — that a massage therapist and bodyworker have achieved a basic level of knowledge and will complete continuing education in order to maintain the certification credential. It also connotes:

- **Professionalism** — Promotes personal satisfaction and enhances the certificant’s professional reputation.
- **Credibility** — Increases the certificant’s sustained marketability by providing opportunities for career advancement and the possibility of increased earnings.
- **Legitimacy** — Meets governmental and/or employer requirements.
- **Portability** — The fact that 32 states and the District of Columbia accept or recognize NCBTMB examinations provides students with more options when searching for employment.

## VALUE TO EMPLOYERS AND THE PUBLIC

For employers looking to hire a massage therapist or bodyworker, NCBTMB credentials demonstrate a professionalism and commitment to continual growth. Employers also see the credential as providing:

- **Competency** — Regarding the certificant’s knowledge and their application of that knowledge. This could prove useful in making employment and advancement decisions.
- **Continuing Education** — Developing skills and new arenas of expertise has the potential to increase customer satisfaction.
- **New Center of Excellence Program**— Supports and promotes employers who exclusively hire nationally certified massage therapists and bodyworkers.
- **Compliance** — Provides compliance with many of the states’ regulations, as well as accreditation by NCCA (for the bodywork exam).

## THE VALUE TO THE GENERAL PUBLIC

- **Trust** — Assists the public in identifying qualified massage therapists and bodyworkers. Having a comfort level with a therapist aids in the outcome of the treatment.
- **Accountability** — Demonstrates a high level of commitment to the profession and accountability to the general public.
- **Confidence** — Increases public confidence in the selected massage therapist and bodyworker, while enhancing the quality of client care.
- **Protection** — NCB’s certification program protects public health and safety through its code of ethics, standards of practice and continuing education. It also provides a specific and published disciplinary process to follow in case a complaint needs to be filed.

National certification is a personal and professional accomplishment! Your students will be very proud of becoming nationally certified, and they are the best testament to the quality of education your school provides.

## FEATURE YOUR SCHOOL

The SOAP will continue to feature schools in this section of the InfoLine. To see your school highlighted in an upcoming issue, please contact Elaine Calenda at (800) 442-5131.

## *Use Your Skills, Serve the Profession* STATE VOLUNTEER SIGN-UP

In the last issue of InfoLine, we discussed NCBTMB's goal of fostering new efforts to better support and keep lines of communication open with massage therapy schools. This includes multi-state representation on a regional, state and local level.

We still have many positions open and need your help! We continue to search for qualified and energetic state volunteers who are interested in serving in this rewarding capacity.

State volunteers will report to their Regional Representative and assist with the following:

- Arranging school visits
- Discussing school issues as they pertain to the NCE
- Helping to resolve school code issues
- Maintaining supplies of candidate handbooks and study guides
- Generating information for e-newsletters
- Gathering information for our Regional Representatives

Thank you for considering how you can contribute your skills to the profession through the state volunteer role. We look forward to continued progress in meeting massage therapy school and constituent needs through this collaborative volunteer network!

IF YOU HAVE ANY QUESTIONS  
PLEASE FEEL FREE TO EMAIL US AT  
[SCHOOLOUTREACH@NCBTMB.ORG](mailto:SCHOOLOUTREACH@NCBTMB.ORG)

### HOW TO APPLY

1. Go to [www.ncbtmb.org/pdf/RegionalVolunteerApp.pdf](http://www.ncbtmb.org/pdf/RegionalVolunteerApp.pdf) and choose the form titled "Regional Volunteer Application." This form is used for the State Representative positions as well.
2. Print 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.org](mailto:volunteer@ncbtmb.org).
5. Please submit these documents as soon as possible. Phone interviews for these volunteer positions begin immediately.

### IMASSAGE, INC. CONTINUED FROM PAGE 2

Each class infuses self-care and body mechanics, including"

- The Magic of Hot Stone Massage
- 21 Deep Tissue Techniques to Enliven Your Practice
- Core Body Mechanics: Strength from Within

Depending on the class, therapists receive anywhere from 3 to 21 CE hours. But more importantly, they leave renewed.

FOR MORE INFORMATION E-MAIL [INFO@IMASSAGEINC.COM](mailto:INFO@IMASSAGEINC.COM) OR VISIT [WWW.IMASSAGEINC.COM](http://WWW.IMASSAGEINC.COM).

Koerner also offers assistance with marketing, registration and facilitating CE classes at your own venue.

### *New Schools through 06-15-08*

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

#### ALABAMA

Calhoun Community College—Decatur

#### ARIZONA

Southwest Institute of Healing Arts—Flagstaff  
Institute of Human Technology—Sedona

#### CALIFORNIA

Massage Center—Thousand Oaks  
Massage Center—Chatsworth  
Santa Barbara Body Therapy Institute—Santa Barbara  
Santa Barbara Business College—Santa Barbara  
Milan Institute of Cosmetology—Fairfield  
Massage School of Pasadena—Pasadena

Acupuncture and Massage Institute of America—Arcadia

Vitality College of Healing Arts—Carlsbad  
Santa Barbara Business College, Ventura Campus—Ventura

UBC—South El Monte

Essential Health Massage Institute—Merced

Diamond Beauty College—El Monte

McKinnon Body Therapy Center—Palo Alto

#### CONNECTICUT

Lincoln Technical Institute—Shelton

Lincoln Technical Institute—New Britain

#### COSTA RICA

Costa Rica School of Integrative Massage—Heredia

# INFO LINE

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## DELAWARE

Baron & Butler School of Massage—  
Rehoboth Beach

## FLORIDA

Academy of Cosmetology—Palm Bay  
Central Florida Therapy and Spa Institute—Orlando  
Prestige Beauty Academy International, Inc.—  
Sunny Isles  
Rasmussen College—Ocala  
Florida Education Institute—Miami

## GEORGIA

College of Health Evangelism-Wildwood Sanitarium,  
Inc.—Wildwood  
Nightingale Medical Institute—Tucker

## IDAHO

Idaho State University—Pocatello

## ILLINOIS

Rasmussen College—Rockford  
Rasmussen College—Aurora  
Refresh School of Therapeutic Massage—Palatine

## KANSAS

Massage Therapy Training Institute—Lawrence  
Heritage College—Wichita

## MANITOBA

Wellington College of Remedial Massage Therapies  
Inc.—Winnipeg

## MICHIGAN

Schoolcraft College—Garden City  
AyurVeda Therapeutic Massage Foundation—  
Lake Orion

## MINNESOTA

Northland Community and Technical College—  
Thief River Falls  
Rasmussen College—Eagan  
Rasmussen College—St. Cloud  
Rasmussen College—Brooklyn Park  
Sister Rosalind Gefre Schools and Clinics of  
Massage—Mankato  
Rasmussen College—Eden Prairie

## MISSOURI

Metro Business College—Arnold

Mexico School of Massage Therapy—Mexico  
Radiant Being—Kansas City

## NEW JERSEY

BodyConcepts Wellness Institute—E. Rutherford

## NORTH CAROLINA

Richmond Community College - Scotland Center  
—Laurinburg

## NORTH DAKOTA

Rasmussen College—Bismarck

## ONTARIO

Everest College—Thunder Bay

## PENNSYLVANIA

Academy of Massage Therapy and Bodywork—Pottstown  
McCann School of Business and Technology—  
Dickson City

## SOUTH CAROLINA

Beta Tech—North Charleston  
South Carolina Massage and Esthetics Institute—Bluffton

## TEXAS

The Relax Station, Inc.—Kingwood  
Valley Grande Institute for Academic Studies—Weslaco  
Texas Health School—Houston  
Massage Therapy Training Centre—Amarillo  
El Paso Community College—El Paso  
Universal Body Wellness Massage School—McKinney  
Alternative Body Care School of Massage Therapy—Waco

## VIRGINIA

RSHT—Richmond  
RSHT—Chester

## WASHINGTON

Massage Connection School of Natural Healing, LLC  
— Tacoma  
Yakima Valley Body Therapy Institute—Yakima

## WISCONSIN

Rasmussen College—Green Bay

## WYOMING

Snake River Institute—Jackson

NCBTMB

*Infoline*

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Don't forget to visit us on the web  
[www.ncbtmb.org](http://www.ncbtmb.org)

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