

# CHARLOTTESVILLE AREA MASSAGE THERAPY CONSORTIUM

Location: Cavalier Diner

Date: March 29, 2019

## Attending/Current Website

- Lili Gill – <http://liligill.massagetherapy.com/>
- Michael Gill – <https://michaelgill.abmp.com/>
- Becky Williams – <https://www.facebook.com/beckywilliamsCMT>
- Dee Walsh – retired/no more website
- Darlene Leon
- Ernie Kidd – <https://www.championstablemassage.com/>
- Sarah Handley - <http://www.fireandwatercville.com/>

## Practitioner News

**Michael Gill** – has been an energy worker and researcher for 20 years; just graduated from massage school; shares practice space with wife, Lili Gill, where he is doing more Asian modalities/acupressure work.

**Becky Williams** – back to massage therapy after a gap in her work; private practice on East Market St. w/Jen Daniel and Tyler Lucas; training to be a hospice volunteer.

**Dee Walsh** – delighted to be retired and spending lots of time with darling grandchildren. Other news from Dee:

- “**House Concert to Promote Healing**” of colleagues and friends will be held in August at Dee’s house in Earlysville, date TBD.
- USB keys with **massage-education materials for laypersons** were handed out. I made these for my clients when I thought I’d be closing my practice years ago at the time of hand surgeries. Feel free to use them with your own clients, more available. The only

“work” I am doing in massage field now is the occasional small group or couples class to teach techniques that can be used in the home setting.

- Have done **PVCC Adult Ed classes** in the past, and if anyone is interested in doing the same in the future, I can share materials/insights.
- I have **5 non-professional grade tables to share/sell**. Less than \$100.
- I will happily leave my larger **massage chair** on permanent loan with Becky Williams (or anyone else who speaks for it, if she doesn't want it), with the understanding that I can borrow it back now and then. (Currently it's in my kids' basement, where it gets occasional use.)
- I have a large supply of **marigold and zinnia seeds to share**. Anyone who wants some, just email me a postal address, and I'll pop some in the mail.

**Lili Gill** - Lili is expanding her oncology and lymphatic work. She and Michael are keeping their eyes open for practice space that will be appropriate for mobility-challenged clients. Dee recommended they look at the building where she practiced for years on Angus Road (Van der Linde – management). Other news from Lili:

- Here is the **infant and pediatric massage organization** that I took my classes with: <http://www.liddlekidz.com/>
- Here is the woman who holds **classes locally on CBD oil**: <http://www.buzznutrition.com/medical-cannabis/>
- The **classes** I have coming up are (<https://liligill.massagetherapy.com/continuing-education>):
  - **Prenatal and Postpartum Massage** - June 15 + 16
  - **Lymphatic Drainage for the Sinuses** - April 21 or June 2
  - **Four Elements Hot Stone Massage** - fall, date to be determined
  - **Mentorship Program** - scheduled with students when requested

**Ernie Kidd** – On his healing path, getting back to the gym and working one-to-two hours per day.

**Sarah Handley** – still has practice space at Shala on East High Street and volunteers at Westhaven (public housing clinic) through Common Ground Healing Arts.

## Discussion

### Online Scheduling Software

Michael recommended a list comparing the different products:

<https://www.messagebusinessblueprint.com/wp-content/uploads/2017/04/updated41317schedulingcomparisonchart2.pdf>,

- **Artichoke** – Lili tried, but found too difficult
- **Acuity** – Lili and Michael both use; more granular level of data; facility for client notes; integrates with Mail Chimp
- **Massage Book** – Becky uses

## Virginia School of Massage

Not everyone was up-to-date about the details of the closing of the Virginia School of Massage. The school was purchased by Cortiva Institute, but closed two years after being bought.

## CAMTC Website/Meeting Notes

Immense gratitude to Cecilia Mills for taking ownership of the CAMTC website. It is up and running at <http://calmingpoints.com/CAMTC.html>. At the meeting, there was consensus that the responsibility for recording of the notes should be rotated among the members, so no one person would feel the burden of it at all times. All members of the group should take a moment to review their listing on the CAMTC site and send Cecilia updates at [calmpoint@gmail.com](mailto:calmpoint@gmail.com).

## Marketing/Practice Growth

Becky indicated that she's having success using social media, a referral program, and selling packages to grow her practice. She tried a Groupon, but did not find that it added many ongoing clients.

Michael's marketing experience contrasted with Becky's. He negotiated rates with Groupon and had good luck with it. He has not had as much fortune with social media. His other good experience for practice growth: client and professional word-of-mouth, and providing gift certificates to allied professionals' practices.

## Job Opportunity

**AquaFloat** is seeking MTs – anyone interested can contact them directly at 434-293-1143, attn. Shara Seals, LMT ([shara@aquafloatcville.com](mailto:shara@aquafloatcville.com) / 434-214-4847).