

Charlottesville Area Massage Therapy Consortium

Synopsis of the CAMTC Meeting held Tuesday 1/7/14 @ MJH Cafeteria, 6:00-8:00 pm.

(Many Thanks to Becky Getz for arranging for the space!)

In attendance: Ernie Kidd, Jennifer Lewis, Franciska Pocanic, Becky Getz, Darlene Leon, Pat Meyer-Peterson, Dee Walsh, Holly Hermanson, C. JeAnne Frey, Betty Mooney, Chris Coslett DC (guest)

Other than Chris, all those present were CMTs with over 10 years of massage therapy experience (ranging up to 40+!) That being said, we congratulated each other on our longevity in the profession, and simultaneously voiced the wish to include at future meetings more “newer” therapists.

[Holly Hermanson](#) announced that she is starting a “Courtesy Colleague Program”. She will come to your studio and charge \$15 less than what YOU charge for the same session with no expectation of barter; as a courtesy she also waives her \$30 travel fee. You (the recipient) will provide the table, space, linens and oils, and she’ll provide the customized massage session. Holly recalls a teacher’s comment: "If you don't value the time and resources to receive bodywork yourself, how can you expect your clients to?" She is still enjoying her Paragon Day Spa clients, a few clients in her home studio in Keswick, and she also sees outcall clientele in their homes if they already have a table in place, often loaning a table indefinitely at no charge. Call 540-406-1111 or follow this link for more information about the Courtesy Colleague Program:

<http://www.hollyh.massagetherapy.com/courtesy-colleague-program-for-cmts--bodyworkers>

Dawn Woodring announced (in absentia) about massage space available – and here’s the info:

“I have a lovely ground level office with tons of parking and two treatment rooms on Ivy Road (near the Boars Head Inn) that is not being used late afternoons, evenings, and weekends. Also, I have started taking a class at PVCC, so it is now available Tues and Thurs morning. And, my husband does an outcall service on Tuesday and Friday afternoons. So the space is available all day on Tuesday, and starting at 1pm on Friday, in addition to every day after 4pm and weekends. Thanks for your consideration!

www.massagebywv.com or via Dawn Woodring: 434-953-7174 and/or Fran Vicente: 434-953-7176 or email: massagebywv@gmail.com”

[Jennifer Lewis](#) has recently switched to e-gift certificates and has lovely printed gift certificates that she’s willing to let go at 12 cards for \$5.00. Let her know if you’re interested.

[C. JeAnne Frey](#) got her start in physical rehab setting and does primarily deep tissue work. Of concern is that schools who teach in a “modular” fashion instead of building on curriculum points in a step-wise fashion are not fully teaching deep tissue work. She’s been a massage therapist for 15 years, trained at PMTI, and has her business TYR on Arlington Boulevard.

This engendered conversation about the difference between deep pressure and deep tissue work, and how clients need to be educated about that.

[Pat Meyer-Peterson](#) graduated from PMTI in 1982, taught at VSM for many year, and has expertise in Shiatsu and Zero Balancing (among many other modalities!), and was an elementary music major. Pat’s currently on sabbatical for six months. She’s “only” keeping 6 hospice clients, working at Common Ground every other week, and is still seeing one “special client”, and attends meetings like this one. Other than *that*..... she’s doing “nothing” - that is, besides going to the gym regularly to work on her

hip, and cleaning out all her closets in the first two days of her “practice retirement”. Pat has in the past and will in the future do workshops on Sensory Awareness at [Seven Oaks](#), which is a lovely retreat center in Madison.

Pat also told us about....

[Common Ground Healing Arts](#) is in the new refurbished Jefferson School on 4th Street downtown. It’s a non-profit organization focusing on the healing arts, and currently massage, yoga, meditation and acupuncture classes/services are offered. Treatments are given on a sliding scale, with MTs being paid \$35/ 50 minute session, and clients pay between \$25 and \$70 per hour. MTs have to commit to 3 massages per week. Two massage rooms are available, with sheets, Biotone, and a “music thingie” provided (we’re betting that’s an iPod! ;-). Pat really likes being part of something that makes alternative therapies available to a population who might not otherwise be able to afford it, or even to be interested in it. That’s being said, it is open to all comers, regardless of income.

Pat also volunteers for the [Hospice of the Piedmont](#). She became interested after being near several dear ones during their dying process, and being supported by Hospice. She feels like she (you) can make such a difference by being fully present with a dying person at that stage in their life. She treats both patients and their families.

Other area therapists who might be able to give you insights are [Lucia Kaestner](#), [Ernie Kidd](#), and [Dee Walsh](#) (former volunteers) and [Alexa Matthews](#) (current volunteer, along with Pat). More hands are always welcome, and Tina Hughey-Comers is the volunteer coordinator who would be your first point of contact.

[Darlene Leon](#) is retired UVA nurse, has private practice by appointment only, at her office on Preston at the Charlottesville Wellness Center. Her husband Andy Leon, a dear friend to the massage therapy community, is also retired (psychiatric) nurse, and is a member of [National Guild of Hypnotists](#).

[Franciska Pocanic](#) – Becky Getz recruited Franciska to teach at VSM for a number years. Franciska trained as a medical physician in Croatia, and now works at the UVA Heart Center doing massage, and works also at the Transitional Care Hospital on 250 West, and also sees several private clients by appointment. She has been studying [Shamanic Healing with Susan Wolf](#) for the past several years, and she is interested also in using guided imagery in helping patients to relax and decrease discomfort.

[Jennifer Lewis](#) has a private practice located on Berkmar Drive. In addition to general massage practice, she is interested in pregnancy massage, and has studied with two nationally known instructors. This year, she’s had the pleasure of following two established clients from the beginning of their pregnancies to the end (as opposed to meeting and treating clients in their very uncomfortable 8th and 9th months.) She’s recently renewed her passion in vegetarian cooking and eating well, and is having a wonderful time doing it! She met Chris Crosswell, DC, via her practice, and decided to invite him to the meeting also.

[Dee Walsh](#) is seeing clients on a limited basis, and focuses primary on injury rehabilitation and medically complex clients. She hopes to soon publish a very basic massage therapy Primer and an accompanying video (to teach family members how to best help their loved ones at home).

[Ernie Kidd](#) has primarily athlete-based clientele, but also is seeing several severely ill and elderly clients also, and that’s quite a mix. He enjoys exploring structural work both through reading and hands-on

experience. He finds his private practice on Arlington Blvd to be very satisfying. Ernie currently has a room for rent in Waynesboro, and welcomes inquiries. He was an orderly at UVA “back in the day”, and was also a Hospice volunteer when he was in massage school.

[Betty Mooney](#) - She thinks she’s the first massage therapist in Charlottesville, and has been practicing for over 40 years. (And we think she’s right about that!) She’s also is an Alexander teacher, a modern dancer, a yoga practitioner, and has a degree in German! Over the years, the FOCUS program morphed into the [“Women’s Initiative” program](#) on High Street. Betty volunteers with the new program, which now offers psychotherapy, career counseling, and general guidance to women on a sliding scale basis. Many of these women have become mothers at a young age, and/or are immigrants, and *all* have great stressors in their lives. Betty also has a great interest in politics, and will be working with local politicians to further the notion of having legislation to promote manual therapies/massage PRIOR to embarking on extensive testing and diagnostic procedures.

Betty was wondering if anyone knew anything substantive about “programs” on preventative care as part of the Obamacare program. Other than some examples of programs offered by UVA and MJH, no one knew of any specifics as related to massage therapy. (If anyone has a clue on this, speak up!)

Dr. Chris Coslett has a BS in Electrical Engineering, and 22 years of experience in chiropractic medicine, and does a great deal of manual therapy. Chris moved from Florida six years ago, and splits his time between Lexington and Albemarle, currently residing in Ivy. He maintains his practice, Healing Therapies LLC 116 N. Main St, Lexington, VA 24450. 540-464-4325 or 540-460-6591. Email to drcoslett@gmail.com.

He is increasingly affiliated with VASOM in Charlottesville and is currently looking for office space to share for a small cash based practice profile, preferably in a massage establishment environment. Chris has an affiliation with the [American Society of Clinical Hypnosis](#) and often speaks on topics of body-mind connections to the medical, chiropractic and mental health care community. He is currently writing an 8hr CE series (four 2-hour modules) for massage therapists entitled "Body-Mind Essentials For The Massage Practitioner". Chris is open to previewing the module series to interested massage therapists this spring in our area to assist with prerequisites for national certification.

Picking up on the comments and frustrations expressed by other attendees regarding the overuse of expensive diagnostics and uncoordinated treatment plan recommendations, Chris discussed a case study of a recent patient with severe bouts of vertigo, postural/structural deficits, multi-symptom CVR, GI/GU and sinus issues in which multiple diagnostic tests and interventions were preformed with NO definitive diagnosis or symptom relief. Though a body mind approach, Dr Coslett addressed both the physical and cognitive imbalance components in short order utilizing clinical massage, hypnosis and postural rehabilitation.

Several attendees expressed interest in scheduling special sessions to understand more about this work and the role of the massage therapist in treating advanced and seemingly complex case scenarios such as these.

[JeAnne Frey](#) is the newest member of this group. She grew up in CA – and is therefore very open-minded! JeAnne really gets bored doing the same thing all the time, so is always seeking new opportunities. She has a private practice, Treat Yourself Right (TYR) on Arlington Blvd, and does chair massage at some events, along with seeing some of her Washington DC clients each month. She’s been a competitive swing dancer, and hopes to get back to it soon – at the moment, she needs to limit her activity and stimulation levels as she continues to heal from a brain injury following a motor vehicle

accident last February. The group wished her the best of luck with getting back “into the swing” of things! JeAnne has considerable experience with Heart Thread and Circuitry Alignment, and is an instructor in those modalities. She has also had [La Ho-Chi](#) and Watsu training. The group mentioned that Ruth Meyers uses pool at Fontaine, and Kelly Zimmerman is at ACAC, but neither is totally satisfactory and JeAnne would appreciate any leads on available pools to practice her water-based massage therapy.

[Becky Getz](#) runs massage the therapy program at MJH, and is pleased to report that none of the massage therapy hours were cut when Sentara took over. Still in flux is the charting situation, and whether or not MT will be offered on units other than the cancer center. She’s pleased with the fact that nurses are taking the example of MTs and doing more and more gentle massage with their patients. Becky just gave up her volunteer job with Air National Guard as a flight nurse, and will be focusing on her family’s health care and in getting a room at MJH to offer massage therapy to employees and staff. Becky works also with private clients by appointment, many of whom are elderly and ill. She says, “I’m somebody’s mother, I’m somebody’s grandmother, I’m somebody’s wife”, and she keeps up the ‘Hillbilly Day Spa’ at her home for long-term already-established female clients.

Becky Getz suggested doing demos/exchanges at some of the meetings, and Betty Mooney had suggested some time ago doing a lecture series, and we’ll discuss making these opportunities available in the future, probably alternating social meetings with ones that are more clinically-oriented.

And that’s about it. We had lots of food, fun, conversation, and many, many hugs. A good time was had by all!