

**DRAFT** Notes from CAMTC Gathering 11/13/14 at Little John's Deli in Stonefield

Present: Karen Binney, JoAnn Christy, Lucia Kaestner, Darlene Leon, Pat Meyer-Peterson, Betty Mooney, Franciska Pocanic, Dee Walsh

Folks came and left as time permitted, and we had a lovely bit of conversation and fine food. Among the things I remember, in no particular order:

-We didn't describe our practices, etc, as everyone at the table knew each other (well enough!) Looking forward to the times when folks who are new to the group join in, and we will focus again on networking and building our referral lists.

-We talked a bit about aches and pains, and about happy things, too: Sue Spencer is a grandmother again, with a lovely and healthy baby girl arriving in this world a week ago – and Lucia is a proud grandmother of seven now! Dee's son Mason was married to his longtime love in October, and Franciska's family also celebrated a family wedding in Croatia recently. Lots of fun!

On the aches and pains side, a few heartfelt recommendations for clinicians came forth: [Thomas Brown, MD](#), an orthopedist at UVA, was praised by Pat as an excellent hip surgeon. [John Carl, MD](#) (MJH), took great care of Darlene's husband, Andy, when he needed gallbladder surgery recently, and also at MJH is Dr. Vandana Nanda, a dermatologist specializing in "Mohs" surgery to resect cancerous skin lesions. And [Aaron M. Freilich, MD](#), and his fellow John Griffin, MD, did an excellent job with Dee's recent elbow surgery at UVA.

-Lucia's starting a new business which will assist people who are caring for ill or post-surgical patients at home with finding and training companions/caregivers as to the recipient's specific needs. The business model differs from traditional home-care provider services in that the caregivers, once selected, vetted, and trained, will be independent contractors and paid directly by the client.

-If anyone is selling a motorized table, please speak up! There are a number of interested potential buyers in the group.

-Betty recently googled "the oldest person still practicing massage therapy", and found that a 98 year-old lady in England was still actively practicing in April of 2014, and died 3 months after being interviewed about her experiences. As Karen says, "Journey On!"

-Betty also talked about the recent expansion of Westminster Canterbury, and the potential for additional clients in that setting.

-Dee's taking a Virginia Community College class on-line to fulfill her RN CEU requirements – "Spanish for Health Professionals", and will check to see if it will suffice for the CMT requirements, also. Darlene has first dibs on the leftover reference materials when the class is over!

-We had a fairly interesting discussion about "near disasters" we've had over the years while working with clients. I'm not going to list them here, but.... I think we all learned something, and hopefully we can avoid some of the situations described just by *hearing* about them!

One specific thing we did discuss, and which has been reported on in several journals, is the phenomenon of fainting associated with chair massage. For more info, refer to these three articles, listed in no particular order: <http://letsgetclinical.com/2013/05/the-fainting-phenomenon/> - [http://www.massagetherapy.com/articles/index.php/article\\_id/310/Fainting-and-Chair-Massage](http://www.massagetherapy.com/articles/index.php/article_id/310/Fainting-and-Chair-Massage) - <http://www.abmp.com/textonlymags/article.php?article=767>

-Betty was recently a guest lecturer at the UVA nursing school, and spoke about massage and other stress-reduction techniques that nursing students can apply both to patient situations and to themselves, too. [Dr. Susan Bauer-Wu](#), was the point of contact, and is the director of the [Compassionate Care Initiative](#) at UVA. Betty is also working with [Dr. Justine Owens](#) on developing research projects – Justine was Martha Menard’s PhD advisor some years ago.

-On a totally different note, we talked a bit about supporting local businesses, and since we were all hungry, we started with the “new” Little John’s in Stonefield, and also heard kudos for [Carmello’s](#) (newly relocated near Staples), the [Afghan Kabob Palace](#) (which went into the old Carmello’s location across from U-Hall on Emmet), and [Smoked BBQ](#) (a food cart located on the Downtown Mall from 11-1 daily, and which is owned and operated by Justin van der Linde, who is also a massage therapist!)

-After having very good experiences with introductory MFR coursework, Dee (and one of her clients) recently attended a John Barnes seminar geared toward teaching patients to treat themselves with MFR (“[Myofascial Healing Seminar](#)”). My intent in going was to evaluate the appropriateness and effectiveness of the instruction to patients, and to experience treatment in Barnes’s Sedona clinic. Sad to say, the course was deeply disappointing, with very little concrete information given, and it was also conducted in a manner that was very off-putting to the client. The treatment center was inaccessible to persons with mobility issues, had insufficient parking, and the session cost was exorbitant (\$280/hour.) I also had the really troubling experience of having an attendant enter my room after the session, before I was finished dressing, to “change the linens” in preparation for the next session. Although I have a deep respect for the conceptual framework and application of MFR via the Barnes approach, I wouldn’t feel comfortable recommending that clients seek education or treatment with this group.

-We passed around the announcement posted recently by Tammy Mundy on Facebook: Judith Sullivan will be teaching a Zero-Balancing class in Cville Jan 8-11. Signups available via [http://www.zerobalancing.com/professional\\_training/calendar\\_detail/course/2070](http://www.zerobalancing.com/professional_training/calendar_detail/course/2070)

-We also shared an email from one of Dee’s clients re Daily Progress “Cyber Store” offer, which is similar to the Groupon/Living Social schemes, but differs significantly in that the *number* of sessions that are offered can be defined (and limited) by the therapist, rather than having to commit to an outrageous number of sessions. Dee declined the offer, as she isn’t back to work until January or February, but the text of the mail is included below in case anyone’s interested in doing this as a way to build clientele.

-Pat, Lucia, and Darlene have made the acquaintance of a therapist new to the area: Penny Bochaty has just moved to the area (Staunton) from NoVa, and is looking to network with professional colleagues. If you happen to meet her along with way, please make her feel welcome!

-And on that note, please remember that ALL certified massage therapists in the area are welcome to join our gatherings for conversation, information-sharing, and fellowship. Pat Meyer-Peterson has graciously volunteered to host the next gathering at her home in Dunlora, which is fairly centrally

located. If you have an opinion as to dates/times in January 2015, please weigh in – just let Dee know via email to [deecompression@gmail.com](mailto:deecompression@gmail.com) !

That's it --- Oh, except for the information re the Daily Progress Cyber-Store program, below.

From an email from Rachel Parsley of the Daily Progress in Charlottesville:

On Nov 12, 2014, at 11:28 AM, "Parsley, Rachel B." <[RParsley@dailyprogress.com](mailto:RParsley@dailyprogress.com)> wrote:

Hi Dee,

Hope you are well. And hope you remember me? I haven't been in for quite a while...but I need to make that happen sooner than later!

I hope you don't mind me writing you for a business matter, but I wanted to check to see how things were going in that arena, and to see if I could help. As you may recall I work in advertising at The Daily Progress.

We have an upcoming promotion that I think you could really benefit from:

December 1 -7, we will be running an online "cyber store" on our website that is similar to [groupon.com](http://groupon.com) or [livingsocial.com](http://livingsocial.com). All you have to do is offer our readers the ability to purchase a gift certificate for your services at a discounted price (we typically look for a 50% or better discount). We facilitate all the sales and they come to you to redeem. From there, it's our hope that you've made another regular customer (and/or that you have the ability to upsell them to more minutes at regular price..or whatever)! You can put limits and restrictions on the amount people are able to buy...and we can "cap" the sales...meaning if you're only willing to sell 25, we don't allow any more than 25 to be sold.

The best part? There is no cost to you whatsoever. When the sales are done, we take a 7% fee off the top to pay the person who runs the site for us, and then we SPLIT the remaining revenue with you 50/50! It's a GREAT deal and you have nothing to lose.

For instance...you offer \$80 gift certificates (a 1hr massage?) for \$40.00. 50 of them are sold = \$2000. We take 7% off of that= \$1860...and then we split that with you = you get a \$930 check and lots of new business!

We sweeten the deal even further: you will get about \$10,000 in shared promotion with the other businesses who are participating in the Cyber store that will promote this site and draw traffic to it!

I know there will be lots of people out there looking for great holiday gift ideas... for others or for themselves! ☺ This is a great way for you to get some advertising presence, get new customers AND all at no cost to you...AND make a profit off of the sales we make for you.

Please let me know what questions you have. We'd love to include you... would you like to try it out?

Thanks!

Rachel