



International Association of Animal Massage & Bodywork Newsletter

This is our first newsletter. The quality and content of future publications depends on your help and contributions. Let's join together to create an association that we can use with pride.



Message from the President

Welcome everyone. Thank you for your interest in this professional association for animal massage and bodywork. Members can be in the veterinary field, animal massage, Acupressure, Reiki, Healing or Therapeutic Touch, magnetics, animal communication, Bach Flower and more.

We created this organization so that we practitioners could network, support and learn from each other.

In the last few years, the field of providing complementary animal wellness-care has grown tremendously. There is still a relatively small number of practitioners and schools compared to the general population. The concept of "competition" for our skills and courses is a non-issue. With the demographics of

over half the households having pets and the numbers of pets in the U.S. alone at over 150 million, there are more than enough clients for each of us to have, help and share.

I ask that you pledge to *speak kindly of your colleagues*. Even if they are practicing their skills in ways you can not comprehend, acknowledge them and move on. It only takes a few unhappy clients to create enough negative advertising to destroy a practice. Focus on your own business and allow market forces to determine the value of everyone's practice.

In our newsletters we will describe the focus of the IAAMB and offer suggestions for its growth and development. This organization is for you. Our dream was to create a forum where those of us with differing areas of expertise may create an interchange of ideas. The ideas do not have to be "politically correct," just sincere. The focus is on educating others and ourselves, as opposed to stroking our egos. Member feedback is important.

Stay in "touch,"

—Jonathan Rudinger

Mission Statement

- To provide a forum for animal massage and bodywork professionals to network and support each other
- To promote continuing education and dialog among the "alternative" disciplines and schools
- To build trust and understanding among animal massage therapists, veterinarians, vet tech's, animal chiropractors, zookeepers, those involved in rehabilitation work, animal nutrition, acupuncture, acupressure, Reiki, Healing Touch, flower essences, magnetics, color, light, music and aroma therapy, animal communication, training and grooming
- To keep members informed about important issues that affect our profession
- To create and promote a uniform Scope of Practice
- To work for national recognition and certification for our profession

Thank you to Roy Abare for designing the logo and letterhead. Roy has created the Petherapeutics business in Barrington, Illinois. Roy is a graduate of the PetMassage™ Institute. He has demonstrated and taught at AKC and other dog events in the Chicagoland area. www.Petherapeutics.com.

Spotlight on...



Photo by Jan Jones

Responsible Delivery of Animal Healthcare

By Amy Snow & Nancy Zidonis
Tallgrass Animal Energy Work

“Why would you do acupressure on a horse or dog?” People ask us this question frequently. Our answer is, “Of course animals need acupressure and other bodywork as much as you do. Why wouldn’t you want to help them feel well and stay healthy?” Though it has been going on for a long time, the notion of offering animals’ complementary healthcare is relatively new to the general American public.

It has been historically proven that animal acupressure existed thousands of years ago in China. Families performed acupressure as one of their main resources in protecting their livestock and horses since they were highly valued in that society. We have seen drawings of bovine and equine point charts from hundreds of years ago. Would the Chinese have bothered to create a highly detailed system of meridians and acupressure points if it did not work in caring for their animals?
Not likely

Humor

Little Harold was practicing the violin in the living room while his father was trying to read in the den. The family dog was lying in the den, and as the screeching sounds of little Harold's violin reached his ears, he began to howl loudly.

The father listened to the dog and the violin as long as he could. Then he jumped up, slammed his paper to the floor and yelled above the noise, "For Pete's sake, can't you play something the dog doesn't know?!"

Heard a great joke you'd like to share with us? Fax it to 419-475-3539, Email: Info@iaamb.org

Since we know that acupressure and other healing modalities are very effective in resolving and preventing physical and psychological health issues for animals. It is up to us, the professionals in the field, to make sure that complementary healthcare is delivered responsibly. The field is growing by leaps and bounds. In the past three years, we have seen interest in our training program, books, and charts increase four times faster than in previous years. Additionally, we are constantly sending people to others who offer animal massage, communications, Reiki, and other forms of healing.

Rapid growth in any field can cause confusion. It is the role of organizations like International Association of Animal Massage & bodywork (IAAMB) to have people who are leaders in their respective areas of expertise to develop common understandings and standards that will help to guide professionals in animal massage and bodywork.

IAAMB can serve as an excellent vehicle for collaboration, developing standards for professional services, and gaining access to educational opportunities. We can work together to insure that complementary animal healthcare is provided in the most professional manner possible.

Nancy Zidonis and Amy Snow are the authors of: *The Well-Connected Dog: A Guide To Canine Acupressure*; *Acu-Cat: A Guide to Feline Acupressure*; and *Equine Acupressure: A Working Manual*. They own Tallgrass Publishers, which offers Meridian Charts for horses, dogs, and cats, plus *Introducing Equine Acupressure*, a 50-minute training video. They also provide training courses worldwide. For further information: www.animalacupressure.com, Phone: 888-841-7211, email:

Website

The IAAMB.org website is up and running. Please log on. Our goal here is to create a referral and Regional networking system.

We would also like to offer the service of posting all the states' Veterinary scopes of practice or other applicable legislation. What laws are on the books in your state that affect your practicing your craft? Please help us collect this data.

Your ad could be here
for only \$10.

MY CARD

Request for advertising:

Advertise your business in our Newsletter: Rates: are only \$10 for a business card sized ad, \$25 for a ¼ page, \$50 for ½ page, \$75 for a FULL page. Let your fellow members know who you are, what you do, and where to send referrals.

Do you have an already designed banner ad? Run it on the IAAMB.org website for only \$10/ month, 6 month minimum contracts.



Spotlight on...



**Kim Ogden – Avrutik, Dr. P.H.
Animal Communicator**

Dr. Kim Ogden-Avrutik is an Animal Communicator who has helped animals and their human companions from around the world. Having received her Doctorate in Public Health in 1991, she feels strongly that the “public” includes animals and their health and well-being, too. Kim has seen that effective, loving, non-judgmental communication can be beneficial regardless of species.

Kim Ogden-Avrutik graduated with honors from the University of Illinois, in 1991.

Already having worked in the field of public health for more than 15 years, Kim planned to continue working in this profession. Her life took a strange turn, however, when she and her husband moved to Taiwan, the Republic of China. While there, she and her husband saw acute animal abuse. After coming to the realization that many of the same abuses she saw in Taiwan still confronted animals in the U.S., Kim decided to make some life changes. She decided that what she really wanted to do was to serve the animal population. To do this, Kim decided to use a gift she had since a child—the gift of intuitively communicating with animals. Kim states that animals communicate by various methods: sending pictures, conveying thoughts in the form of words, and sending feelings and emotions. Kim says: “The life of an animal communicator is fabulous. People come to me in desperation about their animals’ behavior, peculiarities, or health. Animals want the same things we want: food, shelter, love, respect, kindness and a sense of purpose.” “I believe that membership in the IAAMB will help increase our knowledge of what each of the professions can do to contribute to the well being of the human and animal population on this earth.

It is an incredibly exciting time to belong to such an organization.

Dr. Kim has appeared on **ABC World News with Peter Jennings**, **WGN**, **Fox TV** and other television and radio shows. She has been featured in articles by the **Chicago Tribune**, **News Sun** newspapers and **Conscious Choice Journal**. She writes an Animal Communication column for **Chicagoland Tails**, a newspaper dedicated to the human-animal bond. Dr. Kim has published in **On Course** equestrian magazine and **Chipawgo!** Newspapers. She was the keynote speaker for **EarthSave International’s** Chicago meeting in September 2001.

Dr. Kim has an active class and lecture schedule. She was a keynote speaker for the **Body, Mind, Spirit Expo** in Chicago. Dr. Kim will also be appearing at the **Holistica International Exposition** in Hawaii, on March 22, and 23, 2003 with authors Dr. Christine Northrup and Alan Cohen. For more information about her class and lecture schedule, email her at Animalspeak@cs.com.

You can be in our next newsletter! We’d be delighted to support your growth and development in

Spotlight on...

Please email or fax your information to us by February 1st, 2003.

Stories

We’ve all had amazing “Aha’s” in our work. Share your revelations with your work with animals. Max. 200 words. Please include a photo of yourself.

INSURANCE!

We have had several requests for animal massage liability insurance. IAAMB can now offer INSURANCE. Currently this is for U.S. Residents only. We are looking into international plans.

This is Professional liability (malpractice) coverage and general liability for one low price. This is the same coverage that massage therapists carry. It covers work with small and large animals, in your office and on-site. It is called The Hands-on Trades Protection Plan.

IAAMB Members can choose from one of 2 options

Option A

\$1 million limit of liability \$109.92/year

Option B

\$2 million limit of liability \$125.28/year

This is only available as an addition to your **IAAMB** membership. Call our toll free number, 800-903-9350 for details or to sign up.

Request for articles

The future of the IAAMB includes the publication of a professional journal. This will be a source for publishing scholarly articles and research studies to expand the knowledge and understanding base in our fields of study.



Membership Drive

Enroll your friends and colleagues in the IAAMB. Each membership you bring in will reduce your next year's membership dues by 10%.

Scope of Practice

We'd like to develop a comprehensive, yet comfortable Scope of Practice and code of ethics for our complementary animal wellness-care services. If you have suggestions for concepts and wording, please participate in our Scope Committee.

Goals

To encourage and support one another in business and personal growth

To come together as animal massage and body workers for fellowship

We pledge to speak only kind words of one another in order to create an atmosphere of harmony

Committees

Fecal Matters Committee Chair, please take your stool.

Other committees that need help are: Scope, Membership, Special Events, Public Relations, Archives, Advertising, Ethics, Long Range Planning, Others?

Visit us online

Make sure your information is correct. Link your website to ours. Use our forum page, advertise your skills, network and support your colleagues.

Member Incentives/discounts & Benefits

The PetMassage™ Institute offers 5% members discount for workshops. We invite your school to offer incentives for students, too.

Member Benefit

Association members will be first on the list for Jonathan Rudinger's new book/CD set, *Energy Works for Dogs*. Books will be first publication, signed and available before they go to market. Place your name on the waiting list, to reserve your copy.



Use the IAAMB logo on your cards and in your marketing. Membership in a professional association will help your credibility and your sales. Members are welcome to download the logo from the website. If you would like hard copies, please email us.