



Hello members.

Today, as I write this, it is the first day of fall. Here in the Midwest, it is a season of abundance for bright colors, for adventures. The season has its own scents, its own sounds, its own textures.

Autumn, in any part of the country, is a state of mind. It's a time of change, of maturing, of taking measure.

Let's put our animal massage and body work businesses in the Autumnal context. All summer, our lives have been busy. Our businesses have been steadily growing in the sunshine. Growing perhaps at a slightly slower pace than we may prefer; at least we were planting seeds.

Now, before the rush of the holiday's sets in, let's look at what we are doing, at how we are doing it, and match the energy of our marketing with the abundance and magnificence of the season.

Let's do a marketing inventory. Does your marketing media say exactly what we want it to? How about your website? Does it have a clear easy-to-follow call for action? Does the image you've crafted in social media represent the persona that you want? What can do them to make you and your business more interesting, more enticing, more Autumnal?

Your marketing and your business reflect your seasonal state of mind; your region and as well, its customs. In some areas, for example, Halloween is an enormous celebration and in others, it is dismissed. You know your region. You know your locality.

You know that consumers are empowered when they can support local businesses. Buying local is a way for them to define their personal values. People find real empowerment in knowing that their actions can make a difference. They can make a conscious choice to make an informed purchasing decision, based on their values. And, their single purchase can have an impact on their community. Acknowledging "local" is patriotic.

Eating local is good for the economy. It is healthier for your body. And, it's good for the planet, too. I just overheard someone at a local farmers market ask where the produce was grown. When they learned that it was grown within 15 miles of the market on the vendor's own farm the deal was sealed; and a few more yellow summer squash were sold.

Thinking local, being local, staying local, understanding who your clients are, are all reflected in your marketing agenda.

I'm not asked where the produce was grown. I'm asked what the benefits are, of canine massage. The value of healthier, happier animals extends to their human families. Dogs are the epicenters of their people's lives. That's really "local."

Think local. Local is where your animal and human clients are. It is where you are. You understand what the people in your area need, what they want, how they ask for it, and how they think about it. You know exactly what words and phrases to use. You are the local source for what you do. You are also a reflection of the seasons.

You are an essential part of the fall season where you live. Make the most of the energies you feel in the air. Thrill to the brisk winds, the scents of burning leaves, the sounds of abundant life all around you scurrying to prepare for winter. Enjoy the fall colors. Project the culture of Fall. Take the energies of the season as a cue to enhancing your marketing, your business, your life, and the lives of your clients.

Your president,

Jonathan Rudinger

Welcome New Members

Student Members*

Willette Balsamo

Essential Equine Touch, LLC
Lakewood WA
kjolie9@hotmail.com
www.essentialequinetouch.com
Large Animal Massage
Practitioner

Stacey Bonetti

Dog Paddle Beach
Rockford IL
stacey_bonetti@yahoo.com
Canine Water Therapy

Julie Davidson

A Walk in the Park Pet Care
British Columbia, Canada
awalkintheparkbc@icloud.com
www.awalkintheparkbc.ca
Maintenance Massage for Small
Animals

Amethyst Green

Bliss Dog Massage
Oakland CA
amieg35@gmail.com
Specializing in Canine Massage for
Maintenance and
Rehabilitation/Senior Care
Massage.

Kay Hetherly

Water Dog Wellness
San Marcos TX
khetherly@austin.rr.com
www.waterdogwellness.com
Canine Warm Water Therapy and
Massage

Valerie Hill*

Tri-Vitalize
Crown Point IN
msvalerielynn@gmail.com
<https://www.facebook.com/trivitalize>
PetMassage, Human & Animal
Reiki, Animal Communication

Arlene Johnston

Cumming GA
oarlene@bellsouth.net
Canine Massage

Benita Karroll

Paws Massage LA
Culver City CA
benita@pawmassage.com
www.pawmassage.com
Animal Massage Therapist

Karen Lang

Gentle Touch Pet Massage
Ann Arbor MI
gentletouchpetmassage@gmail.com
PetMassage and Level 1 Reiki

Pascale Lepinay

Mon Chien Relax
Meudon-la-Forêt
monchienrelax@gmail.com
<http://www.monchienrelax.com/>
Canine Massage & Dog Training

Karen Lim

Paws fur Life Pte Ltd
Singapore
karenlim22@gmail.com
www.pawsfurlife.com
Canine Massage

Katherine E. Littman

Spirit Walker Animal Massage
Bridgewater, MA
Pink_6934@msn.com
www.spiritwalkeranimalmassage.com

Jennifer Lovell

High Point Equine Massage
Beaverton OR
jlovell@gmail.com
Equine Maintenance Massage and
Bodywork

Alexia Macri

Hands-on Paws
Chicago IL
alexia@hands-onpaws.com
Canine Massage and Bodywork,
Aromatherapy, Bach Flower
Remedies and Dog Training

Vicki Mendelson

Canine-Touch LLC
South Salem NY
caninetouch20@gmail.com
www.canine-touch.com
Canine Massage

Jacquelyn Reed*

Massage Four Paws
Tucson AZ
jacquelyn@balancebytouch.com
www.massagefourpaws.com
Therapeutic Massage for Geriatric
and Canine Athletes

Sara Shindel

The Synergistic Dog, LLC
Orondo WA
saraccmt@gmail.com
Canine Aquatic Therapy and
Canine Massage

Dawn Spiegelberg

BODYWISE Bodywork LLC
Bothell WA
dawn@bodywisebodywork.com
www.bodywisebodywork.com
Licensed Massage Practitioner/
Large Animal Massage

Teresa Zimmerman*

Massage 4 Life
Valley Center KS
luv_message88@yahoo.com
Swedish, Deep Tissue, Hot Stone,
Lomi Lomi, Reiki, Animal Reiki,
Aromatherapy, Cranio Sacral,
Portable Massage services
Pregnancy, Reflexology

What is the statement that was told to Peter Parker when he became Spiderman? "With great power comes great responsibility." As a member of the IAAMB/ACWT remember that you are part of a global family, making a global statement. Whatever you say and do reflects on the rest of your fellow colleagues in this new, growing industry.

You Just Never Know

By Cathy Bickerstaff

It is Saturday morning so that means the Bartlett Farmers Market. I have a booth for Cathy's Canine Complements where I offer healthy treats I bake, aromatherapy I blend, and pet massage. Much of the pet massage part is explaining what I do and making appointments. I also share things the average pet parent can do to help make their "far baby's" life harmonious and balanced.



A couple I had talked to in general in past brought their dog to me at the

farmers market. They said her personality was more geared to a cat than dog - aloof and not outgoing. She had developed some symptoms and their veterinarian basically told them there was nothing else he could do. He thought it was endocarditis. If nothing else they were seeking help to make crossing over easier for her.

I have an aromatherapy called Nugget's Noggin Nudger. It has frankincense, myrrh, and ginger in it. The properties of the essential oils help thinking or processing new situations as well as a "pick me up" from the ginger.

I could tell the little dog was stressed - non-stop panting; appetite down; eyes down and sad looking; generally a worried look.

We all sat down on the ground. As I began to focus on the little dog and "try to read" her, her "dad" said, "Oh, man, I can already feel the energy." That kind of startled me. I just wasn't expecting a comment like that.

I used the aromatherapy and did some ear and face work. For a dog that is not outgoing she did not pull away.

The best way I can express what happened was "life" came back in her eyes. She began to hold her head up. The panting became intermittent.

The little dog seemed better for a while at least and the pet parents felt better, too.

I am very humbled that they sought me out. I am thankful for the opportunity to spend some time and hopefully make the little dog and the pet parents feel better at least for a little while.

They came back a few weeks later to tell me to tell me she had adult heart worms in her heart. A surgical team on the other end of the state removed the heart worms. She was a very sick dog for about a week. The "mom" made a musing comment of "I wonder why she didn't die; she was so sick." I simply replied "She wasn't ready."

You just never know when you wake up what opportunities will present themselves. I just want to be aware, available, and attuned.

Cathy Bickerstaff has been a member of the IAAMB since June 2012.

Cathy's Canine Complements

www.cathyscaninecomplements.com

In This Newsletter

President's Message

Article by Cathy Bickerstaff, Melanie Barrett and Vickie Mendelson

School Calendar for October 2014– November 2015

Advertisements PetMassage, Ltd.

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Vice President Anastasia Rudinger

Membership Administrator Beth Farkas

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Spotlight focus

Vicki Mendelson

Canine-Touch LLC is a mobile based dog massage service throughout Fairfield County Connecticut that provides hands on, non invasive bodywork that can help detect, alleviate, prevent or improve a dog's physical or emotional well being.

Dogs that can benefit from Canine-Touch are puppies, older dogs, dogs with arthritis or joint disorders, dogs that are pre or post orthopedic surgery, rescue dogs for shyness/anxiety, show dogs for agility, working dogs for wellness or physical distress.

Vicki began her business in 2014 and to date has provided great relief to dogs with anxiety, arthritis as well as joint relief issues. She completed her

training and certification at the Pet Massage Training and Research Institute in Toledo, Ohio with the Founder and Owner, Jonathan Rudinger. Training included anatomy, physiology, acupressure, basic stroke techniques and rehabilitative massage.

Vicki has also volunteered at Guided Eyes for the Blind, SPCA and SilverHill Hospital. After 30 years in the advertising and marketing business, "I have pursued and found my dream! Now it's all about bringing it to life for canines and their owners."

Vicki can be reached at 203 391-4978 or CanineTouch20@gmail.com. The Canine-Touch website is in development.

Vicki Mendelson has been a member of the IAAMB since August 2014.



Be featured in our next Newsletter!

We'd like to hear your stories. What experiences impassioned you in your practice? Would you like to share them?

Your article may be just what our members need to revitalize their practice!

We'd be proud to publish your case study.

Articles and photos for our next issue must be submitted by
December 15, 2014

Text requirements: 500-1000 words
Photo: you with an animal client

Let your fellow members and everyone else know
who you are,
what you do,
why you do it, and
how you work
to help your animal clients!

Market yourself and your business!

ADVERTISE IN THE IAAMB/ACWT
NEWSLETTER

New rates/sizes per issue:

- \$20 for business card ad
- \$35 for ¼ page
- \$70 for ½ page
- \$95 for a FULL PAGE!

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Large paralyzed dog helped with swimming

At midnight, June 30, 2014, Morgan Collier thought she was just letting her 8-year-old Doberman, Roxy, outside for a last potty break before bedtime. In just seconds, their lives changed.



Morgan heard cries from Roxy and ran outside...only finding that her sweet girl was paralyzed...unable to get back on her legs.

Morgan, who lives in Panama City Beach, Florida, took Roxy to a local emergency vet. She was determined a paraplegic at the time. Morgan picked up Roxy the next morning, and took her to a referred vet clinic in Dothan, Alabama, about 90 minutes away.

At that vet, Morgan was told the condition from which Roxy suffered could be an FCE, which is described below:

- 1 A fibrocartilaginous embolism (FCE) is a blockage in a blood vessel in the spinal cord. When such a blockage occurs, an area of the spinal cord dies.

- 2 An FCE typically results from an injury to the spinal cord caused by jumping or landing awkwardly. Sometimes vigorous exercise can trigger it. Dog fights, rough play, and any sort of accidental trauma can also lead to an FCE.
- 3 Fibrocartilaginous emboli are rarely seen in cats and occur most often in large and giant breed male dogs, and also miniature Schnauzers and Shelties between three and six years of age.
- 4 Symptoms of an FCE can include sudden, severe pain followed by lessening pain after a short period; weakness; partial to full paralysis of a rear limb; and an uncoordinated gait.
- 5 The recommended treatment for FCE is to begin aggressive physical therapy. Implementing an immediate rehabilitation program is your pet's very best option for a full recovery and a second chance at life.

The vet in Alabama also said that there was no way to see for sure if that was Roxy's condition unless Morgan took her to Auburn University in Alabama (which has a veterinary school) to get an MRI. However, that was something that Morgan could not afford.

With further X-rays and further veterinary examinations, Roxy was given a diagnosis of severe spondylitis. Spondylitis is described by www.peteducation.com as:

Diskospondylitis (also spelled 'discospondylitis', and termed vertebral osteomyelitis) is a bacterial or fungal infection of the vertebrae and the intervertebral discs in dogs. The resulting swelling, inflammation and bone deformities seen in diskospondylitis put pressure or compression on the spinal cord which runs through the vertebrae. The disease is termed "spondylitis" when

only the vertebrae are involved. The disease should not be confused with 'spondylosis,' which is a non-infectious fusion or degeneration of the vertebrae.

The vet did not guarantee Morgan that her Roxy would ever walk again, but she was not about to give up! "They told me I could give her a few weeks if I had the patience to deal with such a large dog being paralyzed," Morgan recalled. "So after much physical therapy at home and elsewhere she made improvements.

She was referred to an holistic vet in her area who did some acupuncture sessions with Roxy and another vet gave her some steroid shots. One vet felt sure the condition was not an FCE, and did X-rays on her neck. He told Morgan the spondylitis was so severe in that area, that it was fusing her spine together. He said he thought that swimming Roxy would be the best therapy for her.

Morgan contacted Melanie Barrett, owner and certified canine aqua therapist of 30a Swim Dog (www.30aswimdog.com), in Santa Rosa Beach, Florida, about 25 minutes west of Panama City Beach.

"We started swimming on July 27, and Roxy started walking on her own on August 5," Morgan recounted. "The vets say she will always suffer from spondylitis, but she is now walking and even running on her own! We continue to love swimming!"

30a Swim Dog is dedicated to helping dogs in assisted swims for conditions such as arthritis, post surgery, hip dysplasia, overweight and timidity or lack of confidence. Recreational swims are also available.

Melanie Barrett owner of 30A Swim Dog from Santa Rose Beach, FL has been a member of the IAAMB/ACWT since May 2014.



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The IAAMB/ACWT sees as an important part of its mission the promotion and development of the industry of animal massage and bodywork, which includes our educators, practitioners, and prospective students.

IAAMB/ACWT Preferred Educational Providers are educators of animal massage, acupressure, bodywork, and energy work that have had their coursework approved by the IAAMB/ACWT Education Review Board. Only Preferred Educational Providers have the opportunity and privilege to be listed on the IAAMB/ACWT School web page, advertise in quarterly newsletters and conferences, and have their programs listed in IAAMB/ACWT School Calendars.

These are your IAAMB/ACWT Preferred Educational Providers

Abundant Life Massage, Inc.
Animal Spirit Healing & Education Network
Brandenburg Massage Therapy LLC
International Center for Anthrohippology (InCAh) LLC
Escent-Oil Balance and Circle Star Farms
La Paw Spa
Northwest School of Animal Massage
Ojai School of Massage
PetMassage™ Training and Research Institute
Rocky Mountain School Animal Acupressure and Massage



SCHOOL CALENDAR October 2014-November 2015

October 2014

Date	School	Course	Location	Link
1	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
6	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 1	Elizabeth, CO	www.rmsaam.com
6	Rocky Mountain School of Animal Acupressure and Massage	PetTech CPR	Elizabeth, CO	www.rmsaam.com
7	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Elizabeth, CO	www.rmsaam.com
13	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 2	Elizabeth, CO	www.rmsaam.com
19	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 3	Elizabeth, CO	www.rmsaam.com
19	PetMassage™ Training and Research Institute	Pet Tech CPR with Jillian Myers	Toledo, OH	www.petmassage.com
20	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
20-24	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com

November 2014

2	Rocky Mountain School of Animal Acupressure and Massage	Large & Small Animal Acupressure, Level 1 Veterinarian Professionals Only	Longmont, CO	www.rmsaam.com
3	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 1	Elizabeth, CO	www.rmsaam.com
6	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
7-10	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com
10	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 2	Elizabeth, CO	www.rmsaam.com
11	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
15	Rocky Mountain School of Animal Acupressure and Massage	PetTech CPR	Elizabeth, CO	www.rmsaam.com
15	PetMassage™ Training and Research Institute	Canine Massage Business 101 with Letha Cupp	Toledo, OH	www.petmassage.com
16	PetMassage™ Training and Research Institute	Way of the Crystal with Jeanna Billings	Toledo, OH	www.petmassage.com
16	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 3	Elizabeth, CO	www.rmsaam.com

17	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Elizabeth, CO	www.rmsaam.com
22	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Elizabeth, CO	www.rmsaam.com

February 2015

5	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
6-9	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

March 2015

12	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
13-16	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

April 2015

12	PetMassage™ Training and Research Institute	Pet Tech CPR with Jillian Myers	Toledo, OH	www.petmassage.com
13	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
14-17	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com
24-26	PetMassage™ Training and Research Institute	Advanced Canine Trigger Point Therapy Protocols with Ken Bain	Toledo, OH	www.petmassage.com

May 2015

28	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
29-June 1	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

June 2015

25	PetMessage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
26-29	PetMessage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

July 2015

16	PetMessage™ Training and Research Institute	Dog Handling in Canine Massage with Monica (West) Bernhoffer	Toledo, OH	www.petmassage.com
17-20	PetMessage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

September 2015

10	PetMessage™ Training and Research Institute	Dog Handling in Canine Massage with Monica Bernhoffer	Toledo, OH	www.petmassage.com
11-14	PetMessage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

October 2015

4	PetMessage™ Training and Research Institute	Pet Tech CPR with Jillian Myers	Toledo, OH	www.petmassage.com
5-9	PetMessage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com

November 2015

5	PetMessage™ Training and Research Institute	Dog Handling in Canine Massage with Monica Bernhoffer	Toledo, OH	www.petmassage.com
6-9	PetMessage™ Training and Research Institute	Foundation Canine Massage Workshop includes home study courses of Anatomy and Marketing	Toledo, OH	www.petmassage.com

Opportunities to GET INVOLVED!

If your state does not have an animal owners' rights group there are experienced and available people around to help you start one. Contact any of the following animal owner's rights organizations:



Colorado www.caaor.org

Florida www.faaor.org

Illinois www.iaaor.org

Minnesota contact: Kelly Murphy kemurphy00@yahoo.com

New Jersey www.saddlebrookridge.com/LEGAL.htm

Wisconsin contact Polly Remick wiaor@earthlink.net

North Carolina: Sue King www.companionchi.com/ncacat.html

Join us on Facebook

We have two IAAMB pages on Facebook.

Share your story. Here are the links:

<http://www.facebook.com/pages/International-Association-of-Animal-Massage-and-Bodywork-IAAMB/364441440968>

and <http://www.facebook.com/#!/group.php?gid=325731216422&ref=ts>

Friend us (when did “friend” become a verb?).



As a Corporate Member of ABMP, IAAMB/ACWT members can get more than “Just Insurance”.



- Occurrence-form coverage, which ABMP pioneered in 1993 as a member benefit protects members from late-filed claims.
- The highest insurance limits available in the field — the profession’s best value in liability coverage. Ours are the highest aggregate coverage’s available — \$3 million professional liability (malpractice), another \$3 million general liability (slip and fall) and yet another \$3 million products liability.
- Legal defense coverage, \$100,000 premises fire-damage coverage for renters and no charge for obtaining an additional insured endorsement if requested by a member employer or landlord. All this is covered by our basic membership fee.
- A courteous, expedient, well-trained professional staff when members count on ABMP most — when a claim has been made.
- Optional insurance programs — low-cost optional business personal property insurance can insure message tables and other office possessions.
- Exclusive member discounts — including a low-cost credit card program to make a practice credit-card friendly, tax services, office supplies, computer supplies, wireless services and products, travel/lodging and car rental, professional subscriptions and resources, a legal support program, health programs, a members-only credit card and more.



IAAMB /ACWT Member Incentives, Discounts & Benefits

PetMassage™ Training and Research Institute offers 5% member discount for

- all workshops (not including Instructor’s Licensing Program)
- all PetMassage™ products. www.petmassage.com

RMSAAM (Rocky Mountain School of Acupressure and Animal Massage) offers a 10% discount off tuition for all members. Rocky Mountain School of Animal Acupressure and Massage: Offers 20% off the following products:

- *BASIC CANINE MASSAGE INSTRUCTIONAL DVD*. 33 minutes \$24.99 (list price) + S/H.
- *CANINE ACUPRESSURE BOOK*. A reference for professionals, a learning guide for enthusiasts and a workbook for students, \$54.95 (list price) + \$8.00 S/H and insurance.

