



Message from the President

The IAAMB is a professional association that was created to

1. Promote complementary animal care
2. Be a referral source through our website and our newsletter
3. Encourage intra discipline discussion so that we can share our dreams and achievements with like minded people
4. Forum to encourage discussion and understanding
5. Offer economical business insurance to members

Thank you for your membership and support.

I recently received an e-mail regarding a proposal by a veterinary association to tighten up the loopholes in its scope of practice. The words in the email pleaded, "if this passes, backyard horse owners won't even be allowed to clean their horses' teeth." This is the type of discussion that our organization would be eager to enter once we have a louder voice. Please help us expand our membership. The larger our numbers, the louder our voice.

International Association of Animal Massage & Bodywork Newsletter

As I write this message, I have just returned home from the International Kennel Club Show in Chicago. There was a disconcerting air at the show, though. The dogs appeared different, either more somber and serious or more nervous. One dog even leapt over the driveway wall to the pavement 3 stories below. Dogs were mirroring our concerns about international events: terrorism and war. We cannot hide our emotions from our animals. Our pets may not understand why we are upset, but they have learned to intuitively respond to the emotion of fear. We can help our pets by helping ourselves first.

Calm yourself with breathing exercises, yoga, Tai Chi, meditation, walking, whatever works for you. We will find a way out of this ordeal. In you heart and mind, repeat the affirmation "I am at peace." Put it on your business stationary; write it on dollar bills before you pass them along. Let's spread the consciousness of peace and cooperation.

And speaking of spreading the word, I encourage you to put the IAAMB logo on your business cards and stationary. Supporting our association helps you, the future of animal wellness and the future of our planet.

Thank you.

—*Jonathan Rudinger*
President of IAAMB

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

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 send them to Info@iaamb.org or participate in our Scope Committee.

Membership List

<u>Member</u>	<u>Company</u>	<u>Location</u>	<u>E-mail address</u>
Roy Abare	Pet Therapeutics	Barrington, IL	royabare@ameritech.net
Laura J. Bachofner	LB's Pampered Pets	Marlborough, MA	LBachofner@earthlink.net
Lynne Bettinger	Sundown Ridge, Ltd.	Germantown, MD	
Linda S. Bloomer	n/a	Knoxville, TN	rockyj44@comcast.net
Bruce W. Bregenzer	AMTIL	Park City, IL	amtil@netscape.net
George Burns	Burns Pet Nutrition Ltd	Kidwelly, S. Wales. UK	www.bpn4u.com
Laura Bullock	n/a	Las Cruces, NM	ladylaura@zianet.com
Tracy Carlson	Zen Dog 64 The Strand	Hermosa Beach, CA	tracy@carlson.net
Nicholas Coates			
Harriet Cuddy	Petropolis Pet Center	St. Louis, MO	harrietmaltese01@aol.com
Lynn Flanagan	Paws That Matter	Southborough, MA	baronessl@worldnet.att.net
Kenna Graunke	Pawsitive Approach	Medford, OR	lqoct31@aol.com
Thurman Greco	Serendipity Ventures	Burke, VA	
Scott Harness	Chi Dog Canine Massage	Dallas, TX	jaxdog1@sebell.net
Barbara Harris	Irish Alps	Toledo, OH	Orders@PetMassage.com
Julianna Harris	Alternative Animal Healthcare	Sonoma, CA	juliannaharris@aol.com
Kristen Hirth	Leader of the Pack	Whitmore Lake, MI	swanswim@concentric.net
Noelle Hondares	n/a	Bird-In-Hand, PA	
Marjorie Joseph	n/a	Novi, MI	
Erin Kelly	The Erin Kelly Group, Ltd.	Clinton Twp., MI	ekg-ltd@comcast.net
Beth Kidd	Dogs By Design	Jeannette, PA	dogsbydesig@yahoo.com
Carol Komitor	Healing Touch for Animals	Highlands Ranch, CO	info@healingtouchforanimals.com
Patricia Kortekaas	Full Spectrum Therapy	Eugene, OR	pkortekaas@msn.com
Julie Levin	n/a	Mill Valley, CA	marincanine@pacbell.net
Caryn Maciel	n/a	Plymouth, MA	carynmaciel@aol.com
Janice Mann	Canine Contentment	Colorado Springs, CO	janmann992@aol.com
Kim Ogden-Avrutik	Animal Speak	Highland Park, IL	animalspeak2@cs.com
T.J. Patton	Winter's Hope, LLC	Edwardsburg, MI	wintershope@qtm.net
Jeri Petz	Dragon's Life Systems	Lombard, IL	kurvenal@ameritech.net
Kendra Lee Riley	All Beings Ministry	Monterey, CA	vowtospirit@yahoo.com
Maureen Ross	DogTalk & TheraPet, LLC	Pelham, NH	Dogtalk@adelphia.net
Jonathan Rudinger	PetMassage™ Institute	Toledo, OH	www.PetMassage.com
Margaret H. Simerson	Simcar Kennels	Monticello, WI	qsd@tds.net
Jan Stewart	For The Comfort of Animals	Canoga Park, CA	comfortofanmls@earthlink.net
Nancy Zidonis	Tallgrass Publishers	Larkspur, CO	tallgrasspub@earthlink.net

Online: www.iaamb.org

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

Membership Info

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

If your name is not listed above and you would like to join us, we welcome you.
For *your* Membership Application, please contact us at www.IAAMB.org

Spotlight on...



Carol Komitor
Founder & Program Director

HTA/KHM uses bio-field therapies - recognized by the National Institutes of Health (NIH) - to integrate, balance and clear the energy body. It works by releasing endorphins to establish a deeper relaxation and state of being, allowing the body to function at a greater level.

Currently, the program is presenting HTA Levels 1-3 throughout the U.S. and Canada. Level 4, as well as HTA certification, is in development. Students learn how to apply energy medicine so that the animals may be approached energetically and how to work with the animal's chakra system and energy fields, which differ from the human energy system and also vary among species. In addition to typical energy medicine applications, emphasis is placed on teaching people to understand animal instinct and correcting behavioral issues in animals.

Healing Touch for Animals is a privately owned and operated organization that

includes Komitor Healing Method, Inc. HTA was established in 1996 through development of Carol Komitor's 13-year background in the veterinary field, private energy medicine practice, and studies with Healing Touch, Energetic Healing, Reiki and other energy modalities.

Carol says, "I strongly believe in the idea of complementary medicine - working together in support of all the healing modalities. As members of IAAMB, we all benefit by understanding the many ways available to assist our animal friends. IAAMB is a supportive community of bodyworkers dedicated to helping the animal kingdom."

For more information, please call the HTA office at 303-470-6572 or visit www.healingtouchforanimals.com

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A lamed cutting horse who underwent surgery followed by Healing Touch for Animals therapy recovered more quickly than expected and came back to win the PCCHA Futurity. Dogs in Cincinnati overcame their trauma of enduring the city's deadly tornadoes of April 1999. A purebred coonhound no longer suffered from the phantom pain of his amputated leg and became a more devoted family companion when he understood that his job was no longer to hunt.

These animals were assisted in their healing through the use of Healing Touch for AnimalsT, a collection of energy medicine therapies developed through the HTA program and Komitor Healing Method, Inc. A complementary model, HTA bridges holistic animal healthcare with traditional veterinary medicine.



Carol teaches Healing Touch.

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 June 15, 2003.

life • spirit • intuition • love

Balancing Body Systems

Holistic Healthcare for our Animal Companions

connection • learning • growth

Julianna Harris, CMT
P.O. Box 917, Sonoma, CA 95476
(707) 938-5509 fax: (707) 939-2887
e-mail: balancingbodysys@aol.com

Spotlight on...



Canine Massage Therapy
At Dog Talk & TheraPet, LLC
Pelham, NH 03076
(603) 635-DOGS (3647)

www.dogtalk.com

By Maureen Ross, MA, NCC, CPDT,
CMT

My passion is to keep evolving with my dog's help, my mind and eyes open. Dogs have escorted me to pathways that I never would have found on my own because my eyes were shut. They reflect my behavior back to me, dark shadows and all. Training, teaching others and making a difference, even in a micro way, is what I'm good at so I throw myself into 150%. I invite all of you to explore what your dogs can teach you. How can you take what you learn with your dogs and evolve whether in relationships, careers or just setting an honest intention for your daily yoga or dog training practice. I'm sure about this: You can't change anyone's behavior before you change your own. Working with another species or culture must be accompanied by awareness, education and a desire to build a relationship, while accepting differences. The road to insanity is this: keep doing the same thing over and over again and expect different results!

It was natural process of evolution for me as adult to learn more about what I did not know as a child, dog behavior, positive reward based training and more culture. Canine Massage Therapy is becoming and new and natural addition to our programs at Dog Talk & TheraPet that includes Basic and Intermediate training, dog sports, pet-assisted therapy and private coaching. For me, and the dedicated people (including clients and volunteers) involved with our programs, CMT is a enriching way to give something back to our dogs, who are a meaningful part of our lives and families.

As a licensed behavioral counselor, I've always learned from and offered treatment to humans and dogs with a total wellness in mind. Whether offering a full body massage in a treatment milieu, giving a 3-minute canine stretch and warm up period before dog sports or a training practice, or a gentle rub-down for tense areas before bedtime, extends far beyond the diverse benefits of massage (increased circulation, range of motion, body balancing, etc.). It develops a genuine connectedness between two species, who in the process, are both learning to breathe, get to know their bodies and minds, arrive in the moment and make each other "feel cared and good". Most species thrive on a few universal elements. We need healthy nutrition, exercise and we all want to be cared for and validated in our own individual ways.

One of the things I ask all members in class (or private) sessions to consider before beginning a training practice, massage or a walk with our dogs is to take a moment to get in the moment: breathe in fresh oxygen that will replenish our organs and ability to think with clarity and exhale the stress, muck and day's ag

I ask people to let go of the activities leading them to the sanctuary, from the moment they get out of their car. Let it go! The best and most effective way to begin anything is to start where you are, in the moment. It's the only moment that really counts. Breathing is essential if we consider the alternative. The past is for learning experiences, the future is goal setting (that's fine), but the present moment with our dogs is precious so breathe through it!

Namaste, Breathe, Peace in your mind, body, heart and for all dogs!

Maureen Ross, MA, NCC, CPDT,
CMT

IAAMB 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

Humor

A horse walks into a bar. The bartender looks at him and asks, "Why the long face?"

Actual excerpt from a city newspaper:
Dog for sale: eats anything and is fond of children.

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



Article: Holistic Pet Nutrition

John Burns graduated as a veterinarian from Glasgow University in 1971. After several years in large-animal practice he qualified as a Diplomate in Acupuncture from the British College of Acupuncture in 1978. He has been promoting Holistic Nutrition in pet animals since then. Since 1993 he has worked full-time in his own business, Burns Pet Nutrition which markets his own brand of pet foods and advises on the treatment of disease through nutrition.

Summary

This article explains some of the principles of holistic medicine with particular reference to the dog. The development of disease is described with an explanation of the origin of the common symptoms seen in the dog. The article also outlines the author's methods of promoting health through nutrition. Holistic Nutrition

Our affluent Western society has largely overcome the problem of infectious disease. This is due mainly to public health measures. Similarly, our pet animals rarely die of infectious disease (unlike farm animals which suffer epidemics due to poor hygiene and overcrowding).

But although we have seen off infectious disease, our hospitals and mental health clinics are swamped, veterinary clinics are busier than ever and our society is fragmented and ill-at-ease.

We have replaced the problem of infectious disease with that of degenerative disease. Thankfully,

Holistic Medicine offers us a solution. The Bible says "In my house there are many mansions." So too with Holistic Medicine. So, to begin I would like to explain what I mean by the term "Holistic".

My dictionary defines Holism as the "theory that the fundamental principle of the universe is the creation of wholes i.e. complete and self-contained systems from the atom and the cell by evolution to the most complex forms of life and mind." It also defines Holistic Medicine as "a system which treats the whole person, physically and psychologically, rather than simply treating the whole part".

While I empathise with the broader definition, as a clinician I will be focussing here on the latter definition; at present, there is no system of pet nutrition which satisfies Holistic principles of food production, transport, and environment and so on but which also meets the needs of pet owners.

deal with chronic illness. In the 1970s complementary medicine did not exist in veterinary practice in the UK as far as I was aware. I trained in human acupuncture but at the same time I became interested in Macrobiotics which attempts to interpret traditional lifestyle and philosophy in a way which is appropriate for our modern society.

Evolution is the process by which living things survive and prosper by adapting to a changing environment – food supply, climate, avoidance of predators etc. By definition, evolution ensures that all living things which exist today are well adapted to their environment provided that they live according to the forces which shaped their evolutionary development. A similar way of thinking is found in Naturopathy. The term has fallen from common usage (thankfully in my opinion because its derivation suggests Natural-disease. I prefer to think that health is natural.)

"Nutrition is fundamental to the practice of Holistic Medicine."

In my opinion, nutrition is fundamental to the practice of Holistic Medicine. Correct diet underpins all other Complementary therapies and may make them unnecessary. Although I am a veterinary surgeon (veterinarian) I came to my understanding of pet nutrition by way of human complementary therapies. As a recent graduate I quickly learned that my conventional veterinary training had left me ill-prepared to

According to the Macrobiotic philosophy it was by eating whole cereal grains as his principle food that man[kind] developed his superior intellect. Use of fire for cooking allowed man to change his food which in turn allowed man to become more flexible and adaptable and therefore the most successful species.

It was the abandonment of this traditional way of eating in favour of our modern (Western) diet which has led to most of the illness which is so prevalent in modern society.

Use the IAAMB logo on your cards and in your marketing. Membership in a professional association enhances your credibility and your sales. Members are welcome to download the logo from the website. We've found that the logo on the front of your membership card scans clearly and can be reduced in size. Example:

ACTIVE  MEMBER

The Macrobiotic philosophy is that if we return to a diet based on whole cereal grains and vegetables with animal products, fruits and pulses as secondary foods rather than our present reliance on animal products, refined foods, sugars and chemicalised foods we can regain our health, physical and mental.

This way of thinking gives rise to a set of

Principles of Natural Health Care:

- 1.) Good health is a natural state
- 2.) The body will always attempt to maintain balance and heal itself
- 3.) Acute illness is a manifestation that the body is attempting to heal itself
- 4.) Chronic illness is a sign that healing has failed

Using these ideas and with particular reference to the dog I have formulated a description of how disease develops. For convenience I have described three distinct phases but in practice the stages meld into each other with no clear division.

Development of Disease

Stage 1

By definition there is an imbalance between intake of, and requirement for, nutrients. In theory this could be a deficiency but in our modern, affluent society there is much more likely to be an excess.

There may be a loss of appetite (which most pet owners try to override). The excess may be stored as fat (nature's way of providing for lean times which never happen with domestic pets).

Do not make the mistake of thinking that if an animal is lean it is not being overfed. Instead of storing it, the body may try to maintain a balance by eliminating the excess (Principle 2 above). In the dog this gives rise to one or more of the following symptoms:

- Increased physical activity, boisterousness
- Persistent moulting/shedding of hair
- Waxy ears
- Dry, scaly skin
- Itchy skin and ears
- Biting or licking the feet
- Occasional vomiting
- Occasional diarrhoea
- Discharges from orifices – eyes, genital system
- Full anal glands
- Tooth tartar
- Unpleasant body odours
- Strong-smelling urine, urinary crystals
- Bad breath

These are signs of elimination rather than true illness. They are our early-warning system. They show that the body is making adjustments to maintain its healthy status. If only one of these symptoms is present this is a warning that changes to the lifestyle - especially diet are needed.

Development of Disease Stage 2

If imbalance between intake and requirement persists, the build-up of wastes will eventually lead to impairment of the major organ systems. If the organs of elimination are affected this will accelerate the process of deterioration.

In time, (days or months depending on the individual) signs of true illness will appear. At first these tend to be physiological in nature rather than as a result of degenerative changes in the organ systems:

- Signs of inflammation e.g. Pancreatitis, hepatitis
- Abnormality of the immune system – allergy/intolerance, susceptibility to infection
- Hormonal imbalance – false pregnancy, abnormal oestrus, thyroid problems
- Rheumatism/arthritis

Development of Disease Stage 3

As the build-up of waste products continues, the major organs will eventually begin to fail. Signs of organ failure may not appear until some 75% of the organ function is lost.

At this stage the animal's life is in danger

- E.g. kidney or liver failure
- Diabetes
- Malignant tumour formation

Website

The IAAMB.org website can now link to *your* website. Visitors click on your web address and poof, they are virtually transported to your home page. Clicker training for humans! Just that easy!
Click.

Q: What do cat actors say on stage?
"Tabby or not tabby!"

Member Incentives, Discounts & Benefits

The PetMassage™ Institute offers 5% members discount for workshops. We invite your school or company to offer incentives

Request for advertising:

Market your business in our Newsletter: Rates: 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 and everyone else who reads this or finds us online 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.

This description provides a framework for the categorisation of almost all the disease conditions we see. Using this we can form a holistic view of what is happening in the body and offer a prescription for action.

Let's have two examples

1. **Idiopathic epilepsy** (idiopathic means the cause is unknown).

Holistically this can be considered to be a discharge of excess energy (Development of disease Stage 1). Therefore management would require a low protein, low fat, and chemical free, high in complex carbohydrate (unrefined grain). The amount of food should be kept low to meet but not exceed needs.

2 **Pan-osteitis** (Widespread bone inflammation) I mention this, not because it is common but because it is comparatively unusual. What causes it? Without the benefit of holistic thinking we wouldn't know where to begin. But we can see here that as generalised inflammation it fits neatly into the category of Stage 2 of the Development of Disease. From there, control and prevention become obvious.

I have been applying and developing these principles to the management of disease in the dog for the last 25 years. Back in the late 1970s, I adapted the principles of Macrobiotics to my veterinary practice.

I advised my pet-owning clients to avoid commercial pet foods but to feed their dogs on a combination of cooked brown rice, vegetables and meat (1/3 rd of each by volume). This diet was of course based on the standard Macrobiotic diet for humans but with a higher proportion of meat than for humans. I saw excellent results even in dogs which had long-standing health problems. But most people were unable or unwilling to keep it up for any length of time. I am sure I lost many clients as a consequence of promoting this system. Who wants to pay to be made to feel guilty? I am sure many pet owners went off to find a veterinarian who would tell them that their pet's problems were nothing to do with diet. I beat that drum for a number of years before finally realising that if clients were going to feed their pets holistically, the food would have to be convenient and readily available. That is why I developed Burns Real Food which is based on my original home-made diet.

I must confess that at first I was worried that a commercially prepared dry dog food would not provide the same health benefits as a home-cooked diet. However, in my experience, the commercial food gives as good if not better results as home-made, especially when treating an existing health problem.



John Burns

I suspect that this may be because the commercial food has a fixed formula whereas home-made diets are subject to the whim of the cook. It is also easier to advise on treatment when you have a clear idea of exactly what is being fed.

As I have explained, my system of holistic nutrition of the dog is actually adapted from the evolutionary diet of humans. In a later article I hope to discuss in some detail the evolution of the dog and the BARF Diet.

The Holistic Approach to Pet Care at www.holisticpethealth.com
Telephone 01554 890482 : Fax 01554 891476

Your comments are encouraged. One of the purposes of this organization is to create a forum for discussion. Your next newsletters will include letters and suggestions. Please send them to: Info@iaamb.org.

Website

The IAAMB.org website is up and running. Please log on. Our goal with the website 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.

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 and share the knowledge and understanding bases in our fields of study.

The IAAMB Newsletter will benefit us more when we share our lighter, more personal "Aha's." What have you learned from the animals? Send us your stories.

In this issue:

Spotlights on

Maureen Ross, MA, NCC, CPDT, CMT

Carol Komitor, CHTI, CMT

Membership roster

Paper, ***Holistic Pet Nutrition***, by John Burns, DVM

Humor, notices and more

Your business card sized ad could be here.

**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 for humans 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.

***Spring 2003***