



International Association of Animal Massage & Bodywork Newsletter



Message from the President

Short and sweet: I look forward to participating in this conference. My hope is that you do, too. It will be an event of historic significance.

Have we mentioned that we are having a conference?

Most of this newsletter is devoted to it.

When we were first visualizing this group we said in our statement of goals that "We will hold national conferences and eventually, regional conferences, as well."

This is the first HUGE step toward attaining this goal.

This will be a working conference. At every other conference that I've ever attended as an at-large member, I listened to decisions that had already been made by a select group before we were assembled. I felt left out of the crucial decision making; any suggestions I might have had went unrequested and unvalidated. This meeting will not be like that. Please look at the topics on page 5. These will be discussed at open, round table discussions. These discussions will determine the future direction, growth and development of our organization. For those of you who are attending, please spend some time before the conference thinking about them. For you who are unable to be there, please send us your thoughts and suggestions. During the 1st half of 2004 we will be developing our plans.

One of the other goals that we set for ourselves is to create a "website to list our association members, display a regional referral guide, school listings and continuing education courses." We've got the website, the regional map and links to whomever gave us permission to include them. We are slowly building the list of schools for your benefit.

One last goal that I'd like to mention here is the development of an IAAMB Library. We would like to be your source for books, CD's, video and DVD's on all subjects relating to homeopathy and allied therapies for animals. Please send us your extra or used materials so that we can make them available to members and others doing research. We'll even pay the postage.

I wish you peace, abundance and happiness.

--Jonathan Rudinger, President

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

Remember-ship

To you who have renewed your membership:

Thank you for your continued interest and support. With your help, 2004 will see the IAAMB membership and mission develop and grow.

New Membership List

Welcome to the following new members

George Belev
Wellness and Healing
Scotia, NY
Wellnessandhealing@yahoo.com

Elizabeth Duncan
Martinsville, IN
smooshfacecatz@aol.com

Joy Keller
Romona, CA
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Rebecca Liberman
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Stephanie Shipley
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Mary Carrillo
Good Dog Aquatic Fitness, LLC
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attagirlhill@netscape.net

Teresa Mazzella
Angel Scent Aromatherapy
Leamington, ON Canada
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Lisa D. McKenzie-Ruff, CMT
Massage Therapy by Lisa
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Ray Masher
Animal Wellness
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JSJPAL@aol.com

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James F. Smith
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Salt Lake City, UT

Carolyn F. Cindric
Hands to Paws Pet Service
Charlotte, NC
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Kristina Peffer
Zelienopole, PA

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Damian S. Mason
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Monika Perlstein
Flying Dog Canine Massage
Santa Fe, NM
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Tracy Ripley
Ultimutt Touch Pet
Massage/Healthy Hounds
Charleston SC

John Sanders Jr.
Earth Walk
Morris, IL
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Lori Snider
Florence, KY
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Meredith White
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Nikki Brown
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Nancy Stone
Toledo, OH

Connie Riehl
Furvana
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Chantal Csiszar
Paws On You Animal Massage Therapy
Hamilton, Ontario

Teresa A DiGiorgio
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Melissa J. Metcalf
Las Vegas NV
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Davorin Bozja
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Angela Willis
Angela's Animal
Acupressure & Massage
Hughson CA

Rae L Straszewski
Lakeland FL
rlscanine@juno.com

Gretchen Archibald
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gch221@aol.com

Mary Riley
Calmforting Touch
S. Beloit, IL
merry22@aol.com

Ellen Sullivan
North Falmouth, MA
ellen@edsconsulting.net

Lori A Lantz
Lantz Equine Sports Massage
Treppe, MO
loriannlantz@webtv.net

Spotlight on...



The 1st Annual IAAMB Educational Conference

Achieving personal and professional growth through inter-species, inter-discipline and inter-philosophical understanding

Vision

The 1st Annual International Association of Animal Massage and Bodywork Educational Conference is being presented to encourage education, networking and professionalism in the fields of animal massage and bodywork.

Our goal is to make this conference professional, educational and entertaining for all of our attendees.

*Join your Colleagues
in the Pursuit
of Knowledge
and Understanding
of The Wide Spectrum
of Complementary
Animal Health and
Wellness.*



Our list of speakers include veterinarians, vet techs, internationally renown canine and equine massage therapy instructors, animal rights activists, and people practicing such diverse forms of complementary and alternative animal healthcare as acupressure, acupuncture, E-tap, Tellington TTouch®, equine and pet massage, aroma and flower essence therapy, animal communication, nutrition, feng shui and Reiki.

**The IAAMB's
1st Annual Educational
Conference, June 25-27, 2004**
at the Clarion Hotel, Westgate,
3536 Secor Rd., Toledo, OH
43606.

We invite you to have a presence at the conference.

More than that: you need to be there! Your presence and input are essential as we define the profile, direction and purpose of our association.

This is the first conference of its kind ever to be held...anywhere!

This conference is not only attracting the attention of hundreds of people from the local Toledo area; it is drawing people from all over the US and Canada as well. Assembling this group of people, each of whom is an accomplished practitioner of his or her specialty, in one place is an historic event.

Conference fees, for members of the IAAMB

Friday, 6/25/04 only	\$75
+ \$45 fee for CPR course	
Saturday only	\$100
Sunday only	\$100
Two or all three days	\$200+
+ \$45 fee for CPR course	

Joining a national organization and supporting its activities enhances all of our efforts and visibility.

By participating in the International Association of Animal Massage and Bodywork (IAAMB), we can show strength in numbers and work more creatively to bring a balance to healthcare for animals.

Complementary and alternative therapies for animals are rapidly coming to the forefront and we invite you to join us in being part of this exciting event.

—Amy Snow, Tallgrass Publishers, LLC

Conference Dates and Events At A Glance

Wednesday-Thursday June 23-24 Pre-conference Workshop

Canine Acupressure With Amy Snow and Nancy Zidonis founders of the Tallgrass Publishers, LLC

Location: The PetMassage™ Institute, 3347 McGregor Lane, Toledo, OH 43623

Friday, June 25

Location: The Clarion Hotel, Ballroom 4

	8 – 9	On site registration	
	9 – 1	Round table discussions:	National, international standards and certification Direction, function of IAAMB
AM	9 – 12	Barb Rennert	3 hr Red Cross CPR (at PetMassage™ Institute)
PM	1 – 2	Break	
	2 – 3	Amy Snow and Nancy Zidonis	Acupressure by Tallgrass Publishers, LLC
	3 – 4	Group Discussion	Open topics
	4 – 5	Tracy Lewis	Tellington TTouch®
	2 -- 5	2 nd CPR 3-hour class	3 hr Red Cross CPR (at PetMassage™ Institute)
	5 – 6	Brian Flournoy	Animal Communication
	6 – 7	Network with vendors	

Saturday, June 26

Location: The Clarion Hotel, Ballroom 4

AM	9–10	Jonathan Rudinger	Keynote
	10-11	Group Discussion	Open topics
	11-12	Marcia Holman	Feng Shui
	12-1	Patricia Whalen-Shaw	Equine Massage – The magic of touch
Break	1 – 2	Lunch/ Visit vendors	
PM	2 – 3	Cindy Blum	Bach Flower/ flower essences
	3 – 4	Aimee St. Arnaud	Best Friends Animal Society
	4 – 5	Group Discussion	Open topics
	5 – 6	Susan Bones	Reiki for animals
	6 – 7	Break/Network	

Sunday June 27

Location: The Clarion Hotel, Ballroom 4

AM	9 - 10	Linda Fayerweather	Marketing PetMassage™
	10-11	Teresa Mazzella	Aroma Therapy for Animals
	11-12	David Drake, DVM	Small Animal Acupuncture
	12- 1	Jonathan Rudinger	PetMassage WaterWork™
Break	1 – 2	Lunch/ Visit vendors	

PM	3-4	Beth Taylor	Animal Nutrition
	2-3	Erin Kelly	E-tap (EFT)
	4-5	Karen Henderson, DVM	Small Animal Anatomy/Applied Physiology
	6--7	Jonathan Rudinger	Closing Remarks

Monday-Wednesday, June 28-30 Post-conference Workshops

Location: The PetMassage™ Institute

Advanced PetMassage™ for Dogs 3-day Workshop (Prereq. PetMassage™ 5-Day Workshop)

Thursday-Friday, July 1-2

Location: The PetMassage™ Institute

PetMassage WaterWork™ for Dogs Workshop (Prereq. PetMassage™ Advanced Workshop)

FYI

Dogs at the Conference

Make sure that bringing your dog to the conference is the right decision for your dog. During the lectures, which will not be hands-on classes, your dogs must be kept quiet, leashed or crated and under control at all times. Any dogs that are disruptive will be asked to leave by event staff.

We have a dress code...for the dogs.

Security: Dogs are required to wear special IAAMB tags while attending the conference and workshops. These plastic tags are clearly marked with our logo and phone number, just in case your dog wants to go sightseeing on his/her own. You'll get one too, just in case.



Topics for Discussion at the Conference

1. Ethics, Legalization and Lobbying
2. National Certification, standards, criterion for courses/schools, tests, test sites, testers, levels, subjects/categories.
3. Direction of Association.
4. Host for next year's conference.
5. Animal or plant symbol for association with reason why.
6. Speakers for next year's conference.
7. Sponsors for next year's show.
8. Request for books & videos for lending library.

You can be featured 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.

Share your knowledge & experience.

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, or country that affect your practicing your craft?

Please take a couple of minutes to help us collect this data. We would like to begin publishing the state laws and their interpretations in our next newsletter. Email, or mail us the information as it relates to your practice in your state.

Advertising:

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

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.

Humor

Help Wanted

A local business was looking for office help. They put a sign in the window stating the following: "HELP WANTED. Must be able to type, must be good with a computer and must be bilingual. We are an Equal Opportunity Employer."

A short time afterwards, a dog trotted up to the window, saw the sign and went inside. He looked at the receptionist and wagged his tail, then walked over to the sign, looked at it and whined. Getting the idea, the receptionist got the office manager. The office manager looked at the dog and was surprised, to say the least. However, the dog looked determined, so he led him into the office. Inside, the dog jumped up on the chair and stared at the manager. The manager said, "I can't hire you. The sign says you have to be able to type." The dog jumped down, went to the typewriter and proceeded to type out a perfect letter. He took out the page and trotted over to the manager and gave it to him, then jumped back on the chair. The manager was stunned, but then told the dog "the sign says you have to be good with a computer." The dog jumped down again and went to the computer. The dog proceeded to enter and execute a perfect program, that worked flawlessly the first time. By this time the manager was totally dumb-founded!

He looked at the dog and said, "I realize that you are a very intelligent dog and have some interesting abilities. However, I ***still*** can't give you the job." The dog jumped down and went to a copy of the sign and put his paw on the sentences that told about being an Equal Opportunity Employer. The manager said "yes, but the sign ***also*** says that you have to be bilingual".

The dog looked at the manager calmly and said "Meow".

Your business card sized ad could be here.

If you have produced any instructional videos, DVD's or books, we'd like to let your fellow members know about them. Please send us a list of your published materials, prices, ordering instructions, etc.

&

Consider offering a discount to members on your materials. Even a 10% discount would be an incentive for members to purchase your products and learn your techniques!

If you would like additional copies or would like us to mail this newsletter to your colleagues, please contact us.

Member Incentives, Discounts & Benefits

The PetMassage™ Institute offers 5% members discount for all workshops.

&

Nationally recognized, Amy Snow and Nancy Zidonis of Tallgrass Publishers are offering a \$25 discount for all IAAMB members on their June 23-24 Canine Acupressure 2-Day Workshop, at the PetMassage™ Institute just prior to the IAAMB Conference.

&

Marleigh Freyenhagen
PO Box 125

Vail, AZ 85641-0125

Is offering her *Equine Sports Massage Stress Points Poster, 1994* to members for \$9 (from \$9.95) + s/h and *Horsepower Video, an academic look at superficial equine muscular anatomy and function designed specifically for students of equine massage, 1999*, for \$15.95 (from \$19.95) + S/H. Shipping for both, when purchased together is 6.50.

Equihealer@intergate.com

Share your knowledge & experience.

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 take a couple of minutes to help us collect this data. We would like to begin publishing the state laws and their interpretations in our next newsletter. Email, or mail us the information as it relates to your practice in your state.

Email to IAAMB

Dated: May 19, 2004

Hello! May is a special month for me because, 4 years ago, I went to my first PetMassage class and my life has not been the same since then. I traveled to Toledo quite anxious and excited since I did not know what was awaiting and, being a child psychologist, I did not need to learn another "career". Surprisingly, I was the only student in my class, so, needless to say, the time spent learning with Jonathan was intense but exciting. I fell in love with Oskar and, to this day, I still smile when I think of him. Jonathan was quite reassuring about my "little" hands being perfect for doggie sizes.

While there, the name of my future endeavor came to me. I liked the sound of it and decided I would open a business. I left Toledo anxious to try the massage on my "babies" and to start a new career, if only part-time. And so it was, in May, 2000, I registered my business with the county, and following Jonathan's wise (and always welcomed) advise, I sent letters to veterinarians and posted business cards in many pet places. Sure enough, referrals from the veterinarians started coming. I saw my first "doggie client" in July, 2000. I will never forget how nervous I was at first, and how calm I became as I worked with that senior dog. It turned out that the owners enjoyed the lesson and had me come back regularly for two years until he, sadly, passed away. The next year brought many surprises to me. I was featured in the local Fox 5 news live, and then the Humane Society made a video of one of my sessions for their Pet Minutes and featured me on their Animal Channel website. A local program called Devoted To Dogs, interviewed me live also. I could not believe it! Then, in the Spring of 2001, I returned to Toledo for advanced training. Surprisingly, I was again the only student in my class!!! This must mean something, I thought. And it sure did! It reinforced in me my passion for this type of work and widened my knowledge of massage.

Now, 4 years later, I continue doing this (still on a part-time basis) and have loved every minute of it. I have met many dogs:, young dogs in agility, senior companions, blind, deaf, three-legged, large,

tiny, hyperactive, and paralyzed dogs, all loving and accepting. Many of them have gone on to Rainbow Bridge, and some I still see after 4 years! Jonathan, thanks so much for offering me this wonderful opportunity to get "in touch" with this healing service to our loving canine companions. I hope to continue doing this for many years to come, and to continue to meet so many diverse and wonderful 4-legged (or maybe less) angels. I am looking forward to the first Conference with excitement.

Respectfully yours,
Joyce M. Tischer, Owner
Tails of Olde Towne



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, including horses, in your office and on-site. It is called The Hands-on Trades Protection Plan.

\$2 million limit of liability \$129.00/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.



**International Association
of Animal Massage & Bodywork**
3347 McGregor Lane
Toledo, OH 43623
USA
(New Headquarters)
800-903-9350
Outside the US, phone us at:
419-727-6917

We would like to thank the expert members who are making themselves available to answer questions and offer advise in their fields.

This is your IAAMB Expert Panel:

Lynne Flanagan – Paws that Matter
Massage therapy – Reiki
Julianna Harris - Alternative Animal Healthcare
Massage Therapy – Flower Essence
Erin Kelly – EKG. LTD (Erin Kelly Group)
Canine Massage - Flower Essence – Reiki
Carol Komitor – Healing Touch for Animals
Energy Medicine/Bio-Field Therapies
Kendra Riley – All Beings Ministry
Canine and Equissage Massage – Reiki
Jonathan Rudinger – Energy Work with Dogs
PetMassage™ Training & Research Institute
Jan Stewart - For the Comfort of Animals
PetMassage

IAAMB Goals

Encourage and support one another in business and personal growth.

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.