



Message from the President

We are now in our 2nd year. Since our inception, our membership has grown from one to sixty-three. Almost all of our 1st year's members have found enough value in the IAAMB to renew their membership. Thank you for your continued support.

In our first year we have accomplished a lot. We have: 1) created the position of IAAMB coordinator and filled it with our enthusiastic Beth Farkas, 2) published 2 quarterly newsletters, 3) created a beautiful and user friendly website 4) created a database to help market and support our membership, 5) assembled an exceptional group of practitioners to contribute their expertise toward any questions that might come up in their fields, 6) located an insurance carrier and we now offer reasonably priced, million dollar insurance policies, and 7) written letters to states' legislatures to help influence wording of laws that affect bodywork on animals.

This next year will see us continue our growth and development. Please continue to encourage your friends and colleagues to join our ranks.

International Association of Animal Massage & Bodywork Newsletter

We welcome members from the UK, Europe, Asia, Africa, Middle East, South and Central America, Canada as well as the US. The more professionals we have, the greater our interdisciplinary communication and support. Our goal this year is to reach 250. This year our committees will become more active and involved.

We are planning to have our first IAAMB conference in the spring of 2004.

In 2003, in the US, we witnessed a threat to many animal practitioners' ability to lawfully work with/on animals. A restrictive rewording of the veterinary scope of practice which, if passed, would limit access of animals to integrative and complementary health care, has been working its way through states legislatures. We have been able to influence some legislation with our letters. If you learn that the veterinary or vet technician scope of practice is going to be debated in your state, please let us know so that we may enter the discussion.

I would like to thank all of our members for sharing in our dreams and goals. Thank you for representing this association. Thank you for allowing this association to represent you. Together we will create, for our animals and us, a more professional atmosphere of trust and support.

Thank you.

—Jonathan Rudinger

President of IAAMB

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%.

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

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 List

Our most sincere apologies go out to the following members who's names were omitted from the last membership list:

Beverly Stearns
Rub-Me-Right
King Ferry, NY
Stearns@clarityconnect.com

Jennifer G. Sturm
Therapeutic Touch
Seaside, CA
bjsturm21@msn.com

Pat Sweeney
Paws With A Purpose
Elgin, IL
paws254@yahoo.com

Joyce Tischer
Tails of Olde Towne
Alexandria, VA
tailsofoldetowne@cox.net

Vilma Vicente
Head To Tail, Inc.
PetMassage
Fairfield, CT

Marcella Welch
Perfect World Massage
Bella Vista, AR
turtle@mc2k.com

Sharon Williams
Active Tails Therapy
Monument, CO
activetails@aol.com

Jackie Wright
The "Wright" Touch
Decorah, IA
wrightja@oneota.net

Welcome to the following new members:

Elizabeth Barrett
K9 Body Works
Marietta, GA
Adamas1@bellsouth.net

Andrea Brin
Pet Pathways
Shavertown, PA
healthyoptions@brin.org

Dayle Downs
Full Circle Therapy
Phoenix, AZ
dvdpyramid@aol.com

Ileen Galimidi
Hollywood, FL
isgequitherapies@aol.com

Grace Granatelli
Pawsitive Touch
Scottsdale, AZ
gmgisme@worldnet.att.net

Raven Ivanov
Raven's Pet Services
Palmyra, NJ
raven@ravensquest.com

Rebecca King
Furry Friends
Breckenridge, CO
silvercascades@hotmail.com

Susan M.A. King
Companion Chi, LLC
Cary, NC
happypet@companionchi.com

Rita Kinzer
Nashville, TN
ritakinzer@comcast.net

Anne Nelson
Soothing Paws
Novelty, OH
soothingpaws@aol.com

Lisa Wynne Salvatore
Greenwich, CT
lwwskinsense@aol.com

Linda J. Schlick
Schwenksville, PA
ljschlick@fast.net

Ronni M. Yaskin
Shiatsu Massage for People & Pets
Wilmington, DE

Member Incentives, Discounts & Benefits

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

We invite your school or company to offer incentives for members, too.

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.

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

From the IAAMB Blotter July, 2003
ENERGIZER BUNNY ARRESTED –
CHARGED WITH
BATTERY.



Spotlight on...

**Thurman Greco, C.R., C.M.T.**

Crystal O'Shea, Sheltie, is a graduate of PetMassage™. She is an enthusiastic participant in canine demonstrations.

Everyone who knows Thurman Greco agrees that she is one busy lady. Her schedule is filled with appointments: grooming, foot reflexology, human and canine massage, Reiki and animal communication. Her client base, both animals and humans, keeps her constantly "on the go." One thing about her schedule is certain, though--if it's Wednesday (and soon to be also Friday) evening at 7:00 pm, she's teaching canine massage at a veterinary clinic in Fairfax, VA. The clients and staff know that the class is about to begin when the strains of the massage music softly fill the air in the reception area. Soon the students come in.

Thurman teaches Canine Massage and Reflexology in five-week semesters with classes held to no more than five students. Ideally, she prefers even smaller classes of 1 or 2 students, believing that this individualized attention is the best way to produce graduates truly skilled in providing the most relaxation benefit to their pet

The students come from all walks of life--veterinary technicians, nurses, dog trainers, schoolteachers, pet sitters and pet therapy providers, which offers some idea on how broad an appeal pet massage has in a typical community.

When paired with the dog that each student brings, both benefit from the experience. For the dog, it begins by improving the health and general well being of the animal. It tunes up every system in the body, enhancing flexibility to ward off injury, as well as strengthening immunity to disease. Massaging a dog in a restful environment decreases stress, and builds a closer bond between pet and owner. In some cases where her students were also pet grooming customers, Thurman has noted a decrease in their animal's behavioural problems.

For the canine massage student, the results of the training often leads to a sense of empowerment in having greater control over their dog's health and quality of life. When one becomes more knowledgeable of the dog's physical structure, and how it responds when certain areas are manipulated, a closer relationship with your pet will develop.

Thurman's marketing strategy has been limited to sending information on her services to veterinary clinics and pet stores. She's observed that in the last two years, pet massage has acquired a growing number of believers among pet care professionals. Veterinarians' request literature and signage on pet massage classes to display in their clinics. Major pet store chains ask for on-premise demonstrations during prime shopping hours. Thurman is discovering that what started out as an extension of her dual skills in dog grooming and therapeutic massage may soon come to dominate her work schedule, as the popularity of canine massage increases.



THURMAN GRECO, C.R., C.M.T.
 PetMassage™ Instructor
 Canine Relaxation Massage
 Canine Therapeutic Massage
 Canine Sports Massage
 Reiki for Animals

Telephone: (703) 978-6783

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.

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. You can also scan the logo from your membership card. It reproduces cleanly.

Example: ACTIVE  MEMBER

We will send a hard copy of the logo upon request.

Humor

This guy sees a sign in front of a house: "Talking Dog for Sale." He rings the bell and the owner tells him the dog is in the backyard. The guy goes into the backyard and sees a black mutt just sitting there.

"You talk?" he asks. "yep," the mutt replies. "So, what's your story?"

The mutt looks up and says, "Well, I discovered this gift pretty young and I wanted to help the government, so I told the CIA about my gift, and in no time they had me jetting from country to country, sitting in rooms with spies and world leaders, because no one figured a dog would be eavesdropping. I was one of their most valuable spies for eight years running.

"The jetting around really tired me out, and I knew I wasn't getting any younger, and I wanted to settle down. So I signed up for a job at the airport to do some undercover security work, mostly wandering near suspicious characters and listening in. I uncovered some incredible dealings there and was awarded a batch of medals. Had a wife, a mess of puppies, and now I'm just retired."

The guy is amazed. He goes back in and asks the owner what he wants for the dog.

The owner says, "Ten dollars."

The guy says, "This dog is amazing. Why on earth are you selling him so cheap?"

The owner replies, "He's such a liar. He didn't do any of that stuff."



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 issue's advertisers:

Thurman Greco's
Burns Real Food for Dogs

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.

Your business card sized ad could be here.

Animal Acupressure

Tallgrass Animal Acupressure is now offering a **Practitioner Certificate Program**. The curriculum entails fulfilling the requirements of the 180 - Learning Unit program. People are still welcome to take the courses without being on the practitioner track and every participant receives a Certificate of Completion after completing the requirements for any of the courses listed and described below.

Participants in the Certificate Program can fulfill their required courses by taking courses hands-on clinics and four theory courses online or correspondence home-study courses. The electives can be in animal massage, Reiki, essential oils, homeopathy, flower essence, etc. Simply provide documentation of successful completion of formal study.

Starting in the winter of 2004, four courses will be available online and through correspondence **Distance Learning Program**.

Introduction to Traditional Chinese Medicine; Introduction to the Five Element Theory; Meridian Theory; and, Acupoint Classification. Hands-on **clinics** are given throughout the United States, England, and Australia. Tallgrass is working with associations and accredited educational institutions to offer this online program. Please go to the Tallgrass website for their schedule of classes:

www.animalacupressure.com or contact Amy Snow or Nancy Zidonis by phone: 888-841-7211.

Burns Real Food for Dogs

Developed by

John Burns BVMS Lic.Ac. MRCVS

Burns Real Food for Dogs is rapidly being accepted as the leader in Holistic Nutrition in the United Kingdom

For a free copy of John Burns' Natural Health Guide contact:

**USA: Burns Pet Nutrition,
115, S. 19th St. Chesterton. In 46304
Tollfree: 877 - 983 - 9651
email: bpn4u1@attbi.com**

**Canada: Tollfree: 866 - 632 - 8767
email: happyhound@sympatico.ca**

Nutritional Support & Advice: www.burns-pet-nutrition.com



- No Canola Oil
- No Herbal Gimmicks
- No Wheat, Soya or Dairy Products
- No digestive Enzymes or Probiotics - Just Good Food
- All Ingredients Naturally Preserved
- Controlled levels of Protein, Fat and Minerals

Do you have news about your company or practice? Share it with your fellow members.

The purpose of the IAAMB newsletter is to support and inform. Your articles and comments will give this publication value as well as interest.

Please send your input to us via email, fax or phone.

AVMA proposed legislation

The AVMA is proposing a revision to their Veterinary Practice Act, which would prohibit us from sharing our knowledge about nutrition and health with one another by telephone or via the internet. The model currently in review expands the definition of the practice of veterinary medicine to include “complementary, alternative, and integrative therapies.” Their intent is to get each state to legislate this Act into law. The draft can be downloaded at:

<http://www.avma.org/education/mvpa/default.asp>. This could in effect mean that if this passes, then according to the American Veterinary Medical Association rules, those of us who work with animals could be considered to be practicing Veterinary Medicine without a license.

This could impact the right of those of us who believe in the benefits of and practice of pet massage to practice and share our skills, or even for owners to try alternatives with their pets. The proposed draft of the AVMA Model Veterinary Practices Act (MVPA) is the latest and most serious attempt by the association to eliminate perceived competition from practitioners of complementary or “alternative” therapies.

Having failed to dismiss holistic modalities by ignoring them or ridiculing them as “unproven” therapies, for which “it is not possible to establish minimum levels of education or certification,” the AVMA is now apparently preparing to declare a monopoly on the entire spectrum of these modalities.

While the entire draft is important, the most relevant portion is Section 18. Subsections A through C are below.

18) “Practice of Veterinary Medicine means

- A) To diagnose, treat, correct, change, alleviate, or prevent animal disease, illness, pain, deformity, defect, injury, or other physical, dental, or mental conditions by any method or mode; including:
 - i. the prescription, dispensing, administration, or application of any drug, medicine, biologic, apparatus, anesthetic, or other therapeutic or diagnostic substance or medical or surgical technique, or
 - ii. the use of complementary, alternative, and integrative therapies, or

iii the use of any manual or mechanical procedure for reproductive management, or

iv. the rendering of advice or recommendation by any means including telephonic and other electronic communications with regard to any of the above.

B) To represent, directly or indirectly, publicly or privately, an ability and willingness to do any act described in subsection 18 (a).

C) To use any title, words, abbreviation or letters in a manner or under circumstances that induce the belief that the person using them is qualified to do any act described in subsection 18 (a).

IAAMB member W. Bruce Bregenzer of AMTIL (Animal Massage & Therapies) emailed the following: “The draft as proposed is an affront to practitioners of complementary modalities and an unlawful and almost certainly actionable restraint of trade. Worse, it would deprive the vast majority of animals of the benefits of these therapies as few veterinarians have the knowledge, experience, interest, skill, and/or time to learn or offer them.

“A bit of personal history to illustrate this point: when I founded AMTIL in 1998, I contacted 229 veterinarians about establishing a working relationship. There were only a couple of hostile reactions; the response of the vast majority was “don’t know, don’t want to know.” A few either did massage themselves or already had someone working with them; of the approximately 20 that indicated that they would refer clients ‘when it seemed appropriate’ only two actually have. (Continued on page 7)

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.

(AVMA continued)

“The IAAMB contacted the AVMA while the draft was being written. They sent us a form letter thanking us for our input. The best any of us can do right now is to contact our state legislators and let them know that the new codes would be Draconian and would ill serve the pets in this country.”

Good news for Illinois animal acupressure practitioners. The Veterinary Practice Act passed, but with an amendment which is summarized below:

House Amendment 3:

Replaces the exemption for an owner of a companion animal caring or treating his or her animal with an exemption for an owner of an animal, or an agent of the owner acting with the owner's approval, in caring for, training, or treating an animal belonging to the owner, so long as that individual or agent does not represent himself or herself as a veterinarian or use any title

associated with the practice of veterinary medicine or surgery or diagnose, prescribe drugs, or perform surgery. Ads an exemption for an individual providing equine dentistry services requested by a veterinarian licensed to practice in this State, an owner, or an owner's agent.

It sounds to me like this is good news. I think practitioners will just need to have clients sign waivers. If you want to look at the history of this legislation, go to www.legis.state.il.us. The bill # is SB386. I hope I am correct in my interpretation.
--Julie Miller-Longo

Comments should be addressed to:
Dr. Beth Sabin
AVMA
1931 N. Meacham Rd., Suite 100
Schaumburg, IL 60173-4360

Please make your political representatives in your states' legislature aware of your thoughts regarding this proposed draft and pass this message as widely as possible.

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.

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

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.

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

This is your IAAMB Expert Panel:

Lynne Flanagan – Paws that Matter
Massage therapy – Reiki
Juliann 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

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 New members
 Humor, notices and more

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Our 800-number is only functional within the US.
 Outside the US, phone us at **419-727-6917**.



**International Association
 Of Animal Massage & Bodywork**
 3025 Algonquin Pkwy
 Toledo, OH 43606
 USA
 (New address)

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

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

