



## International Association of Animal Massage & Bodywork Newsletter



### Message from the President

The IAAMB is in its second year. In this time we have grown from the seedling of an idea to a group that is approaching 100. Welcome to all of our new members and thank you to all of our renewing members for your continued interest and support.

Initially, when we considered creating this association, I felt that I was often working in a vacuum and just wanted to share "aha's" with like-minded professionals. I saw my own growth curve and wanted to learn what others were developing in their fields of expertise. It was important to create a sensible forum in which people could comfortably and non-threateningly, discuss issues that are important to them and publish articles that would broaden each others' awareness'.

I wanted to create a forum for civility in our infant professions. As a massage

### 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.

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](http://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.

## New Membership List

Welcome to the following new members

Eve L. Boucouvalas  
Pet Care Services & Equine  
Sport Massage  
St. Petersburg, FL  
[Engery\\_bodyworks@juno.com](mailto:Engery_bodyworks@juno.com)

Mary J. Eller  
Tender Touch PetMassage  
Ann Arbor, MI  
[Guspuppy@hotmail.com](mailto:Guspuppy@hotmail.com)

Dr. Steven S. Fries  
Chiropractor  
Philadelphia, PA  
[Drdogbones@aol.com](mailto:Drdogbones@aol.com)

Patricia Whalen-Shaw  
Integrated Touch Therapy Inc.  
Circleville, OH  
[Wshwa@bright.net](mailto:Wshwa@bright.net)

Shari Gross  
Shari's Spa Inc.  
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Susan M. Roso  
Acu-Sage Academy  
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Natasha Dillard  
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Karen W. Henderson, DVM  
The Wright Touch Therapeutic  
Massage For All Creatures  
Large and Small  
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Tomoko Kawasumi  
Pawsitive Touch  
Alexandria, VA  
[info@pawsitivetouch.com](mailto:info@pawsitivetouch.com)

Jaelynn Allen  
Head To Hoofs Bodyworks  
Glidden, TX

Patricia Gibbons  
Equine Sports Massage  
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## 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. Please let us know what you are offering your fellow members so that we can publish it in our next newsletter and post it on our website.

## Spotlight on...



**Patricia Whalen-Shaw, L.M.T., A.P.P., RCST**

What drew me to IAAMB is the willingness to support and encourage one another in business, particularly the business of animal wellness and healing. We all know there are many ways to reach our united goal of assisting animals to be their healthiest. Massage therapy is another modality which when applied appropriately produces spectacular changes in the body.

Patricia, founder and principle instructor for Integrated Touch Therapy, Inc., combined the ancient art of massage, anatomy of kinesiology, animal handling, body language, and safety in a program designed for massage therapists, animal care professionals, veterinary technicians, trainers, and individuals seeking this work to help animals with their soft tissue balance. The techniques applied in a light, respectful, "DO NO HARM" manner allow the animal to determine the pressure needed for release of the musculature, the pace of the massage, as well as the duration of the required application.

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.

The young, old, sporting, recovering, pet animals all benefit from this work just as the caregiver who we encourage to support and continue the massage at home benefits Horses, dogs, cats, and other animals, from your pocket pet to the exotic can benefit from massage.

Students have come from all over the world to participate in workshops held here in central Ohio at Synergy Farm. The week or weekend experience is an intensive, learning vacation. The classes are small, no more than a maximum of 8 students per instructor. The students report, the hands on work is invaluable.

The students have taken their skills and have worked in greyhound rehabilitation, worked with dolphins, walrus, water buffalo, baby gorillas, as well as performance dogs, cats and horses.

The veterinarians are sending and hiring graduates to work in their offices.

Having taught and applied this work for almost 15 years, I've used most of the 2500 plus hours of massage and bodywork training, adapting the application with the animals. They are such incredible teachers, that continually I find "less is more", no matter what modality we're trained to use. We just have to tap into their healing capabilities.

This field is just beginning to come of age. This rewarding work is powerful and healing on many levels.

For workshop information on the courses available:  
Integrated Touch Therapy, Inc.  
P.O. Box 652  
Circleville, OH 43113  
Email - wshaw1@bright.net  
www.integratedtouchtherapy.com  
800-251-0007



*Integrated Touch Therapy workshops are hands-on.*

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.

## 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, how to find you 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.

## Humor

A burglar broke into a house one night. He shone his flashlight around, looking for valuables, and when he picked up a CD player to place in his sack, a strange, disembodied voice echoed from the dark saying, "Jesus is watching you."

He nearly jumped out of his skin, clicked his flashlight out and froze. When he heard nothing more after a bit, he shook his head, clicked the light back on and began searching for more valuables. Just as he pulled the stereo out so he could disconnect the wires, clear as a bell he heard, "Jesus is watching you."

Freaking out, he shone his light around frantically, looking for the source of the voice. Finally in the corner of the room, his flashlight beam came to rest on a parrot.  
"Did you say that?" he hissed at the parrot.

"Yep," the parrot confessed. "I'm just trying to warn you."

The burglar relaxed, "Warn me, huh? Who do you think you are?"

"Moses," replied the bird.

"Moses," the burglar laughed, "What kind of stupid people would name their parrot Moses?"

"Probably the same kind of people that would name their Rottweiler Jesus," the bird answered.



## 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. Think of it as Clicker training for humans!

*Click.*

Way to go! Good job!

Your business card sized  
ad could be here.

## Spotlight on....



### Ronni M. Yaskin, LMT, NCTMB

As anyone who works with companion animals knows, working with animals means working with their humans. They are a team who must communicate and cooperate with each other for optimum positive results. Ronni M. Yaskin, owner of Shiatsu Massage for People & Pets, believes animals are our spiritual teachers and we, as their earth projects, teach them too. The trick is for both species to be working on the same project at the same time. Shiatsu massage coupled with animal communication help to bring the animals and people into more energetic harmony.

When B, a 2 year old. 125 lb. Rhodesian Ridgeback, first came to see Ronni Yaskin he was shy, skittish and did not want to be touched. He would not stay still or let her out of his sight, swinging around to follow her every move. He worried a lot and had digestive problems. Over a period of 18 months she did animal communication sessions and gave him brief massages 4 times. At the beginning his humans were of the "I am your master, do as I say" variety. He did not respond well to dominance.

He cowered and got more fearful and nervous. Each dog has a different personality and will respond to different approaches. Animal communication lets you find out what the dog is thinking and feeling, where his behavior is coming from. Shiatsu, frees up the dog's energy to be calmer more focused, more adaptable and open to his surroundings. Ronni did massages that addressed B's emotional state and his digestive upsets. He now accepts massage easily. He does not cower and is much calmer and more confident.

By hearing what he thought and felt and by learning to send him different mental pictures, his owners started to relate to him and their other dogs in a very different way.

They now see their dogs as partners. They have much richer relationships with them and each other. They see their time together as a spiritual experience. Before, when they talked about their dogs they expressed frustration. Now their eyes glow with love and appreciation. This new attitude can only enhance everyone's well being.

Ronni uses her unique combination of different modalities to assess what the situation is. Often the physical problem has an emotional component and vice versa. Dana, a dachshund, was fearful of everyone and shook almost non-stop for 3 years. Her owner thought it was a congenital defect and did not want to breed her. When Ronni touched her, she knew Dana's problem was not emotional. Ronni felt her headache and the noise that reverberated too loudly inside Dana's head. After using craniosacral holds, some acupressure points around the ears and shiatsu on her kidney meridian, Dana stopped shaking. She is now a calm, friendly, outgoing animal.

Ronni M. Yaskin, LMT, NCTMB and Shiatsu Practitioner, sifts through her knowledge of shiatsu, acupressure, Reiki, craniosacral, soft fascia and central channel release, animal communication, flower essences and magnets to come up with the

most effective treatment. She then teaches the human caretaker how to work some of the points so the results can be built upon between sessions and the bond between species strengthened. She has a private practice, Shiatsu Massage for People & Pets, treating humans, canines, felines and equines, as well as teaching shiatsu to massage therapists. She makes the following wellness products available to her clients: emu oils, Bach Flower Essences, Juice Plus, Nikken Magnetic Products, homeopathic remedies and heat/cold/magnet wraps.

For more information, call 302-529-7882 or email [yaskinworld@dca.net](mailto:yaskinworld@dca.net).

### Letter (Cont'd from page 1)

We are now seeing that state by state, changes in the legislative wording for veterinary scopes of practice having a limiting effect on what services many complementary practitioners can legally provide. As our numbers grow and we have more active members in each state, we will have the recourse to influence legislation that could impact our various scopes of practices.

Goals for the IAAMB for 2004-5 include

- Growing our membership to >1000
- Creating a national accreditation test and certification
- Offering more discounts from members to members.
- Creating an online database for news, events and legislative activity throughout the country so that other members can support your needs and you can support theirs.

I wish you peace, happiness and prosperity.

--Jonathan Rudinger, President

### 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.

Interview with Jonathan Rudinger, RN LMT, President of our IAAMB and founder of the PetMassage™ Institute, in Toledo, Ohio.



*Jonathan with his instructor, Oskar*

*IAAMB: Where do you get your inspiration to massage dogs?*

*Rudinger:* We know that each massage session is different; just as each massage recipient is different and specially unique. There is something in the animal's body or mind, or *spirit* that connects with us to let us know what to do and how to provide for his or her uniquely specific needs.

There is so much around us that we are not aware of. There are scents we don't smell. Flavors we don't taste. There are sights we don't see; sounds we don't hear; textures that we don't feel. There are signals we don't interpret.

## 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](mailto:Info@iaamb.org) or participate in our Scope Committee.

## Humor

A hungry lion was roaming through the jungle looking for something to eat. He came across two men. One was sitting under a tree and reading a book; the other was typing away on his typewriter. The lion quickly pounced on the man reading the book and devoured him.

Even the king of the jungle knows that readers digest and writers cramp.

*IAAMB: How do you approach massage of animals?*

*Rudinger:* We need to learn to enhance our internal awareness', which will allow us to be more aware of the needs, the responses and the integration of our therapy (healing). Your awareness, itself, will enhance the effectiveness of your work.

If, in massage, we were to work with animals, depending only on our five outward definable and measurable senses, our work would be severely limited. Of course, we start with what we can understand. We can observe the animal's gait, the symmetry of the body and the tonality of muscle tissue. We can feel knots in muscles; taut ligaments, and cool and warm areas on the coat or hide. We can hear the animals breathing and note whether it is labored or not. We can see hair patterns. We can see the sheen or dullness of the coat. We can feel and see the patches of raw skin and coat of partially healed wounds. We can smell the aromas emanating from dogs' ears, mouths, and other orifices. We can feel and hear the heartrending crunchiness when we pick up or flex old arthritic joints. We can feel the textures of all sorts of lumps, bumps, scars, layers of fat or bones protruding on emaciated bodies.

We take all these things into account when we begin our sessions with animals; but then, something, some other level of awareness takes over to guide our hands and our attention to specific parts of the animal's body. This super-awareness guides us to know where and how to

touch, which directions to press the tissue, and when to stop our compressions to allow the tissue to unwind.

*IAAMB: How did you know you wanted to teach animal massage?*

*Rudinger:* I'd like to share a true story with you. It was an experience, though it lasted only a microsecond that profoundly changed the direction and motivation in my life. It made me aware that there is so much more available to us, if our awareness is open and ready.

In 1997, I was invited by a television station to give a demonstration of equine massage. As the shoot was ending, my interviewer brought an old yellow farm dog over to me, saying to the camera, "Dogs get stiff necks, too. Let's see what Jonathan can do."

Up until this time, I had never intentionally massaged a dog before! My focus had been on horses and humans. I cradled the dog's head in my hands and watched his tongue loll out of one side of his mouth. It was delightful! As his eyes rolled back into his head in bliss, I experienced a split-second, immediate, extraordinary and profound insight. An actual epiphany! I had the knowledge and the experience to produce courses that would enable pet owners, pet-care professionals and other massage therapists to connect with and help their dogs using the massage form I had developed. In that moment I saw the dogs, the students, the schools, the research, the covers of the books and videos and much, much more. I knew that I had witnessed a burst of intuitive awareness that had the potential to create positive supportive waves for dogs and their guardians.

Following that split second plan that I witnessed, since then, we have created videos, books, home study courses and a research institute. We have gained local as well as international recognition and now draw students from all over the globe to our workshops.

(Continued on page 7)

(Rudinger, continued)

*IAAMB: Where does insight come from?*

*Rudinger:* The word “insight” is the clue. It is “looking inward,” at an extraordinary moment of excitement, expectancy and, well trepidation.. Fortunately, the openness and the insight occurred simultaneously.

I was able to observe a tiny crack in my normal sensory armoring that encases all of my daily experiences. Now I know that there is another entire universe of awareness and understanding that we cannot even acknowledge unless we experience it.

*IAAMB: What else is out there that we cannot understand, or even know to look for?*

*Rudinger:* Roger Carris, in his book, *A Dog Is Listening*, suggests that dogs may have as many as twenty senses. Along with enhanced versions of our paltry five, they use their abilities to track the sun, track magnetic and special arrangements, barometric pressures, sound waves, air currents, and vibrations in and above the earth.

We can interpret only what our senses are capable and willing to experience. We see only in a small segment of the full spectrum of light that continues to slower wavelengths and faster wavelengths. We hear only a small portion of the vibrations flowing around us. It is safe to say we are aware of only a thin slice of all of what is really going on around us. There are creatures miles deep below the surface of the ocean that have neither endo- nor exoskeletons that would be crushed by the extreme pressures. The only way they can be observed is by shining oblique light across them. Likewise, there are other creatures, high up in the stratospheres that, again, have neither endo- nor exoskeletons. These are not only unobservable; they are practically incomprehensible.

Occasionally, we get “lucky” and get a glimpse into aspects of our unknown worlds. Then, we realize how big and rich our lives can be. Our expanded

world has much more depth, much more potential, more clarity, more wonder. Each time you connect with a dog you have a portal into his/her world. You can use it as a channel to lead you to discover yours.

*IAAMB: What else is available to us, if we are open?*

*Rudinger:* Our internal awareness is the sum total of all your temporal conscious and subconscious memories, and our cultural memories. These are encoded in our genes. Our cultural memories determine our hair and eye color, our body type, our unique potentials for personalities, talents and even the methodologies of our reasoning processes. Our dogs’ memories are not the same as ours. They include their memories from birth. They include physical and behavioral factors that were engineered into their breeds. Dog’s cultural memories extend way back before breed differentiation.

There is a theory that each of us, not limiting this to “man,” but including all life forms, is a microcosm of the macrocosm of the universe. In other words, each of us is a hologram of the whole; each of us has all of the parts, wisdom and memory of the universe. The trick is to become aware of the memories. In-sight.

We also know that our memories are not all confined within our heads. We have memories of specific emotional events held within our muscle tissue. Each of our muscles and tendons can be moved to its more relaxed or comfortable position. And, if each cell can differentiate between comfortable and uncomfortable, then it stands that each has a memory of how either of these positions feel. Each of our cells is constantly doing trillions of jobs,

*One of the purposes of this organization is to create a forum for discussion. Your comments are encouraged. Please send them to:*  
[Info@iaamb.org](mailto:Info@iaamb.org)

from reproduction, to energy production, waste management, to maintenance of pH and hydration.

The spaces in the cells that make these decisions are called cellular memory. The memories are communicated to the rest of the body through muscle contraction or relaxation and ... vibrations. It’s the dog’s presentation of his or her immediate version of “I am.” Your dog’s vibrations connect with your vibrations when the two of you come together. Your combining of your energies creates the unique relationship that you both experience.

Insight happens when both our inner-awareness’ start vibrating together. Our memories connect to guide our hands to exactly the right places at exactly the right times, with the right pressures and intention. We find that the most effective sessions for clients are when we are so totally “in the zone,” that our intellectual-take control parts of our brains, gets out of the line of communication to allow the wisdom of our hearts to lead our hands.

*IAAMB: How can we use this awareness in our practice?*

*Rudinger:* We can relate to the spark of life in the eyes, and level and movements of the tail and the rest of the body language. We sense the flow of energy and vitality in veins and meridians, and respond to the subtle resilient unwinding of the fascia.

Yes, opening our hearts opens our eyes. When our hearts and spirits joyously and playfully interact with the minds, hearts and spirits of our dogs, we become, on levels we can only begin to comprehend, more aware and responsive to their needs.

Jonathan Rudinger teaches his PetMassage™ form in home study courses and workshops held at the PetMassage™ Institute in Toledo Ohio. He has just released his latest book, [PetMassage™ Energy Work With Dogs, Accessing the Magnificent Body Language and Body Awareness of the Dog Through Acupressure, Chakra Balancing and Positional Release.](#) It is also available as a 5 Audio CD set.  
[www.petmassage.com](http://www.petmassage.com) 800.779.1001

## 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 \$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.



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USA

(New Headquarters)  
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Outside the US, phone us at:  
419-727-6917

### *In this issue:*

Spotlight on new members:

Patricia Whalen-Shaw, L.M.T., A.P.P., RCST

Ronni M. Yaskin, LMT, NCTMB

Interview with Jonathan Rudinger, RN LMT

New members

Humor, notices and more

*We would like to thank the expert members who are making them-selves 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.