



International Association of Animal Massage & Bodywork Newsletter



President's Message

Hello.

The intention for our June, 2006 conference was to develop strategies to enhance our credibility and to create an environment where we can practice and provide our bodywork professions safely, easily, and legally. We are indeed staking out and marking our territory. We also want to ensure the support and encouragement of our health care colleagues.

In order to enhance your credibility, status as a professional, and your ability to practice your skills, we are developing national testing for certification, national certification, national accreditations for schools and national awareness campaigns. Our plan is simple. We are developing a group of IAAMB tests, which members will be able to take online, to become certified in various aspects of animal massage and bodywork.

I have been blessed with the support of five leaders in our field who have graciously stepped forward to offer their guidance as a National Certification QA Board.

I would like to name them here: Amy Snow and Nancy Zidonis (both of Tallgrass Publishers, LLC.), Lola Michelin (Northwest School of Animal Massage), Jean-Pierre Hourdebaight (Massage Awareness, Inc.) and my partner, Anastasia Rudinger (PetMassage™, Ltd.). We are determining the format and content of the tests, study materials, qualifications to take the tests, etc. Our collection of questions for the test has already begun. We project that the study guides and tests will be available in early 2007.

We understand that at first, the Certification will only have meaning for those who choose to acknowledge it. It will set the standards for our professions. The standards we set, our scopes of practice, our accepted required knowledge bases and our ethical responsibility to our clients and fellow professionals, including a disciplinary review function, are all necessary for us to establish a solid, well reasoned and acceptable foundation. The wider acceptance of this credential and legal status will follow.

Along with the certification program, it is necessary to make sure that we are all staying current and active. Minimal, bi-yearly requirements of continuing education is the way to ensure ongoing professional development.

The IAAMB is now prepared to issue Continuing Education Units for member school's coursework. The credits issued will be comparable in number and value to those already evaluated and accepted by other accrediting bodies such as the NCBTMB, AMTA, or the Canadian Massage Board. Our IAAMB ceu's will eventually become more widely accepted as we, as a professional association becomes more recognized.

We look forward to next year's conference in the Boston area, with a new speaker format and 4 great speakers listed, page 5.

You will see on page 3 that we have 36 new members. This is excellent growth. Welcome new members. We know you will discover

that our association is a valuable asset. Our renewal rate is over 90%! Thank you again, re-memberers, for your continuing confidence and support.

Another goal is to create an IAAMB peer-reviewed journal. We anticipate that it will take at least 3 years for it to become a reality. The baby steps begin now, though. We are beginning to compile articles, case studies, press releases and other educational content for our web site and our newsletter, which is evolving into an information-based format. We welcome your early studies results and anecdotal case histories; printing them in the IAAMB newsletter is a good way to get us all motivated.

Our Research Committee, is now chaired by Kathy Shipley. Kathy has all the appropriate degrees in biology and several years in wildlife research. We are ready and willing to support you in developing your studies. Send your studies and suggestions to: info@iaamb.org.

Lobbying at state and local levels. As Linda Ehlers indicated in her address at the last conference, congress-people see each mailed letter as representing about 10,000 votes. We are willing and eager to send letters and emails on your behalf, if and when you would like our support in your state or locality. Strength is in the numbers. We will inform and mobilize the association so that your position on the issues that concern your practice will have more weight.

Beginning in 2008 we will begin marketing campaigns to increase awareness and appreciation for the magnificent work that you are doing.

These are ambitious goals. With your help and support, we will achieve them all.

Thank you.

Your president, Jonathan Rudinger

Spotlight on... Marleigh Freyenhagen

Alternative Therapies May Provide the Winning Edge

How do you give a top athlete that extra edge to be a champion? Some horse owners and trainers are taking the same approach as professional sports franchises and providing their athlete with massage, chiropractic, body work and acupuncture. Christina Braga, owner and rider of the year's Non Pro 3yo Western Pleasure Futurity winner Invitation To Ride, aka Mickey, shared some insights during a recent osteopathic body work and acupuncture session. "These horses work hard doing their job. Even though they are extremely fit, they can get sore or stiff." Christina is a big proponent of complimentary modalities, citing that the barn she trains out of in California has regular visits by equine massage and chiropractic practitioners. At the Scottsdale Classic, Christina sought out the services of Marleigh Freyenhagen and Barbara Truex, DVM, to keep Mickey at the top of his game.



Dr. Truex positioning acupuncture needles

Barbara was an educator in the public school system for 15 years, then decided to change careers to pursue her lifelong dream of being a vet. She was first introduced to acupuncture in veterinary school as a tool for pain management, but with further study and training with IVAS, she learned of acupuncture's many other benefits. She now integrates acupuncture and Chinese herb into her vet practice.

The pair often work in conjunction, performing the body work first to stimulate the muscles and adjust joints, then following with acupuncture to induce relaxation, stimulate blood flow, and release endorphins.



Marleigh sets up for a leg stretch

Marleigh is a certified equine massage therapist, and practices osteopathic body work under the direct supervision of a veterinarian, as well as massage. Through physical manipulation she can release tight muscles, improve mobility and flexibility, and improve the lateral movement of the neck and back.

Are integrative medicine techniques the winning edge? You can be the judge. But there was no doubt that Mickey enjoyed his session. A look of pure contentment came over him as Marleigh manipulated legs, hips and neck. He licked and chewed after a particularly good set, and he was so relaxed during his session, he could barely stay awake. Mickey was well rewarded for his work winning the futurity.

NOTE: This article was reprinted with the permission from www.thescottsdaleclassic.com, and was written by Kristen Spinning.

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Testimony

The following is a tribute from Sheila, a client of Rebeca Berni, owner of Cottage S-paw www.cottagespa.com.
(warm water hydrotherapy and massage)

The chiropractor that was seeing my bed-ridden and paralyzed, greyhound recommended that I take her to see Rebeca Berni at her Cottage Spa. On my first visit I could not have been more impressed. Rebeca, with her knowledge, experience and compassion, gave me complete confidence that it was possible for my senior girl, Jordan to walk again on all fours. In the pool, I saw Jordan use her paralyzed hind leg over and over again to swim with. Two days later, Jordan got up from her bed and went outside as Rebeca said she might. I have no doubt that Jordan will continue to improve dramatically with each future hydrotherapy session with Rebeca. Rebeca is a true gift to the canine community.

Let the IAAMB Help You Market Your Schools and Skills

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 classes and materials. Even a 5% discount would be an incentive for members to purchase your products and learn your techniques!

Welcome New Members

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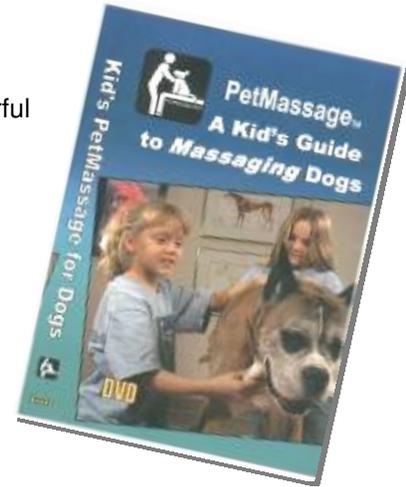
New: *PetMassage for Kids: A Kid's Guide to Massaging Dogs*

DVD, Audio CD and Kids Zone page on PetMassage.com

These lessons promote wellness, safety, enhanced interspecies understanding and cooperation. The next generation and their parents will learn how massage can be a powerful and beneficial skill for them and their dogs. They will soon be our clients and our future colleagues!

This video, for the first time, introduces children to the skills of canine massage in a genuine, honest, loving, respectful lesson. Kids learn the difference between massage and petting, the importance of asking permission before touching, and how they can use all 5 of their senses in a dog's massage. In a fun lively round-table conclusion, dog puppets review the many benefits they get from massage. 60 minutes plus

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This DVD is endorsed by the Girl Scouts of America  **Girl Scouts.**

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MEMBERS CHAT ROOM

HUGE thanks to Maryjean Ballner and Maggie Bielenberg for setting up this chat room to connect us. Please go to the following link: <http://pets.groups.yahoo.com/group/IAAMB/>
You can then join the group and bark, purr and whinny!

EVERYBODY S-T-R-E-T-C-H!

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Date: November 18th, 2006 (Saturday)
Place: The Canine Workshop, Clinton Twp, MI
Time: 9 AM – 3:30 PM
Cost: \$70.00
Lunch & Continental Breakfast Included



This seminar is for people who compete in canine performance events and wish to learn the proper techniques to warm up, stretch and cool down their competitive partner. The seminar will provide a lesson in anatomy, demonstration of massage and stretching techniques and provide a forum to ask questions. The afternoon session of the seminar will be "hands on" and will allow you to try the techniques that you learned. (You will need to bring a dog.)

Lisa Blanchard of Fluid Motion Massage L.L.C. has been practicing canine massage therapy since April 2004. Lisa received her certification from Integrated Touch Therapy in Circleville, Ohio. She has worked with many breeds of dogs and specializes in the canine athlete. Lisa is a competitor in agility, obedience, rally obedience and conformation.

*Disclaimer: Massage does not take the place of veterinary medicine. You should consult your **Veterinarian** with specific questions about or for specific diagnosis of your dog's health.*

Contact Lisa with questions at lislamblanchard@comcast.net or 586-612-0463. Mail payment to: Fluid Motion Massage L.L.C. 19856 Shorecrest, Clinton Twp, MI 48038. Please send payment by 11/10/06 to secure your spot!



Attend the 4th Annual IAAMB Educational Conference

Friday and Saturday, June 15th and 16th, 2007

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Topic: Equine Sports Massage: Evaluation of the Equine Back and Correcting Problems in Saddle Fitting
- **Jean Pierre Hourdebaight, RMT, LMT**, Founder of Massage Awareness, Inc., Author: Equine Massage: A practical Guide, Canine Massage: A Practical Guide, & Canine Massage: A Complete Reference Manual.
Topic: Equine and Canine: Gait and Compensation
- **Carol Komitor, CMT, CHTP/I, CHBMT, ESMT** Founder of Healing Touch for Animals®/ Komitor Healing Method, Inc. combines knowledge of animals, with energy-based healing.
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For Registration or additional information for advertising or vendor space, contact:



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Lobbying for the right to Practice:

From the IAAMB Conference workshop by Linda L. Ehlers, D.C.

by Margaret Auld-Louie

At the IAAMB Conference in June, 2006, Linda Ehlers, a member of the Illinois Alliance for Animal Owner Rights (IAAOR), taught us how to lobby to change the Veterinary Practice Act so that non-veterinary animal practitioners have the right to practice on animals as a profession. The American Veterinary Medical Association Model Practice Act of 2003, which is a model for the states to follow in creating their veterinary practice acts, states that complementary, alternative and integrative therapies fall under the practice of veterinary medicine. This means only veterinarians or those under the direct supervision of a veterinarian can perform these therapies. In some states, these therapies have been defined to include diverse modalities such as massage, acupressure, aromatherapy, animal communication, flower essence therapy, hands on healing, dietary supplementation, herbalism, homeopathy, horse dentistry, horse shoeing, etc.

Alternative practitioners in Illinois found out that veterinarians were quietly preparing to amend the Veterinary Practice Act to prevent all non-veterinarians from practicing complementary and alternative therapies. Since this threatened the livelihood of many non-veterinary practitioners, they quickly formed IAAOR and in less than a year were successful in modifying their state's Veterinary Practice Act. The amendment allows non-veterinarians to practice on animals if they do not represent themselves as a veterinarian, they provide their client with a written statement summarizing the nature of the services provided and they obtain a signed acknowledgement from the owner that they accept the services. This law makes Illinois the freest state in the country for non-veterinary practitioners to practice in. In other states, some non-veterinary practitioners have received cease-and-desist orders and been charged with practicing veterinary medicine without a license. If this has not happened yet in your state, you have been lucky so far.

In lobbying to change the Veterinary Practice Act, the first step is to define the goal, such as promoting animal welfare, the right for practitioners to exist and the right to charge a fee. The Veterinary Practice Act as it exists in many states threatens the livelihood of many non-veterinary animal practitioners. The next step is to do "power mapping" or determine who votes or influences this issue. Find out when they vote, what motivates or influences these people and their positions, and what their voting history is on animal and pet owner rights. Also, determine all the affected groups who would be concerned with this issue. This includes animal owners who want freedom of choice in healthcare, groomers, pet stores, farriers, animal rights groups, animal rescue groups and shelters, animal control agencies, conventional and alternative practitioners, veterinarians, health food stores, animal trainers, any organizations of practitioners that exist (such as state chapters of IAAMB), etc. There may be animal rights celebrities that would be interested in this issue or high-profile holistic health practitioners and teachers such as Linda Tellington-Jones. Find out the names of the key people in power that could influence legislation such as the governor, as well as specific senators, representatives and lobbyists. Find out who is connected to these key people, who influences them and then promote relations with them.

Through your networking, you may be able to connect up with someone that can influence a key legislator, such as the friend of a senator. If there are groups already working on this issue, find out who they are.

Linda recommends setting up a non-profit corporation as Illinois did, to organize people and handle the funding and lobbying. Make sure to set up an IRS 501(c)(6) type corporation that is allowed to do lobbying, not a 501(c)(3) where lobbying is prohibited. Steps to setting it up include applying for federal and state tax exemptions, applying for any local or state licenses or permits required, creating bylaws, appointing a board of directors and holding an initial board meeting. Once this structure is in place, set up a Yahoo Group (which is free) to enable group members to easily communicate. The Yahoo Group will facilitate building a network of people to effectively lobby for legislation, such as letter writing campaigns. Linda states that the value of a handwritten or typed letter to a legislator from one constituent is considered equal to 10,000 votes.

Letters should be individualized and sent in the mail. Faxed letters, form letters and e-mails do not have the same impact.

If your state, like Illinois, has or is threatened with a Veterinary Practice Act that only allows veterinarians to practice complementary, alternative and integrative therapies, here are some talking points from Linda, that you can use when lobbying to explain why such a broad Act would be unfair

- Violates Right to Work laws for otherwise competent practitioners of alternative therapies
- Allows vets to practice modalities that are outside the scope of their normal training but prevents persons trained in those modalities from practicing them
- Sets more restrictive measures for animal health care than those that exist for humans
- Infringes on animal owner's freedom of health care choices
- Includes vague, and overly broad language—hundreds of animal trainers would be in violation of this law
- Serves to create a monopoly of one profession over another, thus harming the consumer
- Creates liability and malpractice concerns for veterinarians
- Interferes with interstate commerce and trade
- Infringes on Freedom of Religion for spiritual healers

Currently a thriving alternative natural healing community of professionals and lay practitioners exists in the State of XXXX. Passage of this bill would eliminate this community. Nutritionists, massage therapists, aromatherapists, homeopaths, behavior specialists, animal communicators, spiritual healers, trainers, farriers, equine dentists, TTouch practitioners, physical therapists and groomers, among others, would be impacted. Animals would be denied the compassionate and quality care these people now provide.

Continued on page 7

Lobbying for the Right to Practice –continued

Conceivably a groomer recommending a change in diet or a trainer rewarding an animal for good behavior could be construed as practicing veterinary medicine under this overly broad proposed legislation.

For additional legal guidance, Linda recommends the book *Legal Guidelines for Unlicensed Practitioners* by Dr. Lawrence Wilson. It can be ordered from his website here:

www.drlwilson.com. To learn more about IAAOR, see their website here: www.iaaor.org.

Several states and one Canadian province now have an Alliance for Animal Owner Rights. See www.iaaor.org/resources.html for a listing of them.

In conclusion, Linda urged us to take back the word "traditional", since the modalities we practice, as non-veterinarians, are the traditional therapies that go back hundreds and often thousands of years. Bodywork and energy healing have been performed on people and animals for millennia. It is modern, conventional human and veterinary medicine that is new and not "traditional".

Your Knowledge & Experience are our Association Resources

We like to offer the service of posting all the states' Veterinary scopes of practice or other applicable legislation. These laws and legislations can change daily.

What laws are on the books in your state which affect your being able to practice your craft?

Please take a few of minutes to help us collect this data. Email, or mail us the information as it relates to your practice in your state. E-mail to: info@iaamb.org

Remember-ship

To you who have renewed your membership:
Thank you for your continued interest and support.
With your help, 2006 will see the IAAMB membership and mission develop and grow.

MEMBER DRIVE

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

Be sure to tell your friends and colleagues when they join, to let us know they were referred by you.

Member Incentives, Discounts & Benefits

Discounts

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This is available as an addition to your **IAAMB** membership.

Currently this is for U.S. residents only. We are looking into Canadian and overseas plans.

To the Canadians currently with insurance in force, you'll have coverage until your next renewal date. We'll keep you informed of the status of insurance for Canadians.

CHECK OUT OUR WEBSITE

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If you have any changes or additions please e-mail them to info@iaamb.org

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THE TRAIL RIDER MAGAZINE

ACHES AND PAINS

By: Jule Drown

Mucking four horse stalls daily. Hoisting heavy buckets of wet beet pulp and flakes of hay. Grooming, saddling and riding three horses. Wrestling with my 500-pound colt. Such exercise is either keeping my middle-aged body going strong or taking it closer to the grave.

In the short term, such strain is causing aches and pains. Thank heaven I discovered the benefits of a good body massage. As I became aware of the positive effects of nontraditional health care for myself, I started recognizing that such care can also benefit my horses — especially my Paso Fino broodmare, Porcelana, the dam of Clementino, whose antics have been highlighted in previous columns.

A Bundle of Problems

When I bought Porcelana a year ago, I knew she had some problems, but I naively didn't recognize the severity of their cumulative effect or the need for immediate health-care attention. At that time, she was pregnant following the birth of two foals in two years. She'd received little exercise for years, her teeth were likely neglected, and her hooves hadn't been trimmed and shod properly.

As soon as she was mine, I had her teeth floated and started riding her lightly, although she turned out her left front leg. Three months later, I removed her shoes for good. My natural hoof trimmer was dismayed at the horrible shape my mare's hooves were in (toes way too long, heels not level), but assured me that she could gradually correct the hooves over a year or so. We concluded that I should temporarily stop riding my mare.

After Clementino was born, I found a veterinarian who had a passion for horses, communicated well with people, and was open-minded about various treatments. He found that Porcelana could hardly walk because of pulled suspensory ligaments in both front legs. He gave her collagen

injections and directed me to use medicine boots on her front legs.

Despite these treatments, she didn't improve. At the next examination, my veterinarian said it was critical to trim more toe off her long hooves to relieve the pressure on her ligaments, which the hoof trimmer then did to my vet's specifications. My mare's overall appearance still didn't look good to us, so it was suggested that I schedule an appointment with an equine body worker.

A Collaborative Approach

The body worker gave Porcelana a therapeutic massage and performed stretches. Concerned about my mare's serious lack of muscle tone and her lethargic appearance, she advised me to consult with my veterinarian about immediately weaning Clementine (then almost 6 months old) to enhance Porcelana's nutrition. Further, she suggested I begin hand-walking her to build up her strength and muscles.

My veterinarian concurred, so I initiated the new regime. Slowly but surely, Porcelana began to improve. After three months, my vet checked her again. Her suspensory ligaments were healing nicely, and he gave me the okay to begin light riding.

The body worker also returned. I'm impressed with her knowledge of anatomy, physical therapy, and equine health care, which she's learned through a lifetime with horses, augmented by specialized training and her association with two holistic veterinarians. By the second session, she was moving more fluidly than before.

The body worker has also taught me simple exercises to perform on her daily to loosen the mare's stiff shoulders and tone her back muscles. She'll provide annual preventive maintenance to help maintain her range of motion, structural balance, mobility, and flexibility.

Today, Porcelana's legs are rehabilitating nicely. She's muscling out, due to regular riding and ground work. She ran like the wind when I rode her down a sandy wash this afternoon. Her successful turnaround demonstrated to me the value of a collaborative approach among multiple equine-health providers.

One Owner's Viewpoint

Considering the beneficial care Porcelana has received from these providers, in addition to the veterinarian, I was surprised to recently learn that Arizona statutes (as well as other states') declare it unlawful to provide care to horses unless the person is a veterinarian or a licensed veterinary technician working under the direct supervision of a vet.

Of course, I want only well-trained, skilled people who come recommended to work on my horses. Although I'm sure Arizona's statutes were enacted to protect horses' health, they seem to ignore the role of the horse owner in choosing their horses' caregivers.

Organizations supporting animal owners now exist in many states, in part to modify these kinds of laws. For example, the Illinois Alliance for Animal Owners Rights (www.iaaor.org) persuaded the state legislature to approve an amendment to the Veterinary Medicine Practice Act, allowing animal owners to legally use "natural healers." I've just joined the Arizona Alliance for Animal Owners Rights (www.azaor.org), which is working to duplicate Illinois' accomplishments.

I hope that as states change their existing laws to allow horse owners more options in terms of their horses' care, more horses like Porcelana will benefit.

Jule Drown is a freelance writer based in Tucson, Arizona. Her e-mail address is juledrown@juno.com.

This article originally appeared in the May/June 2006 issue of

The Trail Rider;
www.trailridermagazine.com.

Mission Statement

We are a professional community of people who share the goal of providing complementary, loving support for animals that extends internationally.

We gentle animal bodyworkers, with confidence and compassion, assist others to develop their talents by teaching and providing our specific, uniquely personal techniques.

CAAMB

The Colorado Association of Animal Massage & Bodywork has a website:

<http://www.optimumchoices.com/caamb.htm>

For information you may contact the following:

Margaret Auld-Louie: 303-271-1649 E-mail margaret@optimumchoices.com

Lisa Speaker at 303-669-4227 or lisa@denverdogma.com



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This is an example of a letter that was written to the New Mexico Board of Veterinary Medicine in response to a request for support of friendly legislation. We are all activists. If you have written similar letters we would be pleased to publish them here and on our website.

Hello Ladies and Gentlemen.

We appreciate the opportunity to share our perspectives in your ongoing conversations about changes in the law that will accept and regulate alternative practitioners/therapists for animals.

The PetMassage™ Ltd. School, in Toledo Ohio has published several instructional videos and books on the subject of animal massage and animal massage business practices. Over the last 10 years, we have taught over 100 week-long workshops to people who express the desire to help animals in the supportive role of massage providers. Our home study courses, which are directed toward people who want to learn to support their own pets with massage has reached several thousand people and their pets all over the world. The awareness of animal massage and its practice is growing. Last June, for example, Cosmopolitan Magazine described Pet Massage Therapist as one of the "Cool New Careers." Although the source may be specious, the fact that animal massage is now mainstream in its acceptance is a reality. We share your concern about the level of professionalism that will secure the safety and well-being for animals receiving massage as therapy.

We teach that our role is a complement to, not an alternative to, veterinary care. The skills that our students learn are different from the palpation skills that veterinarians use in their practice. I know this because several vets have participated in our workshops and it has been challenging for them to switch gears to interact with dogs in the massage therapist perspective rather than the searcher/ diagnostician/ fixer-treatment adviser.

In a busy practice, they have told me, it is neither time-management nor financially feasible for a veterinarian to spend 30 to 60 minutes with one client, for minimal compensation.

Our students are trained in the skills necessary to allow animals to relax and to be emotionally supported. Gentle tissue manipulation, stroking, stretching and scratching, following range of motion

patterns that the animal would intuitively use to self adjust, if he could, have specific effects on the body. In the same way that massage affects humans, it naturally increases the animal's circulation, flexibility, and muscle tone. By stimulating the Chinese Medicine system of acupressure points and meridian pathways located on the surface of the body, massage supports Ch'i flow throughout the body systems.

From the perspective of massage, increasing or enhancing joint movement supports muscle tone, articulation integrity, respiration and lymphatic drainage. Enhancing circulation optimizes internal organ function. The effects of the administration of knowledgeable touch suggest that massage has the capacity to create a more ambient environment within animals' bodies. Whatever work that is performed by professionally trained and licensed veterinarians will be more readily accepted, be more effective in providing the animal client a faster, more effective, more comfortable and compassionate healing process. We have seen that animals that receive massage recover faster and more completely after surgeries, reduce the amount of medications needed to control pain, anxiety, diabetes and seizures. It is important to note that we are not treating for any of these conditions. Massage helps the animal integrate veterinary care.

In the massage perspective, practitioners assess for balance and movement. We are not veterinarians and have no desire to practice veterinary medicine. We cannot and do not diagnose. We do acknowledge, without projecting the cause of a condition, or naming it, that an animal has a normal or abnormal gait. We observe whether an animal has symmetrically balanced muscle mass and tone or has developed movement patterns that have allowed the body to become unevenly developed. When we stroke the animal's body we palpate variations in coat, surface skin temperature, textures of tissues, tightness of muscles, tendons and ligaments. We observe the way an animal smells and his body language. We acknowledge the behavior of the animal as he reacts and responds to our actions. We note the rate and depth of respiration and the level of anxiety and calmness.

We do not wish to be confused with animal physical therapists, who provide specific range of motion activities under the direct supervision of a veterinarian.

We do not choose to be limited to working solely on traumatized areas. We have learned that by providing a full-body massage at each session, rather than focusing on a particular body part or function, we include and involve all of the other elements of the body that are being stressed through compensatory movement.

Our work is not as invasive as that of groomers, who shave and clip dogs and clear anal sacs. Our work is not as invasive as that of farriers who shoe horses, reconfigure hooves to improve muscle, tendon and ligament functionality and float teeth.

We see the role of animal massage therapist or provider as having several opportunities to play an important part in helping animals, their owners and their primary care providers, veterinarians. Among them, as we have described, as a supportive colleague within a veterinarian clinic. An animal massage specialist provides skills and services that veterinarians, assistants and vet technicians have not been trained to do. These specialists need to be able to make home visits and have the freedom to schedule sessions at their convenience. In this scenario, animal clients would be referred by a veterinarian. This is becoming more and more common throughout the United States.

An animal massage therapist ought to be able to take private clients, without having to get the consent of a veterinarian; in the same way that human massage therapists can take private clients without a referral from an MD. In this capacity, we will have the opportunity to teach pet parents to massage their own dogs, to learn observation skills, and maintain a vigilant awareness of the way their pet looks, acts and feels.

Empowering owners to become the first line of defense for their animals will bring them back to their veterinarians' offices more often and for more pertinent reasons. This is a good thing. It provides for the animal massage therapist to be the resource, it helps the animals, it empowers the owners and it provides a means for greater demand and access for the veterinarians.

(continued next page)

Letter to Vet Board Continued:

The reasons that people and their animals seek out massage are numerous. Some are looking for a way to relax, and massage is a way to relax animals as well. Some want to increase circulation. One source that I have read describes a half hour massage as equivalent in exercise to running a mile. For animals that are house-bound due to extremes of temperature or the inability for their owners to take them outside for exercise, massage is an enjoyable, effective way for animals to experience increased circulation, respiration and range of motion stretching.

Some people are looking for pampering, because they can. Many of our clients treat their animals as children and want to provide the best quality of life to them that they can imagine. The most popular activity on cruise ships, for example, is to get a massage. Some just want to be touched by another person. Animals, just as people, can suffer the effects of lack of touch and human socialization.

In conclusion, we encourage you to open the field of animal massage to practitioners that have demonstrated that they have completed specialized hands-on courses in animal massage that includes anatomy, physiology, animal behavior, massage practice and theory, that they subscribe to a code of ethics, that they have proof of liability insurance, and that they restrict themselves to a scope of practice that neither interferes nor undermines veterinary protocols.

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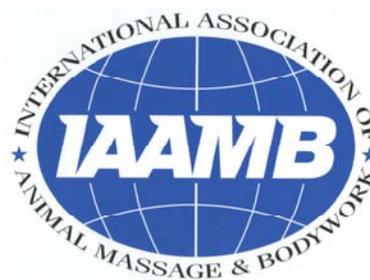
Let your fellow members and everyone else know who you are and what you do!

We would like you to consider giving them the opportunity to be private contractors as well as work as professional colleagues with veterinarians. You have the opportunity here to help create a new job classification that has the real potential for hundreds if not thousands of new jobs in your state.

I thank you for your time and patience in reading through this letter. If you would like to speak to me in person, I am available at the phone number on the letterhead. I would be honored to be part of the conversation about the laws pertaining to animal massage therapy.

Respectfully yours,

Jonathan Rudinger/
Founder of PetMassage™, Ltd.



Let the world know that you are a member of the International Association of Animal Massage and Bodywork Include the logo on your letterhead, business cards, brochures, and website.

National Certification Testing Survey

The IAAMB would like to sincerely thank these eight schools that have responded to the survey, and encourage others to respond. Here are the schools that were the 1st to offer their support:

**Treetops Animal Wellness Institute
Palmer Institute
Aspen Equine Studies
Tallgrass Publishers, LLC
Rocky Mountain School of Animal Acupressure Massage
Massage Awareness, Inc.
Northwest School of Animal Massage
PetMassage™.**

If you have a school that has not been contacted and would like to participate please send an e-mail to info@iaamb.org or call us. We are requesting input from all who teach animal massage & bodywork.

IN THIS NEWSLETTER

Spotlight on: Marleigh Freyenhagen Customer Testimony about: Rebeca Berni
New Members; New Chat Room, New National Certification Testing Survey
Lobbying for the right to Practice by Linda Ehlers at IAAMB Conference; Written by Margaret Auld-Louie
A Reprint from The Trail Rider Magazine (about an anonymous Equine Bodyworker/member of IAAMB)
An example of a letter written to a state's Veterinary Board of Medicine

If you have questions about your practice we are here to help you. Please e-mail your questions and the panel member will contact you directly.

IAAMB Educational Panel

Lynne Flanagan: Paws that matter
Massage Therapy – Reiki

Robyn Gray: Physical Therapist, Canine
Massage

Julianna Andersen: Balancing Body
Systems, 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

Kathy Shipley: Research

Jonathan Rudinger: PetMassage, Ltd.,
Energy Work with Dogs



Englewood - Golden

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