



Happy Spring.

Cortiva Institute Continuing Education

You can learn new techniques and refresh your skills, while learning from the leaders in this industry. **P.2**

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This fall, our family arranged a surprise 20th wedding anniversary party for my wife and me. The biggest surprise, however, was not the party itself, but the unexpected guest of honor, my old room-

mate who currently lives just east of Buffalo New York, and who I last saw as a member of my wedding party 20 years ago. Yes, he had changed. He was a few pounds heavier from the days when we would spend hours playing one-on-one basketball, and showed the weathering of life with some gray hairs. But the magic of it all was when I saw him and we embraced, life went on as if I just saw him yesterday. He and his wife spent the weekend, and we spent hours catching up and playing golf. I enjoyed and was enamored by his maturity and growth as a person, and I felt special to have his friendship.

My experience was shared for a purpose: it has been a long time since we have reached out and communicated to our alumni. Much like my friend, it was not a purposeful absence, but one brought about by the business of life. We all get busy and sidetracked, but there is

something very special about reconnecting with our past.

Many exciting things have been happening at Cortiva Institute-Pennsylvania School of Muscle Therapy. For one, we recently moved into a spacious building on South Gulph Road in King of Prussia, just blocks away from our founding location. This beautiful 12,000 square foot facility is complete with all the amenities. But, as we all know, it's not about the building, it's about people. Our Cortiva family still carries the heavy influence of its founders Victoria Ross and Mary Jo and John Myers. Many of the experienced faculty members are still in place: Alex Mykietiuch, Tim Koert, Jen Smith, Scott Dugan and Beth Minker. We have also added a mix of very talented new instructors, Theresa Tobin Macy, Jen Gerhart, Pam Kennedy, Bill Ensminger and Aimee Kraft, each bringing passion, as well as a wealth of experience and knowledge in their related subjects.

Recently, we have enjoyed our largest student population in school history. It is always a joy to see the diversity, enthusiasm, and talent that enters and completes the massage therapy program and joins the wonderful world of massage therapy and helping other people.

During a recent compliance visit, the visiting official stated that the student clinic "rivals any spa." We welcome our graduates to take advantage of the Clinic by offering our alumni a price of \$20 for a one (1) hour massage.

In April 2009, we will be holding our 50th graduation spanning over 27 years of classes. It's a milestone that we are very proud of and that you were part of. We continue to grow in our Continuing Education offerings. Being part of a family of schools gives us access to some of the best educators in the industry, not just in Pennsylvania but from coast to coast. Stay current on what's coming by staying tuned into our web site www.cortiva.com, for our latest offerings.

It is my personal desire to keep us connected. You are always welcomed to visit and say hello, catch up, or even pop into a class. You will forever be a part of us.

Sincerely,
Jeff Mann

Continuing Education

Enrich your life & Enhance your skills in 2009! Check out our Continuing Education webpage for full details about these courses! www.cortiva.com/psmt/ce. To register or ask questions, please contact Valerie. Email: vmaksimchuk@cortiva.com or Phone: (484)-690-1401

Corrective Muscle Therapy using Cross Fiber

May 1 – 3 & May 15 – 17, 2009
(must attend both weekends)

Active Isolated Stretching (AIS) Lower Body Seminar

May 30 – 31, 2009

Massage and Cancer

June 6th, 2009

Introduction to Childbirth and DONA* Approved Birth Doula Workshop

July 9 – 12, 2009

Personal Fitness Training Course

Only eight consecutive Saturdays: July 11 – August 29, 2009

Thai Massage- Level One

July 18 – 19 & August 1 – 2, 2009
(must attend both weekends)

The Best Kept Secrets of China's Most Powerful Massage Therapy: Massage cupping & gua-sha

July 25 – 26, 2009

Basic Sports Massage (Taught by Jeff Mann)

August 8th, 2009

Advanced Sports Massage (Taught by Jeff Mann)

August 9th, 2009

Reflexology

August 15 – 16, 2009

Professional Ethics for Bodyworkers

August 23rd, 2009

Lomilomi: Hawaiian Temple Style Bodywork

Augusts 27 – 30, 2009

Brain Therapy for Children & Adults with Dr. Barry Gillespie

September 11 – 13, 2009

Nature's Stones Inc. Full Body Hot Stone Massage Seminar

October 3 – 4, 2009

The Basics of Pregnancy Massage

October 17, 2009

Deep Tissue: Going Deeper with Less Effort

November 14 – 15, 2009

Cortiva Is Raising The Bar! On The Weight Bench That Is!

Introducing our Personal Fitness Training Course at Cortiva Institute – Pennsylvania School of Massage Therapy!

After 27 years of massage therapy, Cortiva Institute is branching out into another field of wellness. In addition to our massage therapy program, we have added an exhilarating Personal Fitness Training course into the

mix! Beginning Saturday July 11th, 2009 the Personal Fitness Training course will run for eight consecutive Saturdays from 12:00pm – 5:00pm; ending August 29th. Our course is in conjunction with the National Academy of Sports Medicine (NASM). Our talented veteran instructor, Jim Smith, has been in the fitness industry over 13 years with a client base that includes professional athletes, senior citizens, and post-rehab clients. With Jim's enthusiastic and supportive personality paired with our well developed curriculum, you will experience your own total body transformation while learning to improve the overall wellness of others!

When: July 11 – August 29, 2009 / 12:00pm – 5:00pm for eight consecutive Saturdays

Course Description: Learn how to build a rewarding personal training business as a certified fitness professional. Our certification is formatted in conjunction with the National Academy of Sports Medicine (NASM). Instructed by Jim Smith of Human Performance Coaching and Cortiva Institute, students will receive the official NASM course materials including book, study guide and set of interactive CDs. Students will also be taken through practical applications of scientific program training in both traditional classroom and fitness center environments. This key element of the course will assist in transitioning to working with clients in the fitness environment and job placement. Upon successful completion of the course, students will receive a certificate of completion and be eligible to take the NASM certified personal trainer national certification exam.

Required Materials: NASM course materials including book, study guide and set of interactive CDs (included in price of course).

Instructor: Jim Smith with more than 13 years experience in the fitness industry his client base includes professional athletes, senior citizens and post-rehab patients. His approach is a unique blend of lifestyle coaching with functional and movement training for optimal health. With the combination of body alignment, strength and flexibility, clients will achieve an overall increase in vitality, energy and power. Jim encompasses these principles and works with clients toward an improved quality of life while achieving their goals. One mind. One Body. And only you can make a difference. Jim's personal background in strength training and running has added valuable experience to his certifications in personal training, nutrition and stretch coaching.

To Register: Contact valerie at 484-690-1401 or register online at www.cortiva.com/psmt/ce.

Instructor's Article

Self Care Tips To Help Prolong Your Massage Therapy Career

By: Scott Dugan, NCBTMB

Feeling some low back pain or forearm soreness after a long day at work? As caregivers we often forget to take care of ourselves. It's time to get back to basics. Here are five simple things that every therapist should do to stay healthy and prolong their career.

- 1. Increase your body awareness.** Next time you are at work try this exercise. The first hour you are massaging take a deep breathe and check your body position and mechanics every five minutes. The second hour at work, check every ten minutes. The third hour, every fifteen minutes. The idea is not to check your mechanics all day long. What this exercise does is increase your body awareness. Normally after the first hour you are so in tune with your body that you correct poor positioning as soon as it occurs.
- 2. Stretch!** Before work and in between clients take a couple minutes and stretch out any tight muscles. Short on time? Focus on the wrist flexors and quadratus lumborum. We use the wrist flexors a lot. Their health is important for every therapist. And quadratus lumborum? Every time you side bend over a table you are using your QL. Stretching this one muscle every day can help prevent low back pain for the busy therapist.
- 3. Self massage the forearms and hands.** After a busy day take the heel of your hand and perform some cross fiber friction on your forearm. Using your elbow, gently massage the palm of your hand. And finally, decompress your fingers by giving them a little pull.
- 4. Save your hands.** Try experimenting with strokes using your forearms and elbows. Not only will these strokes save your hands, your clients will love them too.
- 5. Try a paraffin bath.** The deep penetrating heat of a paraffin bath can make your hands feel fresh and new after a client filled week.

Following these exercises will help keep you healthy, happy and massaging for the next 30 years!

Alumni Article



Frank Helleis is a member of the December 2008 Cortiva graduating class. His class represents the first class to complete their entire curriculum and graduate from Cortiva's new King of Prussia, PA facility.

While fulfilling his apprenticeship obligation at Cortiva's student massage Clinic, Frank was able to build strong relationships with clients who became regulars during his tenor at the clinic. Through these clients, Frank was able to start building his massage practice while still attending classes. Then he began offering his services outside of the school clinic as his apprenticeship came to an end. Through the connections of one of these clients, Frank was introduced to the owners of The Chester Valley Running Store in West Chester Pa. He started offering massages to their client base one night a week which was being advertised through CVRS weekly email newsletter. This led to an introduction and eventual partnership with Dr. Bill Gagliardi of Rittenhouse Chiropractic in West Chester. Frank also works at Gold's Gym of Limerick as a Personal Trainer and offers massage therapy through Dr. Desire Abrams, who runs an office out the gym for Progressive Rehab Chiropractic.

At age 43, Frank came to Cortiva with a diverse background in fields including but not limited to construction, musical entertainment, sales and marketing, personal training, fitness coaching and self defense instruction. Although Frank had success in all of these endeavors, he feels the experiences he has acquired have all led up to and helped hone his talents to become a successful massage therapist. Frank would like to let all Cortiva Students know that although he does feel that his diverse background and experience are definitely assets, he must attribute his immediate and growing success as a Massage Therapist to simply working the system that Cortiva puts in place for its students. "It doesn't matter how young or old you are, how much or little experience you have or if your male or female Cortiva has a proven track record of success with the system they have for you. Work it and it will work for you just like it has for me and countless others like me. Thanks Cortiva!"



Cortiva Alumni
Makes a Big Splash at the Big East Swimming and Diving Championship
Written by: Laura Violet Slenzak
Massage Therapist & Certified Pilates Instructor of Bodywork by LV

www.bodyworkbylv.com

It was a pleasure and privilege being selected to represent Cortiva as a Massage Therapist for the Villanova University Team at the Big East Swimming and Diving Championships in Indianapolis. I really enjoyed the intensity level, upbeat energy and mental challenge.

The team had approximately 30 athletes. They were continually coming in and out of races over the course of 4 days. Each swimmer was in need of massage before, between and after events. Sessions were short but the impact and energy level of each session was high. While I found myself drawing on many different massage techniques, I was able to specifically see the value of assisted stretching in this environment as it kept the swimmers engaged, in tune with their bodies, and mentally alert while producing some very positive muscular changes.

Over the course of the competition, there were several minor injuries and muscle spasms experienced by swimmers. Being able to recall what muscle to work and how was key and something I was very proud to do successfully. I was able to see the value of the months of anatomy, physiology and pathology studying integrated with massage technique.

Spending so much focused time with the team and seeing the same athletes repeatedly over the course of a very short period of time, I started to really connect with them, their sport and their bodies. I felt like I had become a part of the team and I wasn't even swimming. Many of the swimmers came to me at the end to share how appreciative they were of my support, some even sharing perspectives on the difference they experienced in athletic performance. For me, that was very validating of everything I know and believe about Massage Therapy.

I came away from this experience knowing that as I build my personal massage practice I have a desire to continue working with athletes. I would encourage emerging as well as experienced massage therapists to step out and experience different environments where massage can be used. Doing this personally opened my eyes to an area I never realized how much I would enjoy.

Admissions Department

Please call our Admissions Department at **484-690-1415** to inquire about our upcoming class schedules.

“Employment for massage therapists is expected to **increase 20 percent from 2006 to 2016, faster than average for all occupations.** Employment will grow as more people learn about the benefits of massage therapy.”

U.S. Department of Labor,
2009 Occupational Handbook

I have to tell you, I don't think it's worth it! The degree of a college determines how successful you are? I don't think so! It's often smarter to acquire specific marketable skills at a community college, a technical school or work as an apprentice for a business. That makes you more employable. I would much rather see a student graduate knowing that they can go out there and get a job and not be crushed under the burden of a prestigious degree. **Suze Orman** – 20/20 1/16/09

CNN/Money magazine rated Massage Therapy in the top 20 jobs for people who want more pay, more upside and more control over where they're going!

Recent Event sponsored by Cortiva Institute – Pennsylvania Admissions

Sports and Fitness Expo – February 14, 2009 – check out the photos on Facebook!

Remember alumni referral program! Check out the fabulous gifts at www.cortiva.com

IMPORTANT NOTICE

Email Addresses Needed From Alumni To Receive Future Newsletters!

In efforts to keep in close contact with our alumni, we are updating everyone's contact information. Future newsletters will be sent electronically through email. We would much appreciate it if you could take a quick minute to either email or call Valerie Maksimchuk to confirm that your information is correct. You can reach her directly at 484-690-1401 or vmaksimchuk@cortiva.com. Thank you very much for your time and assistance!

Student Massage Clinic

Schedule a Massage Today! Call 610-666-9060 to book your appointment!
\$20 Massages for Cortiva Alumni!

Hours of Operation:

Open 7 Days a Week by Appointment Only

Clinic Address:

211 South Gulph Road
Suite 100
King of Prussia, PA 19406

Upcoming Events

Alumni Networking Event

Come visit our new King of Prussia location, meet up with old friends and colleagues, get updated industry information and, get a great massage all in the same day! The Cortiva staff is in the process of organizing an Alumni Meet and Greet for the summer of 2009 and we would love to have your input. Will a Saturday or Sunday work best for you? What topics would you like to discuss? We want to hear from you. Please be sure to email **Valerie Maksimchuk** (vmaksimchuk@cortiva.com) or **Kristen Pettinato** (kpettinato@cortiva.com) with all of your comments and updated contact information. More details to follow!

Career Services Department

Career Services

Interview Techniques

Interviewing in a competitive job market can be very stressful and intimidating. Here are a few "Do's and Don'ts" to help put you at the top of your game.

Do...

1. Smile! Display a positive and friendly attitude
2. Give anecdotal, revealing examples in response to questions.
3. Relate your skills to the organizations needs.
4. Ask good questions such as "What are the most important characteristics you look for in an employee?" or "How would you describe your management style?"
5. Dress in professional massage attire (khaki pants, polo shirt, closed toe shoes), especially if you will be giving your future employer a massage.
6. Be versatile! Highlight the modalities that you do best and demonstrate them in your massage. Incorporate Swedish with Sports, mix Trigger Point with Myofascial, and demonstrate your ability to customize the massage to the needs of the client.

7. Make eye contact with the interviewer
8. Study or look up as much information about the company/business before the interview; this will show your enthusiasm for the position
9. Arrive early – on time is considered late
10. Write an open-ended thank you note after your meeting.

Don't...

1. Arrive late.
2. Smoke 20-30 minutes before the interview.
3. Complain about your old job or colleagues.
4. Focus so much on yourself you loose track of the discussion and the needs of the organization or client.
5. Speak too loudly or too softly.
6. Focus on the skills or qualities where you feel weak.
7. Forget to shake hands and thank the interviewer for meeting with you.
8. Forget to bring extra copies of your resume with you.
9. Forget to take the business cards of everyone you meet with and ask them what the next steps are in the interview process.



cortiva institute®

Pennsylvania School of Muscle Therapy

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