



Continuing Education Information

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

Graduate Spotlight

Julie and Spa being voted 3rd best massage in Western Washington by Evening Magazine! **P.3**

Upcoming Events & Opportunities

Come check out our booth at the AMTA – WA Convention on April 16-19, 2009 at the Hilton Seattle Airport Hotel & Convention Center! **P.4**

Faculty/Staff Spotlight

Amy is currently an instructor at Cortiva Institute – Seattle and also maintains a private practice. **P.4**

Letter from the President

Dear Graduate Community,

Happy New Year! 2009 is starting off with our country excited by a historic Presidential election and a new administration. At the same time we face the significant downturn in our local, national and global economy. These are foundational shifts and no matter how you slice it, change is underway. I witness people re-assessing what is meaningful to them and affirming or resurrecting commitments to their priorities. This kind of cycling makes sense, and I believe that along with the stress of change there is a core of hope and energy that strengthens.

The economic climate is touching us at school. Changes in the job market are often a catalyst for people to go back to school, and we've seen an increase of prospective students who are looking to retrain into a new profession. Many people are looking to embrace a career in massage because they've been thinking about it for a while, and they want to make a change into a healthcare field where they are helping people. In this way, our work at the school is part of the hope and strengthening that people are growing into; it is truly heartening work.

Speaking of change and a new year, I've been reflecting on 2008 as another year of change and development at Cortiva Seattle. We accomplished many things:

- We completed a teach-out of both the former programs of the Brenneke School of Massage and the Brian Utting School of Massage.
- We held 9 graduation ceremonies in 2008.
- We integrated the locations, staff and faculty of the two former schools into one: Cortiva Institute – Seattle.
- We finished the initial development and implementation of our Cortiva-wide curriculum.
- We launched an online platform, and beginning with the Winter 09 term, incoming students are now attending the first Professional Ethics and Communication course and a Business course online. These subjects each have in-person courses held at the campus in later terms.

Each point represents a tremendous amount of work by faculty, education and administrative folks here at the school and among our sister schools. I'm inspired by the good people working here, the return of others from both former programs, and very grateful for the energy they demonstrate to students and the program. Our

growing pains give us focus to remain committed for two very important reasons: 1) we want to be the best we can at providing both practical and innovative massage education for our students, and 2) we want to contribute to the development of the profession.

All the best to you in 2009.

Yours in Health,
Dina Boon

National statistics indicate that healthcare is an industry experiencing steady growth in jobs, and more specifically within that umbrella the demand for massage therapists is expected to increase 20% by 2016¹. Here at the school we are particularly interested to know how the : How is the current economic climate affecting your massage practice? Whether you're an independent practitioner or working for an employer, we'd love to hear about the experience you're having. Send us an email at seattle.alumni@cortiva.com.

1. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2008-09 Edition



Continuing Education Information

License Maintenance Requirements:

Washington State Licensing/Certification Info:

- Washington State Department of Health
www.doh.wa.gov/massage
- WA State LMPs are required to complete 16 hours of continuing education (CE) every two (2) years. WAC 246-830-475 outlines the qualifications a course must meet in order to be accepted.
- Please check out our website for a list of qualifying continuing education courses: <http://www.cortiva.com/locations/seattle/conted/>

National Certification Info:

- National Certification Board for Therapeutic Massage and Bodywork|
www.ncbtmb.com
- WA State LMPs who are nationally certified are required to complete a total of forty-eight (48) continuing education hours during the four year recertification period. Six (6) of these continuing education hours must be in ethics.

Other Helpful Websites:

- Professional Organizations
AMTA – American Massage Therapy Association
www.amtamassage.org

AMTA Foundation – American Massage Therapy Association Foundation
www.amtafoundation.org

ABMP – Association of Bodywork & Massage Professionals
www.abmp.com

IMA – International Massage Association
www.massageliabilityinsurance.com/index.php

MRF – Massage Research Foundation
www.massagetherapyfoundation.org

National Certification Board for Therapeutic Massage and Bodywork
www.ncbtmb.com

- Accreditation
Commission on Massage Therapy Accreditation
www.comta.org

Continuing Education Classes (CE):

- CE class offerings:
Go to www.cortiva.com/seattle/ce for a complete listing of CE classes and to register online!

Here are some of our exciting, upcoming CE courses:

- Shiatsu I (March 14 - 15, 2009)
- Clinical Sports Massage: Rotator Cuff & Shoulder Dysfunction (March 14, 2009)
- Beginning LomiLomi (March 21 – 22, 2009)

- Professional Ethics for Bodyworkers (March 28, 2009)
- Visceral Manipulation (March 28 - 29, 2009)
- Hot Stone Massage for Professionals (April 19, 2009)
- LokuLomi (April 18 – 19, 2009)
- Clinical Approaches for Low Back Pain (May 15 - 16, 2009)

Cadaver Anatomy is back! We are planning to offer this again in August. Contact Cat Weigel at 206.282.1233, x103 or cweigel@cortiva.com for more details!



Employers, do you want to enhance your modality offerings or ensure consistency in application of techniques? We can help by arranging a private continuing education class for your employees, either onsite or here at Cortiva Institute – Seattle. Contact Cat Weigel at **206.282.1233, x103** or cweigel@cortiva.com for more details.

Get a Massage in our Student Clinic

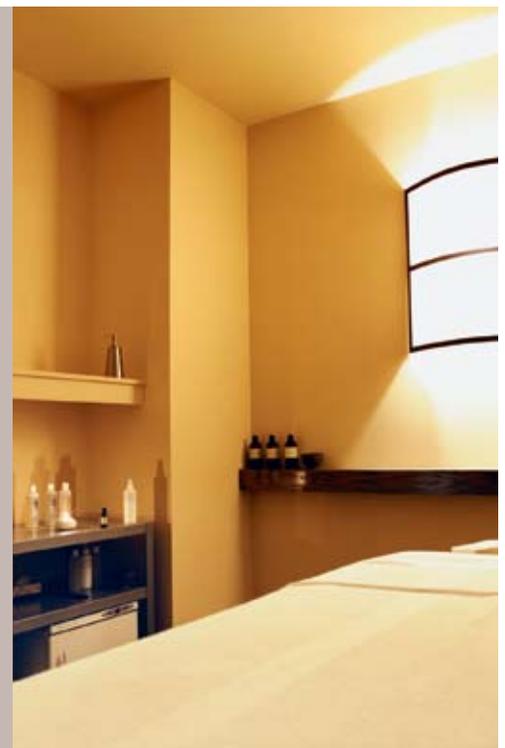
We have expanded our schedule yet again to accommodate our growing number of clients. We now have appointments 6 days a week, including Sundays! We slightly increased the price for a one-hour student massage to \$35. That's the first price increase we've had in over five years! We have a special offer for you, our graduates. Print this one-time \$5 off coupon and present it at time of payment. Offer valid through June 27, 2009. Not valid with any other offers. You take care of other people every day; isn't it time to practice some self-care?



Treat yourself. Get a massage.

Receive **\$5 off** the regular price of \$40 for a student massage when you come in for a spring term appointment. Coupon must be used by June 6, 2009. Not valid with any other offers.

- Please check our calendar for appointment days and times:
www.cortiva.com/locations/seattle/clinic/Schedule.html
- To make an appointment, please call us at: **206-282-1233, x100.**



Graduate Spotlight

Julie Poston (class of 2004)
Rejuv Massage and Spa

Julie, congratulations on Rejuv Massage and Spa being voted 3rd best massage in Western Washington by Evening Magazine!



To what do you attribute your initial and continued success?

Networking. After I graduated, I passed out my business cards everywhere, and went to as many events and functions that I had time for. I joined the Bremerton Area Chamber of Commerce and began to network with fellow business owners. Finding like-minded individuals that you can cross-market with is a great way to get your business off the ground. I always keep an open mind and stay aware of what others are doing within the industry. Finally, it is most important to ask for and listen to feedback from your clients.

What kind of services do you offer?

Rejuv Massage & Spa offers a variety of spa services to include: Massage Therapy, Facials, Body Wraps/Scrubs, Hair Removal, Lash and Brow Tinting, Reiki and Reflexology.

When did the idea for the spa start?



Was it before you started school, during school or after you graduated? Before I started school, I knew I wanted to be self-employed. After graduation, I decided to rent a room instead of working for someone else. As my clientele grew, I began to realize how much I enjoyed the business behind the scenes. The marketing, research, ordering, hospitality and every detail that went

into creating a wonderful experience for my clients, at this point I began working on my business plan to expand and open a Day Spa.

When you decided to open the spa, how difficult was it to find a location and get the financial backing, etc...? Did you complete a business plan?

Initially, I rented a room in the Amy Burnett Art Gallery in Downtown Bremerton. I was there for about a year when I decided to move to a larger location in Manette with two treatment rooms. I did complete a business plan at this point and utilized local resources such as the Kitsap Business Assistance Center and SCORE. Two years later four of us were sharing the two rooms, and I began looking for space to expand. I put the word out to some neighboring businesses and within a week we had a new location. After negotiating with the new landlords, I applied for a business loan with West Sound Bank. They are wonderful to work with. After meeting with the loan officer and explaining my vision, he looked over my revised business plan and references and a few days later they approved the loan. We finished the tenant improvements, and 6 weeks later, we were ready for business.

How many employees do you currently have?

Tell me about your hiring process. Currently I have 5 LMP's (including myself), 3 estheticians, and 2 spa coordinators. I have an initial interview with the practitioner and ask them questions about their education, future plans in the wellness industry and areas of interest for continuing

education or research. If all goes well, I schedule a practical interview for a massage or facial or body treatment to assess their technique and professionalism and get a sense of their presence while working.

What would you do differently if you were just opening a business now?

Stick to my scheduled hours. The first year I was so accommodating for my clients' schedules. I would come in early and stay late, and I nearly burned out. If I had the chance to do it again, I would stick to my scheduled days and hours that work for me. I would take my days off and go get a massage and sleep in instead of stressing about the everyday operations of the business.

Do you have plans to expand the spa in the future, or open another location?

Yes, I would like to open another location within the next two years.

What advice would you offer to someone looking to start a business like this?

Be prepared to give a lot of your time to the project, but don't let it consume you. It's important to remember why you fell in love with massage and strive to keep some balance in your life. Utilize your local resources such as any Business Assistance Centers, your local Chamber of Commerce and people that are where you want to be.

How are you managing in the current economic climate?

Okay so far. We are preferred providers for most health insurance carriers, so that helps. Also a lot of our clients are worried and stressed about the economy, and are not willing to give up their time at the spa to de-stress, rejuvenate and recharge.

What is the most gratifying part of owning your own business? What are the biggest challenges you face?

It is very gratifying to realize at the end of the day that I am here because I choose to be, not because I have to. I continuously challenge myself and set goals knowing that all of my hard work and effort is going into something that I believe in. Running a business is definitely not without its challenges. It's hard to deal with the unexpected...an injury or situations that are out of my control. Everyday I remind myself to stay grounded and know that if I am showing up and doing my best, that's all I can do.

Please send website address, and other contact information we can list with the article.

www.rejuvthespa.com

Rejuv Massage & Spa
2109 E. 11th Street
Bremerton, WA 98310
360.405.0293



Faculty/Staff Spotlight



Amy Mueller, LMP, graduated from the Expanded Professional Licensing Program at Brenneke School of Massage in 2003. She is a certified Pre and Post Natal Massage Therapist and also has a BA in English Literature and Women's Studies from University of Wisconsin. Amy is currently an instructor at Cortiva Institute – Seattle and also maintains a private practice. Amy is also an avid jeweler. Check out her work at www.adornjewelry.etsy.com.

I am a Midwestern girl with an affinity for the outdoors and creating things with my hands. With a double major in English and Women Studies in my back pocket, I was working at a feminist newspaper in Minneapolis and on my way to law school when I decided to take a detour. I was interested in domestic violence law and policy but realized that being a lawyer was too far removed from the overwhelming implications that domestic violence can have on the whole person. Massage seemed to me a more direct way to aid people in their healing.

My mom was a physical therapist and taught me how to petrissage on a pillow at the age of 8, so in retrospect, it doesn't seem so surprising anymore. It turns out that detour was actually the clearest path for me.

My practice right now is pretty quiet although the hours do fluctuate. I have been working in spas for the last five years and recently took a break from that fast-paced work. I have maintained a small clientele with whom I do outcall work, blending a variety of modalities; the base of my work being Swedish and MFR.

I came back to school after graduating because I was interested in being involved in the classroom but becoming an instructor wasn't on my agenda. What compelled me? Well, I was compelled by all of the arm-twisting by my students and fellow colleagues to take the leap and I am forever thankful for it.

My biggest challenge as an instructor is trying to fit everything I want into the class time allotted. Creating a supportive learning environment is just as important to me as helping my students gain the knowledge and experience they will need to succeed as massage practitioners. I am continuously amazed by the insights my students bring to the classroom and their infectious enthusiasm for learning keeps me inspired.

Life and work balance is a struggle for me because I enjoy doing so many things and I am often not quite sure where the line lays between work and fun. Besides massage and teaching, I own a jewelry business called Adorn Jewelry, so between the three I stay pretty busy. My jewelry is mostly nature-themed but I am currently working on creating an anatomy inspired line, my first piece being a ring modeled after thoracic vertebrae. Next on the agenda? Hammer and anvil earrings.

I view self-care as an essential piece of remaining balanced. Practicing yoga regularly is not only physical self-care but keeps me engaged on an intellectual level with the workings of the human body. The same goes for receiving massage; I seek out a variety of modalities depending upon my particular physical and emotional needs at a given time. Most of my hobbies involve creating something and whether it's jewelry or clothing, it is usually a sole endeavor, so massage offers me an artistic creation that can be shared mutually, whether it is in giving or receiving.

Upcoming Events & Opportunities

Come check out our booth at the AMTA – WA Convention on April 16-19, 2009 at the Hilton Seattle Airport Hotel & Convention Center!

Register for our next Career Expo! It will be held on Monday, April 6, 2009 from 5:30 – 8:30 pm at our main campus. Contact Siouxi Jeter-Koch for more details at sjeterkoch@cortiva.com or 206.282.1233, x122.

Update from the Education Department

Hello,

As I get news from all the graduates, I am continually inspired by the wonderful work you are all doing. I thought I would take a minute to catch you all up on what has been happening on the education side. 2008 was another year of change and growth. I have had the pleasure of seeing two different schools, with different histories, come together and unify under the common purpose of creating the best massage education we can. The faculty work tirelessly to bring the practice of humanity into the classroom, and I have had the pleasure of seeing how this impacts the lives of our students and the quality of their work.

As always, we are in the continual process of refining our curriculum to meet the needs of our students. I have been involved in a committee of senior instructors, Director's of Education and Presidents that is looking at feedback from students and instructors from Cortiva

Schools around the country and creating the next evolution of the curriculum. It is a wonderful group to work with and I would like to thank all of you for giving your feedback so that we can continue to grow and change.

I will leave with a thought for the day. For some this will be familiar; it sums up part of what makes this work so wonderful.

"The master of the art of living makes little distinction between his work and his play, his labor and his leisure, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing."

Michener

Thank you all for being a part of this incredible community,

Matthew Sorlie,
Manager of Academic Affairs

Career and Graduate Services

Dear Graduates;

As we anticipate the return of spring, it gives me great pleasure to invite you to participate in the Cortiva upcoming Career Expo!! This event promises to be a great blend of information and opportunity for both self-employed LMP's and LMP's looking for employment!

We are doing things a little differently this time! The event will take place at the Cortiva Institute-Seattle's Pontius campus and there will be happenings throughout the building.

There will be a 1 hour free CE offering beginning at 5:00PM, topic to be determined, and we will be making the clinic rooms available to employers who are interested in conducting hands-on interviews that evening, and we will also have rooms dedicated to one-on-one interviewing as well. So be prepared - dress for success, have copies of your resume in hand, and bring a set of sheets to be ready for the possibility of a hands on job interview!

Here are the details:

WHAT: The Cortiva Career Expo

WHERE: Cortiva Institute - Seattle
425 Pontius Ave. N.
Seattle, WA 98109

WHEN: Monday, April 6, 2009
5:30pm – 8:30pm
Free 1 hour CE from 5PM – 6PM
(registration required)
Presenter: Mary Betts Sinclair, author and instructor of pediatric massage www.marybettssinclair.com

RSVP: Please RSVP to Siouxie Jeter-Koch,
Director of Career Services
206-282-1233, x.122 –
sjeterkoch@cortiva.com

There is no RSVP Deadline – however, it sure helps me to know how many people to plan for! So if you think you are coming, please email me – Thank you!!

As always there will be a great number of employers as well as other businesses of interest to self employed graduates.

Stop by and enjoy some food and beverages, network with graduates from other classes, maybe win a raffle prize – you never know what you might learn, who you might run into, or what connections you could make!

We'll see you there!

Siouxie Jeter-Koch
Director of Career Services

Graduate News/Update

Becca Bellamy & her baby Maple



Johanna Mark & her baby Lola



Olivia



Olivia & Secily from July 07 EPLP



Becca Bellamy & her baby Maple



Sydney Lynn & her baby Olivia
Rose Shields

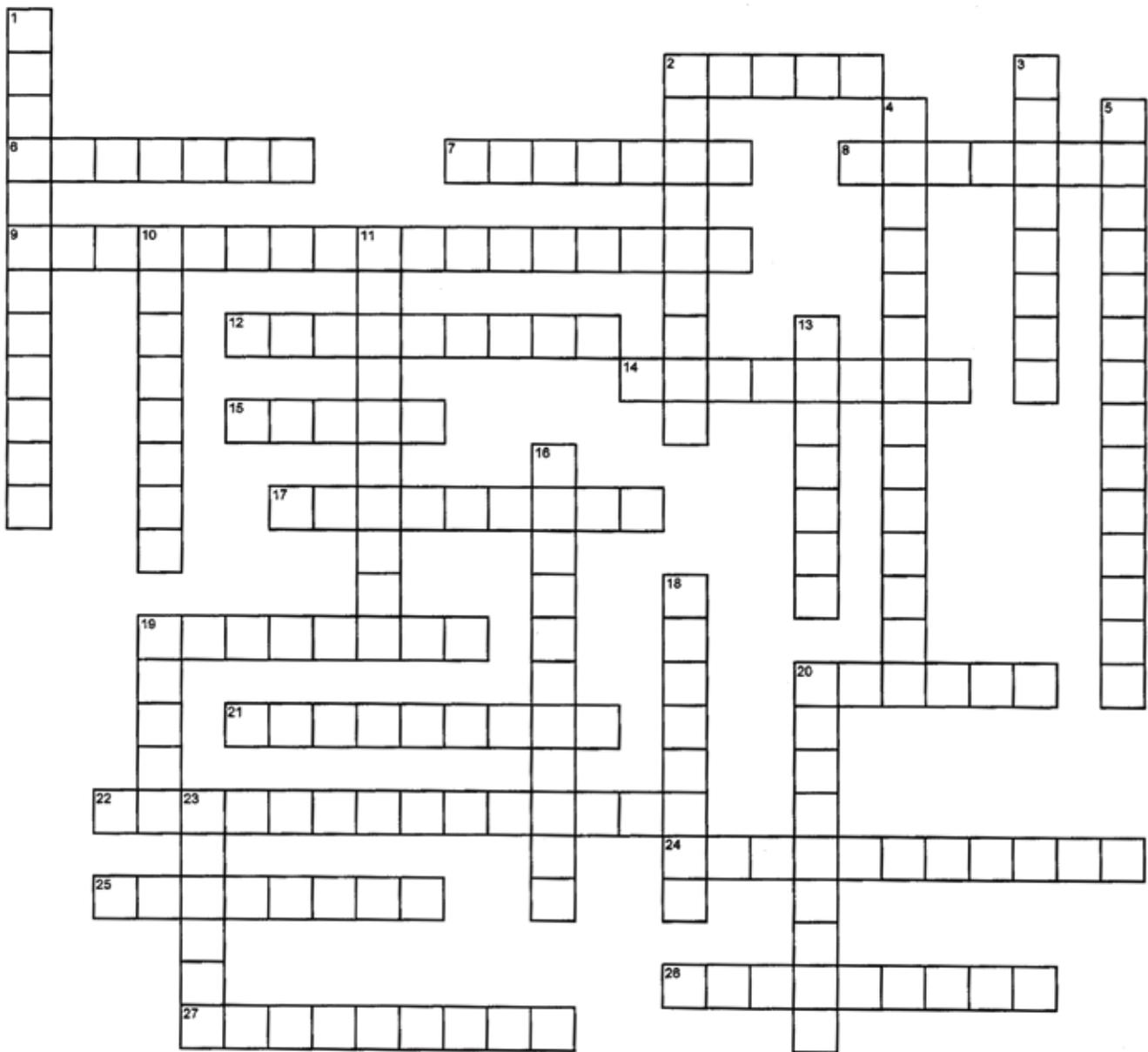
Born July 11, 2008 on Sydney's graduation date at 6:47am. One week past her due date!
6lbs. 11oz.



Sydney Lynn & her baby Olivia



Olivia & big sister Leah



www.CrosswordWeaver.com

Across

- 2 the atlantoaxial joint is an example of this kind of joint
- 6 a muscle that performs most of the intended movement
- 7 the contraction phase of the cardiac cycle
- 8 this directional plane divides the body into front and back
- 9 the acronym TMJ stands for this
- 12 the study of tissues
- 14 a cervical curvature in the spine indicates this
- 15 the elbow is an example of this kind of joint
- 17 a muscle that assists the prime mover
- 19 this directional plane divides the body into right and left sides
- 20 a network of nerves or vessels
- 21 movement away from the middle of the body
- 22 joints that are slightly moveable
- 24 spaces in between the ribs
- 25 the relaxation phase of the cardiac cycle
- 26 the main function of this organ system is to relay chemical messages through the body
- 27 movement toward the middle of the body

Down

- 1 joints that are not moveable
- 2 to examine or explore by touching (an organ or area of the body), usually as a diagnostic aid
- 3 front
- 4 the "P" in PNF
- 5 pointing your toes downward
- 10 another name for a knee-jerk reflex
- 11 a muscle whose contraction moves the body in the opposite direction the body in the opposite direction from that of the prime mover
- 13 the internal organs of the body
- 16 the study of movement
- 18 this type of curvature in the spine indicates kyphosis
- 19 sudden, involuntary contraction of a muscle of organ
- 20 back
- 23 the liquid portion of blood

Word Bank: Abduction, adduction, agonist, amphiarthrotic, antagonist, anterior, distole, endocrine, frontal, hinge, histology, intercostal, kinesiology, lordosis, palpation, patellar, pivot, plantarflexion, plasma, plexus, posterior, proprioceptive, sagittal, spasm, synarthrotic, synergist, systole, temporomandibular, thoracic, viscera.

Who's New, Who Flew?

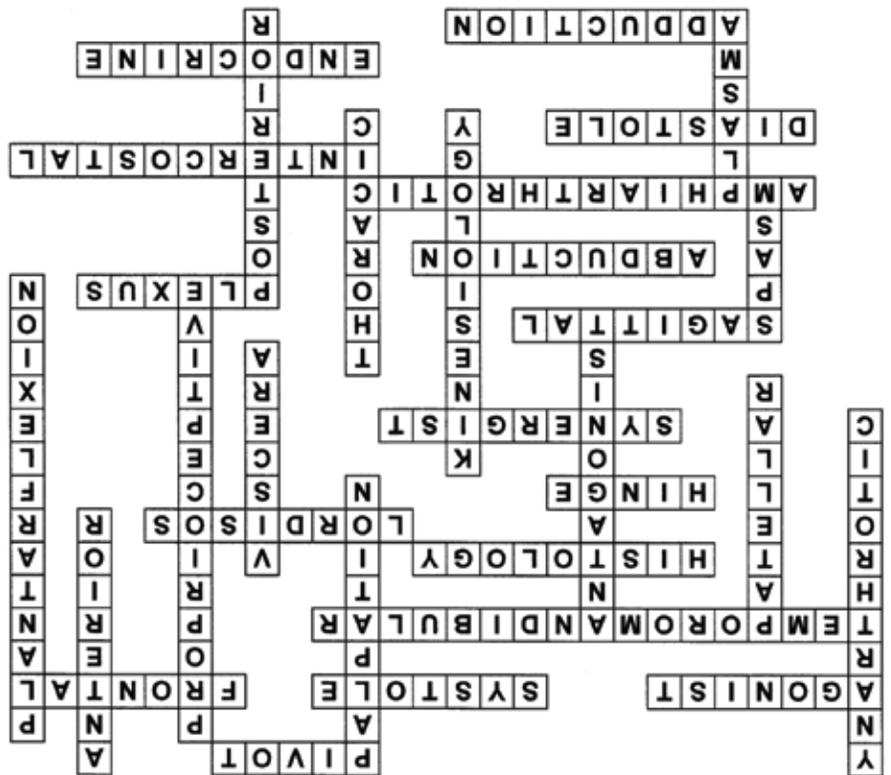
Administrative Staff

Who's new – Ursula Frank has changed roles and is in the classroom now teaching, while Matthew Sorlie who was Director of Student Services is expanding into the role as it integrates the Director of Education position as well into what is now called Manager of Academic Affairs. Danielle Miles, a massage therapist from Maine and Nichole Croteau who has an extensive background in sales, have joined our Admissions team and are a wonderful addition! Jennifer Nordstrom joins our front desk staff from Illinois and Janice Laursen returns part time to the front desk as well! What a great team!

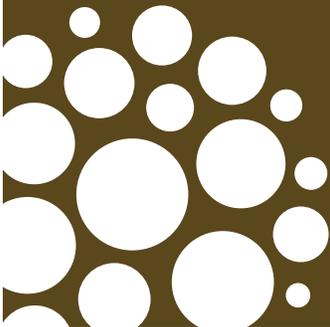
Who Flew – David Cannady, our Director of Finance, and Deborah Halasz, our Director of Financial Aid, have moved on to further their academic aspirations. Leslie Jensen has moved into the role of Student Accounts.

Faculty

Graduated from TA to instructor is Crystal Fritz! We have a few new TA's in the classroom, John Poll and Wendell Easley! Some former senior faculty members have returned to teach advanced massage techniques, welcome back Lauren Christman and Pat O'Rourke! Welcome (and welcome back) to everyone!



Solution:



Alumni Rewards

As an Alumni you now get even more rewards!

1. Refer a friend, family member or someone you think will be interested in Cortiva. All you have to do is fill out the online form at www.cortiva.com/friend or have him/her visit or call the school.
2. Once he/she starts class at Cortiva you will be notified within 2 weeks by a school representative.
3. You will then be able to select one of the rewards! It's that simple to get rewarded!

Unsubscribe

Want to unsubscribe from our mailing list?

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cweigel@cortiva.com.

Contact Us

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cortiva institute® - seattle

School of Massage Therapy

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