



cortiva institute® - tucson
School of Massage Therapy
Summer 2010



Dear Friends,

Last year represented a remarkable period of continued growth, positive transformation, and stability in our new location. We are so very lucky to have a campus filled with happy, hard-working students and an exceptional team of staff and faculty!

We continue to teach both the 750-hour and 1000-hour massage therapy programs, and have expanded our Continuing Education course titles to include an exciting range of courses developed by our own expert instructors. We've seen exciting and positive growth in our local industry, we've taken a more active role in supporting our community and graduates, and there are so many great things happening on campus right now, for example:

- June 7:** Cortiva Tucson celebrates National Ice Cream Day to show student appreciation
- June 27:** Graduation ceremony, Sahuaro High School 2pm, public welcome
- June 30:** Cortiva Tucson hosts a summer Block Party for alumni and employers
- June:** Cortiva is coordinating trips to see BODIES ... the Exhibition
- July 6:** 6pm Introduction to massage workshop
- July 12:** Classes begin

To all of you – students, faculty, staff, visitors, community partners, and valued graduates – thank you for your support and help in making all of this possible. We are proud to carry these achievements through 2010 and look forward to our continued and collective successes!

Joann MacMaster
President
Cortiva Institute - Tucson

Congratulations Cortiva Tucson graduates!



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www.cortiva.com/tucson

Graduate Resources



In January 2009, Cortiva faculty member Kathy Lee took on the role of Director of Career Services. She brings a decade's worth of valuable experience as an LMT, business owner, and educator to the team. By coordinating such events as the biannual Cortiva Job Fair, forming successful partnerships between graduates and employers, and hosting workshops on Arizona State licensure, Kathy continues to enhance graduate services at Cortiva. Other graduate resources available:

job portal

Register on our job portal to post your resume, get current licensing information, and view up-to-date employer job listings. Go to www.cortiva.com/tucson and click on MY ACCOUNT to register.

continuing education

We have expanded our continuing education class offering to offer a wide range of classes including TMJ Dysfunction, Hand Saving Techniques for Chair Massage, Treating Low Back Pain and Traditional Thai. Our current class schedule can be found here: www.cortiva.com/locations/tucson/continuing-education

Alumni News



Northwest Massage Therapy Alliance (NWMTA)
<http://nwmassagetherapy.vpweb.com>
Pictured from left to right: Cortiva Institute-Tucson graduates Jack Miller, Lorraine Genewick and John Matlock.

NWMTA is comprised of a trio of therapists with a single vision—to familiarize citizens of Tucson with the benefits of bodywork. About the therapists:

Jack Miller says he chose "massage therapy as my next career because I am passionate about people's health and helping them to learn to relax their bodies and minds naturally." In addition to working with the team, he is owner of his own private practice.

Lorraine Genewick specializes in Swedish massage, deep tissue, trigger point and neuromuscular therapy. She is also certified

CAREER FAIR: Sept. 29th 2010

Please join us to meet prospective employers, network with industry vendors, and re-connect with fellow Cortiva graduates. The last Career fair on March 31st, 2010 was a great success, thank you to everyone who participated!

Tara Coultas, a recent graduate, said:

"I love helping people, helping others, and Cortiva gave me all the necessary tools I need to become a successful massage therapist."

To register for the next career fair or to find out more information about career services, please contact Kathy Lee at: **(520) 623-2160** or klee@cortiva.com.

in prenatal massage and maintains an office at Tomkins Family Chiropractic. On her love for practicing massage therapy, Lorraine says, "Helping my clients feel better by relieving stress, anxiety, and pain is an amazing privilege."

John Matlock recently traveled with the UA Women's Swim team as their massage therapist, and is slated to work with the Men's team in the near future. In addition to his work in athletics, John maintains a private practice where he enjoys "...knowing that I'm able to alleviate muscle tension along with stress, and rejuvenate people's lives through massage therapy."

We are honored to count these fantastic professionals as part of our distinguished family of alumni. If you are a Cortiva graduate with a success story, please e-mail Kathy Lee at klee@cortiva.com. We look forward to sharing your news!

Community Support



Outreach events are a fantastic way for all of us to support our community, and give our students an opportunity to demonstrate the benefits of massage therapy. You'll find us at many events, including: Climb to Conquer Cancer; Tucson Triathlon; Great Strides to Cure Cystic Fibrosis; American Lung Association Walk for Life and Breath; Tour of the Tucson Mountains; Care of the Caregivers at TMC; Celebrating Nurses at the VA; el Tour de Tucson; and the UA Firecracker Triathlon. We are also an approved drop-off for the Tucson Community Food Bank. Many thanks to everyone for making these events possible! For more information about Community outreach, or to request support for your next event, please contact Patricia Holland at: 520-623-2160 or pholland@cortiva.com.

Chair Massage

by Patricia Holland and Sandra K Anderson
Elsevier Health Sciences publisher 2010

Patricia Holland is owner and practitioner of Mindful Touch Therapeutic Massage and Dean of Students at Cortiva Institute Tucson. She also coordinates the school's Community Service Outreach Program, a position that has allowed Holland to supervise and instruct students as they provide chair massage to the public. Sandra Anderson is Co-Owner and Practitioner at Tucson Touch Therapies Treatment and Education Center, as well as an instructor for Cortiva Institute Tucson's Extended Professional Massage Therapy Program. She is also a member of the Cortiva Program Advisory Committee. Congratulations to Patricia and Sandy on their new book!



Deanna's Brain Buster!

I run out, under, through, and into but I am not a rabbit. I have roots, trunks, and branches but I am not a tree. Without me massage would not feel good. What am I?

Good Luck!

Please email your answer to dsylvester@cortiva.com. The first person to get the right answer will receive a \$30 gift certificate for a student massage is the Cortiva Institute Tucson Massage Therapy Center.



Sage Advice

Deanna Sylvester (pictured left), Director of Education of Cortiva Institute Tucson, addresses the role that massage therapy can play in combating daily stress.

Q: How can massage help me to relieve the stress I'm feeling? How and why does it work?

A: Stress is unavoidable. Fortunately, your body has built-in mechanisms for fighting it. Every time you are met with a stressful situation, chemicals like adrenalin and cortisol are released into the bloodstream, and they increase your heart and respiratory rates. Massage therapy has been found to elicit the conservation state and decrease levels of pain, blood pressure, and stress chemicals in the body. Your time with a massage therapist feels good because you are slowing down, and you continue feeling good afterwards due to the physiological changes that occur due to your treatment.

A Career in Massage Therapy

Welcome! Our admissions team is here to help you learn more about our school and find out if a career in massage therapy is right for you. To learn more about becoming a student at Cortiva, or if you know someone who is interested in pursuing a career in massage therapy, please contact Jennette Crum or Wayne Sodawasser in admissions at **520-407-5151** or email **admissions.tucson@cortiva.com**. Jennette and Wayne are available to guide you through the process of starting school and look forward to hearing from you soon!

We would like to thank you for referring us. Most new students select Cortiva because they were recommended by you – a friend, family member, or graduate! If you have recommended someone to Cortiva, we would love to hear your story and show our appreciation. Please visit www.cortiva.com/Refer-A-Friend.aspx for more information.

Congratulations to our April scholarship winners! Cortiva awards scholarships to new students every quarter. For more information on how to apply for the July 12th class session scholarships, please contact anyone in admissions at **520-407-5151**.

Be part of our next newsletter!

We are looking for graduate stories and announcements for our next publication. Please submit your ideas or suggestions to: Joann MacMaster jmacmaster@cortiva.com and we look forward to hearing from you!



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