

# EDUCATIONAL OFFERINGS

**THURSDAY 6:30pm - 9:30pm**

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**Session 1 Ethical Inquiry - A Process of Reflection and Revision - Carol Bufithis**

Through personal and group investigation this seminar provides an opportunity to examine the ethical dilemmas of our profession today. It offers tools for one to revise their own ethical platform, and strategies to strengthen skills for professional behaviors and actions.

*Writing supplies needed.*

**3 CE Hours**

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**Session 2 Social Networking – What’s All The Hype? - Jenn Sommermann**

According to Wikipedia, social networking is a platform that focuses on building relationships. It is the 21<sup>st</sup> century form of communicating and it is here to stay. In fact, according to the FDA, 25% of internet traffic is health care related. Don’t get left behind; it is a must for all massage therapists. Social networking is easy, fun and safe to use. This class will teach you how to get started, how to establish an online presence and will detail the most popular social networking mediums.

*Writing supplies needed.*

**3 CE Hours**

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**Session 3 Fibromyalgia - Demystifying the Unexplained Disorder - Nancy Porambo**

*Every massage therapist and body worker needs to be informed about Fibromyalgia (FMS), a disorder that affects an estimated 6 million people in the United States!*

During this presentation, the student will gain a better understanding of the chemical functions and dynamics of the brain, and how sleep patterns and stress effect the body. There will be a thorough overview of psychological disorders that may accompany a diagnosis of FMS. Nancy goes in-depth regarding genetic and environmental variables that may contribute to the development and maintenance of FMS and she promotes a whole-body/mind teaching perspective that also looks at individual lifestyle, motivational levels and attitude. Nancy completes her class with a review of the traditional versus alternative treatment methods used today and allows plenty of time for questions and answers. This is a “must take” course for the massage therapist who seeks a deeper understanding of chronic pain conditions like FMS.

**(1 of 4)**

*Please bring massage table, linens & lubricant.*

**3 CE Hours**

**FRIDAY 9:00am - 12:00pm**

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**Session 4 Breema: Deepending the Connection to The Body (1 of 2) - Elaine Pendergrast**

The flowing movements of Breema bodywork and Self-Breema exercises are delightfully nurturing to learn, practice, and receive. At the heart of Breema are the Nine Principles of Harmony. Working with the principles creates a receptive mind, supportive feelings, and a relaxed body.

Breema’s unique, nonjudgmental, and practical approach to being present can be integrated and applied in any profession and in all activities of daily life, helping to bring greater harmony to all relationships.

*Please bring a pad or blanket for sitting on the floor.*

**3 CE Hours**

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**Session 5 Medical Massage for Cranial Pain (1 of 2) - Ralph Stephens**

Headaches, jaw pain, and pain in the neck are the focus of this 85% hands-on presentation that is rarely taught and receives rave reviews. You will learn how to easily help clients with headaches, TMJ, whiplash, neck pain, and more with safe, pain free, medical massage techniques (no inter-oral techniques). A special section will cover cranial bone interaction with the pelvis and feet, plus simple ways to facilitate better whole body alignment and interaction.

*Please bring massage table, linens & lubricant.*

**3 CE Hours**

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# EDUCATIONAL OFFERINGS

## FRIDAY 9:00am - 12:00pm - Continued

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### Session 6 Multi-Modality Approach to Sports Injuries and Pain Management for Lower Extremities - Michael McGillicuddy

The “Multi Modality Approach to Sports Injuries and Pain Management for the Lower Extremities” is the first workshop in a series of three which combines Pain Management concepts and a multi modality approach with massage therapy treatments. The workshop will deal with the subject of pain. What is it, what causes it, the stages of pain, the types of pain, some of the pain theories and treatments for pain? This will include subjects such as acute pain, chronic pain, the gate theory of pain, the pain spasm pain cycle and how the body heals. The workshop will also present a few of the common conditions treated by a massage therapist for the lower extremity. Participants will identify and assess the common conditions of the lower extremity, learn massage techniques, sound assisted soft tissue manipulation, cupping strengthening, stretching and kinesio taping procedures for each condition. This will include treatment of conditions such as Plantar Fasciitis and Shin Splints.

The intention of the workshop is to educate the massage therapist on treatment of soft tissue pain and injury. The massage therapist will learn what is happening with soft tissue injuries in the different stages and which massage therapy techniques are appropriate to administer for each stage. Participants will learn a multiple technique approach to each condition. A massage therapist’s understanding of how and why to treat is critical to the effectiveness of the treatment. Come enhance your massage therapy skills.

*Please bring massage table, linens, lubricant.*

**3 CE Hours**

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### Session 7 Ethical Inquiry - A Process of Reflection and Revision - Carol Bufithis

**(Repeat)** See Session 1

**3 CE Hours**

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### Session 8 Target Marketing - Finding your Ideal Clients - Jenn Sommermann

According to Wikipedia, “A well-defined target market is the first element to a marketing strategy”. Furthermore, studies show that target marketing is the most effective method to generate business overall. Whether you are in business for yourself or working for others, massage therapists want to attract certain clients. The type of client you want to attract influences how you will market to them. This class will help you understand these concepts and guide you toward finding your ideal clients.

*Writing supplies needed.*

**3 CE Hours**

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### Session 9 Fibromyalgia - Demystifying the Unexplained Disorder - Nancy Porambo

**Part 2 of 4.** See Session 3

**3 CE Hours**

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## FRIDAY 1:00pm - 4:00pm

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### Session 10 Breema: Deepening the Connection to the Body - Elaine Pendergrast

**Part 2 of 2.** See Session 4

**3 CE Hours**

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### Session 11 Medical Massage for Cranial Pain - Ralph Stephens

**Part 2 of 2.** See Session 5

**3 CE Hours**

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### Session 12 Multi-Modality Approach to Sports Injuries and Pain Management for Lower Extremities - Michael McGillicuddy

**(2 of 5)** See session 6

**3 CE Hours**

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# EDUCATIONAL OFFERINGS

**FRIDAY 1:00pm - 4:00pm - - Continued**

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**Session 13      Neuromuscular Therapy of the Lower Leg - Jeff Mahadeen**

We've all had those clients that suffer with chronic shin splints, plantar fasciitis and ankle sprains. Many of them have been to other practitioners with little or no results and you are next up in their healing process. How effective have your treatments been? Depending on the ailment, do you feel confident in identifying and treating each muscle of the lower leg? This course will allow you to step out of the box and look at the mechanics and treatment protocol from an anatomical and functional perspective. The lectures will focus on musculoskeletal anatomy and joint movement, and the agonist / antagonistic relationship between the skeletal muscles, so to further enhance the therapist's understanding of the muscles associated with the lower leg. Neuromuscular Therapy is a comprehensive program of soft tissue manipulation techniques that balance the central nervous system with the musculoskeletal system. Clients, who suffer from acute to chronic pain resulting from occupational, sports and/or automobile injuries, can greatly benefit from receiving NMT treatments.

*Please bring your massage tables, linens, shorts, viscous lubricant.*

**3 CE Hours**

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**Session 14      Daybreak Geriatric Massage - Sharon Puszko**

This course will help attendees identify the physiological, psychological and sociological problems of the elderly client. To discuss the physical and mental state of the client, and to perform an assessment of them. To perform massage techniques and demonstrate them as appropriate to the individual geriatric client. Attendees will learn to identify additional information, cautions, and contraindications in regards to working with the elderly.

**(1 of 2)**

*Please bring massage table, linens, lubricant, face cradle, knee bolster.*

**3 CE Hours**

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**Session 15      Introduction to Polarity Massage - Joanne Larson**

This introductory workshop offers a brief lecture on Polarity to include the Ayurvedic 5 Elements and the chakra system. You will learn a simple polarity session that includes opening and closing moves and moves relating to the 5 Elements. Polarity involves holding moves using palm and fingers. It works both on the physical and energetic bodies to encourage balance, relaxation, and pain reduction. Polarity is a versatile, gentle and rich modality that can easily be incorporated with other modalities.

*Please bring your massage tables & blankets.*

**3 CE Hours**

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**Session 16      Skin Health: A Bodyworkers Rights & Responsibilities - Annie Powell**

A dynamic, interactive workshop to educate massage therapist, spa, and skin care professionals to reduce the occurrence of skin cancer through the promotion of early detection, prevention and awareness. After the workshop, the attendee will be able to recognize irregular moles and feel comfortable with making clients aware of dangers of tanning beds and unprotected UVA and UVB sun exposure. They will understand the latest statistics from the American Academy of Dermatology.

*Please bring your writing supplies.*

**3 CE Hours**

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**Session 17      Fibromyalgia - Demystifying the Unexplained Disorder - Nancy Porambo**

**(3 of 4).** See Session 3

**SATURDAY 8:30am-11:30am**

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**Session 18      Breema: Deepening the Connection to the Body - Elaine Pendergrast**

**(1 of 2) (Repeat)** See Session 4

**3 CE Hours**

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# EDUCATIONAL OFFERINGS

## SATURDAY 8:30am-11:30am - - Continued

### Session 19 Medical Massage Side-Lying Position - Cervical Region - Ralph Stephens

In this special presentation you will learn strategies and techniques to address the posterior scapular muscles as well as the posterior, lateral, and anterior cervical muscles. Excellent for special needs patients who cannot be supine or prone as well as typical patients with stubborn problems in this area. This 90% hands-on presentation will give you more skills to help more people and you will have a great time learning them.

*Please bring massage table, linens and lubricant.*

3 CE Hours

### Session 20 Multi-Modality Approach to Sports Injuries and Pain Management for Lower Extremities - Michael McGillicuddy

(3 of 5) See Session 6

3 CE Hours

### Session 21 Neuromuscular Therapy of The Rotator Cuff - Jeff Mahadeen

Are you strengthening those long weak muscles of the shoulder? Most therapists are excellent at releasing those shortened fibers, but don't have the necessary skill set to increase muscle tone. Therapeutic exercises will be targeting the muscles of the rotator cuff and scapular stabilization. Clients who suffer from acute to chronic pain resulting from occupational, sports and/or orthopedic injuries can benefit from strengthening therapeutics. Topics covered: Kinesiology and corrective patterns of the scapula-thoracic joint

(1 of 2)

*Please bring massage table, linens, sports bra or snug t-shirt, viscous lubricant.*

3 CE Hours

### Session 22 Daybreak Geriatric Massage - Sharon Puszko

(2 of 2) See Session 14

3 CE Hours

### Session 23 Care-giving for the Care-Giver - Carol Bufithis

How often are you renewed or depleted when working with clients? When you are depleted, what do you do to refill your "well"? This seminar will provide an opportunity to reexamine your roles in the therapeutic relationship. You will identify pitfalls in your self care as a therapist. Tools will be given to maintain and sustain a healthy practice. At the end of the seminar you will be renewed and rejuvenated!

*Writing supplies needed.*

3 CE Hours

### Session 24 Marketing Mystery - How to Get More Clients - Jenn Sommermann

"Selling" massage is typically not why massage therapists became massage therapists. Whether you work for yourself or someone else, it is your responsibility to "sell" your craft, your profession, and the cumulative benefits of your work. This class is designed for those who may struggle with this concept. Everyone can be successful with marketing if they have the right tools. Marketing doesn't have to be an expensive and overwhelming aspect of your practice. This can be fun and results-driven.

3 CE Hours

## SATURDAY 2:15pm - 5:15pm

### Session 25 Fibromyalgia - Demystifying the Unexplained Disorder - Nancy Porambo

(4 of 4) See Session 3

3 CE Hours

### Session 26 Breema: Deepening the Connection to the Body - Elaine Pendergrast

(Repeat) (2 of 2) See session 4

3 CE Hours

### Session 27 Medical Massage for the Lumbar - Pelvic Region - Ralph Stephens

Learn an integrated protocol for addressing common complaints of the lumbar-pelvis region with Medical Massage and Advanced Fascial Articular Techniques. Learn how to better address conditions like sciatica, low back pain, hip pain, and much more. Have fun, easily learning advanced techniques you can take home and use immediately to help more people. This special presentation, 80% hands-on, will only be offered at this year's NERC!

*Please bring massage tables, shorts or loose fitting pants recommended.*

3 CE Hours

# EDUCATIONAL OFFERINGS

## SATURDAY 2:15pm - 5:15pm - Continued

**Session 28**      **Multi Modality Approach to Sports Injuries and Pain Management for Lower Extremities - Michael McGillicuddy**

**(4 of 5)** See session 6

**3 CE Hours**

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**Session 29**      **Neuromuscular Therapy of the Rotator Cuff - Jeff Mahadeen**

**(2 of 2)** See Session 21

**3 CE Hours**

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**Session 30**      **Daybreak Geriatric Massage - Sharon Puszko**

**(Repeat) (1 of 2)** See Session 14

**3 CE Hours**

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**Session 31**      **Introduction to Polarity Massage - Joanne Larson**

**(Repeat)** See Session 15

**3 CE Hours**

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**Session 32**      **Skin Health: A Bodyworkers Rights & Responsibilities - Annie Powell**

**(Repeat)** See Session 16

**3 CE Hours**

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## SUNDAY 10:30 AM– 1:30 PM

**Session 33**      **Multi-Modality Approach to Sports Injuries and Pain Management for Lower Extremities - Michael McGillicuddy**

**(5 of 5)** See Session 6

**3 CE Hours**

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**Session 34**      **Neuromuscular Therapy of the Lower Leg - Jeff Mahadeen**

**(2 of 2)** See Session 13

**3 CE Hours**

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**Session 35**      **Daybreak Geriatric Massage - Sharon Puszko**

**(2 of 2) (Repeat)** See Session 14

**3 CE Hours**

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**Session 36**      **Ethical Inquiry - A Process of Reflection and Revision -Carol Bufithis**

**(Repeat)** See Session 1

**3 CE Hours**

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**Session 37**      **Social Networking - What's all the Hype? - Jenn Sommermann**

**(Repeat)** See Session 2

**3 CE Hours**

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