

inTouch

THE LAKESIDE GRADUATE NEWSLETTER

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An interview with Tina Allen, infant and pediatric massage expert



ina Allen, infant / pediatric massage expert and Liddle Kidz Foundation creator, leads a rock-star lifestyle, traveling internationally with her hands-on wisdom and calling her tour bus “home.” She sailed into Milwaukee this past July to hold both Certified Infant Massage Teacher Training and Certified Pediatric Massage Therapist Course at Lakeside, and answered the following questions:

Does an experienced, certified massage therapist really need extra training to massage a baby or child?

Actually, you never want to massage a baby as a client. You want to teach the parents in order to build a bond with the baby. Yes, in the course you will learn the massage that is appropriate for a baby, but only to train someone who is building a relationship with the infant. The pediatric course is different because it is hands-on. We learn specific strokes adaptable to use with children with autism, muscular dystrophy, all different diagnoses. I also emphasize in the pediatric course that they teach parents at least some techniques to use on their own.



What kind of therapist should consider adding infant or pediatric massage to his or her repertoire?

Anyone with a desire to work with families or women’s health. Those interested in pre- and post-natal are a good fit, because it provides a nice natural flow for the client. Anyone feeling burn-out from doing therapeutic massage might use it as a way to keep in the profession because it’s easier on their body, and they can provide training to several families at once. Also, therapists interested in community service should know that Liddle Kidz embarks on international trips to provide nurturing touch to children who might not otherwise receive it. Every year, we take 20-25 volunteers to work in orphanages in places such as Thailand, Cambodia and India.

Kendall Jones, a Lakeside and ADMT program alumna, took both the infant and pediatric course with Tina. She says, “In my opinion, Lakeside grads should consider taking the infant and pediatric course [to] bring about more opportunities within the field. Tina Allen touches on all aspects of massage including business and contributing to society by participating in efforts with orphanages overseas.” Visit Tina’s website at www.liddlekidz.com.

- Hannah Wagie, CMT

5 Questions for an Instructor

In each edition of **inTouch**, we will be profiling one of our instructors with the same five questions. This time around, meet **Jerilyn Jones** from the Milwaukee campus!



How would you describe the type of massage you give? I take on the more complex cases with clients who have not gotten the desired results from other approaches. This does limit me to the numbers.

What's your favorite music to work to? My musical taste is somewhat eclectic. Even in one session I prefer to listen to a variety. But as we all know, it's not what I like but what the client prefers. For that reason I have come to appreciate and enjoy just about every thing. Country was the last on the list but now it is one of my favorite car radio stations.

What's the craziest client experience you've ever had? I've had many and some I share with the classes I teach when I think it will help me to make a point. One of the many that comes to mind is the talking parakeet. It's not that the bird talked though the entire session, but that it chose to randomly speak profanity. Maybe it had Tourette's Syndrome.

What is your biggest "ah ha!" moment after starting your career? All the knowledge, advanced techniques and new approaches are great for increasing our knowledge base and explaining what we do and why we do it, and we'll continue to do that because that's how research validates our field, but with all those skill sets, and all that knowledge, it all comes back to connecting with your client one-on-one.

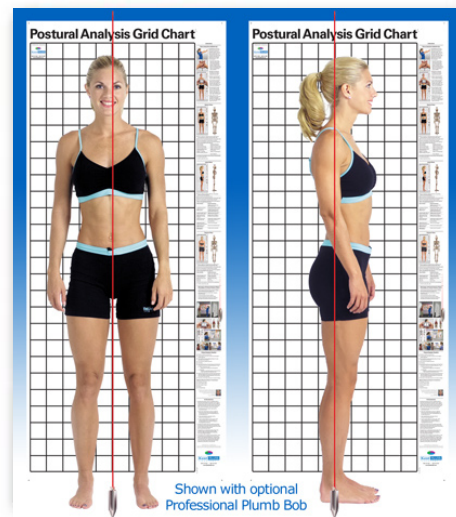
What does the future hold for you? I'd like to see the development of our Associate Degree program and to be involved with third world countries in finding a balance between the healthcare systems of each.



Kinesiology <<< REWIND!

Postural analysis is one aspect of massage therapy that is very important but is often forgotten. Postural analysis is to be used as an assessment technique. Physicians often use X-ray images as a way of educating the patient to explain or show what problem/diagnosis the person has. Through this imaging we can also see and explain changes to the patient to help them better understand the treatment.

Postural analysis is a way to educate the massage therapist client as a way to show objective findings and why a client may need more or different care. Muscles in the anterior and posterior aspect of the human body need to balance each other. Postural analysis has been done with a plumb line for hundreds of years and has been very effective. A newer technique using a grid chart and taking photos of the client may be easier to show the client the changes that massage has brought about. These photos can also show the reasoning behind continued or additional care. It is a nice way to show the client progress. Important aspects to view from the anterior or posterior are; external occipital protuberance, C7/T1 junction, inferior angle of the scapulae, Iliac crest, PSIS, knee and medial malleolus for inversion or eversion of the foot. The important aspects of the lateral view are; external auditory meatus, acromion process, middle of the greater trochanter and just posterior to the lateral malleolus. It is important to remember that rotational deviations exist as well as pelvic tilt that can affect the entire kinetic chain.



Going Green!

Lakeside's InTouch Alumni Newsletter is being distributed by email only, so if you know a graduate who isn't receiving it, but has an email address to share, have them contact us so we can put them on the list!

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Greta Watson

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LAKE'SIDE'S

Associate Degree Program

Have you heard the **BUZZ** about Lakeside's Associate Degree Program?

Become an expert in the massage therapy field...
discover how Lakeside's Associate Degree in Massage Therapy will get you there!

Why should I obtain an Associate's Degree in Massage Therapy from Lakeside?

- Learn from some of the most respected massage therapy instructors in the field such as Bob King, Ruth Werner (author of *A Massage Therapist's Guide to Pathophysiology*) and Howard Weingarten, an associate of Whitney Lowe.
- Gain unique, hands-on experiences through the internship component, working side-by-side with massage therapists and other health professionals in a variety of environments.
- Obtain valuable advanced skills including a personal trainer's certification to take your practice to the next level!
- To emerge as a leader in the massage therapy industry and health care as a whole!

The next ADMT class begins October 9, 2009!

"The ADMT program has made me a more thorough and complete massage therapist. I have a better understanding of posture and better ways to assess a client. I really know how to meet the needs of my clients without hurting myself. The variety of classes is a great way to add wonderful new tools to my many techniques. It is wonderful to have the classes prepare you to get your personal trainer certificate. I listen and constantly gain teaching techniques from the many different instructors during the program. I had a fantastic experience in the program."

- Robin Lozada

Alumni!

Do you know anyone who is interested in beginning a career in massage therapy? Recommend that they attend the next open house! All they have to do is tell the admissions coordinator at the open house that you sent them to. Then you can pick up your free gift at Lakeside anytime!

BONUS: If your friend enrolls in Lakeside's Core Diploma Program you will receive **\$250 off of your next continuing education course** offered by Lakeside.

Upcoming open houses are:

- Oct 16th from 6-7:30pm in **MILWAUKEE**
- Nov 13th from 10am-noon in **MILWAUKEE**

Graduate Updates

Do you have updates you'd like to share with fellow graduates? Email them to greta@lakeside.edu or post them on Lakeside's Facebook page!

If you've gotten any awards and have any pictures you can send, please let us know!

Next Job Fair:

Oct 16th from
6-7:30pm
in **MILWAUKEE**

LAKESIDE STAFF Goes Fishing!

L-R: JUANITA MALLOY,
CAROLE OSTENDORF,
KEN POLUDNIANYK



WARNING: SIZE
OF FISH MAY
VARY!

FISHING WITH DR. KEN

We can't have all work and no play at Lakeside, so this summer Ken Poludnianyk, Lakeside's A&P and Kinesiology instructor, took Lakeside CEO, Carole Ostendorf and retired Lakeside instructor Juanita Malloy out on his charter boat in search of dinner... with much success!



Ken does charter fishing for salmon and trout out of Milwaukee. If you're interested in booking a charter with Dr. Ken and Captain Jack's Charter Service, The website is jackscharterservice.com



CONTINUING EDUCATION opportunities

Research for Massage and Bodyworkers: This course is designed to prepare therapists to critically read and analyze research literature, including understanding concepts of reliability and validity, and types of variability in the sample or the implementation of the study. Therapists will also be required to identify a research question they will explore with an individual client and to locate related literature citations that would provide information to support the development of a method and a therapeutic strategy. Students will learn how to access web based data base resources likely to provide ongoing research studies related to the practice of massage therapy. **Instructor:** Carole Ostendorf, PT, Ph.D. Course will be held 5-9pm on Friday, October 9 and 9am-6pm Saturday and Sunday, October 10-11.

To register for this class, contact Megan at 414-372-4345 or megan@lakeside.edu

DATES: OCTOBER 9-11, 2009

LOCATION: LAKESIDE'S MILWAUKEE CAMPUS, 1726 N. 1ST STREET

HOURS: 20

COST: \$360

COST TO LAKESIDE GRADUATES: \$270

Pharmacology and Massage: This course is designed to address the effects of various pharmaceutical agents on the body, their variability in therapeutic effects, and their impact on the delivery of massage therapy. The course will address various agents that are more prevalent in disorders such as, but not limited to, diabetes, thyroid dysfunction, cardiovascular disorders, circulatory disorders, pain management, and various medications used in treating mood disorders. **Instructor:** Ruth Werner, LMP, NCTMB, author of A Massage Therapist's Guide to Pathology. Course will be held from 12-9pm on Friday, October 23 and 9am-6pm on Saturday, October 24.

To register for this class, contact Megan at 414-372-4345 or megan@lakeside.edu

DATES: OCTOBER 23-24, 2009

LOCATION: LAKESIDE'S MILWAUKEE CAMPUS, 1726 N. 1ST STREET

HOURS: 20 **COST:** \$240

COST TO LAKESIDE GRADUATES: \$180

Exercise Physiology and Nutrition: This course is designed to build upon the basic knowledge of anatomy, physiology, and kinesiology as it relates to the human body to include the physiological responses of body systems to various types of exercise. The course will address differences relating to types of aerobic and anaerobic exercise on tissues of the body, nutrition factors in age, health and performance, and gender related differences and their implications in exercise and response to physical stressors. The course covers the two weekends.

DATES: OCT 31-NOV 1 AND NOV 13-15, 2009

LOCATION: LAKESIDE'S MILWAUKEE CAMPUS, 1726 N. 1ST STREET
HOURS: 24 **COST:** \$600
COST TO LAKESIDE GRADUATES: \$450

Preparation for Personal Training Package: This unique opportunity provides students with the chance to prepare for Personal Training certification. The 165 hour program includes the three classes listed below with 68 continuing education credits, and supplemented by integration weekends.

Exercise Physiology and Nutrition: This course is designed to build upon the basic knowledge of anatomy, physiology, and kinesiology as it relates to the human body to include the physiological responses of body systems to various types of exercises. The course will address differences relating to types of aerobic and anaerobic exercise on tissues of the body, nutrition factors in age, health and performance, and gender related differences and their implications in exercise and response to physical stressors. **Exercise Testing and Prescription:** This course is designed to integrate the knowledge learned as it relates to tissue elasticity and the affects of massage strategies with the principles of various types of exercise, exercise testing, and exercise prescriptions. The course will include concepts of stretching, resistance training, anaerobic and aerobic exercise, as well as the concepts of making recommendations for various types of exercises. The dates below include the integration weekends for this class.

Orthopedic Testing: This course builds upon basic functional testing already used in massage therapy practice to include more advanced



CONTINUING EDUCATION opportunities

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techniques to allow the practitioner to assess underlying signs and symptoms in areas of the body where restricted movement, tissue restriction, or pain limits the abilities of the client. Students learn how to use the outcome of testing to differentiate between indications and contraindications and when to refer to other professionals. In addition, as a part of the integration weekends, students participate in a variety of off site experiences. Following the formal instruction, students will be able to apply their knowledge and gain experience with a variety of clients in several settings. Each of the experiences gives students an opportunity to test out their skills and practice their new training in a supported environment. All off site experiences are supervised and supported by program instructors.

The course will be held 12-9pm Friday and 9am-6pm Saturday and Sunday on the following weekends: October 30 - November 1, 2009; November 13 - November 15, 2009; November 20 - November 22, 2009; December 4 - December 6, 2009; December 18 - December 20, 2009; January 8 - January 10, 2010; January 22 - January 24, 2010.

DATES: OCTOBER 30– JANUARY 24, 2009

LOCATION: LAKESIDE'S MILWAUKEE CAMPUS, 1726 N. 1ST STREET

HOURS: 68

COST: \$1300

If you have any questions, please contact Megan at 414-372-4345, ext. 17, or email her at megan@lakeside.edu

For a complete listing of these and other classes, see the continuing education section of our website - www.lakeside.edu

THE LAKESIDE SCHOOL OF MASSAGE THERAPY

MILWAUKEE

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Phone: 414-372-4345

Fax: 414-372-5350

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For admissions information, call 888-308-0078.

A Letter from Carole Ostendorf

The fall season is upon us and those of us in Wisconsin and the upper tier of states get to look forward to the amazing colors of the trees changing their colors. It is also the time for the celebration of Massage Therapy Awareness Week, which runs the week of October 25-31, 2009.

This year Lakeside School of Massage Therapy has two outreach activities. We are planning to join forces with the Wisconsin Chapter of the AMTA for an event at the State Capitol to have a "Massage Therapy Day" there. At present an exact date has not been set, but please watch for the date and time to be posted on Lakeside's Facebook page and the Wisconsin AMTA website.

The second event Lakeside is offering is discounted massages in the student clinic during the week for a donation of nonperishable food items for Hunger Task Force. We have done this for the past several years, with much success. Come and get some self care!

If you haven't become a fan of Lakeside's Facebook page yet, check us out!