



International Natural Therapists Association

October 2006

Centering Yourself Before Giving A Treatment

The transference of energy during a massage treatment is an aspect that is often overlooked. A few years ago, I worked in a shop that retailed massage tables and supplies. The customers were mainly massage therapists and students, so I got to know many therapists at that time, and I saw many enter the profession and also leave the profession. One of the main reasons people mentioned for wanting to leave behind being a massage therapist was the difficulty they had in dealing with the negative energy that some clients would bring into the treatment. This also goes the other way, with the possibility of your energy affecting the client.

While giving or receiving a massage treatment, you are in close proximity to another person in a confined space, often for an hour or more. We all know that when we deal with somebody who is venting their frustration or stress on us that it can be very draining while the opposite also happens; sometimes we leave a person's company feeling more relaxed or even inspired.

The fact is that many people will come into your treatment room feeling stressed out, a little down, or even depressed. In fact, some clients will come in specifically because of this. It is easy enough to be effected by this at the best of times, but if we are feeling a little weak, exhausted or down ourselves, the effect can be very strong.

It is also important not to take your problems and stress into the treatment room. A massage by a stressed out therapist is often felt by the client and makes it difficult for them to completely relax in your care.

A wise therapist therefore includes in his daily schedule a practice by which he can become centered and develop an inner strength, so that the negative effect of others does not disturb him. This is not only useful in a clinic type situation, but can be useful in every day life, as we are also facing difficult situations day to day in our regular dealings.

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Welcome to the INTA Newsletter from INTA President Brandon Raynor

Well it's been a busy time here at INTA. We have gone through some staff changes and also been very busy with upgrading our website. We now have a new domain name and website www.intamassage.com.

We had a problem with our old site and had to change all the members' data by hand on to the new site. It was exhaustive and grueling and I had to do much of it by hand, along with several other INTA staff. I would advise you check out your individual listing on the site to make sure all your details are correct and if they are not, email us at: info@intamassage.com

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Should Health Insurance Really Cover Massage Therapy In Australia?

There has been a lot of fuss made about Health Care Rebates in Australia for massage therapists over the last 5 to 8 years. Some people and some schools seem to think this is one of the most important aspects of a persons massage training criteria. We at Brandon Raynor's School of Natural Therapies often get asked the question, "Can I give Health Care Rebates to clients after completing your massage course?"

I would like to discuss why I have an opposing point of view to many in the industry as to the importance and relevance of these rebates.

Insurance for most things is generally to cover an unexpected event that is very costly. For example, a car accident, a ship sinking, or your house catching on fire. These are generally events with a low likelihood of occurring but with very costly effects when they do occur. Having insurance generally spreads the risk that these events will bankrupt a person or company out to many individuals. In other words, customers of an insurance company all pay a certain amount of money to create a pool of money (minus the insurance companies fees) in order to pay for some unexpected costly event.

This was also the original idea behind health insurance. Pay the insurance company some money so that if you have a heart attack, then you can get the best treatment without a huge sum coming out of your account all at once.

This idea does not fit with the massage industry. Massage is preventative medicine, in its best form, and only sometimes used to treat specific injuries. What's

more, even when used in its non preventative form, massage is not a high cost treatment like many medical procedures. Even getting 50 massage treatments may only cost \$3000 or less, which is the amount many people will spend on a car if it blows a head gasket or has some other problem.

Let me discuss this further. Preventative medicine includes those things that you do to keep your body healthy. For example, eating healthy foods, exercise, relaxation, meditation, yoga, and massage. Stress is a part of everyone's life. It only really becomes a major problem when it builds up too much. Preventative medicine techniques such as massage stop that build up from happening. This is a predictable event, just as getting hungry is a predictable event. This should not

be covered by insurance, as I mentioned before, as insurance covering predictable regular events is not its intended purpose. In fact, when insurance covers predictable regular events like getting a massage to keep stress levels down and to prevent muscle tightness from developing, then it adds an unnecessary layer of bureaucracy and cost to the transaction.

So instead of a person doing a simple financial transaction by paying a practitioner \$60 for a massage, which only takes about 3 minutes or less of administrative time, a person has to get a receipt, take it to their health fund, get them to refund the money, etc. Not only that, but the practitioner has a lot of compliance time and money wasted by having to fulfill the criteria that the health fund wants in order to get a provider number, etc.

In other words, something economically simple has

“When insurance covers predictable regular events like getting a massage to keep stress levels down and to prevent muscle tightness from developing, then it adds an unnecessary layer of bureaucracy and cost to the transaction.”

"If you do not change direction, you may end up where you are heading."

- Lao Tzu

become economically complicated, but achieves nothing more. A lot more people being paid to put pens to paper, and more stress created complying with regulations, but the real actual produce was still one massage treatment. Not only that, but the government has gotten involved by subsidizing health funds so now we have more tax money taken out of our pockets to pay bureaucrats to keep this ludicrous system going.

Imagine if we did that for every other simple economic transaction that goes into preventative medicine. Every time I go to the health food shop, I get the receipts, mail them off to an insurance company, and get them to pay me back some of the money (minus fees) that I just recently sent them for my insurance coverage. It's crazy.

The way this has all come about is because the medical industry is not preventative based and some people in the natural health industry have very low self esteem about what they are doing and feel that they need to be "recognized" by the medical industry to be respectable. So we have this crazy system of a preventative medicine technique such as massage fitting into a system that is designed for acute care.

The orthodox medical profession is designed mostly to treat sudden onset problems such as heart attacks and car accidents (which can be very costly), and it does a better job than preventative medicine. However it is not as successful in keeping people healthy as a preventative medicine system.

So the major use of massage in a health system should be to keep people de-stressed and well. Yet even when massage is also used for people that have injuries or chronic problems, massage is not so expensive that having insurance is required. As I mentioned earlier, very few people, even when really not well, would require more than 50 1 hour massage treatments. Even if they required this many it would only cost \$3000 at \$60 a treatment. Considering that 50 treatments would be spread out over several months, this

is hardly an unbearable expense for most people. Certainly not more than the cost of many common problems that occur periodically with automobiles.

So this is why I do not subscribe to being part of this crazy system, nor do I want to encourage it.

I also believe that there is a danger to this system in that many people, when they choose their training options think that this is very important. The reality is it's not. The most important thing for a person when they consider their training options are the quality of the massage course that they want to undertake. Actually, less than 20% of people have even subscribed to the highest levels of coverage with health funds and there is no benefit to the practitioner from these patients having this coverage anyway. The only thing the practitioner has to be concerned about in his early stages of having a clinic is not to lose potential clients. What we recommend is that people can offer a discount for the first treatment to these people to get them "in the door" so to speak, and then give them such a good treatment that they will want to come back, even if they don't get their \$10 back from their health fund. So compete on the basis of giving a quality treatment rather than on whether you can fit into an insane bureaucratic system of health rebates.

If a person focuses on becoming an outstanding practitioner and having excellent customer service skills, they will soon have more clients than they can treat. They will no longer be so desperate for clients that they need to offer discounts to get people "in the door". They will be able to choose their clients or even raise their rates if they desire.

When choosing a course to undertake for their training, people should seek a course that trains people to be excellent massage therapists. That is we aspire to in our training techniques.

See www.brandonraynor.com for more information about the author, Naturopath Brandon Raynor.



International Natural Therapists Association

What's been happening at Brandon Raynor's School of Natural Therapies?

Well it's been a busy time here at BRSNT. We have had a lot of staff changes and changes in our administration systems.

Many of you would remember Dina who worked for us for 5 and a half years. She has gone into semi-retirement with her husband in Northern NSW Australia. She was a wonderful part of our team here at BRSNT and will be missed for her friendly manner and great organizational skills. Trisha and David Seymore have also left to start a full-time practice after teaching for us around the world for several years, and also being involved in behind the scenes administrative duties for the school and INTA.

So it has been a time of great change, and we have also done a complete overhaul on our administrative systems such as using computer based telephones that allow an almost 24 hour phone system, allowing our staff anywhere in the world to answer enquiries. This has cut our costs and allowed better customer service. We have also been working on a lot of systems and procedures manuals as well as training a lot of new administrative staff. Lily from our US office has taken over much of the responsibilities for our Australian office. For a 19 year old she is amazing! She has recently gotten married and is expecting a baby in November. And after that, she will continue to work for us in a part-time capacity.

Our Australian office has been run by Rob Ainsworth (doing admin behind the scenes) and a past graduate of the school, Kalinka Booth, (whose partner also used to teach for the school) doing the phones. She will be joined by

Leanne Rutter, who is training up to take over some of the admin for the school and also for INTA.

We have now established a permanent UK office as of June this year and have 3 new staff members there also. Claudine and Sally will be answering the phones and doing general admin while Anna Ozarowska will be in charge of advertising and Polish enquiries.

We are offering more courses in South Africa and Jo Pernegger, a past student of the school, has been training to take over some of the teaching functions in South Africa. At present, we are doing courses in Cape Town, but hope to hold courses in other cities at a later stage.

Susie Toh, from Kuala Lumpur, has is training to be a teacher for the school and will start teaching later this year in Kuala Lumpur and Singapore, and next year in Canada.

Brett Pascoe, has been our busiest teacher this year teaching for 26 weeks out of 52. He has taught courses all over the world for our school, and continues to get tremendous feedback from his students. He is also involved in behind the scenes admin and course development for the Naturopathy diploma, as well as course note revisions for the Massage Courses.

Ray Cooper continues to teach courses in the Gold Coast and Brisbane and occasionally in Melbourne and Sydney. His 20 years of experience provides a depth of teaching ability and experience to draw upon that continues to produce very satisfied students.

Ray works part time for the school, as his main path in life involves teaching meditation for the Australian School of Meditation in the Gold Coast, Australia. He has been teaching massage for our school since 2001.

Brent Hewinson also teaches part time for the school and has just been in Auckland and Christchurch, New Zealand, and Sydney Australia teaching some fantastic courses. Brent is also involved in behind the scenes work for the school answering emails and writing articles for the INTA newsletter. He and his wife are expecting their first baby in October.

Fiona and Dean Barnes continue to teach for the school in Perth, Western Australia and Dean has just started teaching some Certificate courses in New Zealand and other parts of Australia. They also have a busy massage practice in Perth.

We have several new teacher trainees in the making. As well as Jo Pernegger who will finish her training soon and Susie Toh who has just completed her training, Craig Burton, who lives in the UK has started his teacher training practices. He hopes to be also part of our team that will expand into Germany sometime next year.

Rebecca and I have been busy at our new home in Makaha, Hawaii. We bought a house here in November last year and are loving it!

We have a nice garden where I have been planting lots of fruit trees such as Lychees, longans, grapefruits, oranges, pomegranates, mangoes, limes, and avocados and enjoy the sunshine on this Western side of Oahu Island. We also have a nice beach nearby where

"God doesn't look at how much we do, but with how much love we do it."
- Mother Theresa

sea turtles swim around and come on to the shore.

In May, we had to go back to Australia to organize our visa to live in the US and then in June we want to teach a course in Brighton, UK where we had a great time teaching a large group of nice students Raynor massage and also caught up with some old friends and past students from last years Brighton course.

My son, Jai, is 6 and a half years old and is growing up fast. We home school him so I spend time with him teaching him math, history, geography, etc. and Rebecca teaches him Japanese. In April we went to Japan as we are planning an expansion of our business over there. We have even got our website translated into Japanese www.brandonraynor.jp and have several part time Japanese staff members. I have been also learning Japanese, although I am still pretty basic at it. Jai goes to a Japanese school in Honolulu every Saturday.

I hope to teach some courses over there next year. I got to visit Rick Terauchi, who some of you may have had as a teacher a couple of years ago. He has a practice in Tokyo called energy room. (www.energyroom.net). He will also be involved in our expansion into Japan.

With all the admin changes I have spent a lot of hours myself on the phones and in front of my computer training new staff, filling in for ones that have left while others have been trained etc..... It's been very, very busy.

I am also still working on the Naturopathy Diploma, with some help from various colleagues, to get many

of the course notes ready. This will be exciting when we finally get it launched 2 years behind schedule.

After being on the road teaching courses since 2001, Rebecca (my wife) doesn't want us traveling so much, so instead we are hoping to set up a permanent retreat and teaching centre here in Hawaii. It's a great place to come. I will occasionally go and teach some more courses, but not as much as I used to.

Rebecca continues to take an active part in the school, working to develop proper policies and procedures and staff coordination, as well as home schooling Jai, feeding us, and finding some time to continue her training as a yoga teacher.

She is also heavily involved in the translation of course materials into Japanese and coordinating with Japanese staff members.

Well that's about all that is happening here of any major interest, but it's always nice to hear from you guys out there.....what have you been up to? Email me at Brandon@brandonraynor.com or when we get the forum up on the INTA site, drop us some stories.

We also have some special offers for INTA members:

If you would like to come and review a course that you have already done, then you are welcome to retake the class you have already completed for only half price!

Perhaps you would like to see how a different teacher teaches the course, or perhaps you would just like to fine tune your skills even more, or perhaps like many students you can't get a

decent massage anywhere and you want to get 5 or 10 days of massage to tune up your body and mind. Whatever the reason, let us know and for only half the current price of our course you can re-attend and get those added skills and massages ...

Also I am hoping to teach some advanced courses for graduates of the school who want to become Masters of the Massage Art!!! I will be teaching these intensives probably next year in Hawaii and maybe also in the UK. If you would be interested in some personal training from me to fine tune your skills (and perhaps a holiday in Hawaii), let me know: (brandon@brandonraynor.com).

Well that's about all for now except that if you have a website, let us know and we will link to it and you can link back to us....I spend a lot of time doing website work so if we can help each other let me know.

I hope you are all well and I am just about to head off to Ottawa, Canada to teach a course. It will be interesting for me, as that is my birthplace and I haven't spent any significant time there since I was 8 years old.....plus there is the best organic vegetarian restaurant that I have found in the world there! The Green Door....

If anyone is passing through Hawaii, let me know and if you want to practice your massage on me I will be a happy receiver (just to make sure you are doing a good job of course, not because I love receiving a massage).

Best wishes,
Brandon, Rebecca, and Jai Raynor



Vegetarianism and Becoming a Better Practitioner

At INTA we believe that to become a great therapist, it takes more than knowing how to give a good massage and knowing theoretically about the body and different disease conditions. To excel in the field and be a true healer, one must develop a sense of compassion and caring for others. During this journey it is important to consider how our food choices are closely related to this development.

In recent years there has been a rise in the popularity of vegetarianism. Some of my friends have not eaten meat for many years and they tell stories that 20 years ago they were thought of as quite strange. Vegetarian restaurants were rare and the menus in other restaurants offered very little to the herbivore. In many areas the situation has greatly changed, with most cities offering a selection of health food stores and restaurants that cater specifically to vegetarians. Even some of the large chain fast food stores offer vegetarian dishes on the menu, although the purity of these products is sometimes brought into question. However, the point is that vegetarianism is now mainstream and the benefits are widely touted.

Some of the benefits of a vegetarian diet that are well known are:

Health. Many scientific studies show that a vegetarian diet decreases the risk of several chronic diseases and benefits general health.

Animals. Many people do not eat meat or fish because they refuse to accept animals being killed for their food.

Environment. Countless sources indicate that meat consumption has severe negative effects on the environment.

Hunger. Many people question the practice of feeding animals with plant foods that are often directly consumable by humans.

Personal convictions. Some people believe that vegetarianism benefits the general quality of life, also on a mental and spiritual level.

Religion. Religious groups like the Seventh Day Adventists and many Hindus, Buddhists and Jains traditionally follow a vegetarian diet.

As a massage therapist or a natural therapist we should contemplate upon these points and consider how they can help develop us a practitioner and as a person. The aim of both the massage therapist and the naturopath is to be a healer, to help alleviate the suffering of others, and improve their mental and physical wellbeing.

When a client comes into our clinic, it is unethical to see that person as simply a pay check. At INTA we encourage and expect our members to be working as health care professionals, so although we make a living as a therapist, this should never become more important than the wellbeing of our client. In other words, a good therapist actually cares about his client. This is the standard of a health care professional. Sometimes we may have experiences with doctors or dentists or other therapists who obviously do not care about us and their only interest is obviously the contents of your wallet. We should strive for a higher standard.

Recipes

When the topic of being a vegetarian comes up, many people ask, "What do you eat?" Leaving meat out of one's diet doesn't mean that you have to eat plain tofu and steamed vegetables for the rest of your life. In fact, I now enjoy any of the meals that I enjoyed while growing up, only now I use slightly different ingredients and I actually enjoy these dishes more. Here are some recipes that are variations on some popular dishes that usually contain meat.

Lentil Bolognese

You will need:

1 onion, chopped
2 cloves garlic, crushed
2 carrots, coarsely grated
2 sticks celery
3 Tbsp olive oil
2/3 cup red lentils (uncooked)
400 g chopped tomatoes
2 Tbsp tomato paste
450 ml vegetarian stock
1 Tbsp mixed Italian herbs
1/2 Tbsp rosemary (fresh or dried)
1 Tbsp fresh marjoram, chopped,
or 1 tsp dried marjoram
salt
ground black pepper

Method:

1. In a large saucepan, gently fry the onion, garlic, carrots and celery in the oil for about 5 minutes, until they are soft.
2. Meanwhile, boil the lentils in a separate pot until soft (about 20 minutes).
3. To the saucepan with onions, garlic etc., add tomatoes, tomato puree, stock, marjoram, rosemary, and mixed herbs.
4. Add cooked and drained lentils, bring the mixture to a boil, then partially cover with a lid and simmer for at least 20 minutes until thick and soft.

"We must become the change we want to see."

- Mahatma Gandhi

Veggie Burgers

It is very easy to replace hamburgers with a healthier alternative. Many restaurant chains now have a veggie burger on the menu and supermarkets often have veggie burger patties in the refrigerated section. If you prefer homemade, here is a great recipe.

Ingredients:

1 lb (500g) tofu

1/2 cup whole wheat flour

3 Tbsp. nutritional yeast

1 Tbsp. mixed herbs

salt and pepper to taste

2 Tbsp. soy sauce

1/2 cup sesame seeds

1 small peeled potato

1/4 tsp. garlic powder or 1 clove of garlic

onion powder to taste, or one small onion

Makes 6 burgers

Mix the tofu, potato and onion (if using) in a food processor until blended well but not too fine. Mix in the remaining ingredients, shape into burgers and bake at around 350 degrees on a lightly oiled cookie sheet for 15-20 minutes, turning once. They can also be fried.

This kind of caring attitude cannot be manufactured, a caring attitude comes from the heart, and the deeper that care is, then the better a therapist we will be.

To tie this concept into vegetarianism is very easy to do. We do not have to scratch very deeply beneath the polystyrene container of a fast food hamburger or the packaged meat in the supermarket to discover a world of extreme violence and suffering.

To deny that the meat that is consumed in huge quantities around the world as a product of modern slaughterhouses is a cause of great suffering is to deny the obvious. I will not go into detail in this article, but would just like to give a basic idea. The animals raised for slaughter are often raised in factory farm conditions. These animals are deprived of sunlight, natural surroundings, and natural foods. They spend their lives in extremely confined spaces, sometimes being so confined that they are unable to turn around. Birds are sometimes kept in a cage so small that they are unable to fully open their wings. They live in artificial light and often eat foods that are unnatural to them and laced with antibiotics and other drugs to prevent diseases that are common in such cramped, unhygienic conditions.

Their death is not as quick and pain free as we'd often like to believe either. Some animals are even hung upside down before being slashed with sharp knives and being bled to death. To some people these descriptions may seem alarmist and violent, but the fact is that for so many of us, this is simply a description of how our nightly dinner is prepared.

The meal we have on our plates often contains the situation described above and the meat of the animal is full of the fear that the animal was suffering at the time of its death.

(To learn more about how animals are raised and killed for our meals, some links will be provided at the end of the article.)

If we are taking part of this cruel system that causes so much suffering, our hearts become a little hardened to the suffering of others and the caring attitude will not come as naturally to us.

This is a link to a video called "Meet your Meat". It is footage of the suffering experienced by animals in factory farm conditions. Once you see for yourself the routine cruelty involved in raising animals for food, you'll understand why millions of compassionate people have decided to leave meat off their plates for good. <http://www.goveg.com/factoryFarming.asp>

Here are other links to websites that offer information on vegetarian eating and lifestyle.

<http://www.peta.org> (People for the Ethical Treatment of Animals.)

<http://www.goveg.com>

<http://www.foodrevolution.org>

<http://www.vegetariantimes.com>

<http://www.vrg.org> (The Vegetarian Resource Group)



International Natural Therapists Association

Welcome to the INTA Newsletter continued ...

So that's why we got a bit behind with this newsletter so we are all sorry about that. Anyway, what we hope to do with the new site is allow for better search engine optimization, so that potential clients will be able to find our members better.

Trisha and David Seymore have left INTA now, and will be missed by us here for their hard work that they have put into INTA over the years. Many of you may have met them at one of our massage courses. They have left to have their massage practice in the Gold Coast Australia.

We have had a lot of new members join INTA and it is growing with members in 18 countries now. The new INTA site will also soon have a forum for members to discuss issues, etc.

Watch out for these developments as we get the new site happening. We are also looking for volunteers to help in many aspects of INTA such as admin, political lobbying, arranging get togethers for local INTA members, and contributing articles and stories to the INTA newsletter and website.

We are looking for articles about your experiences in the natural healing fields and how you set up your business, client experiences and anything else that our members may find interesting. Please email info@intamassage.com with your articles or volunteering to be an area coordinator for get togethers or general volunteers.

We also have new INTA phone numbers ...

Australia: 61 2 8011 3108

US / Canada: 1-(406)-322-2987

UK: 020 8123 1175

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We will be sending out renewal letters soon for memberships that have expired. We will send a form with the newsletter for members that are expiring within the next 2 months or have expired recently. That's all for now, you will hear more from me in the "What's happening at Brandon Raynor's School of Natural Therapies" section.

Centering Yourself Before Giving A Treatment continued ...

Below is a simple meditation that can be done to help you find some relaxation and centeredness before you go into a session or day at the clinic.

- Find a quiet place where you will not be disturbed by the telephone or other people.
- Sit quietly in a comfortable position.
- Focus on your breath. Observe how the body relaxes on the outward breath.
- On the outward breath, relax the different parts of your body sequentially from head to toe proceeding down through your eyes, jaws, neck, shoulders, arms, hands, chest, upper back, middle back and midriff, lower back, belly, pelvis, buttocks, thighs, calves, and feet.
- When you have gone through your entire body in this way focus on your breath again.
- On the outward breath, add the word "Om". Say "Om" for the duration of the outward breath and continue for a few minutes.
- When you are ready to finish gently open your eyes and have a nice big stretch.

You should now be ready to enter the treatment in a relaxed, calm state of mind. And you will not be as easily ruffled by difficult or stressed out clients.