



Geriatric Massage and Spa Therapies | Chair Massage | Ethics

Workshop Opportunities

with

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Workshops:

**Senior Spa ~ Geriatric Massage & Spa Therapies
Chair Massage For Career Longevity
Ethics: Head, Heart & Hands**

Introduction



“I wish I’d taken this class earlier in my career.” –anonymous participant, Charlotte, NC

“I look forward to using this knowledge on my clients & family”.
- anonymous participant, Seattle, Wa.

Hello! My name is Sheila Alexander. I’m a writer, educator and retired massage therapist with a passion for seniors. I believe seniors are our greatest resource. It’s an honor to show how the role of massage therapy can meet their special needs.

Fees

I entered the field of massage therapy in 1993. Luckily I learned David Palmer's method, adjusting those techniques to therapeutic, spa and healthcare settings. In 2004 I created a massage & spa practice in a continuing care retirement community (CCRC) for their residents in all levels of care. This has become my life's work.

It's my hope to interest you in hosting me to provide a live or distance learning workshop for your organization. My content is flexible and modular; it can be easily adjusted to fit the needs and interest of your members. If you have any questions or need more information, feel free to reach me.

Thank you and I look forward to a favorable reply.

Teaching Fee

\$150/CE hour | Plus Travel Expenses



Featured in Massage Magazine

Title	Live	Webinar	Online	Description
Senior Spa Intro			1 CE	page 4
Intro to Senior Spa	4 CE's			page 4
Senior Spa 1 Intro	4 CE's	4 CE's		page 4
Marketing Geriatric Massage		3 CE's		page 4
Senior Spa 1 & 2	16 CE's			page 5
Chair Massage for Career Longevity	8 CE's			page 6
Marketing Chair Massage	2 CE's	2 CE's		page 6
Ethics: Head, Heart & Hands	3 CE's	3 CE's		page 7

Senior Spa Classes

SENIORSPA.NET



Chair Massage

Marketing Chair Massage: 2 CE Live Class

Marketing: Do I hear a 'YIPEE!' from the crowd? This taboo subject becomes fun when you have the right formula. There are web based chair massage providers looking for therapists and I'll teach you how to create an old school package that will impress dinosaurs like me!

Chair Massage For Career Longevity: 8 CE credit Live Class

David Palmer may not have been the first to discover chair massage, but like Columbus, he was the first to put it on the map. As a new therapist in 1994, I was lucky to have learned David Palmer's method and have given thousands of chair massages to people of all ages in varied settings over the years. Because of this tool, I'm convinced this skill set is why I'm still a working therapist today.

Chair massage is massage for the masses. Whether you are a new or experienced therapist, this work will make you a believer in how to 'work smarter not harder'. Included are proper body mechanics to protect your most valuable asset: **your hands**. Learn 5, 15 and 30 minute routines, ways to increase your professional visibility and how to assemble an effective marketing package. Whether you want to build an exclusive chair massage practice or grow your massage client base, this workshop is essential.

- History Of Chair Massage (video)
- Correct sizing of your chair for client comfort & safety
- Demonstration of proper body mechanics
- 5, 15 and 30 minute routines / demonstration and practice
- Intake and release forms for health fairs & events
- How to assemble a marketing package

Ethics



Ethics: Head, Heart and Hands: 3 CE credit hrs. Live Class or Webinar

Actual Examples

NC BMBT Code of Ethics for Massage Therapists

What Does Ethics Mean To You?

- m Feelings of right vs. wrong**
- m Religious beliefs**
- m Doing what the law requires**
- m Standards of behavior our society accepts**
- m Standard Of Care**
- m Legal Standards**
- o Standard of Care**



Think about ethical scenarios that you've experienced as a massage therapist and be prepared to discuss them with a group. Due to time constraints not all examples will be discussed.