

World Massage Festival

It is time for Massage Therapists and Professional Bodywork Artists to feel good about what they do and have a platform from which to showcase their talents... hence forth they shall, in the form of the World Massage Festival, to be held annually at sites to be determined.

The Inaugural Event will take place Saturday, November 4th, 2006 at the Pensacola Interstate Fairgrounds in Pensacola, Florida. The idea was developed over a year ago when Florida Governor Jeb Bush asked for the promotion of massage in the state. Mike Hinkle, owner of Pensacola Massage Center and Curator for the Festival dreamed up the idea and set the mission statement into action.

Mission Statement for World Massage Festival---

To honor those that went before, to educate the general public about massage, to educate therapists about modalities and to have fun.

Each is accomplished by the following events.

Honor - a Hall of Fame has been created and is sponsored by Massage Magazine to honor those having furthered the profession. (See Inaugural List of Hall of Fame below)

Educate general public - a timeline, complete with actors and explanation of massage from 3000 BC to present and models will be chosen from the public to work with the therapists showcasing their talents.

Educate therapists - Modalities will be "Showcased" by inventors and professional therapists.

FUN - we will be trying to break a World Record, so you don't want to miss this chance to be a part of history and at the 1st Annual Festival!



Bonnie Prudden

The general public first heard about Bonnie Prudden in 1955, when the average American male thought that mowing the lawn once a week was more than enough exercise for anyone; the average American woman contented herself with a weekly sweep around the supermarket; and the average American kid spent most of his or her spare time in the flickering black and white light of the family's 12-inch TV set.

For Bonnie Prudden, who'd begun giving daily late afternoon "conditioning" exercise classes for her two daughters and their friends in 1945 when she first realized how little physical activity the public schools were providing, the country's indifference to physical fitness was an ongoing frustration. Convinced of the need for physical exercise, and determined to prove that American children were some of the least physically fit in the world, she launched the first of many campaigns to improve the public's awareness about good health.

Using a test devised by Drs. Hans Kraus and Sonja Weber of Presbyterian Hospital in New York, Bonnie began testing children in Europe, Central American and the United States. The Kraus-Weber test involved six simple movements and took 90 seconds to administer. In Italy, Austria and Switzerland, the children tested exhibited an 8 percent failure rate. In Guatemala, the failure rate rose to 21 percent. But it was in the United States, the richest country in the world, the failure rate topped out at 58 percent!

Bonnie personally carried her test results to President Eisenhower in Washington D.C. Known as "The Report That Shocked the President" and "The Shape of the Union Address," Bonnie's report was not only responsible for the President's Council on Youth Fitness (now the President's Council on Physical Fitness and Sport), it was the beginning of the radical change in America's attitude toward physical fitness. Today's baby boomers with their running sneakers and their aerobic classes, their exercise machines and their emphasis on health and well-being can trace their beginnings to Bonnie's determination to wake America up— to get it moving, walking, running, pushing up, sitting up and lightening up.

Bonnie not only wrote the first book on physical fitness, she followed it up with 18 more! She's created six exercise albums, hosted the first regular exercise spots on national television, had her own syndicated television show, and set up hundreds of exercise and fitness programs in schools, hospitals, camps, factories, prisons, mental institutions and social clubs.

Bonnie established the first active pre- and post-natal programs in the United States, the first diaper gym and swim program (more than 500,000 babies have learned to swim the Prudden way), the first coed exercise programs, the first exercise classes for the elderly, many of the first YMCA and Girl's Club programs for girls and women, the first "dry" ski school and the first physical fitness class and mother-baby swim-and-gym classes for infants.

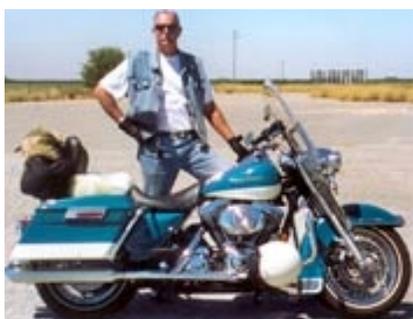
In 1976, Bonnie's life's work took a surprising turn. While checking a woman who'd been receiving the trigger point injection therapy developed by President Kennedy's former White House physician Dr. Janet Travell, Bonnie discovered that she could relieve the woman's pain by applying external pressure to those same trigger points. Months later, after studying anatomy books and experimenting with friends, Bonnie introduced Myotherapy to the world. In her book, *Pain Erasure: The Bonnie Prudden Way*, published in 1980, she carefully outlined how Myotherapy could successfully eliminate 95 percent of all pain. Followed in 1984 by *Bonnie Prudden's Complete Guide to Pain-Free Living*, and in 1985 by her *Fitness Guide for the After 50 Crowd*, it launched the next phase of her work.

In 1979, she opened the Bonnie Prudden two-year School of Physical Fitness and Myotherapy. After streamlining her Myotherapy techniques and making her training system more efficient and effective, in 1985 she announced a 1300-hour, one-year program for Myotherapy students. Though some graduates of the Bonnie Prudden Myotherapy and Physical Fitness Program have opted to work in hospitals and doctors' and dentists' offices, most have opened their own highly successful clinics.

Through the years, Bonnie and her Myotherapists have convinced a network of thousands of doctors and a medical profession all too often overly skeptical about anything new and "non-medical," that Myotherapy is not only a new and viable way of treating pain caused by muscle spasms, but that it is often the ONLY technique, short of continual medication, available to relieve the intense pain caused by muscle spasm.

But perhaps most importantly, Myotherapy is based on Bonnie's belief that the individual must not only want to get well, but that he or she must be able to take an important part in their own healing process. Patients are encouraged to bring a "helper" who can map and eventually target the necessary trigger points in the event of a relapse. They also learn how to exercise those muscles which through prior insult are prone to spasm under emotional or physical stress. As a result, most Myotherapy patients need less than ten treatments. For athletes and performing artists, relief is usually immediate and followed by enhanced performance.

A veteran of hundreds of workshops and scores of television programs, Bonnie Prudden has spent the last five decades convincing people that they are capable of controlling much, much more of their physical destiny than they ever believed possible. Her seminars are designed to demonstrate to the most intransigent couch potato not just the potential for physical fitness, but the downright fun of it as well. Now in her 80's, Bonnie is still as full of energy and that indescribable "it" that has compelled everyone from presidents to kids, from the emotionally and physically handicapped to just plain everyday folks, to listen to her message. Whether she's lecturing about pushups or trigger points, Bonnie's message is clear, instructive and painless: YOU can get yourself well and YOU can keep yourself well. It is a message that alerted the country to the need for physical fitness in 1955, and it is a message that continues to bring relief from pain and the joy of physical well-being to thousands of Americans every year. More than inspiration, Bonnie's seminars offer viable and rational solutions to problems that have all too often seemed insurmountable.



Robert Noah Calvert

September 4, 1946 – April 19, 2006

Robert Calvert was born in San Francisco, California. His family moved to the Pacific Northwest a few years later. His father being an ironworker, the family moved around a lot and Robert attended many schools.

Robert graduated from the University of Idaho in 1976 with a bachelor's of science degree in Interdisciplinary Studies, focusing on philosophy, psychology and political science. After graduation, he pursued his love of cycling to a seven-week ride through Europe.

When he returned, he decided to train seriously, with a goal of reaching the 1980 Olympics. He read everything he could about cycling and, while researching any techniques that might give him an edge, he learned about massage.

He began to work on himself and saw the difference it made on those long rides. The other riders were curious as to how he was advancing so successfully, having gone from a novice to a category three ranking in an astonishingly short amount of time.

Robert raced on weekends and was an ironworker during the week. He was on the U.S. National Team for road cycling and was bound for the 1980 Olympics when President Carter decided that the U.S. would not participate due to international politics. The course of Robert's life changed quickly.

In 1979, he met a midwife who encouraged him to attend the Alive Polarity Program on Orcas Island, Washington to study Polarity Therapy with Pierre Panetier, who was the successor to therapy founder Dr. Randolph Stone.

Pierre encouraged Robert to go to massage school and return for more training in Polarity. Robert subsequently attended the East West College of Massage Therapy in Portland, Oregon and graduated in 1979. He later went back to become a certified teacher of Polarity Therapy.

Robert then moved to Spokane, Washington and opened the Bodyworks Massage Therapy Clinic. He can be credited with introducing the idea of a massage therapy clinic to the area, as the few therapists doing massage at that time were primarily working out of their homes.

Robert had the magic touch and his business grew rapidly. In 1983, he decided to expand to open a massage school called the Bodyworks School of Muscle Therapy. Three groups of students went through his program.

In 1984, a fire destroyed the school and he lost everything. He decided to relocate to the Big Island of Hawaii. There being very little massage literature at the time, his original plan was to write a book. But after six months, he was still struggling to focus on just one topic.

One night, he was watching a TV commercial for sports cream when he suddenly had a vision that he and his wife, Judi, should start a magazine about touch therapies. It was the perfect forum to reach out to the world of massage, and he could see his dream stretched clearly out a full 20 years into the future.

They decided to call it Massage Magazine. The first issue came out in November/December 1985. It would be published six times a year at a cost of \$14 for an annual subscription. It was the first national consumer magazine devoted to the massage and bodywork industry.

Robert wanted to bring new perspectives and understanding to the profession, and Massage Magazine's mission was three-fold. It would be a platform to share ideas, techniques, awareness and knowledge about massage, bodywork, and other healing arts. It would be a chance to link a wide network of previously disconnected therapists around the world and give them a voice. And most of all, it would be a place to promote a positive, credible image of touch therapies and those who perform them.

Robert and Judi began doing interviews with people who had been teaching and practicing touch therapy for years, to both recognize them for their work and introduce them to other therapists.

Massage Magazine was the first place articles appeared about massage in other parts of the world, such as Europe and Canada. Sports massage, pregnancy massage and new techniques also made their printed debut in its pages. It was a time of informing, of presenting new ideas and concepts, as well as a place therapists could get to know each other.

Robert also saw a need to write about the individual states and boards of massage, to educate therapists about the laws and to introduce them to the associations that were being formed at this time. He felt that communication could dissolve the barriers of separation, and wanted therapists to get even more education after they got out of school, to prepare them for potential problems and to remind them of the respect they deserved from the public and the medical field. To that end, he contacted and reported on more than 100 bodywork schools as well as various training institutes and conventions.

Though the magazine is arguably Robert's most celebrated achievement, he worked tirelessly to promote massage in many forms, including the following:

- From 1985 to 1989, Robert helped train a team of volunteers to form the largest massage team in the world at the Ironman Triathlon in Kona, Hawaii. By 1988, 250 volunteers were giving 10-minute massages to over 1,231 athletes. Robert also organized a series of training sessions and information sheets on post-race care for the triathletes. Doctors had begun to notice that massage professionals knew what they were doing, and Robert's Ironman efforts helped change their attitudes toward the profession.

Peter and Lynn Wind, owners of the Hawaiian School of Body Therapies, took over the team director job when Robert and Judi moved the magazine to Davis, California, and will celebrate 20 years of hard work at the 2008 Ironman.

- In 1986, massage and bodywork therapists began creating videos of their work. Robert then launched the Video Film Review in the magazine to help therapists choose the best film for their particular use. In another effort to champion the massage and bodywork industry, he created the first readers survey to gauge the opinions of both readers and practitioners alike.

- That same year, Robert completed the first periodical report on schools and associations ever printed. It became the S.A.L. Booklet (Schools, Associations, and Laws), and was published from 1988 to 1990.
- Throughout his efforts to promote the field of massage, Robert continued to have a passion for cycling, and reported many related stories over the years, such as one about the U.S. Women's 1988 European cycling team. One of Robert's dreams was to follow the entire Tour de France race and do a story on the massage therapists and soigneurs who work on the athletes.
- Thanks to all of Robert's hard work, Massage Magazine won an Ozzie Award for Best Cover for a magazine over 35,000 circulation in 1998.
- December 9-11, 1988 marked the first national summit of massage and bodywork representatives, which was held in Denver, Colorado. Representatives from a wide variety of massage and bodywork practices and organizations from across the country converged for the first ever profession-wide summit meeting.

The Head, Heart And Hands Summit was conceived of and led by Robert. It was formed help unify the diverse disciplines and the estimated 60,000-plus massage and bodywork practitioners working full and part time.

Robert's message for the meetings was "Healing ourselves, the profession, is the first work at hand. The vision, wisdom, and strength derived from this will in turn further support the healing work each of you administers to the people of the planet earth. Perhaps that will spread vastly as we heal and organize ourselves".

This first summit explored the potential for unification and the future direction of the massage and bodywork disciplines. The focus was to get acquainted with each other and begin shaping a vision for the profession. They agreed that decisions affecting the entire professional community must be made by representatives from the entire community. Brainstorming sessions and a variety of creative group exercises were the primary means for building a base of knowledge for two additional summit meetings planned for 1989.

The second summit took place on April 7-9, 1989 in Orlando, Florida. The focus was to establish ground rules for making decisions and exploring the best way to assess the present while looking toward the future.

The final summit was held Dec. 1-3, 1989 in San Diego, California. Here, the group talked about their purpose and how best to evolve.

In 1990, Robert was given the National Achievement Award for his role launching the summit.

- 1991 marked the inaugural nationwide meeting of therapists in Melbourne, Australia. Nearly 300 people attended the conference. It was a first time Robert gave a keynote address in Australia on massage, and he was elected an Honorary Member of The Society of Clinical Masseurs in recognition of his work promoting massage as a viable therapy.
- Robert also created, compiled and edited The International Massage & Bodywork Resource Guide. It boasted 27 listings in nine countries and 381 listings in 40 U.S. states.
- One of the most ambitious of Robert's undertakings was "The Anatriptic Arts Expo - An International Showcase of Hands-on Healing Arts" in March 1992. Robert wanted to bring together the original creators of massage and bodywork styles from all over the world. Co-sponsored and co-promoted by the

Associated Bodywork and Massage Professionals (ABMP), at 12,000 attendees, it was the world's largest assembly of massage and bodywork practitioners.

It was to be an educational experience for both the public and for therapists, with 23 seminars held by the leading trainers in the field and a variety of fun events and contests for the public to see. It was here that Larry Vidlak, with the support of his wife, Honey, broke the Guinness world record for the most continuous hours of massage performed by one person.

- 1995 was the year Robert wrote his first novel. Entitled “The Hundredth Monkey Conspiracy”, it was a book about a global network of therapists who wanted to heal the planet through touch. “History has shown us that indeed people can be led by their charismatic leaders,” he wrote. “Why is it not plausible then that a conspiracy of the universal mind be carried out by individuals working in concert, for a healed and integrated world?”
- In 1997, Robert and Judi created Corporate Kneads in Spokane, Washington, the first business in the city to offer seated chair massage to businesses.
- Robert and Judi also created the first Touch Radio show, a weekly radio hour about massage and bodywork broadcast on WALE radio in Rhode Island. Touch Radio addressed a different topic of massage and bodywork each week, and connected with 3.3 million residents in Rhode Island, southern Massachusetts and eastern Connecticut for two months.
- Around this time, founder and writer Jack Thomas sold “Touch Therapy Times” to Robert and Judi. It was the only monthly publication that provided hard news about legislation, research, practitioners’ relationships with government and with each other, regulation, certification, accreditation and educational issues. Jack had done in-depth reporting and given inside perspective on the important issues facing the profession for seven years. Robert wanted to actualize his vision and create a new phase of life for “Touch Therapy Times”.
- Robert loved to ride motorcycles and, in 1997, had the fun idea to take 60 therapists to Sturgis, South Dakota for the annual Harley Davidson convention and offer chair massage. They would be the first to invite those tired bodies onto the chairs, and the look on the faces of the police officers who thought they’d seen everything was priceless when the team rolled into town with a truck full of massage chairs.
- In March, 2000, Robert created a black-and-white newspaper called the “Massage Heritage Times” devoted to the history of massage. Only six issues were printed, but it paved the way for his next ambitious project.
- Robert spent over nine years researching his greatest work, “The History of Massage: An Illustrated Survey From Around The World”. Published in 2002, the book was intended to bring massage as a healing practice out of the shadows and offer an understanding of the esteemed place it held in the evolution of medicine and natural healing.

Robert wrote that “Human touch as rendered by healing massage is an inherent need. The roots of massage lie solidly in the touch of a caring hand”.

- 2002 was also the first International Symposium on the Science of Touch, held in Montreal, Canada. Robert wanted to be the main sponsor of the convention, which was aimed at exploring research, clinical practice techniques and the status of the profession. Some of the top touch therapists in the world attended.

May, 3-5 2002, Robert and Judi created another Anatriptic Arts Expo in San Francisco, California. Their mission was to give the public an up-close experience of hands-on therapies while educating them about its benefits and history. They also wanted to provide the touch therapy community with a place to meet, network, do business, and learn.

- January, 2004 marked the premiere issue of “Skinship Journal,” a publication Robert created to define our relationship with each other at the level of physical contact. Published four times a year, this black-and-white journal discussed the underlying issue of human contact and the healthy touch relationships that take place between humans.
- On April 2, 2004 Robert and Judi opened the doors of the World Of Massage Museum. Located in Spokane, Washington, it was the first of its kind in the world. With a collection Robert and Judi had accrued over the course of 20 years, it was a non-profit, educational institution aimed at illustrating, preserving, promoting and sponsoring exhibits, programs and research to bring about a better understanding and appreciation of the history, art, science and cultural environment of massage.

The museum was divided into ten categories:

1. Art and Ads
2. Library books
3. Vibrators
4. Body Rollers
5. Lubricants
6. Massage Tables and Chairs
7. Instructional Aids
8. Other Apparatus
9. Education and Techniques
10. Novelty

Robert felt that there is not enough education in massage schools about the history of massage, and he and Judi created the museum so the massage profession would some day care more about its roots. Sadly, it seems they just not ready, and the museum was put into storage after just four months of operation. Judi is currently searching for its new home.

In 2005 Robert and Judi sold Massage Magazine 20 years to the day that they started it. The vision that Robert saw had come full circle, and they sold the magazine to a company called The Doyle Group.

For over 25 years, Robert devoted his life to the massage profession. He wrote, “I’d like to emphasize the need to include within the teaching of the art of massage, the underlying principles of touch as an inherent human need—and as the delivery of love. It is all about touch, not technique. And delivering technique, in my opinion, is merely an excuse to give your love through touch. I strongly believe practitioners need to formulate their delivery by associating the principles of the value and need for touch with the knowledge of their technique. They go hand-in-hand.”

He strongly believed that “the primacy of touch is of vital and fundamental significance. Anyone who touches others for a living and everyone who touches someone else in an effort to help and heal will benefit greatly, I believe, from a more thorough understanding and appreciation of the evolution and principles of human touch.”

Robert Calvert passed away on April 19, 2006. Judi donated his body to the University of Hawaii. Fittingly, it was the first year the university allowed massage students to study at the university, so his work teaching and educating massage students continued on after his death.

He also continues to be honored for that work. The World Massage Festival, created by Mike Hinkle, placed Robert in the 2006 Wall of Honors, and, in 2007 The American Massage Therapy Association Washington Chapter presented him with the first ever Life Commitment Award. The plaque read: “The

Difference Between Success and Failure is Often Determined By One's Dedication. Robert's Undying Commitment To the Massage Profession Has Earned Our Highest Esteem."

The association plans to give this award every year to a deserving person who lives up to its principles. There is no doubt that Robert did. He was the massage man.



Ruthie Hardee

Ruthie Hardee is the founder of Ashiatsu Oriental Bar Therapy™ and created the first nationally approved course-study for a western barefoot effleurage technique using bars on the ceiling. Her modality-technique has enhanced the careers of hundreds of therapists who suffer from lumbar pain, wrist and hand problems. Hardee is the pioneer of gravity assisted barefoot-bar effleurage used in the spa and massage industry today. She had also invented the Hardee-Ashiatsu Portable Bar apparatus which is used world wide today.



Milton Trager

Trager® Psychophysical Integration and *Mentastics*® movement education, more generally known as "The *Trager Approach*," is the discovery of Milton Trager M.D., who first encountered its principles somewhat serendipitously, at the age of 18. He then spent the next 50 years, as a lay practitioner and later, as a medical doctor, refining and expanding his discovery. With a long and successful career as a therapist behind him, Milton Trager embarked on the new venture of teaching his work at an age when most others are thinking of retirement. There are now thousands of Certified Practitioners throughout the globe; in the United States, Canada, Europe, Australia, and Japan. He passed away in January 1997, at the age of 88, after over 20 years of teaching others his innovative approach to movement education.

Born in Chicago, in 1908, with a congenital spinal deformity, Milton Trager overcame a weak and rather sickly childhood through practice and patience, until he achieved the athletic, graceful body of a dancer and gymnast. In his late teens his family had moved to Miami Beach and he was training to be a boxer. His trainer, Mickey Martin, used to give him a rub down after each boxing session. One day, when Mickey was looking particularly tired, young Milton offered to do it on him. The trainer was astonished at what he felt from the young man's hands. Milton, surprised and encouraged at the result achieved, went home and applied it to his father who had been suffering from sciatica, a chronic complaint that cleared up after two sessions from Milton.

So began the exploration that lasted a lifetime. Milton would apply his approach with everyone who was open to experiencing it. People with emphysema, asthma, multiple sclerosis, muscular dystrophy, polio and thousands of painful backs--all responded to his touch with degrees of benefit ranging from greater ease to the miraculous. Early on in his development, Milton applied his approach to a friend of his who was 19 at the time, with polio, and confined to a wheelchair. Milton's approach helped him walk again after four years of paralysis.

And yet Milton always denied that he was a healer. His favorite comment was " I have this thing and it works...". He would always add, "We're all healers". Dr. Trager was no stranger to challenge and determination, having surmounted obstacles both physically and educationally, that would have seemed daunting to many of us. Years of working with people with all kinds of neuro-muscular complaints convinced him that he had something to offer the medical profession, and after the Second World War, he applied to seventy medical schools in the United States, but was refused by all of them because of his age (42). Dr. Trager says of this time, "My big aim was to teach registered physical therapists my work, because of the results I was getting in comparison with the results they were getting." He persevered and was accepted into the Universidad Autonoma de Guadalajara in Mexico, not knowing a word of Spanish at that time! They set up a clinic for him to continue his work in psychophysical integration, and six years later in 1955, he received his M.D.

Milton continued to work with clients within his practice for the next 20 years. He was frustrated that it had never been possible for him to teach his work, until he was invited to Esalen Institute in Big Sur, California, to give a demonstration. Betty Fuller (who was also instrumental in bringing Moshe Feldenkrais to the United States) was teaching at Esalen at the time and having tremendous problems with her neck. Milton offered to see what he could do for her neck, and after a few minutes her neck was no longer in pain. Betty was instantly "hooked", and went on to co-found with Dr. Trager The Trager Institute in 1980. Shortly thereafter a certification program was established to train and certify people in his approach.

Forty years after Milton's determined efforts to reach the medical profession, he was gratified by the interest of an increasing number of holistically-minded doctors, nurses and physical therapists who make use of the *Trager Approach* in their practices.



Aunty Margaret Machado

Aunty Margaret Machado is a world renowned Kahuna (healer in Hawaiian). She is renowned as a master of Lomi Lomi, traditional Hawaiian massage. She is the only person state certified to teach Lomi Lomi in Hawaii. People come to her from all over the world and attribute miraculous cures to her work, but she doesn't make those claims herself. Aunty Margaret Machado is to lomi lomi as Ida Rolf is to Rolfing. She is considered a living treasure in Hawaii .

She was so popular that a top 5 star hotel, Mauna Lani, requires therapists to study with her before they will be hired. In 2000 January/February issue of *Massage Magazine* she is recognized as one of the "Stars of the Century".

Lomi Lomi is handed down within families for generations. Her family's knowledge was transmitted to her by her grandfather, a man she didn't know well. Aunty Margaret was not raised by her Big Island family; instead, before her mother died, she sent young Margaret to a missionary home in Honolulu for a Christian upbringing.

When Margaret was ten, her grandfather flew over to give her his blessing and to impart his wisdom and lineage. Before her birth, he had named her *Kalehuamakanoelulu'uonapali*, a name that indicated he had chosen her to carry on the family secrets. Within the name are several meanings: the lehua flower, eyes, mist, scattered pollen, precipice.

"I was the chosen one of the family to receive the blessing," she explains. "Because my grandfather named me, he had to see this little girl. He wanted to give me the blessing because he named me before birth. Hawaiian children are named before birth. The parents or the grandparents are given a dream of what to name the coming baby.

"So he blessed me and he chanted over me. It was a long, long chant. And his tears ran down his cheeks. After that he kissed both my cheeks, my forehead and the top of my head and he left. He didn't live too long after that and he passed away. Then when I was sixteen I came home.

Typically, the knowledge of her lineage was kept within the family. As Aunty Margaret says: "My family didn't want me to teach. They thought maybe it belonged only in the family. But because I was raised up in a

missionary home, I want to share it. The Lord wants me to share it. Even now my relatives say, "Don't teach, Aunty. Don't teach." I say because it's love work, and because I love the Lord, I'm going to teach.

And thus she has done so since the 1940s. She has no idea how many people she has taught in her one-month classes, and has no idea how many people she has massaged over the years. What she does know is that from her own name comes her inspiration.

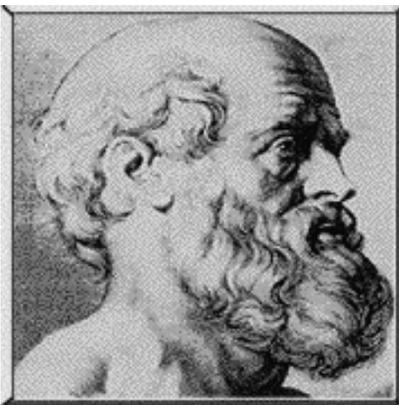
"My name means my work. Ka lehua means flower--I'm a flower. Maka is the eyes--I'm looking at you. I can go right through you and tell you just exactly where it is. When I look at you I know all about you. You don't have to tell me about yourself. It's written on your countenance. All your muscles and your bones reflect your countenance, how you work with your body."

"Your body is a temple of the Holy Spirit. That's why pali (is in her name)--this is your pali, this is my pali, my mountain, my temple. So I'm going to open it up so you have better circulation so you feel better. I want you to feel better."

Lomi Lomi is the only massage Aunty Margaret uses. She knows of the other massage styles, but finds them too rough. "They dig in," she says. Lomi Lomi she calls "very thorough", and says it's "just working with the heart."

"The Lord does the healing. I don't heal," she reminds you. "That's why I say prayer. I ask the Lord to intervene. It's said that Hawaiian massage is praying work."

Prayer and the Hawaiian art of family mediation (ho'oponopono) are what Aunty Margaret considers her special ingredients for healing. "And the secret part of it is that before the sun goes down you ho'oponopono, you search your heart. Ho'oponopono meaning we empty all ourselves and ask for forgiveness before the sun goes down. You can't go to sleep with a troubled mind or troubled heart. you feel good because you're open minded. Every day with my family, every day you ask forgiveness. So your blood vessels open, your nerves open, your muscles open, you relax. Don't worry. I never worry. The Lord going to open the way."



Hippocrates

Greek physician born in 460 BC on the island of Cos, Greece. He became known as the founder of medicine and was regarded as the greatest physician of his time. He based his medical practice on observations and on the study of the human body. He held the belief that illness had a physical and a rational explanation. He rejected the views of his time that considered illness to be caused by superstitions and by possession of evil spirits and disfavor of the gods.

Hippocrates held the belief that the body must be treated as a whole and not just a series of parts. He accurately described disease symptoms and was the first physician to accurately describe the symptoms of pneumonia, as well as epilepsy in children. He believed in the natural healing process of rest, a good diet, fresh air and

cleanliness. He noted that there were individual differences in the severity of disease symptoms and that some individuals were better able to cope with their disease and illness than others. He was also the first physician that held the belief that thoughts, ideas, and feelings come from the brain and not the heart as others of his time believed.

Hippocrates traveled throughout Greece practicing his medicine. He founded a medical school on the island of Cos, Greece and began teaching his ideas. He soon developed an Oath of Medical Ethics for physicians to follow. This Oath is taken by physicians today as they begin their medical practice. He died in 377 BC. Today Hippocrates is known as the "Father of Medicine".



Sister Rosalind Gefre

What Sister Rosalind Gefre is doing today:

Sister Rosalind states: "Massage is now very popular and very accepted. But for a long period of time I had to work against a widespread negative feeling about massage and it was really hard. By being a Catholic sister, people told me I raised the image of massage and made it something respectable."

Sister Rosalind has expanded the offerings at her schools to include Chair Massage and Reflexology as well as a Professional Massage Program and an upcoming 200 hour continuing education Certification program for Sister Rosalind graduates on Soft Tissue Injury Rehabilitation (STIR). In addition, Sister Rosalind is turning her clinics into complete wellness centers that include chiropractic, acupuncture and nutritional supplements as well as Sister Rosalind's own skin care products and she hopes to add naturopathic or homeopathic doctors in the future.

This year Sister Rosalind is also embarking upon a project of the Sister Rosalind Christian Ministries to develop and raise funds for a special "place of healing" on a donated farm property in southern Minnesota near Lake Pepin. "This will be a place where people can pray and focus on not just the physical aspect of healing but on the spiritual aspect of healing as well. For the past 4 years we have had free public prayer meetings once a month in the evenings that have been held at my West St. Paul Massage School. During these meetings I pray for people who are seeking healing for themselves and their loved ones. Our place of healing will involve many people, including volunteers, who will pray for those who need healing. It will also be a place that people can visit to commune with God in a natural setting."

Some of the History of Sister Rosalind & Massage:

"Nun's Massage Parlor Closed"-- This was the headline that appeared in 1983 in the St. Paul Pioneer Press newspaper after Sister Rosalind Geffre's massage center was shut down by the St. Paul Vice Squad. Newspapers, magazines and radio and television stations picked up the story throughout the country and the world. Widespread media coverage of Sister Rosalind and her message about the benefits of massage have been instrumental in "putting massage in a new light and bringing massage out of prostitution," according to Sister Rosalind.

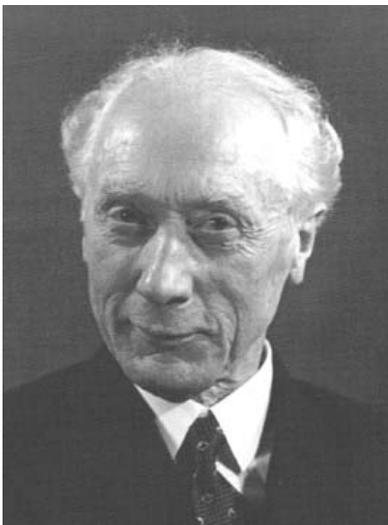
(Photo: Joan Holman, author of "Hands That Touch, Hands That Heal" with Sister Rosalind at book signing event at the *Bound to Be Read Bookstore*)

A true pioneer of therapeutic massage, Sister Rosalind began practicing massage when it was associated with "massage parlors" and the sex industry, a fact that created controversy and difficulties for her not only with her own religious community, but with the secular community as well.

Born in Strasburg, North Dakota in 1929, Sister Rosalind went on to enter the Order of the Sisters of St. Joseph of Carondelet in 1948. She became a licensed practical nurse in 1968 and was assigned to Fargo, North Dakota. Sister Rosalind started practicing massage at the Family YMCA in Fargo in 1973. The very first clinic opened in 1983 on Grand Avenue in St. Paul. The founding of the first school came a year later in 1984.

On July 29, 2002, nearly 20 years after Sister Rosalind opened her first massage center, *Time Magazine* ran an article titled "Massage Goes Mainstream." The article featured a photograph of Sister Rosalind on site at one of her massage schools and recognized her as an early proponent of massage and as a leader in changing local legislation covering massage.

Today there are five Sister Rosalind Schools of Massage and nine Sister Rosalind Massage Clinics located in two states. There have been over 10,000 Sister Rosalind graduates in massage therapy since the opening of her first school in 1984. Sister Rosalind has received widespread recognition for her important role in making massage an accepted and respected healthcare practice.



Frederick Alexander

F.M. Alexander (1869-1955), an actor who began his career as a Shakespearean orator, developed chronic laryngitis while performing. Determined to restore the full use of his voice, he carefully watched himself while speaking, and observed that undue muscular tension accounted for his vocal problem. He sought a way to eliminate that restriction. Over time, he discovered and articulated a principle that profoundly influences health and well-being: when neck tension is reduced, the head no longer compresses the spine and the spine is free to

lengthen. Alexander restored his own natural capacity for ease by changing the way he thought while initiating an action. From this work on himself and others, he evolved a hands-on teaching method that encourages all the body's processes to work more efficiently - as an integrated, dynamic whole.(From the 1996 North American Society of Teachers of the Alexander Technique Directory)

Nicholas Brockbank, a British Alexander Technique teacher, has written an excellent article titled What Did Alexander Discover - And Why is it Important?

Just about every description of the Alexander Technique has some biographical information about Frederick Matthias Alexander, or "FM" as he is often referred to in the Alexander community. The Society of Teachers of the Alexander Technique provides a nice short biography of Alexander, Origins and History of the Alexander Technique. Another particularly useful source can be found at About the Alexander Technique, part of an excellent Australian site. The Teaching of F. Matthias Alexander provides an in-depth look at the man and his work by his niece, Marjory Barlow.



Ida Rolf

Ida P. Rolf, a native New Yorker, graduated from Barnard College in 1916; and in 1920 she earned a Ph.D. in biological chemistry from the College of Physicians and Surgeons of Columbia University. For the next twelve years Ida Rolf worked at the Rockefeller Institute, first in the Department of Chemotherapy and later in the Department of Organic Chemistry. Eventually, she rose to the rank of Associate, no small achievement for a young woman in those days.

In 1927, she took a leave of absence from her work to study mathematics and atomic physics at the Swiss Technical University in Zurich. During this time, she also studied homeopathic medicine in Geneva.

Returning from Europe, she spent the decade of the 1930's seeking answers to personal and family health problems. Medical treatment available at that time seemed inadequate to her; this led to her exploration of osteopathy, chiropractic medicine, yoga, the Alexander technique and Korzybski's work on states of consciousness.

By the 1940's, she was working in a Manhattan apartment where her schedule was filled with people seeking help. She was committed to the scientific point of view, and yet many breakthroughs came intuitively through the work she did with chronically disabled persons unable to find help elsewhere. This was the work eventually to be known as Structural Integration. For the next thirty years, Ida Rolf devoted herself to developing her technique and training programs.

During the 1950's, her reputation spread to England where she spent summers as a guest of John Bennett, a prominent mystic and student of Gurdjieff. Then, in the mid-60's, Dr. Rolf was invited to Esalen Institute in California at the suggestion of Fritz Perls, founder of Gestalt Therapy. There she began training practitioners and instructors of Structural Integration.

The more Structural Integration classes Ida Rolf taught, the more students sought admission to training. Newspaper and magazine articles began featuring the person and work of Ida Rolf, and soon the necessity for a formal organization became apparent. As early as 1967, the first Guild for Structural Integration was loosely formed and eventually headquartered in a private home in Boulder, Colorado.

Until her death in 1979, Ida Rolf actively advanced training classes, giving direction to her organization, planning research projects, writing, publishing and public speaking. In 1977, she wrote *Rolfing: The Integration of Human Structures* (Harper and Row, Publishers). This book is the major written statement of Ida P. Rolf's scholastic and experiential investigation into the direct intervention with the evolution of the human species.

Another book compiled by Dr. Rolf's close associate and companion: Rosemary Feitis, is *Ida Rolf Talks About Rolfing and Physical Reality*. It is truly a jewel: giving us insights into Dr. Rolf's unique and incredible mind.



Jack Meagher

In the mid 1950's Jack Meagher, a pioneer in the field of massage therapy, coined the term sports massage, and under its umbrella combined a series of specific soft tissue applications based on anatomy physiology and muscular kinetics. The application of these techniques became known as the "Meagher method" of sports massage.

Jack was the sports massage therapist for two United States Equestrian Teams and for the National Football League athletes represented by professional sports management. With a work week split between horses and humans he has tended many of the top horses of the world, leading athletes in different sports and European royalty. He served the United States Equestrian Teams at the Montreal Olympics and at a number of World Championships both here and abroad. As a result of his work he has been awarded the USET certificate of Achievement and an honorary membership in the American Massage Therapy Association.

Meagher (pronounced "Mar") is a graduate of two massage therapy schools and a school of physical therapy. He was technical advisor for sports massage to the AMTA. His book *Sports massage* (Doubleday and Station Hill Press) introduced the concepts of sports massage to American therapists and athletes.

This book was required reading for a number of schools and for the New York State Licensing Board. He has conducted teaching seminars on his technique throughout the United States and Canada for both horses and humans. Jack was the first recipient of the Dr. Marty Simensen award. Jack's publications include: *Beating Muscle Injuries for Horses*, *Beating Muscle Injuries for Runners*, and *Sports massage*.



Eunice Ingram

American physiotherapist Eunice Ingram (1879-1974) used zone therapy in her work but decided that the feet should be the target for therapy because they are highly sensitive, so she further developed zone theory in the 1930's into what is now known as reflexology.

A scientific explanation is that the pressure may send signals that balance the nervous system or release chemicals such as endorphins that reduce pain and stress. The feet are a perfect mini map of the whole body.



George Kousaleos

George P. Kousaleos, B.A., L.M.T., N.C.T.M.B.

Founder, Owner and Director of the CORE Institute. A graduate of Harvard University, with a degree in Clinical Psychology. Studied massage therapy at the American Institute of Massage Therapy, Gainesville, FL, and is a graduate of the charter class of the SOMA Institute of Neuromuscular Integration, in 1979. Has practiced and taught bodywork in Munich, West Germany and New York, NY, as well as Tallahassee. A member of the Florida Board of Massage from 1986 to 1994. He also served as Chair of the National Certification Council from 1990-1992. George was the General Manager of the British Olympic Association Sports Massage Team in 1995 & 1996 for their preparation camps, and served as Co-Director of the Athens 2004 Health Services Sports Massage Team.

These 6 women and 6 men have been selected to be the Charter Hall of Fame Members for the World Massage festival.

Anyone needing further information can find it at worldmassagefestival.com

Anyone wishing to be a model, showcase their modality or having an idea can contact us at the above website and sign up.

Admission is \$10 at the door.

And with the Navy's "Blue Angels" flying over to celebrate the Festival... how can we go wrong?