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ABMP Announces 2011 School Workshop Tour to 27 Cities *Instructors on the Front Lines Addresses Student Motivation and Learning*

Golden, Colo., Dec. 8 – Associated Bodywork & Massage Professionals (ABMP) today announced its 2011 schedule for the next Instructors on the Front Lines workshops, with sessions planned in 27 cities across the nation from January through November. The six-hour sessions, titled “From Handholding to Capacity Building,” are held on Fridays from 9 a.m. to 3 p.m., include a complimentary lunch, and qualify for six NCBTMB-approved continuing education credits.

Topics of interest to massage educators, education directors, and program managers will include the following for the benefit of the schools and their students.

- Practical solutions for student motivation-building, critical thinking, and communication skills to improve student preparedness, responsibility, and interest in learning.
- Administrator and faculty networking in a supportive environment.
- Resources and practical activities for greater student and school success.

Instructors on the Front Lines is an educational series that has already reached more than 1,000 educators. It is designed to support massage instructors in creating meaningful learning environments, in response to feedback that some massage students aren’t as proactive and prepared to learn as they could be. The 2011 series is meant to support student success and classroom management on the campus.

“Instructors on the Front Lines was developed as part of a broader school program that’s nearing its 15th year,” said ABMP Director of Education Anne Williams. “It recognizes massage schools as critical to the profession’s success.”

Five years ago, ABMP expanded its education staff and ramped up its efforts to bring even more support to educators. Other efforts of the expanded education department have included the following.

- *ABMP School Connection* newsletter.
- ABMP Student Success Curriculum.
- Enhanced online resources for students and instructors.
- *Massage Year Planner*.
- *Student Success Guide*.
- *Teaching Massage: Fundamental Principles in Adult Education for Massage Program Instructors* (a Lippincott Williams & Wilkins textbook).
- *The Massage Educator*.
- Webinars for schools, instructors, and students.

Workshop dates and locations are as follows. Register at www.abmp.com.

Instructors on the Front Lines Series
“From Handholding to Capacity Building”

Jan. 21, New Orleans, La.
Jan. 28, Atlanta, Ga.
Feb. 11, Ontario, Calif.
Feb. 25, Dallas, Texas
March 11, Orlando, Fla.
March 18, Des Moines, Iowa
March 25, Phoenix, Ariz.
April 8, Oakland, Calif.
April 22, Charlotte, N.C.
May 6, Portland, Ore.
May 13, Baltimore, Md.
June 10, San Diego, Calif.
June 17, Boston, Mass.
June 24, Chicago, Ill.

July 15, Hoboken, N.J.
July 22, Toledo, Ohio
July 29, Seattle, Wash.
Aug. 12, Madison, Wis.
Aug. 26, Virginia Beach, Va.
Sept. 16, Reno, Nev.
Sept. 23, Louisville, Ky.
Oct. 14, Springfield, Mass.
Oct. 21, Minneapolis, Minn.
Oct. 28, Albuquerque, N.M.
Nov. 4, Camden, N.J.
Nov. 11, Denver, Colo.
Nov. 18, Nashville, Tenn.

ABMP serves massage, bodywork, and somatic therapy professionals, and is devoted to promoting ethical practices, fostering acceptance of the professions, and protecting the rights of legitimate massage and bodywork practitioners. Representing more than 75,000 members, ABMP is headquartered in Golden, Colo. ABMP is employee owned and is the largest massage therapy membership association in the nation.