

The Tender Loving Care Newsletter is ready for you to enjoy!



Tender Loving Care

November 2013

From the Desk of Executive Director, IMUSA

Greetings to the Infant Massage USA Community!

I am both excited and challenged as I learn to recognize the amazing opportunities for growth within Infant Massage USA. I have been listening to Linda, Chris (Administrative Director), members of the Board of Directors, the Trainers, and CEIMs. The message is clear. We all actively support the work of Vimala and our collective Mission to provide nurturing touch to all men, women and children. My goal is to hear from more of you so that I might better understand your needs and how to be a better leader to such an amazing group of committed educators. I want to hear about your work with families. I want you to tell me your stories.

I have been blessed with the responsibility as Executive Director to lead...but leading begins with listening.

In my past, I have successfully worked in the for-profit sector, most recently as the Senior Vice President/Operations in a hardware/software development company for 20 years. I have managed a 37 million dollar budget and have led teams that have produced award winning software.

My new role as Executive Director taps into my passion to be of service to the Mission and to all of you. Please feel free to email or call:

(H) 818-353-5601, (C) 818-398-7049. I AM available. I want you (us) to be a success.....for the sake of the Mission and the Families we serve.

*Kindest Regards,
Mercedes*

The Tao of Motherhood by Vimala McClure

Anger

When you feel angry with your child, know that something rational must be done.

State your feelings honestly, then withdraw to process your emotions and make a plan.

Striking out, either physically or emotionally, may succeed in getting through to the child, but it will also plant the seeds of guilt.

Guilt is followed by resentment and bitterness. A victory can therefore end in failure.

Too many such victories and you will

Mercedes DelCastillo
Executive Director

Executive Director witness the death of
yourChild's trust.

Board of Directors Expansion!

We are looking for a few talented and conscientious individuals who are willing to serve as our Board Members.

If you are willing to contribute your time, thoughtfulness, and leadership skills, and are interested in exploring this opportunity, please contact Mercedes DelCastillo at mercedes.delcastillo@infantmassageusa.org

IAIM Humanitarian Project to Haiti

Infant Massage USA trainers will be presenting two trainings in Haiti in March of 2014. IMUSA Trainers JoAnn Lewis and Jody Wright will be presenting CIMI/CEIM trainings in both Port-au-Prince and Morne Rouge, which is located in the northern part of Haiti. The trainings are being sponsored locally by the Haitian organization CEMEA and by Naturopaths without Borders.



The need is great as parents and educators alike are asking us to come and help bring the tradition back to the parents of little ones who

Infant Massage USA Humanitarian Uganda

We are proud to be hosting a week long workshop, certifying community health workers, nurses and educators as Certified Educators of Infant Massage. This workshop will provide valuable information on the benefits of infant massage that can be shared with families in the local communities. It provides a foundation for understanding the many benefits of touch, including enhanced bonding and communication, supported infant development, and relief from common discomforts such as colic and digestive distress.

Please consider making a tax deductible

have been so traumatized since the earthquake.

Contributions are greatly appreciated! \$100 will cover a student's materials and \$250 will completely support a local participant. You will receive a picture of the student you support.

Our humanitarian work is in need of your help and we appreciate your contributions.

To make a donation please visit:
<http://www.infantmassageusa.org/about-us/donations/>

Please be sure to note 'Haiti' in the comments. Thank you.

Fussy Baby Workshop Huge Success

The Fussy Baby Network and IMUSA enjoyed a wonderful launch to their first collaborative workshop.



Linda Gilkerson and her team, Marsha Baker and Jennifer Hofherr created the Fussy Baby workshop specifically for IMUSA CEIMs. It always is amazing to be in a room with people from across the country and from such diverse backgrounds interested in nurturing parents and babies.

Marsha, Jennifer and Linda presented a wonderful workshop based on the FAN

donation to Infant Massage USA by visiting <http://www.gofundme.com/IMUSA-Uganda>, to assist in the offering of the infant massage certification workshop, including participant fees and materials, refreshments and other project related costs.

Thank you for your support. We will be posting photos of the trip on the Infant Massage USA website.

Infant Massage “Meet & Greet” by Mary Lehman

Local and nationally based Infant Massage Educators and student practitioners enjoyed a warm “Meet & Greet” at Erikson Institute in Chicago, IL on 10/23/13. An Infant Massage Educator’s training by Jody Wright coincided with a workshop sponsored by Erickson Institute’s Fussy Baby Network and Infant Massage USA.

Infant Massage Educators and student practitioners from Chicago and all over the country greatly enjoyed meeting each other; learning about the process of developing regional charter memberships within Infant Massage USA; and providing support, encouragement and cheers to one another! It was so enriching to be with a group of Educators who, although practicing in very diverse settings, share similar experiences and understanding, and who experience such a deep commitment to sharing the benefits of Infant Massage with families. No matter how long one had been practicing as an Educator of Infant Massage, we were *all* able to learn from each other while sharing stories, concerns, ideas, and desires regarding our practices and work with families. We so very much enjoyed the time together that ways to develop ongoing periodic contact, such as

approach to parent engagement. Use of the FAN, a reflective practice tool developed by the team at Erikson, helps professionals (CEIMs) communicate with parents about feelings they may have about their baby's behavior. The approach helps the CEIM be mindful of their personal level of arousal in order to support the parent in the moment to respond in a way that matches their baby's needs. The parent gains insight to integrate new approaches in their caregiving.

Presenters also introduced us to Heidi Als' Synactive Theory of Development. It was helpful to gain better understanding of premature infants' behaviors, which are grouped into five subsystems: motor, autonomic, behavioral states, interaction and self-regulation.

The workshop gave CEIMs many helpful tools to use in our work with parents and babies.

IMUSA Marketing Corner

By Jody Wright



What is the buzz in marketing infant massage classes these days? Online marketing, by going where many moms and dads go everyday – to Facebook.

But it is awkward to invite families to your own Facebook address, where you are sharing personal trivia with family and friends. Instead, create a special Facebook "page" that is attached to your already existing account. Use this targeted commercial page to promote your classes.

List upcoming classes. Tell readers about benefits of infant massage. Share infant massage anecdotes with them.

When you are listing a class, you can even pay to have your listing "boosted" by sending it to parents of babies under one who are on Facebook within a certain

through "Meet & Greet" throughout the country, or even developing a Skype Infant Massage Educator community, were discussed as possibilities so that all practitioners can have the opportunity to engage in the wonderful experiences of learning, support, and camaraderie we all enjoyed that evening! Thank you to Erikson Institute and Infant Massage USA for bringing us together!



Front Row Left to Right: Sarah Borochoy, Linda Storm, Mary Lehman, Colleen Frayn; Back Row: Tanya Gorriaran - Goodwin, Yvonne Hierbert, Doris Lawyer, Sonia Hassan Patti Bigliani, Charis Tondreau, Angela Rau, Jody Wright, Norma Agron Perez

5 Small Business Marketing Tools to Help You Reach Your Audience

Tapping into your local audience is key to having a successful small business marketing strategy, and fortunately the internet offers a number of great resources that you can take advantage of to accomplish this.

In a recent post about capturing your local audience, we shared some useful tactics that you should employ on your social media pages to more effectively reach this targeted group. To elaborate on this, we also thought it would be beneficial to share 5 small business marketing tools to help you to better reach your local audience:

Have an active presence on Yelp. Yelp has become one of the most trusted review sites of local businesses. With over 70 percent of consumer searches on the internet for local businesses, you can be sure that your business will receive some local traffic as a direct result from being active on Yelp. To learn more about how

number of miles of you.

Parents of babies often settle baby down for a nap or the night with their phone near by – ready to make plans for the rest of the week. Let them know about your classes and about infant massage.

Falling in Love with Baby by Jody Wright

One of our infant massage class goals is to help parents fall in love with their babies, and babies fall in love with their parents. You can use your infant massage class to support this process if you create an environment that enhances romance – parent baby romance.

Think about a romantic restaurant. It has low lighting, soft music, enough space to allow privacy, and staff that know to step back and wait for an invitation rather than interrupting the romantic couple.

Our classes can be romantic places for families if we dim the lights, put on soft music, make sure the temperature is comfortable, and are organized and supportive when parents arrive. As you move through the class, slow yourself down to the speed of the babies and families. Watch them for cues about when to move on.

As you set up for your next class, consider what can you do to make it a more relaxing and comfortable place for the families you teach to bond and connect.

Have you found us on Facebook? Come Join us!

Get additional information through the Infant Massage USA Facebook page.

Yelp can help you reach your target audience, please be sure to download Your Complete Small Business Guide to Yelp eBook for free.

Take advantage of Google Keyword Tool. This tool can enlighten you with what your local audience is currently talking about. You can then craft high quality, keyword optimized content around these topics or issues to drive more local traffic to your webpage.

Local business listings. Sign up with us to have your business listing included in over 135 local search listing platforms. All listings will be regularly optimized for local search with geo-coding and address standardization to help ensure the best results.

Review your local business listings on GetListed.org. This tool is free and allows you to see how your business is indexed on some of the most popular search engines as well as provides you with helpful local SEO (Search Engine Optimization) suggestions.

Enable customers to check-in at your place of business on Facebook. Facebook offers some simple step-by-step instructions to enable this feature. Since people crave third party validation, seeing the local businesses that their Facebook friends are frequenting may further motivate them to pay you a visit.

Without a question, taking advantage of these small business marketing tools will help you to more effectively reach your local audience. These are just five of the numerous opportunities out there for small businesses to compete with the larger companies with much larger budgets.

Shop Amazon for your needs and support IMUSA.

Just link through Infant Massage USA homepage to amazon and shop for all of your needs. Best of all IMUSA will receive a

percentage of purchase. Thanks for your support.

[Follow us on Twitter](#) | [Find us on Facebook](#)

Knowledge for information found in the IAIM Australia Chapter May newsletter.

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