



TRAGER NETWORK NEWS

Membership Newsletter of The Trager Institute

March 1986

Vol. VI, No. 2

MILTON TRAGER AT THE NATIONAL PARKINSON'S DISEASE FOUNDATION

Michael Butler

EDITOR'S NOTE: Michael Butler, Trager Practitioner, is a poet and free-lance writer currently residing in New York City. He is currently preparing for publication the story of his friendship with noted anthropologist Carlos Castaneda.

Parkinsonism is a chronic progressive nervous disorder of later life characterized by shaking and rigidity throughout the body, and a shuffling gait.

"You don't find this among truck drivers, or people with menial jobs; you find it among high-strung executives and people under lots of stress," said Milton Trager, M.D., in his opening remarks at the National Parkinson's Disease Foundation, at The Center for Neurological Studies of The University of Miami Medical School, on February 3, 1986.

As Milton went on to say that "relaxation" is a basic need for sufferers of Parkinson's, the audience — composed of about a hundred patients and spouses, plus ten or twelve doctors, nurses, and physical therapists — warmed to his commonsensical, straightforward approach. At the outset, this day did not seem promising — confusion and disorganization reigned, and it took a long time to set up a table for Milton's demonstration. There were far fewer numbers of medical personnel in attendance than had been promised. The patients, however, seemed to appreciate being presented with "something to relieve part of the problem" which was not complicated with difficult-to-follow genetic or neurological explanations. The entire presentation was videotaped by the Parkinson's Foundation for later study and evaluation; and while the cameras rolled, Milton created magic.

Although this was an audience of total strangers to the Trager Approach, Milton acted and spoke as if he were in a room full of his students. He did not appeal to facts and figures, or cite many case histories from his experience; he simply taught hook-up.

"Come!" he said, waving to a woman

who suggested that the leg he was rocking-and-rolling looked very heavy. He showed her how to feel the weight; and she exclaimed in surprise, "Omigod he's like a feather!" He also taught the wife of the patient he worked on, and in no time at all she was Tragering by herself.

Milton confided afterward that when he first saw that patient, he had said to Emily, "I hope I don't get him for a subject!" because that man was so overcome with shaking that he could barely walk. Milton also said, however, that "Hook-up always makes sure I get the right one," and it proved to be true in this case.

Forty-five minutes was enough for Milton to bring about a remarkable transformation in his subject. Much of that time was spent answering the deluge of questions; and he only touched one arm and one leg. The most telling moment took place an instant after the cameras had been shut off, after the applause had died down, when all eyes turned to the man who had received the treatment. Emanating a Buddha-like stillness which could be felt by everyone in the room, he said, "I feel perfectly calm and relaxed." Although it was not captured on film, the faces of those medical personnel who were present showed that its impact was not lost. Skeptical in the beginning, their faces had filled up with smiles from Milton's contagious good vibes; and at the end, their jaws went slack with wonder.

It was clear that the manner in which he worked was as important as anything Milton actually did — that he effected results simply by his power of presence. "You must be in awe of him," someone said afterward to Emily Trager. Emily answered that hook-up was the truly awesome thing.

"No," she said, "I am not in awe of him; I am awed by what happens in the room when he works."

These final moments provided an opportunity to reveal Emily's own capabilities as a teacher of hook-up. Speaking from a wheelchair because of her recent fractured hip and shoulder, she gave counsel to the wife of the patient whom Milton had treated. That woman was fearful and anxious, afraid that her husband's new-found state of equilib-

(continued on next page)

INSTITUTE NEWS

There are many changes here in Mill Valley this Winter. First and foremost, as you can see from Dr. Trager's schedule, Emily and Milton Trager have decided to move to Southern California. Some of Dr. Trager's trainings will now take place there. Please see his schedule for more detailed information. Emily and Milton will still travel to Mill Valley to teach some of the classes.

Another big change is the arrival of Marcia Koski as our full-time registrar, special status monitor, and typist. Marcia will be assisting you in registering for classes, handling special status monitoring, and typing some of our letters to you. This is no small task! And we are giving Marcia a hearty welcome. When calling with questions about registration or special statuses, just ask for Marcia.

Would you believe our computer is close at hand? Sometime in March or April we will receive our first computer. This will be a big step for us, one we've been waiting a long time to make. It will take our office about 6 to 12 months to go through the learning and information transfer process. We appreciate your patience as we take these first few electronic steps. There is, of course, much more activity in our organization at this time. So please see the rest of this newsletter to learn more about it.

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rium and peace would not last. Milton, answering a question about the number of treatments required and the duration of their effects, had said simply, "He is to be this way all the time," indicating that fine tremors would always exist, but that the Parkinson's sufferer could certainly hope to be functional; and that it was up to the patient to maintain and augment the change by choosing to remember the feeling-state and to act appropriately. Emily reinforced his teachings with her own manner and insight, conveying to that man's wife the awareness of a way of being which could be used to support rather than hinder the patient's continued development.

The patients were thrilled when Trager Practitioner Doris Kujawski of Fort Lauderdale agreed to return in March to give a longer, more in-depth presentation. Many of them expressed interest in receiving sessions; and it seemed that a new opportunity for Trager Practitioners to share their hook-up had been created. Milton expressed hope that the seeds he had sown would lead to funding for further research and treatment programs in the application of the Trager Approach to Parkinson's disease.

A copy of the video has been made available to the Trager Institute.

OUR CHANGING DUES STRUCTURE

Will Wells, D.C.

President, Board of Directors

For three years there has been an ongoing Institute-wide dialogue about our dues. The Trager Institute is typical of most non-profit institutes in that it operates with a small, underpaid staff who work with a small budget. Membership dues account for 20 percent of our budget. Considering the minimal level at which we have been operating, member services cost \$100 per member. Member dues have been only \$40-\$55, approximately half this figure. The rest of our operating budget comes primarily from training income.

The Board of Directors is responsible for setting dues. Since we have had a priority of involving more members in the Institute's development, we have sought membership input through our newsletter and the regional meetings at our last conference. The clear consensus was that members are willing to pay a higher dues rate, but want to know how their dues are being spent, and, more specifically, want the dues increase spent for goals established by our members such as increased professionalism.

Taking these factors into consideration, the Board, working together with the Executive Committee and Tutor training staff, have set a new dues structure which becomes effective June 1, 1986, and which will not affect the vast majority of our membership until 1987 dues become due at the end of 1986. This new structure is as follows:

Friend of Trager	\$ 25
Student	40
Practitioner	80
Special Status	100
(Tutors, Introductory Workshop Leaders, Supervised Practice Session Leaders, and Mentastics Leaders)	
Instructors	120

Your 1987 renewal form will be mailed to you next Fall reflecting the new rates. Concurrently, we are establishing budgetary priorities for the increased income which will allocate more funds for direct membership support such as information about creating your practice, advertising, publicity, and educational support.

Much effort and concern went into our current decision. We have balanced to the best of our ability the financial impact on members with the goals of the Institute as a whole. As always, we welcome your input on this issue or any other.

NEW BROCHURE

One message came loud and clear from the regional meetings at last year's Conference: that marketing is a current major concern of many of the members of the Trager Institute and that a new brochure is high on the list of marketing proposals. Everyone seemed to agree that this is one project that should be moved from a volunteer effort into a professional's hands. The suggestion also came from many corners that we have more than one brochure, so that our information is presented differently to a variety of target markets. And many said they were willing to have their dues raised if it were clear that the money would go for new services such as marketing.

This kind of a professional project is always a problem for an organization such as ours that runs on a budget of minimal dues and contributions. There is usually just enough money to handle administration, and that at a low level, with special projects being left to volunteers.

The Board of Directors took this membership input into consideration while preparing the 1986 budget. While there was no dues increase to cover such a project for 1986, the Conference Committee suggested the surplus money from the pre-conference Review Day go toward a new brochure, or at least the first phase of a larger brochure project. The Board agreed. Based on member input, they also voted a dues increase for the future, whose impact will not be felt until 1987. It will primarily be for marketing and other services.

For now, we are looking for a professional copywriter and graphics artist to design a general brochure. If any of you have contacts with a professional in this field that you think could translate Trager work well, verbally and visually, ask the person to send their resume and a portfolio to the Institute office, c/o Don Schwartz.

BETTY FULLER IN LINCOLN, NEBRASKA

By popular request, Betty Fuller is invited to return as anchor person and one of the presenters at the second national conference, "NEW VISIONS: A NEW YOU — A NEW UNIVERSE" in Lincoln, Nebraska, on April 18-20, 1986. She will introduce The Trager Approach and lead the total group in Mentastics to use between sessions for relaxation and refreshment.

The other presenters include: Marilyn Ferguson, Fritjof Capra, George Leonard, Casey Camp Horinek, Bobby Bridger, Olga Bom, Robert Theobald and Cecil Williams. The conference features new views about what we can become both as individuals and as a global people.

The conference is sponsored by the New Visions Network, Inc. in cooperation with the Dept. of Conferences and Institutes at the University of Nebraska - Lincoln. For information, contact Larry Hammer, 205 Nebraska Center, University of Nebraska, Lincoln, NE 68583-0929 or telephone 402-472-2844.

ATTENTION EUROPEAN TRAGER STUDENTS!!!

Two trainings were omitted from the last Trager Institute Training Schedule. Both trainings will be held in Zurich, and taught by Carol Campbell. Contact Monika Sutter, Pfannenstilst. 18, 8820 Wadenswil, 01-780-3977. The dates are:

June 2-6 Intermediate
June 17-22 Beginning

EXECUTIVE DIRECTOR'S CORNER

Sheila Merle Johnson

As some of you know, I have been Acting Executive Director of the Institute for a year and a half now. In October, 1984, Betty Fuller, Executive Director of the Trager organization since its beginning in 1978, asked to have a period of rest from administrative responsibility. She had been a leading figure in the development of the Institute, giving an abundance of time, money and energy to the growing organization. I took over at a very exciting time, not sure I could fill her shoes, but eager to take part in this time of transition and development. Forces at work within the Institute were moving us towards greater professionalism, organizational clarity, and a wider membership participation in decision-making.

I have not been very visible during this period, working more behind the scenes. As was my mandate from the Board, I have been focused on clarifying roles and structures in the Institute, including my own job, and on increasing staff and procedural efficiency. Looking back on this period, I feel this has been a very satisfying task, although there have been moments when I felt things were more confusing than ever. This job has given me a new experience of organizations—how they live and change and grow—and has taught me a lot about viewing problems from a larger perspective—for the good of the whole, rather than from my limited personal concerns.

WHAT IS AN "ORGANIZATION"?

The Institute was aided by Michael Salvesson, an organizational consultant, early in 1984. His thoughts widened my perspectives on organizations long before I thought I would be this involved in ours. He said: "The two things that form an organization are communication and participation." That has certainly proved true during my "time in office". I would only add that those are the foundations of a *healthy* organization, and I am pleased to see how much more of these two elements we have all the time. The growing participation of members at regional levels, in tutoring, and on Institute-wide committees is exciting, and this column is one of many efforts to increase communication. In the next few newsletters, I would like to share thoughts with all of you on various issues and aspects of Institute functioning. I

would really like to open a dialogue, hearing your thoughts and feelings in response.*

Another of Michael's thoughts which has stayed with me is: "You have to remember an organization is a living spiritual entity, separate from each of you as an individual or individuals. It has its own life, its own destiny...". And, too, it is made up of all of us as individuals. And what a diversity of individuals we are in this Institute—different styles, different opinions. While this diversity can sometimes be divisive, I find that, for the most part, it contributes to our richness. Since the Institute is not a dictatorship and no one person is in sole control, decisions get made by groups of people, forging agreement from different opinions. Sometimes this makes for a slow process, but I believe it safeguards and enriches the growth of the Institute.

WHO DOES THE WORK?

Our Institute has always been a volunteer organization. Our paid staff, which deals only with administrative matters, has always been very small and generally underpaid, due to our budget restrictions. They have often been people with great good will towards Trager, working more out of heart energy than for green stuff. Up until recently, they often started as office volunteers and gradually agreed to work part-time to help with the flood of paper work a peripatetic membership such as ours generates.

Beyond the office paper work, all of the developmental work of the Institute and the promotion of Trager work in the world has been done by member volunteers. This means, as with some of the staff work, that many of the tasks get done with a lot of good will, by people without specific expertise doing the best they can. It leads to an organic growth process, perhaps slower and less efficient than "big business," but one that honors the participatory nature of our Institute and that fits our current resources.

I wonder how many of you know how new our Institute is and just how much it has been shaped by volunteer energy. We even started that way, not by executive directive, but by grassroots enthusiasm from potential members.

OUR HISTORY OF VOLUNTEERS

At Betty Fuller's initiative, Dr. Trager taught his first Beginning Training for the public in June, 1976 in Tiburon, California. Then in Nov. 1978, ten of us who were practicing Trager at the time met at my house to discuss our concerns that there was no vehicle to facilitate professional networking and no way to prevent the misuse of the Trager name. The major issues discussed that day were quality control, the form and function of a potential professional organization and the expansion of Trager work.

Out of that brainstorming came proposals for a training track and an institute that we presented to Betty and Milton. They accepted the proposals and an organization was born. In fact, six of those original ten are still involved in the Institute today: Gail Stewart, Delores Kvigne, Roseann Gould, Don Schwartz, Amanda Hartsong and myself.

The first newsletters and brochures were all volunteer efforts. I used to sit in Betty's living room typing, drawing and pasting up our original, homegrown variety of "The Trager Family Newsletter." The brochure we are currently using, however out-of-date many of us find it now, was developed five years ago by a group of members. It was passed among five different volunteers for writing, editing and tempering each other's excesses. At different times Carol Campbell, Betty Fuller, Don Schwartz, Michael Stulberg and I all worked on it.

The Conferences have also been produced by volunteer committees, not by the staff. The idea for the First International Trager Conference, held in 1981 at Asilomar, California, came from the membership and was produced by a committee centered in the East Bay and chaired by Gail Stewart. The Second Conference at Santa Rosa, California was produced by a committee from all over Northern California and chaired by Mili Kari. The Third, also in Santa Rosa, had a committee scattered all over the United States headed by Carol Campbell. We are now hoping a Fourth Conference committee will emerge from the membership to shepherd the next Conference. A group of people on the East Coast of the U.S. and Canada have been looking into it. Let's cross our fingers!

Another example is the development of the current Training Track. Out of a brainstorming session at that First Conference came a committee of Practitioners, chaired by Natasha Heifetz, which was concerned that our Training Track was not developed enough to support the professional growth of Trager. There had been enough complaints heard at that time about the level of work of our beginning professionals to stimulate work in this direction. The task force met for three years to develop the Training Track to its current form. They surveyed the membership at crucial points and incorporated that input in their final proposal, which was approved by the Board of Directors in late 1984.

At one point, some members wanted better PR materials, so they made a proposal to the Board to produce a professional video tape. After review and refinement the Board approved the project and the Video Project Committee was born in Texas. Lynette Brannon, Laura Waldman and Bill Scholl raised their own funds, and after three years of intense work, the finished product is about to emerge. (continued on next page)

Most of the curriculum and teaching issues of the Institute are dealt with by the Instructors who volunteer their time to meet at least six days a year, with some handling large projects in between. The Tutor Training Staff — Gwen Crowell, Marilyn Krueger, Gail Stewart and myself — also volunteers work in this area, with ongoing duties plus semi-annual review meetings.

The Executive Committee is a group of people volunteering a day every month to handle problems, some project proposals and business issues, etc. While this group has primarily been made up of Instructors — the major group to volunteer time over the years for ongoing tasks — my hope is that more people will get involved in the future. As part of the expansion of involvement and clarification of tasks, there's a new member committee chaired by Elna Adams beginning to deal with standards and grievances.

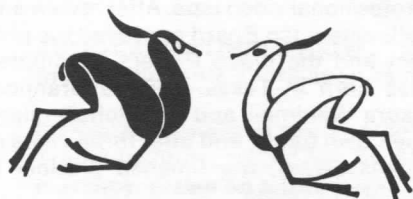
Last, but certainly not least, among the visible volunteer structures is a group of five volunteer Board members, many with perspectives from outside Trager work, who shepherd the overall purpose and growth of this entity we call our Institute. These Board members often travel long distances to meet once a month and some manage other Trager projects as well.

A larger group of less visible member volunteers are those Tutors, Introductory Workshop Leaders, Supervised Practice Leaders and Sponsors who give ongoing time and energy at their local level to help build the Trager community and to assist local Trager people.

WHAT YOU CAN DO

As you can see, we really are an organization run by member volunteers. I hope our Institute stays that way and I hope more and more of you will get involved. There is such a delicate balance to be kept, as a work as fluid and free as Trager work confronts the tendency to fixed structure which institutionalization can bring. So far, I believe we have kept a reasonable balance and I believe it is the communication and participation of so many members that keeps the organization fluid and alive.

**(To make this more of a dialogue, I invite you to write to me at the Trager Institute office with your responses to this article and your ideas for future topics.)*



INTRODUCING . . . 1986 TUTORS

(who have accepted appointment as of March 1)

This brief list reflects the slow, but sure process of doing business by mail. While 1986 Tutor appointments are effective March 1st, we expect to receive acceptance agreements from most newly appointed Tutors in the next few weeks. An expanded list will be published in the next Schedule. Meanwhile, consult your Instructor or former Provisional Tutors for information about Tutorials.

NO. CALIFORNIA

Natasha Heifetz
Berkeley, CA
415-548-6072
415-848-3544

Gail Stewart
Berkeley, CA
415-841-4732

Sheila Merle Johnson
Mill Valley, CA
415-332-7559

Elna Adams
Oakland, CA
415-365-4245

Fawn Dutcher
Oakland, CA
415-658-5871

Julie Greene
Oakland, CA
415-658-3763

Sue Holper
Oakland, CA
415-534-5803

Sally Pooler
Oakland, CA
415-658-1563

Carol Campbell
Santa Cruz, CA
408-429-8216

Rosie King-Smyth, Ph.D.
Santa Cruz, CA
408-475-4573

Peter de Zordo
San Francisco, CA
415-285-4994

Betty Fuller
Tiburon, CA
415-388-2688

Delores Kvigne
Tiburon, CA
415-435-6241

SO. CALIFORNIA

Gary Brownlee
Culver City, CA
213-823-2836

Cathy Guadagno
La Jolla, CA
619-459-5399

Carla Montagno
Santa Barbara, CA
805-965-4795

NORTHWEST

Gwen Crowell
Seattle, WA
206-522-9384

SOUTHWEST

Nan Davis
Lakewood, CO
303-232-4766

Bill Scholl
Austin, TX
512-261-4318

MIDWEST

Beverly Cox
Indianapolis, IN
317-283-2551
317-257-1818

Marilyn Krueger
Minneapolis, MN
612-781-3540

SOUTHEAST

Doris Kujawski
Ft. Lauderdale, FL
305-491-8519

EASTERN CANADA

Roland Buralieres
Montreal, Quebec
514-527-5750
514-228-5226

Amrita Daigle
Quebec, Quebec
418-683-4668

Norma Fine
Toronto, Ontario
416-489-8248

Karen Goren Hortig
Toronto, Ontario
416-656-2700

David Pinto
Toronto, Ontario
416-534-6950

EUROPE

Antonia Faeh
St. Gallen, Switzerland
071-59-18-28

MILTON TRAGER, M.D. TRAININGS

Due to Dr. and Mrs. Trager's move to Southern California in May, the Summer Schedule is light.
News of the full Fall Schedule will appear in the next Schedule.

There is a minimum and maximum number of participants for each class. **Since registration will vary, it may happen, from time to time, that spaces in a given class may remain open after the selection notification date**, so check with the Institute office. Conversely, if we have too many applicants for a given class, we will maintain a waiting list.

Between the application deadline and the notification date two things happen. One is a selection process for each class in which all qualified applicants are considered. The second is that the office considers application patterns and may add, change or cancel scheduled classes.

NOTE

Practitioner trainings are numbered I, II, III, IV and V to differentiate them, but please don't get caught in the "numbers game" of trying to rush through them, taking just one of each in sequence. Once you are past Practitioner I, the biggest difference in the trainings is the format: for example, some have larger or smaller groups; some have more observation of Milton or more Instructor feedback. Each type of training offers something unique and special. You are encouraged to repeat classes which please you. In some cases, you may be required to do so, to fill gaps in your learning. Either way, the training sequence is not designed to be linear or rigid but, like the work, to flow and respond to each person's needs.

LOCATION: Dr. Trager's trainings will be held in Mill Valley, CA, in Southern California, as well as occasional locations on the road. Training locations are given by each training date. All registration is handled through the Institute office. Registration confirmation as well as all logistical information will be provided by the office. Please address all of your questions to the office. Most trainings will have a local logistical coordinator who will be listed on your training information sheet. They will be of service to you at the training. Trainings outside of California may have a higher fee.

REGISTRATION INFORMATION:

- 1) **Registration Fee:** Send a \$100 check or money order payable to **The Trager Institute**, together with your application to The Trager Institute, 10 Old Mill St., Mill Valley, CA 94941-1891. Non-U.S. members **use ONLY International money order in U.S. currency, drawn on a U.S. bank.**
- 2) **Application:** Enrollment is by mailed application ONLY. **No phone reservations will be taken.** To apply, fill out the enclosed application form and mail it with your registration fee to the Institute. Your application will be refused if your check is improperly made out, if your registration fee does not accompany your application, or if the prerequisites have not been met. Participants are selected from among qualified applicants after the application deadline listed below. If selected, your registration fee becomes non-refundable.
- 3) **General Prerequisites for Application:**
 - a. Current Institute membership in good standing.
 - b. Appropriate professional status for desired training (see below) with assessment completed and on file at Institute. (see below for additional training prerequisites.)

- 4) **Refund Policy:** If a class registrant cancels out of a training at any time up to three (3) weeks prior to the training date, and their place is filled by another full-paying participant, the student who cancelled will be refunded all but \$20 of the \$100 registration fee. If their place is not filled by a full-paying participant, the student who cancelled will be refunded all but the \$100 registration fee.

Three weeks or less before training, if the student cancels and their place can be filled, the student will, as before, receive back all of the money except for \$20 of the registration fee. If their place cannot be filled, they will receive no refund — the full class fee will be kept by the Institute.

- 5) **Deadlines:** The chart below indicates: a) the dates applications must be received at the Institute for each training; b) the date notification of selected participants will be mailed; c) the special date non-U.S. students may phone the office to find out their application status; and d) the date the balance of the class fee is due.

Training Dates	Application Received	Notification Sent	Phone Day	Balance Due
July & Aug.	May 7	May 14	May 16	June 16

PRACTITIONER II

April 29-May 1* June 19-21 Mill Valley, CA \$425
July 25-27 Minneapolis, MN \$450

USUAL CLASS SIZE: 18-24 participants.

Additional Prerequisites: Applications will be accepted ONLY from Certified Practitioners who have already successfully completed a Practitioner I (the former Intermediate II).

*Full with a waiting list.

PRACTITIONER III

July 17-19 Mill Valley, CA \$450

NOTE: Due to the Trager's move, the May 26-28 training has been changed to July. May registrants have preference for July.

USUAL CLASS SIZE: 14 participants.

Additional Prerequisites: Applications will be accepted ONLY from Certified Practitioners who have already successfully completed a Practitioner I & II (or 2 trainings of the former Intermediate II level and above.)

PRACTITIONER IV

April 10-12 Mill Valley, CA \$475

USUAL CLASS SIZE: 12 participants.

Additional Prerequisites: Applications will be accepted ONLY from Certified Practitioners who have already successfully completed a Practitioner I, II & III training (or 3 trainings of the former Intermediate II level and above.)

PRACTITIONER V

Aug. 30-Sept. 1 So. California

\$500

USUAL CLASS SIZE: 8 participants.

Additional Prerequisites: Applications will be accepted ONLY from Certified Practitioners who have already successfully completed 4 trainings of Practitioner II level and above (or 5 trainings of the former Intermediate II level and above), who have taken a Practitioner IV training (formerly Practitioner III 1/85-4/85, Practitioner Intermediate or Advanced Practitioner Intermediate 9/83-12/84), and who have been participants in a training with Dr. Trager in the 18 months prior to the desired Practitioner V training. Enrollment preference will be given to applicants with greater training and experience, with selection input from Dr. Trager.

TUTOR TRAINING

July 15-16 Mill Valley, CA

\$100

NOTE: The May training dates (May 29-30) have been changed to July due to the Trager's move to Southern California and the need for this training to take place with a PIII.

NOTE: Open to Practitioners who have been accepted into the Tutor training program.

CONTACT: The Trager Institute, 10 Old Mill St., Mill Valley, CA 94941-1891, 415-388-2688

ASSISTING AT MILTON'S TRAININGS

Assisting in trainings with Dr. Trager is an exciting way to further your experiences of the work. If you qualify for a given assisting position, according to the criteria below, you will need to apply to the Institute for the training at which you wish to assist. You will also be required to volunteer one additional day of work at the Institute within 3 months of the training, preferably before or adjacent to the training.

CLASS TUTORS (formerly Monitors): Supervise flow of class and intervene with corrections where necessary.

LOGISTICS ASSISTANTS: Keep the classroom clean, launder sheets, run errands for the class and the Tragers and do whatever else it takes to help the class run efficiently. They are not always in the classroom and need to be able to walk or drive to get supplies. They need to be available all the days of the training, from before the students arrive until after they leave.

PLAYMATES: Attend to the Tragers' needs such as transportation, lunch, shopping, etc.

MAKING YOUR APPLICATION

To apply for one of these positions, send a separate application to the Institute office. List your 1st, 2nd and 3rd choices. Students may assist at only ONE training in any FOUR MONTH period. Include your name, address, phone number(s) and the training and position you wish. List all Trager trainings you have taken and all trainings in which you have assisted. You will be mailed notifications as to whether or not the position you have requested is available. Processing of requests will be based on past experience. Out-of-towners will have priority in terms of volunteering at the office around the time of the training at which they assist. Local Trager folk may be asked to volunteer at other times.

Assisting Milton

(MV) = Mill Valley, CA / (Minn.) = Minneapolis, Minnesota / (So. Cal.) = Southern California

PRACTITIONER II's: April 29-May 1 (MV) June 19-21 (MV) Aug. 25-27 (Minn.)

Prerequisites:

CLASS TUTORS: Tutors who have had a least 4 trainings with Dr. Trager above the Intermediate level (formerly Intermediate I) and who have had considerable experience assisting in Beginning and/or Intermediate trainings.

LOGISTICS ASSISTANTS: Practitioners who have taken the Practitioner II (or 2 classes of the former Intermediate II level or above) with Dr. Trager and who have assisted in Beginning trainings.

Needs:

1-4 Class Tutors, 2 Logistics Assistants, 1 Playmate

PRACTITIONER III's: July 17-19 (MV)

Prerequisites:

CLASS TUTORS: Same as above plus experience as Class Tutor in Practitioner II training.

LOGISTICS ASSISTANTS: Practitioners who have taken 2 trainings of the Practitioner II level or above (or 3 of the former Intermediate II or above) with Dr. Trager and who have assisted in Beginning and/or Intermediate trainings.

Needs:

1-3 Class Tutors, 2 Logistics Assistants, 1 Playmate

PRACTITIONER IV's: April 10-12 (MV)

Prerequisites:

LOGISTICS ASSISTANTS: Practitioners who have taken at least 3 trainings of the Practitioner II level or above (or 4 of the former Intermediate II or above), who have already participated in a Practitioner IV training (formerly Practitioner III, Practitioner Intermediate or Advanced Practitioner Intermediate) and who have assisted in Beginning and/or Intermediate trainings.

Needs:

2 Logistics Assistants, 1 Playmate

PRACTITIONER V's: Aug. 30-Sept. 1 (So. Cal.)

Prerequisites:

LOGISTICS ASSISTANT: Practitioners who have taken 5 trainings of the Practitioner II level or above (or 6 of the former Intermediate II or above), who have already completed a Practitioner V training (formerly Practitioner IV or Hawaii training) and who have assisted in Beginning and/or Intermediate trainings.

Needs:

1 Logistics Assistant, 1 Playmate

SESSIONS WITH MILTON

Dr. Trager gives one session per day at his home to Student and Practitioner members of the Institute when he is not presenting workshops. The sessions cost \$100 each. To make your appointment, call the Institute at: 415-388-2688.

Sessions with Milton are *not* available to the public.

CREDITS

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MEMBER NEWS

RIC WANTS PICTURES

If anyone has good pictures of the dance performance Elleva Joy and I did on the Friday evening program at the Conference, would you please send us prints? We would appreciate any good photos, and would be willing to pay for the prints. You may reach me at: Ric Watson, 2536 Bryant South, Minneapolis, MN 55405, 612-377-1417.

BIRTH ANNOUNCEMENT

Congratulations to Trager Practitioner Kathleen Hansen-Barre and her husband Real Barre on the birth of their daughter Laela Shanti at 11:57 pm on October 21, 1985. Laela Shanti came in at 6 lbs. 8 ozs., and 21¾ inches. Kathleen, Real and Laela Shanti hail from Outremont, Quebec, Canada.

NEW ADDRESS . . .

Camilo Alonso-Vega wishes everyone to know that he now resides at: 106, Golf Links, New Delhi, 110003, India. His phone number is 699 488. He welcomes visitors, though he does caution same about the summer heat.

"There Is A Way . . ."

Bob and Ru Wing have calligraphed our "There Is A Way . . ." poem, which can be found at the beginning of our brochure. We have reproduced their beautiful calligraphy on light brown card text suitable for framing. To order your copy, please send \$3.00 for each copy to the Trager Institute along with your name and address. Price includes postage and handling.

BIG SALE

Trager T-Shirts
on sale now.
See specials
on page 16.

Hooking-Up with Emily and Milton

"What is it, between a woman and a man? It is an essence, a shared presence, wholeness, holiness, a relationship without which neither individual can have perfect independence . . . Only in the eyes of Eve does Adam become a man; and only in the arms of Adam does Eve blossom and bear her fruit . . ."

Poems for Small Readers,

dedicated by Michael Butler to Robin Grimm

The occasion seemed poetically inspired, as a circle of Trager Practitioners and friends each in turn expressed their hopes and blessings for the marriage of Practitioners Michael Butler and Robin Grimm of New York City, at a Hook-Up Ceremony with Milton and Emily Trager in Miami on February 4th, 1986.

"I wish you moment to moment in a continuous way of knowing and loving each other . . . I wish for you much love and lightness, and an ability to communicate and go deeper with each passing moment and year that you're together . . . I wish you peacefulness, playfulness, and much growth and development together . . . I wish you love and hook-up . . ."

Without really trying to, everyone seemed to be speaking poetry. Milton (in Yiddish) said, "Let it be for many years!" And Emily Trager issued a "command . . . to cherish

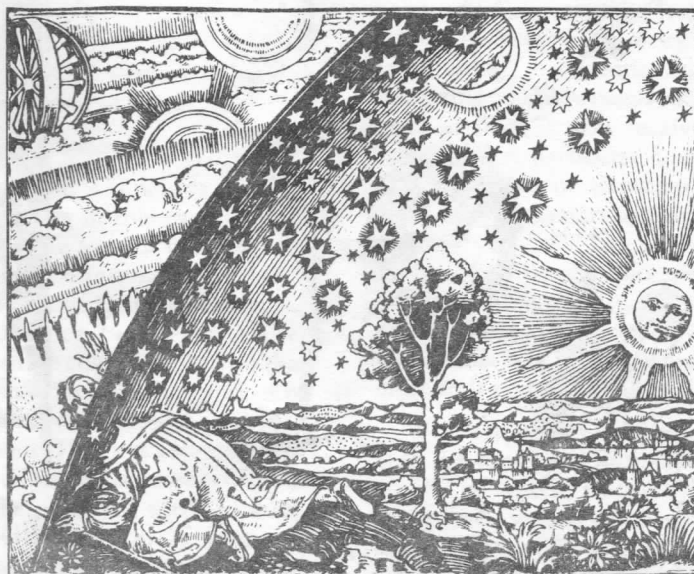
each other."

Robin and Michael gave thanks for the blessings, for those who came to share this moment with them, for each other, and for Trager work.

"Best man" Ken Wieder initiated the formal ceremony by bringing in two leis of flowers which he handed to Emily and Milton. Milton gave one to Michael; and Emily rose from her wheelchair, standing momentarily to give one to Robin. As they then placed them around each other's necks, Robin, in a lacy gown, and Michael, in white-jacketed tuxedo, spoke these words:

*"From you I receive,
to you I give,
together we share,
and from this we live."*

Then the whole group joined in, and passed the blessings around in a Sufi dance.



Conference Currents

Carol Campbell

The Next International Conference

Cindy Popp-Hager

A group of interested Practitioners met for an evening in Miami during the Practitioner III training with Milton. It was by no means a representative group, but it was an opportunity to raise questions and share ideas to build the next International Conference.

The consensus of the group is that an East Coast location is desirable. Hopefully, we will draw more participation from the European and the East Coast membership than we have in the past. Consideration was given to three major geographical locations: Florida—Atlantic or Gulf Coast; the Middle-Atlantic Seaboard; or Eastern Canada. Some major considerations in choosing a location discussed by this group included:

- beautiful, peaceful natural setting
- convenient international airport and adequate ground transportation
- core group of membership nearby who are excited about planning the conference
- a reasonable amount of privacy — not wanting to get lost in a larger crowd
- a facility that could work with us to provide good food

- swimming facilities — the warmer, the better
- reasonable rates — up to \$250 for conference
- adequate meeting rooms including places to meet and work "after hours."

Another topic for discussion was length of conference. Many thought that a weekend was too short, but on the other hand, many people cannot attend on weekdays. We discussed several alternatives:

- Fri.-Sun. conference
- Thurs.-Sun. conference
- 2-day pre-conference
- pre- and post-conference days

Given that people spend money to travel, we also discussed the desirability of having Practitioner level classes before and/or after the conference.

Timing for the conference ranged from winter or spring of 1987 to summer or fall of 1987. Timing is partially dependent upon where the conference is held — considering climate and rates (on or off-season).

Those present at the meeting expressed

the desire to continue with and expand the theme of professionalism. One Practitioner suggested a theme "The many branches of the Trager tree," exploring how the Trager Approach is being introduced into a variety of settings and populations, as well as exploring the branches of the Institute — the regions.

Overall, we are still in a phase of gathering information. We invite your input and feedback about the conference location, time of year, length of conference and pre- and/or post-conference days, and thoughts about a conference theme.

The Quebec Trager Practitioners have submitted a proposal for having the Fourth International Trager Conference in the Montreal area in the fall of 1987. We welcome pros and cons regarding this proposal.

Please send your ideas and thoughts to:

Cindy Popp-Hager
P.O. Box 733
Boylston, MA 01505
Tel. 617-869-6269

I will be collating information and



Photo: Adrienne Stone

Milton and Emily Trager at the Banquet.



Photo: Barbara Coxeter

Betty Fuller and Gary Brownlee "spooning around."

eventually convening a committee. If you wish to serve on a committee or help in some other way, please inform me of your specific interests and/or skills.

REGIONAL NEWS

Regional consciousness has really taken hold. From as far away as the "exotic lands" of Europe, to Canada, and all over the U.S., Trager people are meeting, talking, sharing, planning, supporting, dreaming. The Newsletter is the major vehicle regions can use to communicate to all of us. But, in order for regions to utilize the Newsletter fully and well, there is a need for one person who is responsible for organizing regional news.

It's time for a Regional Coordinator. The Regional Coordinator would gather and edit reports for the Regional News section of the Newsletter. He or she could also be the avenue through which regions could communicate with each

other between Newsletters. Then, by being in frequent contact with the Trager Institute office, there could be a more fluid passage of information and ideas throughout our whole Trager membership community.

The job could rotate. One person could be Regional Coordinator for 6 months or so (two Newsletters), then pass the accumulated data on to another volunteer for a number of months, and so on. The Regional Coordinator could live *anywhere* and, in fact, this would be a great opportunity for those of you outside the San Francisco Bay Area who have wanted to contribute to do so. There would be reimbursement for expenses, i.e., phone calls and postage. Details need to be worked out. The job description is certainly not fixed. The above ideas are just that—ideas.

Sound interesting? Challenging? Intriguing? Want to talk more about it? Contact the Trager Institute office today!

A FALL EAST COAST REGIONAL MEETING

Barbara Coxeter

A Trager Working Weekend Meeting is being organized for Fri., Oct. 10 through Sun., Oct. 12 on the East Coast. Projected maximum per person cost (includes workshops, lodging & meals) will be \$125, according to the planning committee which is exploring a scenic site in southern New Jersey.

Trager Bodywork practices and the movement as a whole can be strengthened with participation. Current basic areas of focus are to enhance work, communication and business skills. The committee sees this event as exciting "off-year regional support," which also funnels energies for our next International Conference.

Workshop and workshop leader suggestions, as well as any ideas, are encouraged and welcome. Mail to: James



Milton brings us into hook-up the Hawaiian way.

Photo: Helene Closset



Photo: Adrienne Stone

Fabienne Hirsch rallies the Europeans as the Regional Meetings begin.



Photo: Helene Closset

Trager Practitioners Deborah Van Buren and Fawn Dutcher and their lovely hula hands.

Conference Currents

B. Day, 21 Whittier Ave., Trenton, NJ 08618. The next planning meeting at Jim Day's (609-392-7653) is Wed., March 12 at 4 p.m. with a potluck meal.

Underwriting funds are also encouraged, welcomed and needed to make this Working Weekend work! The committee requests that Practitioners contribute the value of one Trager session, which will be returned after the event. Make checks payable to The East Coast Trager Conference Committee and mail to: Phyllis Lowry-Bell, P.O. Box 381, Buckingham, PA 18912.

Official registration information will be released when available. Although most convenient for the Northeast area, this weekend is open to all Trager persons. For registration information — especially if outside the Northeast — contact: Barbara Coxeter, 551 Kingfisher Circle, Brick, NJ 08723.

WE ARE THE "WEB"

The West/East Bay Regional Trager group (a.k.a. "the WEB") embraces Trager Practitioners, students & friends from the East Bay and San Francisco. Each of our monthly meetings has begun with half an hour of Mentastics led by members of the group in rotation. Once we are lighter and freer, we settle in for

the business at hand, or communications and support as we see it.

In one of our earliest meetings, we laid out our purpose as a group, a three-fold set of intentions. Internal support emerged as a main focus. We want the WEB meetings to be a touchstone for members where we can communicate with other Trager professionals regarding our practices, businesses, discoveries, problems and solutions. Our meetings will also be an opportunity to explore new areas and questions about professional presentations in a safe and supportive context. Several specific presentation/discussion ideas have already been suggested and we are open to further suggestions or requests. One area of interest which has received much support is on-going Anatomy/Physiology, both through Deane Juhan's video-tapes and through shared insights or presentations during the meetings.

Another WEB purpose is to establish and maintain a dialogue with the national Trager Institute office. This process was begun by the Institute's request for regional feedback on thoughts, ideas and feelings about the suggestion to begin offering Institute-sanctioned Trager Trainings in South Africa. A lengthy discussion led to a letter outlining the talk's main themes, which we then sent

to the Board of Directors. This article is a further exchange between the WEB and Mill Valley, and future discussions about the name of our work will continue the dialogue. It may be that at some later date caucus or committee formation can respond to national Trager concerns.

The third course embraced by the WEB is public education. We are interested in working together to prepare public workshops, for example, in Mentastics, a wonderful way to share the feeling of Trager and simultaneously to increase public awareness of Trager work in the community at large.

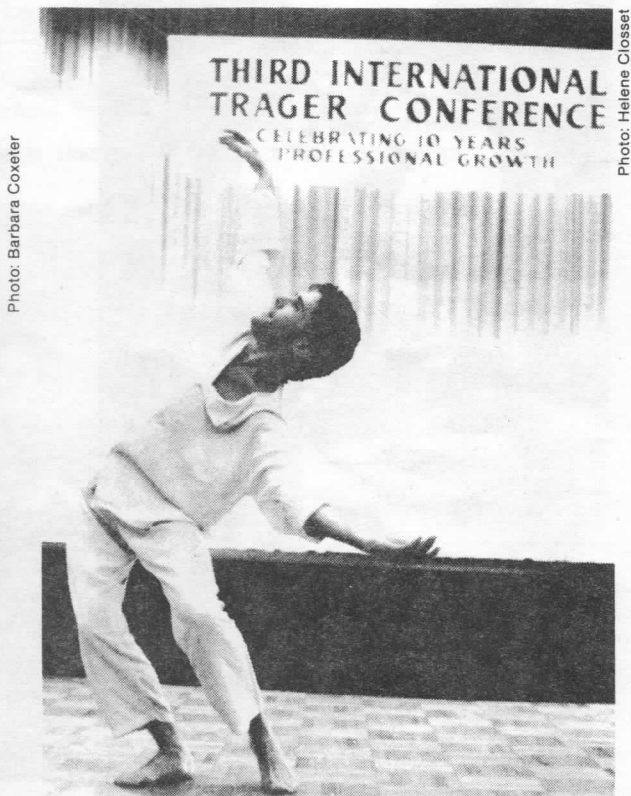
Though the specific avenues may undergo refinement and perhaps shift in focus over time, the umbrella purpose of the WEB is to expand our community — within and among ourselves, between us and the national organization, and between us and those to whom we want to bring the gifts of Trager work. And we come together freely and easily . . . and lighter, and lighter, and lighter than that!

The next 2 WEB meetings are Thurs., April 3 at 7:30 p.m. and Thurs., May 8 at 7:30 p.m. at 15 Alvarado St., Berkeley. Important: please park at least 1 block away.

Contact person for the WEB is Maggie Eoyang, 415-848-8562.



From you I receive, to you I give. Together we share, and from this we live.



Trager Practitioner and professional choreographer Roger Tolle performs a breathtaking original work.

CONGRATULATIONS PENNSYLVANIA!

On January 26, 1986, a pre-Superbowl afternoon meeting resulted in the Pennsylvania Trager Practitioners. After last fall's International Conference, we had felt a need to organize on a statewide basis, in order to address specific state issues, and to participate in planning the Northeast Regional Trager Conference. To this end, we notified every known Trager person or Friend of Trager in Pennsylvania. Although there was a small nucleus of people attending, enthusiasm and commitment were high.

At our meeting we identified these additional goals: 1) to promote Trager work in the state and region, through joint endeavors and cooperative referral of clients; 2) to become aware of pending legislation affecting Trager work, and to spearhead new laws compatible with Trager's ethics and rigorous training standards; 3) to exchange ideas and experiences with other Practitioners, and to encourage trainees in their progress toward Practitioner status; and 4) to trade sessions, for our mutual improvement and delight.

Our first project is the updating of the Pennsylvania portion of the roster. We also plan to serve as an information clearinghouse for Pennsylvania.

We'd love to hear from other states, and are willing to share with you. So, BE IN TOUCH! with us through our contact person, Phyllis Lowry-Bell, c/o Facets,

4486 York Road, Buckingham, PA 18912.

REPORT FROM THE TORONTO CHAPTER

Judy Archer and David Pinto

Four years ago Trager began in Toronto with two Practitioners the first year; up until last year, we had five Practitioners. In the year 1985 eight more Practitioners were certified, for a total of thirteen now in Toronto. We have been meeting monthly for the past year or so. In the beginning the meetings were somewhat disorganized brainstorming sessions, combined with play time. We are gradually working through issues of competition/cooperation and becoming more cohesive as a group. Typically we meet to discuss how we can coordinate the group to work at health fairs and demonstrations. We discuss group advertising in a variety of publications. Recently we bought Deane Juhan's anatomy video and are planning to see the video as a group and then Trager each other. We also discuss questions that have been raised by the Trager Institute; for example in connection with the conference last fall. We generally have parties for all Trager people during local trainings. This year we had a successful potluck lunch before the Christmas holidays. All of the above have contributed to our growth individually and collectively as a group.

Toronto is becoming a real centre with

several trainings per year. There is also inter-regional activity with the three One-day Workshop Leaders Karen Goren-Hortig, Norma Fine and David Pinto working with the people in other centres such as Detroit, Winnipeg, Edmonton, Saskatoon, and Buffalo. Amanda Hartsong was also involved in planning and coordination of Ontario trainings.

QUEBEC/ONTARIO REUNION

At the Trager Conference this year, the Ontario and the Quebec people had a nice connection and want to meet together at Amanda Hartsong's in Kingston. Amanda has suggested that we let her know if we are interested in coming to her place Friday, June 13th for supper and spending Friday and Saturday night either at her place in the house or in tents in the backyard or at local hotels. Please call her at 613-542-2000 or write her and let her know if you are interested in coming. Bring lots of food and a Trager table and we'll have a great time Tragering and playing together on June 13, 14 and 15. We can decide on the format from group input on the weekend.

MONTREAL/QUEBEC CHAPTER

From Roland Burgalieres, we discovered that the group there has been meeting for about six months. They are founding an association with provincial charter. The structure includes the 25 Practitioners from Quebec and Montreal. Agreement has been reached on dates and prices of trainings for the year 1986.

Committees and responsibilities are being developed. A collective business card is also in the process of development.

Roland looks forward to a regional meeting in the next year or two with Ontario and the Northeastern United States.

The Plaque of Professional Accomplishment is awarded to Adrienne Stone and Natasha Heifetz by the 1983 recipient, Marilyn Krueger. Sheila Merle Johnson, Carol Campbell and Milton Trager observe.



Photo: David Keist

MARKETING YOUR TRAGER PRACTICE

Lia Aurami

Editor's note: Lia Aurami, Ph.D., of Seattle, is a market planning consultant, familiar with Tragering, who works with small, spiritually aware, service businesses. She talked to more than 110 participants in two separate workshops at 1985's Third International Trager Conference in Santa Rosa. The following is an edited transcript from these workshops.

Lia: I'd like you to be more comfortable with marketing. I'm a kind of support system to help you be more effective and efficient at reaching people and communicating what you do.

How many of you are interested in primarily supporting yourself through your Trager work? How many of you are actually doing that at the present time? Look around at these people, they are a resource for you. They've done some things right they can share with the rest of us. I would like to be able to say that I can generate magnificent amounts of income for people in the first year or two, but even if you're a marketing expert, you still have to sow those seeds and take the time to let them germinate.

What I help people with is sophisticated trial and error. This cuts down on the time and money you have to spend. That's the way it works. You try something and if it doesn't give you the response you want, you try something a little different. You learn what to try at the beginning, so you try in a more

sophisticated way, but then you still need the feedback and the revising and so on. What do you think marketing or market planning can achieve for you?

Conferee: I have a thought that if you're any good at Trager, you work yourself out of clientele very quickly. So it means starting all over again. If you help people attain and sustain a health balance, then you need to continue to have a flow of clients.

Lia: So there's a turnover problem.

Conferee: It helps to know the type of clientele you want.

Lia: The types of people you want to work with. What other benefits are you looking for from marketing?

Conferee: Rather than selling myself, I'd rather have people just come to me.

Lia: Let's write these down, so that we make sure we cover them. Selling vs. marketing.

Conferee: I have a sense that it would benefit me greatly in looking at what my own goals for my professional work are. Do I really want to do this full-time? And in what context? I think this kind of approach would help me really define what my goals are.

Conferee: I have an idea that it would help me in talking to the various kinds of people or groups of people that I want to reach.

Lia: We'll call that different messages for different kinds of target markets.

Conferee: What I'm finding is that

people who are into New Age have done everything and don't want to try something new, and the other people are so conservative they're afraid to be touched. So I find it hard to bridge that gap and find people who are open but not saturated.

Lia: OK. That means that in addition to doing marketing and some selling, there's a lot of education that needs to go on. Let's stop and look at this issue for a minute. Technically, Tragering is in the position of what is called "innovative product" in the marketing world. That's a new product that nobody knows what to do with, or what it's good for, or anything about it. It's an entrepreneurial situation, it's got all kinds of possibility, but it also means that there has to be education. The standard procedure in marketing for dealing with an innovative product is to market person-to-person rather than through mass media.

The other issue is that you have to relate what you're offering to something that people already know, and that is often taken care of because Tragering is considered another type of massage. So, education and personal contact are the ways to go. You know, it takes a long time for innovative things to catch on, even if they're fantastic. You know how long television was around before it got really popular? Or computers?

The educating is long-term and it's not going to put clients on your table immediately. Milton made a marketing suggestion during the demonstration. He said that he tells people, "Take this



Photo: David Kest

The Trager Board of Directors gets a round of applause: Jan Stevens, Linne McAleer, Conrad Knudson, Will Wells, and Betty Fuller.

home and try it. If you like the results, you'd be crazy not to come back to me." You might not want to phrase it that way, but that's definitely something that you can say. I recommend it.

Conferee: I have three psychological mindsets for people. One is the mindset of people who are concerned about preventative health care. Another group is into maintenance, who realize they need to keep it up all the time or they start hurting. And the third just calls when they have an acute situation. They're having a really painful problem and you help them and then you don't see them for another year. My dilemma is when they ask me how often they should come in. I don't want to tell them when they should come in, I want them to take the responsibility. But they're asking me.

Conferee: I realize that people come for help, and if they ask me a real straight-forward question like "when should I come in again?" I definitely will tell them what I think they ought to do. I absolutely give them an answer and I assume that part of their growing into independence is for them to then decide what to do.

(At this point, the conferees broke into small groups to discuss their goals.)

Lia: What did you find? Did you find you had a lot in common? What were some of the important or interesting goals that came up for you?

I wrote down some of the things I heard as I walked around. Somebody said: "I want to make a living at it." Someone else said, "I want my schedule filled for the time I have available." And someone else, "Doing what I enjoy, doing what I'm committed to doing."

Conferee: One thing that came up for both of us is that even when you know what your goals are, that sometimes a resistance comes up.

Lia: I suspect that if you're experiencing resistance, you haven't got all of your goals out, and if you did get them out, you would find that one of them conflicts with another one. One of the benefits of setting your goals out like this is that you can find out whether you're tricking yourself.

Your goals should always be beyond you. That's what goals are. The kinds of goals we're talking about here should be very general: external goals being a certain lifestyle you'd like, quality of life,

and internal goals being perhaps something like satisfaction with what you do. Those are goals that certain people have that are never really achieved. If you were talking about things that are achievable you were actually talking about objectives, something that is measurable, specific, time-bound. Those are the steps toward your goal, but there always needs to be something you're reaching for.

Some people have the feeling that setting your goals down restricts them. A lot of us want to go with the flow and just accept what the Universe sends us, and the image marketing has, and part of the negative feeling about marketing, is that it's linear, logical, analytical, left-brain, that it boxes you in. Well, in fact, the way it's done by a lot of people, that's true. But it doesn't have to be done that way. I think of planning as an open matrix, a loosely woven fabric with plenty of room for the light to shine through. And the fabric helps to guide you on a daily basis, helps to guide your decisions. Only 3% of the population ever writes their goals down, and that 3% has more than their share of success. I view goal setting as something that activates your intuition, gets your subconscious going.

So, what to do with your goals? How to translate all this into effective promotional copy? If you are consciously and verbally aware of these things, it's going to creep into the way you describe what you do. I began by listening to myself as people asked me, "Well, what do you do?" I'd get asked that question and I began to notice that I would say, "Well, I do marketing planning. I work with self-employed professional people."

Conferee: That's brief.

Lia: Well, even if I went on, what did you hear in my tone of voice?

(Groans from the audience.)

Lia: That's right. The words are OK. It's not the words in this case. It's the tone of voice. The tone of voice saying, "You wouldn't be interested in this, I don't find it exciting, there's nothing interesting going on here." Do you remember when we started I told you that I'm doing what I'm doing as support to the folks out there changing the world in ways that I want. That was a statement of my goals, and I think statements of goals are extremely powerful ways to communicate with people. If you can communicate the idea that, in your view, you're doing something that's improving the entire world, that's a powerful

statement. I see marketing as communicating your commitment and your natural enthusiasm.

Conferee: I've tried to write several brochures, both for myself and for workshops, and I've always found it very hard to find the language that doesn't sound airy-fairy and New Age. The Institute brochure is almost a masterpiece of gobbledy-gook jargon. I know what it means, but the first time I read it I said, "What is this stuff?" So, that's my issue. How do we write, how do we present it in a way that doesn't make us sound like we're competing with medical people and yet people can understand what we're doing? I want to write in a way that is going to turn people on to try the work.

Lia: This looks like a good time to talk about information pieces. An information piece is a promotional tool, without being as obvious or detailed as a brochure. It's issue-oriented, problem-oriented, and it is helpful to your target market. It can speak to a common problem your target market has — sore backs, for example. An information piece would contain all the things you would suggest to clients that they could do to prevent sore backs. The ideal information piece is free. An information piece could be more general, like a reprint of the article about Milton that appeared last spring in the San Francisco Chronicle. My Trager Practitioner had that reprint in her office and I picked one up and read it.

Let me back up here. Before you write anything, you might want to ask the authorities on this unique service you offer: your clients. You can ask, "How do you experience my work as different from other therapeutic bodywork or Tragering you have received? What is the greatest benefit you receive from my work? What particular need or desire, what problem or situation, prompted your decision to start working with me at the time you did?" The only people who are qualified to judge the appropriateness and marketing effectiveness of an information piece are your clients and potential clients. Not you, because you're too close to it and too familiar with it.

Where to start? The primary objective is to get the description down to just a couple of words, to ideally one word. They teach you in marketing that consumers want one word. So, we start with "Tragering is . . ." and for the primary noun, from my experience, I would choose "communication" (rather than

"approach" or "technique"), a communication directly to the client's subconscious. That's a start: "A communication directly from the Trager's trained subconscious through gentle and specialized rocking, stretching and compressing of muscles which creates a permanent release." Now, this description, which is just off the top of my head right now, makes Trager different from massage but similar, perhaps, to Feldenkrais. That produces a positioning, which means you need to specify the differences between Tragering and other kinds of bodywork and personal change processes.

Now I'm going on to benefits. This is a more objective statement. It could be "resulting in greater, or increased, emotional flexibility, spontaneity, and health." I might finish with "and the relief of many physical discomforts." Using the word "discomforts" allows

for some of the miraculous things that can happen in this work, while it doesn't actually guarantee what.

Again, I'm just winging it from my own personal experience as a client. This might suggest how your own clients, or potential clients, can give you some ideas and help. I want you to see this as a model of a position statement, something that could go into a brochure or information piece.

Conferee: This is great. I'm really pleased that you haven't read the literature and can come from a fresh place.

Lia: The most powerful words in ads, brochures, and information pieces are your clients' words, not yours. Use their words, either directly as quotes (with permission), or indirectly as phrases. Your clients' words will form a description of your unique work. This kind of description allows people to know right away whether you are relevant to their

needs or desires: no hard selling required. The information you receive from your clients, which constitutes your market research, from asking questions, might surprise you. Good! Then you can decide whether to just accept the way things are now, or actively make the most of them, if you like them, or actively seek to change them, if you don't like them. This is what market planning *can* be, a consciousness-raising exercise — about your business.

Lia offers two booklets which many conferees found helpful. *Beginning to Create Your Own Market Plan* and *Creating An Effective Brochure* are \$5.50 each. Lia can be reached at Box 51145, Seattle, WA 98115, 206-633-5737.

An enthusiastic thank you to Jeff Joel for his long and arduous volunteer work of transcribing Lia's talks, as well as other presentations from the conference.

SCIENTIFIC CLEARINGHOUSE FOR TRAGER PSYCHOPHYSICAL INTEGRATION

Harry Friedman

The purpose of this clearinghouse is to form a network of physicians and other qualified health professionals to publish and/or otherwise communicate about Trager to the medical and scientific communities.

In order to do this we would like to know:

1. Who is interested, has already done or knows about clinical research on Trager?
2. What are individuals doing (or have already done) to bring Trager out into the medical and scientific communities?
3. Are there physicians or other qualified health-care professionals among us interested in this purpose (i.e. publishing/communicating about Trager)?
4. Lastly, a collection of articles from the medical and scientific literature supporting the principles of Trager Psychophysical Integration is being compiled. Any contributions to this collection should be submitted to me also.

All materials collected will be made available sometime in the future through the Institute. An official an-

nouncement will appear in the newsletter and requests will be honored at that time only. I am writing an article for the newsletter outlining some of the research-based models of human physiology supporting psychophysical integration. So, stay tuned!!!

This information should be sent to Harry Friedman, 312 Virginia, Royal Oak, MI 48067, 313-542-9989.

Many of you have written me asking for information related to this project. There is currently no material available to distribute. So please do not request information to be sent to you. Neither myself, nor the Trager Institute is able to fulfill these requests at this time.

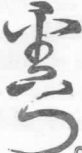
SPONSORING WORKSHOPS

Occasionally there is conflict or confusion amongst potential sponsors of Trager workshops in newly developing Trager areas or in already established areas. We have developed a "standard of courtesy" that if there is more than one person who wishes to sponsor Trager events, the two or more people involved should coordinate the Trager event together. If there is conflict, we recommend that the conflict is resolved between the parties involved. If the parties involved cannot resolve their conflict, they may contact the Trager Institute's Executive Committee.

SERVICE MARK NOTATIONS

It has been awhile since we have published the proper use of our Trager service marks by our professional members. We have been seeing Trager business cards and brochures by our members that have not been honoring the service marks properly. So, this is how it goes: whenever the words "Trager" or "Mentastics" appear on any one piece of printed literature, such as a business card, brochure, advertisement, etc., a very small "sm" without the quotes must appear at the lower right-hand corner of the word. It looks better to have the "sm" encircled ("sm" stands for "service mark".) Remember, though, that if those words appear more than one time on the piece of printed literature, the "sm" need only appear once, preferably the first time the word appears. However, each time the logo appears, it must be accompanied by a small © (which stands for "copyright") near the bottom of the logo. If your printed literature does not comply with these requirements, please have it changed at the time that you reprint. Also, do give our office a call if you have any questions about our service mark requirements.

Example:

 THE TRAGERSM INSTITUTE
FOR PSYCHOPHYSICAL
INTEGRATION AND
MENTASTICSSM

BIG SALE (see other side)

C225 \$14.50

Peach
Coral Dp.
Violet Pink
Pastel Yellow
Mint Green
Lt. Blue
Cream



Style C225 Tee Dress. Oversize V-neck, supersoft 100% cotton. Approximately 39" long. Great as a mini-dress, cover-up or night shirt. Roll the sleeves and add a belt!

F400 \$11.00

White Mint Green
Plum Coral
Rose
Cobalt Blue
Butternut Yellow
Steele Blue
Black
Claret
Peach
Violet Pink
Lt. Blue



Style F400 Square Body. Shallow scoop neckline. 55% rayon, 45% cotton. Sizes: M, L

HH \$9.50

Lt. Blue
Pale Pink
Lavender
Turquoise
Peach
Yellow
Med. Navy Blue
Maroon
Black
Red
White
Royal Blue
Rose



Style HH French Cut. 50% cotton, 50% poly. Womens: S, M, L, XL

GG \$9.50

Turquoise
Royal Blue
Red
Black
Maroon
White
Lavender
Med. Navy Blue
Rose
Lt. Blue



Style GG Short Sleeve Crew. 100% cotton, pre-shrunk. Mens: S, M, L, XL

FF \$14.00

Rose
Lt. Blue
Turquoise
Maroon
Black
White



Style FF Crew Neck Sweatshirt. 50% cotton, 50% poly. Mens: S, M, L, XL

DD \$9.50

Black only



Style DD Muscle Crew Neck. 100% cotton. Mens: S, M, L

F200 \$9.50

Turquoise
Yellow
Lt. Purple
Sapphire Blue
Coral Pink



Style F200 Camisole. Narrow shoulder straps and shaped neckline. 100% cotton, pre-shrunk, with raised ribs every inch. Womens: S, M, L. Girls: size 8-10.

EE \$9.50

Black
Peach



Style EE Tank Top. With White Trim & Bow. 100% cotton. Womens: S, M, L

NN \$9.50

Black
Rose
Turquoise



Style NN Tank Top. 50% cotton, 50% poly. Womens: S, M, L, XL

LL \$14.00

Turquoise
Mauve Lt.
Maroon
New Pink
Teal
Lt. Aqua
Amethyst
Taupe



Style LL V-Neck Long Sleeve. 100% cotton, pre-shrunk. Womens: M, L. Girls: size 8-10.

CC \$14.00

Taupe
Rust
Claret (dp. red)
Egg Plant
Teal
Elec. Blue
Plum
Dusty Rose
Amethyst
Steele Blue
Earth Red (maroon)
Purple



Style CC Crew Neck Long Sleeve. 100% cotton, pre-shrunk. Unisex: M, L, XL. Childs: 10-12.

JJ \$14.00

Amethyst
Teal
Taupe
Purple
Maroon



Style JJ Turtleneck. 100% cotton, pre-shrunk. Unisex: M, L, XL

AA \$8.00

Turquoise only



Style AA Boys Crew Neck. 100% cotton. Boys: XS, S, M, L

See also Styles LL, CC & F200 for small sizes - 30% off.

K100 \$18.00

Mint Green
Peach
Coral
Violet Pink
Vanilla
Pastel Yellow
Black
White
Lt. Blue



Style K100 Cuffed Pants. Covered elastic waistband. 100% pak-knit cotton. Large fits 40" hip. Inseam to bottom of cuff 30". Sizes: S, M, L

1985 Conference Shirt



~~\$20.00~~

NOW

\$15.00

Only a few left!

Mens: Lt. Blue

Womens: Aqua

100% cotton knit. It's lovely. Sized to accommodate shrinkage. Womens: M, L. Mens: M, L

F100

~~\$11.00~~

NOW

\$7.50



Lilac
Bright Pink
Aqua
Jade

Limited Stock-Discontinued Style. Give 2nd & 3rd color choices.

Style F100 Sleeveless Crew Neck. Cycling top. Unisex, 100% cotton rib knit. Sizes: L, XL only. Small size: Lilac only.

F300

~~\$11.00~~

NOW

\$8.50



Purple-small only
Amethyst-small only

Lt. Purple
Bright Pink
Turquoise
Coral Pink
Deep Blue
Bright Yellow
Orange
Red
White

Limited Stock-Discontinued Style. Give 2nd & 3rd color choices.

Style F300 Sleeveless Light-weight V-Neck. Unisex, 100% flat knit cotton. Sizes: S, M, L

SALE

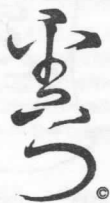
through April 30th

If you buy 2 shirts same style and size, you can deduct 20% from cost.

Styles LL, CC and F200 are on SALE in Childrens Sizes Only for 30% off.

Be sure to request 2nd & 3rd color choices on all orders.

Cut along dotted line



TRAGER T-SHIRT ORDER FORM

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

STYLE NO.	STYLE NAME	1st COLOR	2nd COLOR	3rd COLOR	SIZE	PRICE

*California residents only add 6% sales tax.

Include \$1.50 for the first shirt and .50 for each additional shirt for postage & handling.

Send check or money order payable to the: Trager Institute. Mail to Attn: T-SHIRTS, Trager Institute, 10 Old Mill St., Mill Valley, CA 94941-1891.

Allow four (4) weeks for delivery.

Sub Total	
*Sales Tax (.06)	
Postage & Handling	
TOTAL	

Thank you.

Completed and now available
for sale to Trager students:

THE TRAGER BODY A Guide to Form and Function for the Trager Student

a 120-minute color video tape

written, produced, and narrated by

Deane Juhan

camera and editing by

Paul Taminan

executive producer

Betty Fuller

Many students who have taken Deane Juhan's course "Anatomy for Trager Students, Parts I and II" have expressed the desire for a permanent study guide that would include the illustrations used in the class and a review of the content of the lectures. This is it.

Contained in this color video cassette are over 180 illustrations, demonstrations which relate the visual material to specific moves in a Trager Session, and narration which encapsulates the main points of interest to Trager students which are covered in the course. The two hour program is divided into six parts: The Neck, The Feet and Legs From the Front, The Belly and Chest, The Back of the Legs, The Shoulder, and the Lower Back and Pelvis. Each part is approximately thirty minutes long. They will put the principle details of "Anatomy for Trager Students" in your library, to be viewed again and again. The illustrations are taken from over a dozen anatomical textbooks, some of which are now out of print. No other bodywork institute of which we are aware offers such a study tool to its students.

Who can purchase it?

This video is available only to current members in good standing of the Trager Institute who are on the professional Training Track. The information it con-

tains would undoubtedly be of interest and use to body workers of many kinds, but there is enough hands-on demonstration of the Trager Approach to make its distribution to the general public a sensitive issue. Rather than run the risk of its being misused by anyone not actively engaged in the professional Trager Training Track, it will be marketed only within our Institute.

What uses does it have?

The video was initially intended as a study guide for students who had taken "Anatomy for Trager Students, Parts I and II", to give them a comprehensive review of the course and to direct their further investigations. However, it is obvious that it can be used to great advantage in other situations as well:

- 1) Supervised practice day leaders can use it to orient their demonstrations and deepen the class's understanding of the intent behind the specific moves that are being practiced.
- 2) Tutors can use it in conjunction with their Tutorials, in order to focus their student's attention upon areas where improvement is needed.
- 3) Those who have **not** yet taken "Anatomy for Trager Students" will find that this video is an excellent preparation for taking the course. They will get a head start viewing the illustrations, will have a chance to frame their most important questions in advance, and will find that their comprehension and integration of the material is markedly facilitated. NOTE: The video tape alone does not satisfy the Anatomy & Physiology requirement for Trager Students.

May I obtain a copy by duplicating a friend's?

Absolutely not. The illustrations are used with the written permission of the original publishers, and in most instances a royalty fee was paid. The narration is copyrighted by the author. Any repro-

duction of any portion of this program without the author's written consent is illegal.

How much does it cost?

The cost of the complete two hour video cassette is \$90 U.S. plus a three dollars handling and mailing fee.

Where do I get it?

Copies can **only** be purchased by sending the order form below to Deane Juhan, Esalen Institute, Big Sur, CA 93920.

Name: _____

Address: _____

Phone: _____

Trager Training
Track Status: _____

Format: BETA _____ VHS _____

Contract:

I agree to limit the use of this tape for my own personal and family use and agree not to duplicate, sell, rent, or loan this tape, or in any other way make it available to anyone for their personal or commercial use without the express written permission of the Trager Institute and Deane Juhan. The sole exception shall be that this tape may be made available to current members of the Trager Institute currently on the professional Training Track.

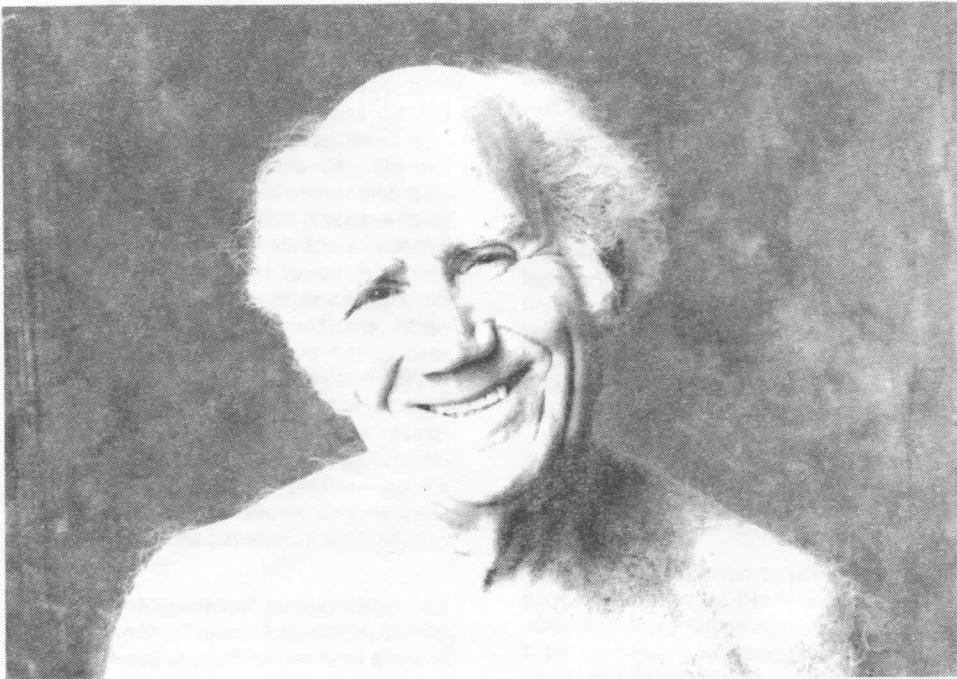
Signature _____

Date _____





(left to right) Don Schwartz, Marilyn Krueger, Bill Scholl, and Copper Scholl at the Samurai.



Milton Trager, M.D.



THE TRAGERSM INSTITUTE
10 Old Mill Street
Mill Valley, CA 94941-1891
(415) 388-2688



FIRST CLASS

PLEASE FORWARD

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