

# CONNECTING HANDS

2017

## President's Welcome

Mindy Murkley-Kruckeberg AMTA WI-Chapter President



### *Struggles with Compliments*

Have you ever wondered why compliments make most people feel really funny and are so hard to accept? When we were young, a lot of us would hear negative criticism. Children heard they were not pretty, smart or talented by their parents and that would gradually have an effect on their self-esteem. If the child was to receive a compliment and accept it, they would be looked down upon and considered conceited. This would leave them feeling ashamed or even worse.

By the time the child would get into their late teens and out into the real world, compliments would be a foreign language. If someone would compliment them, they would flashback to their

childhood. They might feel they were not good enough and think it might be that person's way of talking down to them. They need to find a way to get out of this situation and fast! "I didn't hear it, I didn't hear it, I have to go to the bathroom." And then they're gone.

Society has started to shift and has promoted the healthy emotional minds from birth, believing positive reassurance would build a better more successful foundation. Children will now, for the most part, grow with nurturing and praise. More positive support creates a high self-esteem, which can lead into a more positive outlook on life.



Elvira G. Aletta, Ph.D. has developed 7 steps to help us retrain our brains to be able to accept compliments more smoothly and to believe them. If and when you receive a compliment, praise, or a pat on the back for a job well done, check these signs:

Step 1) Tune in to the voices in your head. Are you feeling positive or negative? See how you are feeling about yourself. Are you actually putting yourself down? You may be the one talking to yourself the worst.

Step 2) Dr. Aletta states “Whose nasty voice is it? It isn’t yours, because yours is thoughtful, even when you need a kick in the butt. Often the harsh voice is a parent or other adult caregiver from the past. When we’re kids, our brains are sponges that soak everything up including the repeated criticisms. It helps defuse the negative voice further by identifying where it came from, to realize its origin was outside of ourselves. Then take a moment to filter through the ‘noise’ of other voices. What your ‘gut’ is telling you is your true voice.”

Step 3) Talk back to the negative voice. Challenge the putdowns. Turn it around to a new positive phrase. I did a bad job cleaning the windows vs next time I will get better cleaning supplies that will help.

Step 4) Be mindful of the absolute language. Avoid words like “always, never, can’t, forever.” Words like these will make you feel hopeless. You have to use positive absolute language like “gorgeous, fabulous, winner, the best!” these will help boost your spirits.

Step 5) Turn the volume up on your true voice. Pretend you are a friend. “No one talks to my

friend like that!” she said. If it were my friend and if she said she felt like a failure what would I be saying to her? It sure wouldn’t be “Yeah! Loser!” Wouldn’t I be busy pointing out all her strengths and good qualities and showing support? Be your best girlfriend.

Step 6) Our whole being does not have to be perfect at this moment to receive this recognition. Enjoy the compliment. Let the feelings of happiness lift your self-esteem.

Step 7) Reflect the compliment back in the spirit in which it was given. Even if you aren’t feeling it, smile and say ‘Thank you’, gracefully, without embellishment. Just thank you. This lets the person giving the compliment feel great that they brightened your day, otherwise they may feel rejection if you refuse the compliment.

If you do these exercises often by yourself, like exercising muscles, your brain will begin to relax instead of tense when you hear positive words. Try hanging post-its up on your fridge or on your bathroom mirror, and say the affirmations in your mind while you are brushing your teeth. Eventually, your old reaction of wanting to run will fade and you will start believing you are worthy of compliments. You will be able to them with grace and believe them. You might even be able to go on with your day and give someone else a compliment to brighten their day, as well.

The definition of compliment- (*noun*) a polite expression of praise or admiration. A flattering remark, pat on the back; praise, acclaim, admiration, flattery. (verb) politely congratulate or praise (someone) for something.



## A Sit Down with my Former Self



Melissa Barbour, LMT, BCTMB  
Your Chapter Secretary

I found myself thinking the other day about how my perspectives have changed since I first graduated 8 years ago and thought to myself..." If I knew then what I know now..." So I put together a list of those things hoping maybe it will help some students and new grads or at the very least amuse some people along the way! So here it is...

### Dear Former Self,

I know you are very excited that you made it through Massage School and are ready and raring to go with so many opportunities ahead of you! Here are a few tips which I thought could help you along your way...

#### **1. Working for yourself is not all it's cracked up to be.**

It is REALLY, REALLY hard to make it out there on your own. Especially with the economy being as it is. Let's face it, a lot of people view massage as a luxury and not a necessity. It

will be hard to drum up clients. You are graduating in a time when Massage Envy, Groupon and whoever else throws out all sorts of deals and people are just about giving massage away... it is hard to compete with that. Once you add in taxes and overhead expenses...you're definitely not going to make as much money as you think you are. Being your own marketing department, receptionist, customer service department, accountant, launderer, cleaning crew... you name it... is exhausting. You have to be all of it all the time. Will

there be more money in it? Maybe. But is YOUR time worth it? You decide.

#### **2. Find your comfort zone of number of clients in a day and stick with it!**

So many people end up burned out or worse... injured. The extra money you make by taking on those few extra clients in a day may sound appealing, but it could cost you in the long run. (I.e. pain, carpal tunnel surgery, recovery time) Plus... you want to be able to give every client your best, don't you?





**3. Know your worth.**

**DO NOT** let people take advantage of you in an effort to increase your clientele. People (especially employers) will make you feel like you need to give your time and talents away. “It’s a great opportunity to promote yourself”. While some of these may be good opportunities... don’t sell yourself short either. You choose what you want to discount or give away. Figure out what is profitable for you and what isn’t and for the love of God... learn how to say no!

**4. If you love it, stick with it... even when times get rough.**

Like everything in life there will be ebb and flow to your work. In tough times... people may try to steer you in other directions for jobs that have more steady and reliable income and provide insurance. Bottom line... It may get tough at times, but if you really love what you’re doing... don’t give up!

**5. Take time to get massages for yourself!**

Practice what you preach! Yes, it’s hard to come up with the cash or even the time for trades if that’s how you’re doing it. But not only do you need to practice what you preach, but you can learn from others! What feels good to you will likely feel good to someone else!

**6. Connect! It helps!**

I can’t tell you how important this last part is. I never would have dreamt it either. In your line of work it can feel very lonely, and honestly... it can feel very much you against everyone else. You may say... the market is flooded, why would I want to become friends with my competition???

**The Answer:**

I can’t tell you how many work opportunities you will get from other massage therapists. These could be one-time events... jobs, referrals... you name it. Some will come at times when you will really needed it. In fact, the best opportunities you have had so far have come from other

massage therapists. Not only can you get referrals and jobs but you can share ideas and experiences. “Hey I just took this class in \_\_\_\_\_, it was really interesting!” Or “Hey I’m having trouble addressing this one issue with a client...” These are all fantastic resources available to you. All of these members are in the same boat as you and many that you’ll meet have been in the industry for several years and have a vast amount of knowledge and background. Whether you come to a chapter meeting or education offering or just a meet and greet... you’re opening up yourself to a whole new pool of knowledge and possible friendships! Make that connection! Oh, and stay connected with the friends you graduated with... they are important as well! You are going to have a lot of fun, meet a lot of wonderful people and help a lot of people along the way. It will all be worth it. You can do this!!!

Love,  
Your Future Self



## Occupational Therapy and Massage Therapy A Match Made in Heaven



JoAnn Jones Holden COTA/LMT

When I first became an Occupational Therapy Assistant (OTA) almost 30 years ago, I just wanted to see the world a better place. I was young and naive and thought I could change the world. I quickly learned that it takes a team to make changes and even bigger team to make changes that last. I had varied working positions in the profession. I worked in nursing homes, schools, outpatient and homecare. All of these were incredibly rewarding and people returning to their prior level of function. As the years progressed, I found that I was increasingly confronted with pain issues that would inhibit my patient's progress. There appeared to be no viable way to offer them techniques to deal with their pain other than the medical world's answer of medication.

So on my own, over the years I started researching and taking continuing education courses on Myofascial Release, and other forms of touch that addressed the issue of pain. As I implemented them into my treatment plans, I found I was using as much soft tissue

manipulation as I was instructing in therapeutic exercise.

### ***A light bulb went on!!***

I found a way to address pain. Through touch!  
I found a school and after years of yearning,

finally bit the bullet and starting into the world of massage therapy. I have been a dual license holder as an Occupational Therapy Assistant and Licensed Massage Therapist for just over a year and been on the board of AMTA as a Member at Large for just a little under that. Needless to say, my world has been changed a little over the past year. I now have a method to treat pain more effectively as an OTA, and the ability to treat clients on my own without the restrictions of reimbursement hanging over our heads and truly make a difference in people's lives.



**Please come join us April 4, 2017 at 630 pm for the Chapter Membership Meeting, we will be discussing and voting on the Proposed Standing Rules.**

**STANDING RULES OF THE  
AMERICAN MASSAGE THERAPY ASSOCIATION  
WISCONSIN CHAPTER**

**Proposed, revised JANUARY 2017 REVISION**

**Section 1. Chapter Name**

- A. The name of the chapter shall be The American Massage Therapy Association-Wisconsin Chapter. The name may be abbreviated AMTA-WI Chapter.
- B. The AMTA-WI Chapter shall have the motto “Promoting Wellness Through Massage”.

**Section 2. Chapter Officers**

- A. Duties
  - 1. Chapter officers are required to attend a minimum of four (4) Board Meetings annually, which include “conference call” board meetings and minimum of two (2) Chapter Meetings, except for good cause shown.
  - 2. At both Chapter Meetings each officer will present a written report(s) given orally of a summary of committee activities.
  - 3. Each officer is required to contribute two (2) written submissions annually for publication in the Chapter’s newsletter.
- B. Benefits
  - 1. Chapter Officers’ registration fees for up to two (2) educational functions, hosted by the Wisconsin Chapter will be waived annually. Non- compliance of required duties, as defined by Section 2A, would result in benefits being revoked.

**Section 3. Chapter Elections**

- A. The Wisconsin Chapter shall hold online elections in accordance with AMTA Bylaws and Policy.





We are looking for volunteers!



Have a talent that you would like to share, or just want to get involved!  
Come volunteer with the AMTA-WI Chapter!

# Soul Lightening® Acupressure



## Soul Lightening Acupressure

is a hands-on modality that integrates ancient teachings with contemporary techniques to promote health, awareness, and self-empowerment for well-being and personal transformation. Our programs offer practical skills for lighting up the world—one body, one mind, one soul at a time.



Janesville, Madison Area, WI • March 23-26, 2017

Janesville, Madison Area, WI • June 22-25, 2017

Janesville, Madison Area, WI • September 7-10, 2017

### Clinical Acupressure 1: Basic Applications

is a workshop designed for health care clinicians who wish to learn traditional methods of acupressure to support the body's own balancing and healing processes. Clinical Acupressure (CA) works with the same principles as acupuncture, using the softer form of curved finger pressure. Workshop participants will learn to deliver a full treatment session as well as how to use CA as a complement to their established practice.

#### In this four-day workshop, you will:

- Learn to locate and access more than 40 potent acupoints
- Learn techniques to use immediately in your current practice
- Experience the balancing and energizing power of acupressure
- Receive a book of 70 acupressure formulas for specific symptoms, and overall balancing and energizing

**24 Hours Continuing  
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NCBTMB

Inquire about our Core-Pak Training and Certification Package

Convenient Savings Program includes: Free Foundation Kit, Certification fee and 1-year Associate Membership

For more information or to register, call 800-311-9204, ext 2  
[www.SoulLightening.org](http://www.SoulLightening.org)



National Certification Board for  
Therapeutic Massage and Bodywork  
All courses approved for continuing  
education. Provider # 450354-07



## The “Practice” of Massage Therapy



Douglas Nelson

I have a massage therapy practice and have been a massage therapist since 1977. At seminars I often ask attending therapists how long they have been practicing. Having a massage practice does not, however, mean that the therapist is also involved in massage "practice".

To fully understand this concept, we have only to look at other professions and disciplines. Professional golfers spend far more time on the driving range than they do on the golf course. The driving range is the place to experiment with new approaches to your shots, strategies, and techniques. Try these on the course and the odds are that you will end up far out of bounds, somewhere in a grove of trees or a field of broccoli. You are far less likely to experiment with new techniques while playing with others because your

likely failures and struggles will affect your playing partners as well. The reasonable approach is to do what you know—predictability is paramount. Unfortunately, your score will also be fairly predictable as well. This is why many golfers go decades with little improvement in their scores and accept that as the norm.

The same is often true with massage therapy. It is not my experience that many therapists spend time practicing the component skills of massage other than doing it in a session with actual clients. Just like the golf course, it is likely to default back to that which is comfortable, rather than that which is potentially more effective. The prospect of failing has consequences that discourage exploration and innovation. Learning is by nature fraught with failure and correction, something

that makes it crucial that the learning environment is a place where it is safe to fail.

What is necessary to begin such a practice? First, just like a sport, each component of the larger activity must be isolated. Once you know these components, exercises must be designed to explore a myriad of options to accomplish and perfect each component skill. This has to be repeated so many times that the practitioner moves from "conscious competence" to "unconscious competence". As an example, a baseball player does not say to themselves, upon seeing the ball leave the pitchers hand that the rotation of the ball seems to be thus and so, therefore the ball is likely to move to the outside and then dip precipitously. The batter just reacts, having seen that ball rotation thousands of times, (with the resultant





failures). We non- baseball players might say they reacted intuitively, but many hundreds of hours of struggle were involved in creating that kind of reaction.

I had the good fortune, when I worked for teams in the NBA and NFL many years ago, to observe how they "practiced". Elaborate exercises were developed and explored, at skill levels far higher than the actual game situations called for. I have also seen this process in the number world class musicians that I have treated. They are grand students of their discipline, spending hours on nuances that no one ever sees. One client of mine, a world class pianist, told me that what makes him great is his ability to focus on nuance. While other people are practicing elaborate pieces from Liszt and Rachmaninoff, he can spend

hours striking the same key, trying to elicit different sounds by the quality of his touch.

What I have noticed about all performers, both artist and athletic, is their love of the process. They embrace the discipline of their chosen field and do not shy away from the hard work it takes to succeed. Time in the practice room, driving range, or practice court is a very personal time for renewal, growth, and exploration.

There are multiple ways that you can "practice" massage. The seventeen therapists on my clinic staff are involved in doing just that with a series of "refinement" small group meetings. They pick an area of the body or a small list of muscles to address. After comparing each therapists approach to that muscle, the very best is selected. Each

therapist then tries to replicate exactly the winning approach, with the receiving therapist giving very precise feedback. The end result is an elevation of all of their skill levels and, the process is also a lot of fun. As a group, we learn from each other and each therapist has something to share.

It is my hope that this article will inspire you to explore various ways to deepen your "practice" of massage. **This subject of mastery and practice will also be the theme of a presentation I am doing at the AMTA Wisconsin Chapter Spring Educational Event. The workshop is entitled The Path to Mastery: Identifying and Developing the Requisite Skills to Achieve Excellence in Massage Therapy.**

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**Wisconsin Statute 460.17 Local regulation states** "A city, village, town, or county may not enact an ordinance that regulates the practice of massage therapy or bodywork therapy by a person who is licensed by the affiliated credentialing board under this chapter."

Several communities have enacted "Massage Establishment" regulation, in addition to the state requirement of a massage/bodywork license. AMTA-WI Government Relations is updating the list of known "local" municipalities that regulate massage establishments, and links to the text of the those regulations/laws that we have available online at <http://www.amtawi.org/main/local-massage-specific-regulations/>

We are aware of establishment regulation in the following cities:

Brookfield, Eau Claire, Hales Corners (Village), Janesville, Kenosha, La Crosse, Lake Geneva, Milwaukee, Monona, Montello, New Berlin, Oak Creek, Racine, Sun Prairie, Superior, Waukesha, and Wauwatosa.

If you are aware of local regulations affecting massage therapy in other communities, please forward links and information to AMTA Wisconsin Chapter Government Relations, Lynn Marie Kutz, Chair at [lynnmkutz@aol.com](mailto:lynnmkutz@aol.com)

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## Meridian Massage Approach

Hands-on healing is hard work!



Cindy Black

At least that was my mindset when I began my career in Massage Therapy. I used trigger point therapy, deep tissue therapy, connective tissue therapy, Shiatsu, and active isolated stretching within my practice of sport massage therapy. My clients were feeling great...I was getting sore and tired.

At one point, my wrists hurt so badly that the only way I was able to keep practicing was by getting constant massage and adjustments from my good friend (who was also a great Chiropractor). She generously worked with me every few days.

### **Fast forward to today...**

Now, I understand that the less physical effort I use, the better it is for both my clients and myself. Strong, deep pressure translates into injury for me and less sensation for my client. Over the past 20 years I studied many forms of bodywork and Chinese medicine. Today, I am able to work just as deeply with less effort. Now, my clients are able to feel themselves rather than just feel my pressure. *They are getting better results and I am staying healthy.*

### **I call my approach Meridian Massage.**

This type of hands-on healing uses Chinese medical theory as the context and modern, western massage techniques as the form. It's not that I have changed the modalities I use, it is that I have added in the energetics, evaluation, and treatment principles of Chinese medicine. Now, I use less physical effort while focusing my attention on the Qi ("chee"), the energy of the body that is so logically expressed within the Chinese medical paradigm.

When the Qi is abundant and flowing, the mind-body-spirit expresses vitality, flexibility, peace, happiness and health. Meridian Massage uses a variety of hands-on and self-care techniques to support the return of abundant and flowing Qi. Meridian Massage is a great addition for Massage Therapist as it offers a practical way to keep doing the work that you love without injuring yourself.



## Bodywork and Applications for Autism

By Tami Goldstein, WLMT, CST

Autism spectrum disorder is a serious neurodevelopmental disorder that impairs a child's ability to communicate and interact with others. Its presentation includes restricted repetitive behaviors, interests and activities. These issues cause significant impairment in social, occupational and other areas of functioning.

My daughter, Heather was diagnosed around age 13 with autism. She was given a bleak prognosis that included a recommendation to institutionalize her. No traditional pharmaceutical supports were working and Heather's neurosurgeon was recommending brain surgery to "poke around her brain," but he advised it was highly unlikely there was anything they could do to control the 40 seizures a day. I poured my heart out to Heather's occupational therapist who was trained in, and recommended Upledger-CranioSacral Therapy.

I was amazed at the benefits craniosacral therapy, visceral manipulation and other bodywork modalities provided. Bodywork became part of my daughter's multidisciplinary approach and was a catalyst to her functioning recovery.

Bodywork continues to be part of her sensory lifestyle to maintain her recovery today. Her recovery changed my career trajectory. As an

International speaker, advocate, author and educator on autism spectrum disorders, I know how difficult it is to find supports. Families today have the same struggles we did in locating and securing services. The waiting lists are still years long and supports difficult to locate. I became licensed in massage and certified in Upledger CranioSacral Therapy to help this underserved population.

Massage Therapists are already trained to recognize the difference between sympathetic and parasympathetic response in soft tissue structures of the body. With an opportunity to learn about the disability of autism all massage therapists can play an invaluable role in improving the quality of life for these individuals.

We've seen autism prevalence rates skyrocket over the last ten to fifteen years. Per the National Health Statistics Report, one in 45 children currently fall on the autism spectrum.

Soon, every family will be touched by autism.

The benefits I witnessed with bodywork inspired me to provide continuing education in this area. Years of professional bodywork experience and years of personal experience with autism has provided me with insights in how to work with this population.

Here are some tips that have proven successful over the years:

**1.** Learn all you can about Autism Spectrum Disorders and Sensory Processing Disorders. Per the American Occupational Therapy Association 94% of children on the autism spectrum have sensory processing disorders. Sensory processing disorder is the ability to take in stimulation via our eight senses, integrate and filter that information so you can respond comfortably to people and the world around you. Disorder occurs when the body is unable to process, integrate and respond accordingly. The maladaptive behaviors we see in individuals with autism are their presentation of sensory processing disorders. These individuals are literal and function best in an organized structured environment.

**2.** Learn all you can about the individual's presentation of autism and sensory processing disorder. I use a specially designed Health Intake form to glean additional information. Ask what the triggers are, what calms them down, and what a meltdown looks like. Observing the child as well as input from the parents and Occupational Therapist can provide valuable insights regarding the autism presentation.





**3.** Individuals with autism do not like change. To help make changes easier, a good tool to learn and implement is Frontloading.

Frontloading is advanced notice of a change in routine, environment, personnel and in our case a change in technique.

Some good ways to use frontloading is to put a video and pictures of you and your office on your website so the parent or individual with autism can see ahead of time the environment they will be in. Sometimes I have a meet and greet prior to the session. Make sure to take a picture with you and the individual on the spectrum so they have a visual of you together.

Some of the parents I work with do a PECS program or picture exchange program to Frontload. A PECS can be as simple as taking three pictures. 1. The child picked up from school. 2. The child in the therapy room. 3. A picture of the child's home. The pictures are glued onto an 8x10 piece of paper and shown to the child prior to the appointment. Frontloading allows for additional processing time to absorb the change in routine.

Another example of how I utilize Frontloading is prior to facilitation of mouth work. I introduce the gloves and we play with the gloves for a couple of weeks. I send gloves home with the parents to practice touching the roof of the mouth and or teeth.

**4.** Communication is a key issue. Some individuals are nonverbal; some have expressive or receptive communication issues and some have an issue with pragmatics of speech. An individual with an issue with pragmatics would have trouble understanding metaphors. If you say, "she's a tough cookie." They may respond, she's not a cookie, she's a woman."

It's important to choose your words carefully. The question, "Are you ready to work?" allows an opportunity for the individual to say NO. If your trying to build a rapport you would have to wait until you received a yes response before beginning the session. It's best not to ask questions that can solicit a **no** response. A better way to phrase that questions is, "Are we working on the table or in a chair today?"

**5.** Meltdowns are a continuum from shut down to full tantrum. To diffuse a meltdown: Remove demands and reduce the stimulation. Turn off lights, music, remove the distraction, slow down and lower your voice. If needed move the child to a safe area. If they allow touch and are receptive, try to calm them with deep pressure, or rhythmic patterns.

If the child is not receptive, back off and allow ample time for the child to regroup. Rebounding will be gradual and immediately following a tantrum the child is still vulnerable for a meltdown

**6.** Sensory integration supports: fiddle toys, weighted blankets, vibrational tools, chew toys to utilize during a session. Individuals on the spectrum need additional sensory input even when receiving bodywork. Each item addresses different sensory needs.

Be mindful of smells, though essential oils may be beneficial for some it can set others off and linger into the next session. Be cautious of the soaps, deodorants or perfumes you use.

Sensory supports can be easily hidden in benches or cabinets so the clutter isn't present for the next client.

**6.** Adaptations for touch modalities: less is more. Take it slow Individuals on the spectrum have difficulty detoxifying their bodies so very little work can produce great results. See how the individual responds and document those reactions and signs of escalation you may see. These individuals look strong but because of their sensory processing differences can't stand, sit or lay for long periods of time. Allow for a variety of work areas. In my office, we work on the table or under it. We play, watch DVD's rock, bounce, sometimes we sing all while facilitating therapy. Meet the child where they are at.

**7.** Different touch modalities address different concerns for the individual with autism. Traditional massage techniques resemble sensory



integration supports like rocking and joint compressions.

Visceral manipulation is very beneficial in addressing the inflammatory response in the organs of the body yet is gentle and noninvasive. Individuals with autism have inflammatory responses, especially in the gastrointestinal track and the brain.

Reiki is an excellent tool that teaches the therapist to remain neutral and control energy specific for the individual. Upledger CranioSacral Therapy has had very impressive studies on its benefits for autism. In Dr. John E Upledger's single blind study in 1978 he spoke about self-injurious behaviors.

He believed they were attempts to change/correct physiological and or anatomical dysfunction that may be causing pain or discomfort. He referenced autistic children, when speaking to Congress in 2000 on the topic of autism (Government Reform Committee US House of Rep. 106<sup>th</sup> Congress 1999-2000) who were known to bang their head or chew on their thumbs until deep tissue was visible. He observed that when specific corrections were administered through CST, the behavior spontaneously ceased."

Per Susan Vaughan Kratz, Jane Kerr and Lorraine Porter in their recent study, "The Use of Upledger CranioSacral

Therapy for Autism Spectrum Disorders: Benefits from the Viewpoint of Parents, Clients and Therapists," not only were there improvements in restriction patterns throughout the body, parents reported improvement in general behavior, sensory reaction, social skills, cognitive skills, communication skills, emotional ability and biological improvements.

Amongst parents, 60.5% said they saw improvement in one to three sessions.

Per Dr. Stephanie Seneff at MIT autism prevalence will be one in two by year 2032, 80% male.

Autism will be everybody's problem. Thank you for being part of the solution.

## CPR/AED Recertification

AnnMarie Kolb, Brown Deer, WI  
is currently trained to facilitate CPR/AED recertification classes for AMTAWI

**Sunday, March 19, 2017 Noon - 3 p.m.**  
**CPR Recertification Class (American Red Cross)**

**\$40.00**

**Class limited to 6**

**Location: 231 East Buffalo Street Unit 503, Milwaukee, WI 53202**

**Sunday, June 4, 2017 Noon - 5 p.m.**  
**Full Adult CPR/AED class (American Red Cross)**

**\$80.00**

**Class limited to 6**

**Location: 231 East Buffalo Street Unit 503, Milwaukee, WI 53202**

**Saturday, August 19, 2017 2 Sessions: 8 a.m. - Noon & 1:30 - 5:30 p.m.**

**CPR Recertification Class (American Red Cross)**

**\$40.00**

**Class limited to 6**

**Location: Hotel Mead & Conference Center, 451 E Grand Ave, Wisconsin Rapids, WI 54494, US**







# AMTA Wisconsin Chapter

## 2017 Spring Education Conference • Chapter Meeting & Elections •

Monday, April 3 - Wednesday, April 5, 2017  
Lake Lawn Resort • Delavan, Wisconsin

Featuring 4 Noted NCTMB Providers



Monday, April 3 9 am - 4:30 pm

6 CE

Doug Nelson: PNMT and Golf Swing

Early Registration: \$90 Member/Student; \$120 Non-member; Regular: \$120/\$150

Tuesday, April 4 9 am - 6 pm

8 CE

The Path To Mastery: Identifying & Developing Requisite Skills to Achieve Excellence in Massage Therapy

Early Registration: \$120 for all; Regular: \$160/\$200 Non-member



healwell

Monday, April 3 - Wednesday April 5 8:30 am - 5:30 pm

24 CE

Healwell: Oncology Massage 101

\$425 Member/Students; Non-member with \$25 discount for Early Registration

**Class Size LIMITED: 20**



Monday, April 3 - Wednesday April 5 9 am - 4:30 pm

18 CE

Cindy Black: Meridian Massage to Balance the Wood Element

Early Registration: \$270 Member/Student; \$360 Non-member; Regular \$360/\$450



Monday, April 3 8:30 am - 6 pm

9 CE

Tami Goldstein: Adaptations of CST, Massage & Bodywork for Autism Spectrum Disorders - Registration \$155

Tuesday, April 4 & Wednesday, April 5 9 am - 5 pm

Upledger: Intro to CranioSacral Therapy - Registration \$255

12 CE





Spring 2017

## INFORMATION

### 2017 Spring Chapter Membership Meeting and Elections

Tuesday, April 4, 2017 6:30 pm

Lake Lawn Resort, Delavan, WI

### New Board Orientation

Wednesday, April 5, 2017 12-1 pm



#### What is the conference refund /cancellation policy?

Full refund minus \$30.00 administrative fee.

No refunds will be issued for cancellations less than 72 hours prior to the event.

Early Bird prices end & Registration minimums need to be met

30 days prior to event or classes will be cancelled.

#### Hotel information: 2400 East Geneva Street, Delavan, WI 53115

Please call 800-338-5253 and ask for Reservations.

Request rate for American Massage Therapy Association - Wisconsin Chapter to receive group rate.

A first night's lodging deposit will be asked for at time of reservation.

Room block released March 3, 2017.

King/Queen \$89.00 • Loft \$109.00 • Suite \$129.00

Name: \_\_\_\_\_ Member #: \_\_\_\_\_

Contact Information: \_\_\_\_\_

## REGISTRATION

Register online at [amtaw.org](http://amtaw.org) until 3/27/17 5 p.m.

or mail form to: Casey Guilfoyle, Education Chair, 7080 Lower Rd, Sobieski, WI 54171

Class: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Class: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Class: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Class: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

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Amount Paid \$ \_\_\_\_\_ Check # \_\_\_\_\_

\*ADA assistance is available upon request \*\*Registration price includes materials.



### **Douglas Nelson, LMT, BCTMB**

Douglas Nelson is a Licensed and Board Certified Massage Therapist. The founder of Precision NMT seminars, Doug has taught hundreds of seminars and to various populations from physician's conferences to educational seminars for lay people. Practicing massage therapy since 1977, he is the president of BodyWork Associates, an eighteen therapist massage therapy clinic in Champaign, IL which has been in operation since 1982. Doug still maintains a very active practice; he doesn't just teach, he has a busy personal practice (seeing over 1,100 client visits annually); the clinic is the laboratory for the development of PNMT. Doug has treated thousands of clients over the years, from teams in the NBA and NFL, factory workers, and high level musicians who suffer musculoskeletal pain. He is the author of *Table Lessons: Insights in the Practice of Massage Therapy and The Mystery of Pain*. He also contributed the chapter on fibromyalgia to the book *Massage Therapy: Integrating Research and Practice*. Doug is also on the Board of Trustees of the Massage Therapy Research Foundation.

### **PNMT and the Golf Swing**

6 CE

Golf is a popular sport that is played by nearly 29 million people in the USA alone. The physical demands of golf are often overlooked, which can lead to pain and discomfort in both recreational and serious golfers. Precise soft tissue strategies that are specifically targeted to the biomechanics of the golf swing can help golfers play more effectively and also prevent possible injuries. This also becomes a wonderful sub-specialty for massage therapists, offering golfers very specific treatment protocols tied to the demands of the golf swing.

### **The Path to Mastery: Identifying and Developing the Requisite Skills to Achieve Excellence in Massage Therapy**

8CE

If you wish to play soccer, your coach will run you through numerous drills to hone your skills at the many aspects of the game. Golfers spend time on the driving range working on putting, chipping, short irons, long irons, sand traps, etc. Pianists spend hours playing etudes, pieces designed to develop specific skills in the art of the piano. In this workshop, the participants will spend the day identifying, fine-tuning, developing and exploring the specific skills needed to master the science and the art of massage therapy. From palpation games to listening and observation exercises, therapists will explore and deepen their understanding of the skills it takes to pursue excellence in this field (and have a lot of fun at the same time!) Let the palpation games begin!



### **Healwell**

**Lucille Eddy, CMT, S4OM** As Healwell's Program Director, Lucille coordinates, supervises, and provides care for Healwell's hands-on programs. She is a founding member of the Society for Oncology Massage and taught at Potomac Massage Training Institute from 2004 - 2009. Lucille co-teaches Healwell's adult and pediatric Hospital-based Massage courses, Oncology Massage classes, and community education. She is a retired Senior Chief of the U.S. Navy and has served as the Clinical Supervisor for Hospital/Oncology Massage at The Teal Center at Virginia Hospital Center since 2009.

**Julie Ackerman, LMT, S4OM** Julie maintains a thriving private practice in the Philadelphia area and is currently on staff as a massage and CLT at the Cancer Treatment Centers of America. She specializes in working with people who are medically complex, preventing and maintaining Lymphedema and supporting people at the end of life. Julie serves as a professional massage advisor for Unite For HER and is an active member of The Society for Oncology Massage and National Lymphedema Network.

### **Oncology Massage 101 (Class Size Limited: 20)**

24CE

Prerequisites: Must be a practicing massage therapist.

This 3-day course provides therapists with the essential skills and knowledge to be prepared to treat a variety of clients who are affected by cancer. Oncology Massage 101 is ideal as a starting place not only for therapists who want to specialize with this population, but also for those who simply want to know what they don't know so they can make appropriate referrals and also have the confidence to work with clients affected by cancer for those times when these clients unexpectedly show up on their tables. This course includes a hands-on clinic. (Practitioners who complete this course qualify to register as Preferred Practitioners with the Society for Oncology Massage.)

Topics covered: Common cancer treatment protocols, Side effects and Surgical interventions

This class will conclude with a supervised, full-body, one-hour, client-centered oncology massage session with a client affected by cancer treatment.

Approved for Continuing Education: NCBTMB and Florida

Required Reading: *Medicine Hands: Massage Therapy for People with Cancer*, by Gayle MacDonald, MS, LMT



### Cindy Black, LAc, LMT

[www.bigtreehealing.com](http://www.bigtreehealing.com)

Cindy Black, LAc, LMT is the founder of Big Tree School of Natural Healing and author of Meridian Massage, Opening Pathways to Vitality. Her teaching has touched many throughout the world. Cindy integrates Classical Chinese medicine and Western massage therapy into a unique approach to balance mind, body and spirit - a practice known as Meridian Massage. Her profound thinking, humor, and unique ability to make the complex accessible combine to inspire many people throughout the world with these fundamental teachings.

### Meridian Massage to Balance the Wood Element

18CE

The Wood Element includes the Liver and Gallbladder Organ Systems and the Liver Gallbladder Meridians. Common symptoms of Wood Imbalance: Mental-emotional stress, Muscle tension, Repetitive use injuries and Headaches

You will learn how to use specific acupoints and acupoint combinations to support the return to balance and flow of the Wood Element. Once the Wood Element is soothed and back in balance, the multiple manifestations listed above often resolve.

Knowing how to work with the physical, emotional and mental aspects of the Wood Element will give you new tools to ease these commonly encountered conditions.

The Wood Element is one of the 5 Elements of Chinese Medicine. You will learn the relationship of Wood to the other four Elements so that you can harmonize the relationship of all 5 Elements for better results.

This hands-on course teaches you how to combine specific acupoints, breath awareness and gentle movement to bring balance to the Wood Element.



### Tami Goldstein, LMT, CST

Tami Goldstein is an Upledger Institute Certified CranioSacral Techniques Therapist. She is trained in Massage Therapy, CranioSacral Therapy (CST) I and II, Somatic Emotional Release (SER) I and II, CST Pediatrics, and The Kolden Technique & Body Therapy, Reiki Master/Teacher. She is also a Certified Infant Massage Instructor as well as an Upledger Institute International CranioSacral Therapy Present and Share Care Provider. Since 2005, Tami has been State and National Certified in Therapeutic Massage and Bodywork and continued her training in CranioSacral Therapy with the Upledger Institute in Florida. Tami became certified in CranioSacral Therapy in January of 2013.

### CSMB-A Applications of Upledger CranioSacral Therapy, Massage & Bodywork for Autism

9CE

Massage Therapists are in a position to provide hands on work to individuals on the autism spectrum. The current autism prevalence is 1 in 45 children. To effectively work with those affected by autism, you need to understand the unique and varied presentations. This course will provide; education about autism and tools for effective therapy: education on how different touch modalities address sensory systems in the body, how understanding an individual's particular presentation of their disability can lead to successful and beneficial therapy sessions, tools for preparing the therapy environment and examples of pertinent additional health intake questions will be shared. The course will also cover neuroanatomy and the differences between a neuro-typically developed brain and the brain of a child with autism. Learning and understanding autism, its characteristics, and how SPD (Sensory Processing Disorder) impacts the individual will prepare the massage therapist for success when working with this clientele. The course instructor will use her extensive background working with this population both personally and professionally and will combine storytelling with role playing and group activities to aid instruction.

### Introduction to Upledger CranioSacral Therapy

12 CE

This introductory course details the physiology and anatomy of the craniosacral system, its functions in health and its relationship to disease process. Participants will learn hands - on, fascial-release techniques to evaluate and affect pain and dysfunction. It includes lecture, demonstration, and practice for each technique presented.

 THE  
UPLEDGER  
INSTITUTE, INC.®





## Contact Information

### **ELECTED BOARD MEMBERS:**

#### **PRESIDENT-Mindy Murkley-Kruckeberg, LMT**

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Term Ends 2018

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Term Ends 2017

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##### **Kelsey Lyons, LMT**

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Term Ends 2018

#### **THIRD VICE-PRESIDENT**

##### **Douglas Radtke, LMT**

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##### **Jacci Horstman**

##### **Jaime Ehmer**

### **APPOINTED COMMITTEE CHAIRS:**

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Jones Holden, Andrea Muench, Sara Wendt, Ronnie

Artero Frederick, Jeff Montoya, Ashley Herricks,

Leah Strutz, Ellen Hess

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## **AMTA-WI 2017 Dates to Remember:**

**\*BOD stands for Board of Directors**

**\*TBD means “to be decided”**

- March 12, 2017: Chapter BOD meeting 3-6pm Online
- March 18, 2017: [American Lung Association Annual Fight for Air Climb](#) - Milwaukee, WI
- April 3-5, 2017: [Lake Lawn Resort](#), Delavan, WI; Education
  - Sunday, April 2: BOD Meeting 5-9p
  - Tuesday, April 4: Chapter Membership Meeting & Elections: 6:30-10p
  - Tuesday, April 4: Buffet Dinner 6:30p
    - This is included with class registration. Ala Carte option is available \$35.00. Vegetarian options will be available.
  - Wednesday, April 5: Newly Elected BOD/Delegates Orientation 12-1p
- April 23, 2017: Chapter BOD meeting 3-6pm Online
- June 3-5, 2017: [Midwest BrewHaHa Roller Derby](#): Milwaukee, WI
- June 4, 2017: Chapter BOD meeting 3-6pm Online
- June 12-18, 2017: [Men's US Open Golf](#) Championship: Erin, WI
- June 30, 2017: Newsletter Submission Deadline
- June 17, 2017: Submission deadline - Student Case Report Contest
- July 16, 2017: Chapter BOD meeting 3-6pm Online
- July 22 & 23, 2017 [LLS Scenic Shore 150 Bike Tour](#)
- August 17 and 18, 2017 CSMT: [Burn Injured Youth Camp](#)



- **August 18-19, 2017: Hotel Mead, Lake Delavan, WI; Education**
  - **Thursday, August 17: BOD Meeting**
  - **Friday, August 18: Time TBD MANDATORY Delegate Team Meeting**
  - **Saturday, August 19,: 7-10p Chapter Meeting, Buffet Dinner 6:30p**
    - **(Position Statements presented by Delegate Team)**
- August 27, 2017: Chapter BOD meeting 3-6pm Online
- September 11-12, 2017: Chapter Volunteer Orientation Program (CVOP) - Pasadena, CA
- September 13, 2017 Chapter Leadership Training - Pasadena, CA
- September 14-16, 2017 [AMTA National Convention](#) - Pasadena, CA
- October 8, 2017: Chapter BOD meeting 3-6pm Online
- October 22-28, 2017: [National Massage Therapy Awareness Week](#)
- October 31, 2017: Newsletter Submission Deadline
- October 2017 TBD: Student Day
- November 9, 2017: [Cystic Fibrosis Climb for a Cure](#)
- November 11-12, 2017: Budget Meeting & Volunteer Development: location TBD

**AMTA-WI 2018 Dates:**

- January 7, 2018: Chapter BOD meeting 3-6pm Online
- August 8-11, 2018: [AMTA National Convention](#); Washington DC

