

# Connecting Hands



The American Massage Therapy Association Wisconsin Chapter  
Volume 18-01

Promoting Wellness Through Massage  
Winter 2011



## Practice Protection has Arrived in Wisconsin

On December 1, 2010, Wisconsin joined 40 other states in providing a greatly enhanced level of accountability by the profession of massage therapy and bodywork therapy. In short, as of December 1, 2010, to practice in Wisconsin you must get a state license. This landmark law applies whether you do massage therapy or bodywork therapy for compensation or not, unless you qualify for an exemption or your scope of practice in another profession allows you to do massage therapy or bodywork therapy.

For those without a state certification, there are 4 grandparenting options and that window of opportunity will last through the end of 2011. Applications are only available online. Go to [drl.wi.gov](http://drl.wi.gov), on the left sidebar click on Professions, then choose Massage Therapist or Bodywork Therapist. From the list of applications/forms choose form 2909.

For those with a current or lapsed state certification go to [drl.wi.gov](http://drl.wi.gov), on the left sidebar choose Renewal Information, then License Renewal Online. You can also get a renewal form sent to you via US mail by calling 888-506-4239. Have your credential number ready when you call. Questions? Call 414-299-9201 and leave a detailed message.

### What's Inside

Ethical

Dimensions

page 5

Reports from  
Minneapolis

pages 6, 8, 11, 13 & 21

Don't Just Make  
a Living...

Page 10

CPR Renewal

page 25

## Conference and Chapter Meeting in February

Join Us for the Annual Chapter Meeting February 6, 2011 at 12 pm

Elections of First Vice President

3rd Vice President and Treasurer

as well as Delegates for the National Convention in Portland, Oregon

Budget Approval and

vote on increasing the number of Chapter Officers

by adding two Members at Large

see page 20 for text of Standing Rule change

Great Door prizes and a chance to shape the future of your profession

## AMTA - WI Chapter Officers

### PRESIDENT

Kay S. Peterson, WCMT  
4330 Golf Terrace #209  
Newsletter Editor  
Eau Claire, WI 54701  
715-835-2746  
essentialmassage@sbcglobal.net  
Term ends 2012



### FIRST VICE-PRESIDENT

Ellen Wittwer, WCMT  
909 S. Covenant Ln.  
Appleton, WI 54915  
920-720-2208  
Stressrelief1@juno.com  
Term ends 2011



### SECOND VICE-PRESIDENT

Amy Appel, WCMT  
166 2nd Rd.  
Hixton, WI 54635  
715-299-3488  
amypowerhands@yahoo.com  
Term Ends 2012



### THIRD VICE-PRESIDENT

Corrin Burnell, WCMT  
N10548 Velvet Beach Rd  
Malone, WI 53049  
920-539-1584  
ctburnell@gmail.com  
Term ends 2011



### SECRETARY

Terry Bauer  
1548 Ball St  
Eau Claire, WI 54703  
715-225-1964  
biker4jesus@sbcglobal.net  
Term ends 2012



### TREASURER

Mya Rowe, WCMT  
P.O. Box 131  
Neillsville, WI 54456  
715-937-3115  
myarowe@yahoo.com  
Term Ends 2011



### IMMEDIATE PAST PRESIDENT

Amy Remillard, WCMT  
120 Wabash Ave.  
Waukesha, WI 53186  
262-524-8886  
amy120@wi.rr.com  
Term ends 2012



## The AMTA Purpose

The purposes of the AMTA shall be; To advance the science and art of massage and related techniques; To raise and maintain the standards of the massage profession; To foster a spirit of cooperation and the exchange of ideas and techniques among its members and others who are part of the massage profession; To promote legislation that supports and upholds, and oppose legislation that harms and damages, the massage profession; To protect and preserve the rights of its members; To enhance the public's understanding and appreciation of massage; To further the broad objective of improving conditions of life, or individual well being, in our society through utilization of the professional knowledge and skills of massage therapy; To advocate the rights and interests of persons seeking massage therapy as health care; To conduct any other activity in connection with the purposes stated in this Article and to undertake such other desirable activities as the Board of Directors may determine.

## Connecting Hands

This newsletter is published 3 times per year from the AMTA Wisconsin Chapter, (AMTA-WI) a non-profit professional massage therapy association. This publication welcomes contributions from readers. Articles for submission may be presented in any format, but must include the name, address and phone number of the writer. Copyright materials must be accompanied by written permission by its holder. The Wisconsin Chapter reserves the right to edit material for space and clarification; accept or reject materials; and assumes no responsibility for errors, omissions, corrections or modifications to publications. The beliefs or opinions contained in this publication do not necessarily reflect those of the AMTA-WI Chapter.

## Committee Chairs

### 2010 DELEGATES

Alisha Mell, Amy Appel, Barb Mitchell, Cynthia Licht, Karen White

### SCHOLARSHIP

Corrin Burnell, WCMT  
920-539-1584  
ctburnell@gmail.com

### AWARDS

Ellen Wittwer, WCMT  
920-720-2208  
Stressrelief1@juno.com

### DISPLAY UNIT

Lynn Kutz, WCMT  
920- 470-7488  
lynnmkutz@aol.com

### OUTREACH CHAIR

Vacant

### EDUCATION CO-CHAIRS

Amy Appel 715-299-3488  
amypowerhands@yahoo.com  
Mya Rowe, WCMT  
715-937-3115

myarowe@yahoo.com

### GOVERNMENT RELATIONS

Vacant

### NEWSLETTER CHAIR

Cynthia "Sam" Licht, WCMT  
608 785- 4668  
brthmrk@yahoo.com

### FINANCE CHAIR

Alan Weld  
608-231-9797

alan-liz@sbcglobal.net

### SPORTS MASSAGE TEAM

*vacant*

## Important Contact Information

AMTA-WI Chapter Voice Mail & Website

414-299-9201

Website: [www.amtawi.org](http://www.amtawi.org)

AMTA National Office - NEW

500 Davis St, Suite 900

Evanston, IL 60201-4444

Toll Free Phone: 877-905-2700.

Fax: 847-864-1178

Website: [www.amtamassage.org](http://www.amtamassage.org)

Email: [info@amtamassage.org](mailto:info@amtamassage.org)

For address changes, insurance questions, etc.

Wis. Dept. of Regulation & Licensing

1400 E. Washington Ave.

PO Box 8935

Madison, WI 53708-8935

Fax: 608-267-0644

608-266-2112 Automated line for credential applications

608-266-7482 For complaint forms

Website: <http://drl.wi.gov> (new web address)

To check law updates, licensee status, etc.

Wis. Educational Approval Board

PO Box 8696

Madison, WI 53708-8696

Phone: 608-266-1354

Fax: 608-264-8477

To verify a school's status, make reports

National Certification Board

1901 South Meyers Road suite 240

Oakbrook Terrace, IL 60181-5243

800-296-0664 for applications

Website: [www.ncbtmb.com](http://www.ncbtmb.com)

For application downloads, updates, etc

## President's Report



The January President's Report generally holds a summary of accomplishments that have occurred this year. With the help of a very strong team of volunteers we have accomplished in 2010:

Of course the biggest accomplishment of 2010 was achieving State Licensure for Massage Therapists. Under the leadership of Betsy Krizeneky who has resigned as the chair of the Government Relations Committee in order to be a part of the Massage Therapy and Bodywork Therapy Affiliated Board. No surprise to me she was voted to chair the committee by her fellow committee members.

With Casey Guilfoyle as the chair of the Website Committee we are ready to launch our new updated and beautiful interactive website.

The Finance Committee chaired by Alan Weld has begun a utilization of reserve funds to benefit the members of the Wisconsin Chapter, doing this by reallocating reserve funds to stronger interest bearing accounts that are accessible to the Chapter.

With the development of our new website we have hopes that the number of printed newsletters will diminish. One step in that direction will be reducing newsletter publication from four to three issues per year beginning April 2011. Email notification of our e newsletter will give members an opt out option for the printed copy, further saving the Chapter money and reducing our impact on the environment.

In 2012 we will be moving the Annual Chapter Meeting to a warmer month, the end of March, by 2013 the meeting will always be held in early April. We will continue to bring a variety of education opportunities, giving members a choice of one, two or three day courses. The meetings will be more streamlined and fun as well.

In accordance with AMTA National policy we have formed a nominating committee, this committee will be responsible for contacting prospective Board members, assuring they are qualified to sit on the Board and preparing announcement of candidacy for the website newsletter and meeting space.

We began to use gotomeeting an online meeting service that has enabled us to decrease travel costs and streamline volunteer involvement

In 2011 we hope to make volunteering easier and more exciting, there are many ways to become involved. Attend the conference in February and while you are there plan on taking part in some of the group discussions that will take place. Exciting things are happening in our profession and our chapter. We will be reaching out to all Wisconsin Licensed Massage Therapists by inviting them to all of our education events. We hope this will strengthen our profession and create a welcoming environment for all.

### Newsletter Committee Chair

Cynthia "Sam" Licht

Layout/Design

Mike Rude

Editorial Committee

Board of Directors

Deadlines

February 28 (April Issue)

June 30 (August Issue)

October 30 (December Issue)

Submissions will be accepted by email to:

Cynthia "Sam" Licht - [brthmrk@yahoo.com](mailto:brthmrk@yahoo.com)

Typed or handwritten submissions are also welcome, they should be mailed to:

Cynthia Licht

2017 Mississippi St.

La Crosse, WI 54601

Advertising

Kay Peterson, [amtawikay@charter.net](mailto:amtawikay@charter.net)

Advertisement should be sent in PDF format by email

Advertising Rates

Full Page - \$175                      1/2 Page - \$90

1/4 Page - \$50                      1/8 Page - \$30

Classifieds & Personals - \$8, (20 words or less)

Professional Networking- FREE to all AMTA members and Chapters.



MARRIOTT HOTEL, ST. CHARLES, IL  
AND THE SHERATON MILWAUKEE,  
BROOKFIELD, WI

WINTER-SUMMER 2011

KELLY LOTT

# Workshops

## COURSE DESCRIPTIONS

### PREGNANCY MASSAGE CERTIFICATION (21 HOURS; TUITION \$400) WITH 4TH DAY ELECTIVE POST-PARTUM AND LABOR MASSAGE (6 HOURS; TUITION \$100)

9 AM – 5 PM each day Tuition \$400/\$100

#### COURSE CONTENT

- Causes and treatment for: sciatic pain, round ligament pain, low back and pelvis, rib constriction, calf cramps and much more.
- Precautions and Contraindications
- Demonstration and hands on practice
- Completion of total number of required hours and passing of both written and practical exams results in award of certification.
- Elective 4th Day Post-Partum and Labor Massage (see website for complete description)

### FACE TONING MASSAGE (14 HOURS)

9 AM – 5 PM each day Tuition \$285

Students will experience a fun and relaxing workshop learning to perform the "Hydrotherapy Face Toning" massage treatment. The massage strokes and warm moist towels affect the facial muscles along with tightening and toning of the neck and upper chest. As part of tuition, students will receive extensive "how to" handouts, full size face toning products, 24 facial towels and 3 headbands.

### COLD STONE THERAPY FOR MIGRAINE HEADACHES (6 HOURS)

10 AM – 5 PM Tuition \$135

Practitioners who are looking for a dramatic alternative relief treatment for all kinds of headaches will have hands on practice performing strategic placement of hand crafted cold marble stones to decrease the pressure of dilated blood vessels and sinus congestion. Use

of specially formulated aromatherapies for migraines and most common types of headaches, as well as specific headache point massage strokes will be demonstrated. Tuition includes how-to handouts and four spa foot towels. Marble stones, specialized aromatherapy and instructional DVD will be available for purchase at a student discount rate.



## DATES AND LOCATIONS

### MARRIOTT HOTEL, ST. CHARLES, IL

- **March 25-28, 2011** *Pregnancy Massage Certification with 4th Day Elective Post-Partum and Labor Massage*
- **June 10-11, 2011** *Face Toning Massage*
- **June 12, 2011** *Cold Stone Therapy for Migraine Headaches*

### SHERATON MILWAUKEE, BROOKFIELD, WI

- **April 29-May 2, 2011** *Pregnancy Massage Certification with 4th Day Elective Post-Partum and Labor Massage*
- **June 24-25, 2011** *Face Toning Massage*
- **June 26, 2011** *Cold Stone Therapy for Migraine Headaches*

## KELLY LOTT'S CREDENTIALS

LMT, MTI, NCBTMB  
Provider #055516-00,  
CIMI

Having graduated at The Chicago School of Massage, with 20 years experience in massage, Kelly transitioned into teaching full time for the past 15 years. She has been a nationally certified instructor through NCBTMB for 13 years with extensive experience teaching massage classes all around the country.

## REGISTRATION OPTIONS

Online: [www.kellylott.com](http://www.kellylott.com)

Call toll free: 800.705.7037

Email: [kglott01@aol.com](mailto:kglott01@aol.com)

Pre-registration and deposits are required for commitment. Special guest room rates available.



# Ethical Dimensions

By Kathy Ginn, LMT., NCTMB

Shhhhhhhhhhh

*Listen to the silence; for it has much to say.*

As this issue of Connecting Hands lands in your lap, winter will be upon us. We will more than likely have a blanket of snow covering the ground. What can winter teach us about ourselves, and how does the season of winter relate to ethical development? A few words come to mind as I reflect on the above questions. Stillness ~ Silence ~ Rest ~ Presence. Winter invites us into the process of self-reflection.



Can I sit in stillness? Do I listen to the silence? Do I give myself permission to rest? How do my clients experience my presence?

The vocation of massage therapy & bodywork requires constant renewal if you want to take joy in your work and grow in your service to others. When you learn to sit in stillness on a regular basis, call this meditation or prayer you begin to transform yourself from the inside out. As your transformation progresses your work becomes an expression of that transformation. It is important to remember; the client often chooses the relationship for healing instead of one's technique. When you can sit with yourself in stillness, you are better able to sit with your clients.

As you sit in stillness; what do you hear? Can you just sit and listen? Listening to the silence can be music to the ears. One of the beautiful gifts of winter is the quietness of the season. Imagine this; when each client comes to see you they are silently asking – do you see me ~ do you hear me ~ and do you care? Everyone longs to be seen and heard by someone with an open and caring heart. The long winter season gives us permission to slow down, pause and listen. As we practice listening to the sounds of winter, we can then sit and listen deeply to our clients. Listening deeply to someone is very different than carrying on a casual conversation with them. How do your clients know you see them and hear them?

Your clients come to you for many different rea-

sons, often relief from pain and stress. You are simply rest stops in their routine of life. Since 2001 I have given myself permission to rest with a 10 day retreat of solitude and silence during the month of January. I cannot begin to share with you the experience of this time away. I can say this; "try it and I promise you will have your own experience." We become massage therapists for reasons of the heart. But it is easy to lose heart as time goes by when you feel depleted and burdened. Winter brings us the gifts of cold weather and shorter days ~ a warm and cozy blanket to practice the discipline of rest ~ it can feel delicious!!

Being in the present moment is truly a disciplined practice. As you work with your clients bodies, you are passing on your presenced awareness through your hands, your words, and your heart. Learning to be present without an agenda ~ who says the study and exploration of ethics is boring ... smile. Each day on my retreat I relish in watching the day turn to night. Nature never has an agenda. It just is. How do your clients experience your presence? How do you wish to have your clients experience you? Allow yourself to become curious, and then notice what happens next? Remember – the answers are always in the question. I was introduced to the work of Leonard Jacobson by a student of mine in one of my ethics workshops. He has a book titled: The Journey of Now. Perhaps a book to have in your lap while you cozy into the quietness of winter.

Allow the season of winter to be a gentle reminder. Nourish yourself with the gifts of this beautiful season. Invite winter to engage your Soul. For all of this ~ I love and am truly grateful for the season of winter!!

May we continue to Learn, Grow and Live in Peace!

*Kathy Ginn is currently in private practice in Madison, WI. She has been active in the field of massage therapy and bodywork since 1991. She teaches ethics and business courses locally and nationally. She is on staff at TIBIA massage school and East-West Healing Arts Institute. She served with the NCBTMB Ethics and Standards committee for 8 years, and currently serves with the AMTA teacher development committee. Kathy is an approved provider with NCBTMB. Feel free to contact Kathy regarding business development, mentoring or her 2011 course offerings. You may visit her website @ <http://www.ethicaldimensions.com>*

## Delegate Report

by Alisha Mell, LMT

I was honored to represent you this year as one of our five delegates at our national convention. This year's experience for me was a wealth of new knowledge about how our profession progresses and why we are able to work in our field with the comfort that we do. Many times we take for granted the work, thought, and energies that are exerted in order to build a backbone for our profession.

If any of you choose to attend a national convention in the future I would highly suggest attending the delegates meeting as a spectator. The gathering of all states in one room to collectively represent the interests of all massage therapists in the nation is quite powerful and encouraging! The discussions and thoughts on all the proposed position statements recognized the many abilities and benefits that massage can provide for our communities and the well being of all affected.

The parliamentary process which these position statements were discussed under was quite impressive to be a part of as well. Within the ways to approach a question, the board, and others ideas in a respectful way that keeps everyone as equals and keeping the topic at hand is always the objective. I believe that we all should have an awareness of how this process works and the delegates meeting is a wonderful example and an opportunity to partake in this process.

The end product of the meeting didn't prove to pass any of the position statements. However, many of them will be back next year after more hard work and research is done. I applaud South Carolina's efforts, time,



and passion towards furthering our profession through proposing all of the position statements this year. I look forward to hearing the revisions!

Of the educational segments I was energized to hear Judith Delany speak on hand and forearm pain. The detailed anatomy lectures are always enlightening and send me back to client times with a heightened sense of awareness towards focus areas and muscle functionality. Ms. Delany definitely holds your attention and gives you complete application knowledge and resources to follow up with when you leave her so as not to feel lost. I have been a 'follower' of her for the past 12 years and would highly recommend her and her program for neuromuscular therapy training. You will be glad you did!

Life tends to provide us opportunities for growth when we least expect them. This experience has definitely afforded that to me. Representing our state as an advocate for YOU truly made me think outside of myself as well as how the diversity of our chapter would potentially feel towards position statements.





**MILWAUKEE**  
SCHOOL OF MASSAGE, LLC

***Do you know someone  
who would like to  
resume their  
previous study of  
massage therapy?***

**NEW & TRANSFER-IN  
STUDENTS**

***welcome***

**NOW!**

***Are you an OTA, PTA,  
Personal Trainer or  
Athletic Trainer,  
looking to enhance  
your career skills?***

**CALL US TO  
EXPLORE YOUR  
OPTIONS!**

830 EAST CHAMBERS STREET | MILWAUKEE WI 53212

**CONTACT WANDA BEALS AT 414.263.1179**  
[www.milwaukeechoolofmassage.com](http://www.milwaukeechoolofmassage.com)

# Lakeside

SCHOOL OF  
MASSAGE THERAPY

**Next  
ASSOCIATE  
Degree Program  
begins Fall 2011**

## Continuing Education Courses

*All continuing education classes are held at Lakeside School of Massage Therapy, Milwaukee.*

### Energetics and Ethics

Explore relationships between therapists, clients; challenges to ethical behavior with clients in an altered state or non-ordinary state of consciousness and implications for Standards of Practice. Includes 2-hour experiential session. Date: 1/23/11; Class Hours: Sun. 9am-4pm; Instructor: Carole Ostendorf, Ph.D.; CEU Hours: 6; Cost: \$100; Cost to Lakeside Graduates: \$75

### Orthopedic Testing 301

Builds upon basic functional testing to include more advanced techniques. Practitioner will be able to: assess signs and symptoms where restricted movement, tissue restriction, or pain limits client's abilities; differentiate between indications and contraindications and when to refer to other professionals. Dates: 2/4 2/6/11; Class Hours: Fri. 12pm-9pm, Sat. & Sun. 9am-6pm; Instructor: Mary Beth Dietz; CEU Hours: 24; Cost: \$360; Cost to Lakeside Graduates: \$270

### Mind, Body, Mood, and Massage

Explore the physiology and psychological connections between mind, body, and mood as they relate to the human experience; concepts of personal change due to cellular and tissue memory and the possible impact resulting from massage therapy sessions. Learn centering exercises and dialoging strategies. Dates: 3/5-3/6/11; Class Hours: Sat. & Sun. 9am-6pm; Instructor: Tom Ryan and Carole Ostendorf; CEU Hours: 16; Cost: \$240; Cost to Lakeside Graduates: \$180

### Therapeutic Heated and Cold Stone Massage

Learn to use heated and cold stones in both a 90 minute full body relaxation routine and deep tissue massage sessions. Includes stone techniques for common complaints. Safe use of heated stones, sanitation and contraindications are emphasized. Materials Fee: \$50.00 for set of basalt stones. Dates: 3/18-3/20/11; Class Hours: Fri. 12pm-9pm, Sat. & Sun. 9am-6pm; Instructor: Kay Peterson; CEU Hours: 24; Cost: \$350; Cost to Lakeside Graduates: \$262.50

### Active Isolated Stretching (AIS)

Learn this comprehensive, scientifically designed solution for improving flexibility and reducing pain; successful with soft tissue injuries and a variety of neurological, circulatory, lymphatic and orthopedic conditions. Learn to apply specific stretches to each joint in the body. Contraindications and precautions will be covered. Dates: 4/15-4/17/11; Class Hours: Fri. 12pm-9pm, Sat. & Sun. 9am-6pm; Instructor: Joshua Morton; CEU Hours: 24; Cost: \$400; Lakeside graduate discount does not apply.

**new**

*Waukesha location*

**at the West Wood Health  
and Fitness building 2900 Golf Road,  
Pewaukee. Call 888-308-0078 or visit  
lakeside.edu for class schedules.**

### Posturology

Explore latest findings about chronic pain conditions caused by postural imbalances. Learn basic concepts of postural distortion patterns and importance of measuring and charting posture. Identify causes and subsequent treatment methods. Hands-on course is first step towards integrative neurosomatic therapist certification. Bring: massage table and clothing for assessment (shorts, bathing suit). Dates: 5/13-5/15/11; Class Hours: Fri. 12pm-9pm, Sat. & Sun. 9am-6pm; Instructor: Hanna Franke; Hours: 24; Cost: \$395; Lakeside graduate discount does not apply.

### Creative Forearm and Elbow Techniques

Hands-on class demonstrating ways to incorporate use of forearm and elbow techniques in a safe, comfortable manner. Techniques can be used to soothe away tension and stress, and can also be used in more targeted, therapeutic applications. Save on the overuse of your hands, wrists and thumbs. Dates: 6/10-6/11/11; Class Hours: Fri. 12pm-9pm, Sat. 9am-6pm; Instructor: Amy Appel; CEU Hours: 16; Cost: \$240; Cost to Lakeside Graduates: \$180

### WORK AT LAKESIDE!

**Teachers and  
practitioners  
wanted.** Contact  
jerailyn@lakeside.edu  
414-372-4345



Lakeside does not discriminate on the basis of race, color, national or ethnic origin, gender, sexual orientation, religion, age or disability in administration of the educational policies, admission policies, and other school administrated programs. Lakeside is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing ed provider.



**REGISTER ONLINE**  
[www.lakeside.edu](http://www.lakeside.edu)

**Lakeside**  
SCHOOL OF  
MASSAGE THERAPY

**Milwaukee 414-372-4345**  
1726 N. 1st Street, Milwaukee, WI 53212  
[milw\\_info@lakeside.edu](mailto:milw_info@lakeside.edu)



# Presidents Report

## National Convention

Minneapolis MN.

By Kay Peterson, LMT



Although I live near the Twin Cities I often find myself daunted by the heavy traffic, one way streets and tall buildings that create a maze both intricate and tall. This year a new dimension was added for me. The invitation to the convention mentioned the host hotel was connected to the convention

center, this is true, however what it was connected by was about nine city blocks of above street level walkways and a myriad of escalators, twists and turns and a throng of people at times. Spatially challenged since birth I have never been able to navigate easily through large buildings, add to that the implanted "knowledge" that forward is always north I lose my way easily. The first two days were a real challenge and a bit scary. Thankfully with the help of Lynn Kutz and Terry Bauer I made it to my destinations on time.

The National Board of Directors meeting on Tuesday was a bit of a disappointment for me, I was aware that Chapter Presidents would not have either a voice or a vote. We are a presence in the room, no more. What made it difficult for me was the visual aids were too far away to read and the voices were often too soft to understand, we in the audience spent a lot of time shrugging at each other with puzzled looks. I did get a few bits of information that are of import, the 2012 Convention will be held in Raleigh, North Carolina and the 2013 National Convention will be held in Fort Worth, TX. There is a committee who will be researching the feasibility of on-line voting for Chapter Officers, this idea is in its infancy so it will be a while before we know more.

Day two began at 7:15 with the President's Council Meeting. This is primarily a meeting where Chapter President's network and break into groups to discuss leadership. We were shown a few clips from *Invictus*, a movie starring Morgan Freeman as Nelson Mandela. We were to describe the strengths of Nelson Mandela's leadership style

and how we might invoke some of his style into our own leadership. I would say the strongest message I took away from that day was in my own words: The past is the past, welcome those of differing opinions into your fold. Embrace them and work with them if they are willing to work with you, to move forward on your Chapter's mission.

Later that day I attended Chapter Leadership Training and learned a few things we are doing well and a few things we need to strengthen as a Board of Directors. We need a Nominating Committee or a Commission of Elections NOW! This entity can NOT be comprised of voting Board Members. If you are at all interested please let me know this week, the group will solicit, verify qualification of and recommend candidates for the February elections. In the social networking break out group I learned of a service called "Survey Monkey" that I think will be useful on our new website to ask our members how they feel about a variety of subjects.

I took one excellent education event featuring Paul St. John called Techniques for Releasing the Cranial Base. I plan on attending a class by Hannah Franke called Posturology in May at Lakeside, she teaches with Paul St. John. What they taught about the effect of leg length discrepancy on just about every aspect of human health to be both amazing and verified by research. I think if more MTs got trained in NMT we would elevate our profession to a whole new level.

And last but not least on Thursday we joined with Michigan, Illinois and Minnesota for our first ever hospitality party. Turn out from our state was lower than I had hoped but those who did come had a great time. I worked with Board members from Michigan and Illinois (we let the Minnesota people "relax" as they were the host of the convention) to shop for and prepare the food for a party attended by about 200 people from our estimates. We had live music provided by Peter Phippen, sponsored by My Receptionist, great food, a cash bar and a really good time. At the party the four Chapters presented Ruth Werner with our Dollar per member donation to the Massage Therapy Foundation. I would like to extend a special thank you to Alisha Mell and Terry Bauer for their help with this event, they both went above and beyond in helping replenish the food line and were great ambassadors for the chapter.

We have a great team going and we are all committed to making it even better.





Susan Cossette, NCTMB, Usui & Karuna Reiki Master Teacher  
Owner, Health and Healing Zone

**Class instructor Susan Cossette is an NCBTMB approved provider  
for continuing education  
Classes are held in Appleton, WI unless other location is listed**

### **Seminars Offered**

#### **Reiki Level 1**

8 hour CE class \$175.

Dates: January 7,  
February 12, March 18, May  
7, August 5

#### **Reiki Level 2**

8 hour CE class \$250.

Dates: January 8,  
February 13 June 17,  
August 12

#### **Reiki Advanced Level**

7 hour CE class \$400.

Dates: April 22, June 3,  
November 11

#### **Reiki Master Level**

7 hour CE class \$400.

Dates: November 13, 2010  
April 23, June 4,  
November 12

#### **Karuna Reiki® Master**

18 hour CE class \$800.

Dates: January 21 & 22  
March 25 & 26, June 24 & 25,  
September 8 & 9

#### **Swedish Stone Massage<sup>SM</sup>**

15 hour CE class \$275.

(must be a certified massage therapist)

Dates: May 20 & 21, November 5 & 6

#### **Rainessence Reiki Massage<sup>SM</sup>**

4.5 hour CE Class \$150.

Dates: February 25, May 7, October 14

#### **Reiki Stone Therapy<sup>SM</sup>**

7 hour CE Class \$250.

Dates: February 26, July 15

#### **Sounds of Healing**

6 hour CE Class \$100.00

Dates: March 12

For More information on these classes go to  
<http://www.healthandhealingzone.com/classes.html>

Register by Email at [hhzonereikibal@aol.com](mailto:hhzonereikibal@aol.com) or  
phone 920-428-2181

Contact me if you would like Susan to teach in your  
area. If you successfully organize 6 students (not  
including self) for a class you, as the organizer  
receive your class free of charge.

## “Don’t Just Make a Living, Make a Difference”

by Carole Ostendorf, Ph.D., CEO  
Lakeside School of Massage Therapy

*What Do We Know or Think We Know:  
informed decision making?*

Recently, a research study was published regarding the effect of Swedish massage on physiological functions in a normal human and I wanted to share it with you. One of the beliefs of Massage Therapists is that massage has a positive effect on stress and immune function. This would probably be appropriately in the “think we know” category, rather than having evidence of actual effects. This article provides initial promising data that supports our thinking.

A Preliminary Study of the Effects of a Single Session of Swedish Massage on Hypothalamic-Pituitary-Adrenal and immune Function in Normal Individuals, Rapaport, M. Hyman, Schettler, P, Bresee, The Journal of Alternative and Complementary Medicine, 2010 in press. The study proposed to measure the effects of a single 45 minute session of Swedish Massage compared to light touch on a variety of measures including: arginine-vasopressin (AVP), adrenal corticotrophin hormone (ACTH), cortisol (CORT), circulating phenotypic lymphocytes markers, and mitogen-stimulated cytokine production. The subjects were healthy adults who received either Swedish massage or light touch. All of these measures are intended to provide information about stress and immune function changes. The measurements suggest that in fact the Swedish massage, compared to light touch, caused positive effects in each area. This is a significant result and supports our beliefs using quantifiable physiologic measurements. The caution with only using one massage session is that we make broad generalizations. The authors recommend that the study be repeated with larger groups of normal individuals.

So what difference does this make? Well, now we know that in at least one person, Swedish massage had a positive effect on measures of stress and immune function. This would be called a beginning to “evidence-based practice”.

## Milwaukee School of Massage Institutes Work Study Program

by Wanda M Beals, MSSW, NCBTMB,

LMT

Milwaukee School of Massage

The Milwaukee School of Massage instituted a Work Study Program last fall for it's enrolled students. MSM students who have completed their first full body massage clinic, can apply to participate. They are allowed to work up to 15 hours in the MSM Graduate Massage Therapy Clinic. The clinic is located above the school at 830 E Chambers Street in the Milwaukee Riverwest Community. The two unique aspects of the MSM Work Study Program are that the students earn \$16 per massage, and gain experience in developing treatment skills as well as grow a client base for a private practice. The supervising MSM Graduate Clinic Staff earns \$9 per supervised work study massage. MSM earns \$10 to cover clinic expenses. The clients pay \$35 per massage. It is easy to see that the Riverwest community has shown a keen interest in this program.

The idea to institute the work study program was prompted to deal with the low number of graduates continuing in the field nation wide as well as locally. MSM owner, Wanda M Beals, herself a massage therapist for over 30 years, wanted to engage the students in the art of healing while they are still students. It is hoped this program will increase the retention rate of MSM graduates in the field of massage therapy.

---

## Your New State Professional Regulatory Board

As of December 1, 2010, the profession of massage therapy and bodywork therapy has a new state regulatory board with enhanced capacity to make decisions affecting the profession. The Massage Therapy and Bodywork Therapy Affiliated Credentialing Board has replaced the Massage Therapist and Bodyworker Advisory Council, in existence since 1998.

Over the next 6-9 months there will be updates

*continued on page 14*

## BOD Report

### National Convention

### Minneapolis MN.

By Corrin Burnell, LMT

This was my first year at nationals!! It was a great and scary experience all in the same breath. I was very pleased that it was so close to home.

The first timers' lunch would have been better if they gave more information about what was going on for the week, but talking with people from other states was very interesting. It

was also nice to know I was not the only first timer there. The national board members joined us for this lunch.



On Tuesday we attended the education classes for the board members. Social networking was of interest to me. It focused on Facebook the whole time and gave some good ideas about putting out our newsletter online. Also suggested was to give reminders of the educational conferences a month and then two weeks before they happen. It gets the news out to the members now and is able to be edited and updated as needed. Also it is FREE!! They had a disk of all the handouts available to us at the end of the classes even if you did not take all of them!! What a great idea because we all know how much paper comes home and gets lost!

On Wednesday I took a class called Cancer and Massage. It gave more information about the disease than what I wanted. I was looking more for how massage can help or hurt a client. It did let us know to stay 4 inches away from ports and tumors (current and previous tumor sites). The classroom was a very tight squeeze and lots of questions did not allow us to get thru all of the information in a timely manner. Our instructor was very educated in cancer and gave us resources to get the newest info.

On Thursday I took a class by Paul St. John called Techniques for Releasing the Cranial Base. They taught about the effect of leg length discrepancy. They had research to verify their findings. It was amazing to see that form fixes function. The gentleman who helped in the class was a strong athlete. He also had a leg difference and when they took out his foot lift his strength was noticeable lowered. When they put his foot lift back in his strength was back to normal, proving that form fixes function. We spent

more time on this postural information than the cranial base. I would have liked to see more hands on work, but am so glad to have been in that class to see first hand how to help my clients. I will definitely continue my education with Paul St. John and suggest for all therapist to check it out.

On Friday I took Cancer and Massage: What Does Research Say by Tracy Walton. It was not at all what I was wanting. It did give the information that massage is good for clients with cancer. The time was spent on how research is done and read and printed. It covered the different research methods that can be done. With it being my first time at nationals I learned that research classes are not my cup of tea. I will stick to hands on.

All the people I met were so fun! The pins were great conversation starters!! I look forward to going again in 2011; to see people I met this year and new ones!

## Never too Late

### by Kathleen Treffert, LMT

At the AMTA National Convention in Minneapolis, Mn. I was honored and acknowledged by receiving my 30 year pin. The Convention was truly worth the trip and I am glad I attended.

However, at the Convention I was disappointed and saddened to hear that the Wisconsin Chapter was not taking the opportunity to be present at the first annual Vibrant Life Expo health fair being held at the State Fair Park in Milwaukee on October 22 and 23, 2010. Especially since the event was brought to the floor at the September Chapter Meeting.

In my enthused and shocked state, I decided to investigate whether the opportunity still existed. After a call or two it became a reality. Hence, it is never too late to participate unless the event has already passed!

I want to publicly thank Carol Buckholtz (former State President) for her help and support. With her van and time commitment (many hours) we made this event happen!

The Wisconsin Chapter of the AMTA was represented proudly and professionally with our display booth and banners. What a great way to kick off Massage Therapy Awareness Week beginning the next day. I also want to thank Lynn Kutz who gave of her personal time on weekend hours to bring the display units from Appleton.

This is an event the Wisconsin Chapter should consider participating with in the future.

# BLUE SKY

School of Professional Massage & Therapeutic Bodywork

## Don't Follow The Steps Of The Ordinary, Walk Your Own Path

Touch the Lives of Others...Become a Massage Therapist

### ADDITIONAL SEMINAR OFFERINGS:

**Cranial Sacral** (Grafton 1/7 - 1/9/2011)

**Business Mastery** (Grafton 1/21 - 1/23/2011)

**Spa Services & Hydro**

(Grafton 1/29 - 1/30/2011)

**Ayurveda: Dynamics of Rejuv.**

(Grafton 2/25 - 2/27/2011)

### NMT SEMINAR OFFERINGS:

**NMT - Spine & Thorax**

(Grafton 2/11 - 2/13/2011)

**NMT - Spine & Thorax**

(Madison 2/11 - 2/13/2011)

**NMT - Upper** (Grafton 3/11 - 3/13/2011)

**NMT - Lower** (Grafton 3/25-27/2011)



For more information or to  
Register call  
262-376-1011 or  
Grafton@BlueSkyEdu.org

NCBTMB APPROVED CEU SEMINARS AND  
PERSONAL ENRICHMENT SEMINARS JAN. - MARCH  
FULL LISTING ON OUR WEBSITE [BLUESKYMASSAGE.COM](http://BLUESKYMASSAGE.COM)

### SPOTLIGHT SEMINARS:

**Gaia's Touch Heated Stone Massage** Workshop

(De Pere 3/5 - 3/6/2011)

**Intro Small Animal Massage** (De Pere 3/25 - 3/27/2011)

**Intro. to Aromatherapy** & explore 9 everyday Essential  
Oils-(Grafton 1/10, 2/8, 4/12)

**Dr. Mom** - (Grafton 1/25)

**Women's Hormones** - (Grafton 3/10)

**GO GREEN** - (Grafton 3/28)

**Free Amazing Weight Loss Seminar** - (Grafton 1/11, 2/16,  
3/7, 4/13, 5/10)

**Aromatherapy for Your Client's Wellbeing:**

(Grafton 2/19, 5/7, DePere 4/9)

Part 1: Pain Management

Part 2: 12 Antiseptic essential oils for infection control

Part 3: RAINDROP THERAPY

Accepting applications NOW for the March  
2011 program. Call the location nearest  
you for a course catalog or visit us at  
[BlueSkyMassage.com](http://BlueSkyMassage.com) for your free  
Career Info Kit.



[www.BlueSkyMassage.com](http://www.BlueSkyMassage.com)  
email: [info@BlueSkyEdu.org](mailto:info@BlueSkyEdu.org)

### GRAFTON

350 Double Tree Lane

Grafton, WI 53024

262-376-1011

Grafton Open House: 6pm

1/5, 2/9, 4/6

### MADISON

2005 West Beltline Highway, Suite 201

Madison, WI 53713

608-270-5245

Madison Open House: 9:30am

1/8, 2/12, 4/9

### DEPERE

2200 American Boulevard

De Pere, WI 54115

920-338-9500

De Pere Open House: 6pm

1/6, 2/10, 4/7



# Delegate Report

## National Convention

### Minneapolis, MN

by Barb Mitchell, LMT

I want to thank the AMTA WI Chapter for sending me as a delegate to the National Convention in Minneapolis. It was an awesome experience. I have been to three conventions before: Chicago, Washington, D.C & North Carolina, but never as a delegate. Being a delegate opened up a whole other aspect to the convention.

The Delegate orientation was very informational. It would have been helpful to emphasize the importance of that training, attendance was not 100%. The HOD was interesting & frustrating. It seemed like not all of the chapters were as good as ours in prepping the delegates as to what we were supposed to vote on. I know that the information was online, but it seemed like a lot of the delegates hadn't seen it before. I think when election of delegates is being held, it must be impressed on them the responsibility it entails. I also feel (as a lot of the other delegates expressed at the end) that there needs to be clearer directions as to how to word the proposals. Everyone seemed to agree with the intent of the proposals, the problem was with the wording. There also was a lot of issue with the way research was listed, apparently there isn't a clear standard. One vote failed I believe because of a typo error, we found out too late that typos can be corrected before publication. It also seemed like delegates didn't listen or understand what was being said. Things had to be repeated numerous times and it seemed like a number of people still didn't understand what we were voting on. All in all it was quite fascinating to see how business is conducted in a large organization. I do totally understand now why they want to elect delegates to a 2 year term, it would help to have at least half of the delegates know procedure. The issue I had with that is I don't know if I could plan 2 years ahead of time, especially with the different locations of conventions (which is great). I definitely would be inter-

ested in being a delegate again.

I like to experience hands on classes whenever possible, because we frequently have to get CE hours with on-line or written courses due to schedules & costs. I attended 3 hands on classes while I was there:

Incorporating Movement into Massage (Lee Stang, LMT), was an 8 hour course, which showed ways to add client movement to a massage routine. It was a well taught class with enough background to explain theory & research, and ample time to practice what we learned. It was specific as to positioning for both client & therapist, and also general as to using the principles on areas not covered in the class. It was effective in showing ways to increase results from a session without more labor & stress on the therapist.

Hand and Forearm Pain (Judith DeLaney, LMT) was a 4 hour course. I was a bit disappointed with the amount of practical material actually presented, although a 4 hour class is pretty limited. Much of the time was spent covering the presenter's biography: research done, books written, etc. She did have a good approach to learning the anatomy of the forearm, it was a easy way to remember all those muscles. The hands on time was way too short. There wasn't much in the way of new technique, just a reinforcing of anatomy which is always good.

Introduction to Structural Relief Therapy (Taya Countryman, LMT) was a 4 hour course. The biography of the presenter was interesting, but the presentation was kind of confusing. The videos were better than the actual demonstration. The technique was so different from my method of practice that it was difficult to replicate results demonstrated in the videos. The results of treatment in the videos were impressive, but our small hands-on group had little results in practice.

I had my original massage therapy training in 1976, and I am pleased with the advances that are being made in our profession. I understand the need for research to prove what we all know massage therapy can do for people. I do feel that there is a need for balance between being anatomy & research based and allowing intuition & intention & individuality to be acknowledged.

Again Thank You for allowing me to have the amazing experience of being a Delegate!

## My Early Retirement

By Betsy Krizenesky,  
WLMT



On November 23, 2010 I was forced into retirement. Well, maybe "forced" is not the best word. Actually, what happened is that I was appointed to the newly created Massage Therapy and Bodywork Therapy Affiliated Credentialing Board by Governor Doyle. In order to avoid any appearance of conflict of interest I was asked if I would be willing to resign as Chair of the AMTA-WI Government Relations Committee. Initially, of course, I was torn. Since I joined AMTA in 1983 I have been quite involved with the association and it has been a really empowering relationship. In my opinion, it is not enough to have ideas about how an organization should be run. If you open your mouth, you should be ready to volunteer. And so I did. But now I feel that with my close work with the passage of our new law I have a lot to offer the profession in this new capacity. I will remain available on the Government Relations Committee to train a new chair and to convey

concerns to the new regulatory board. I remain grateful to you, the AMTA-WI membership, for entrusting the important position of GRC Chair to me over the last 10 years.

from page 10

made by the Board to the Administrative Rules, which "flesh out" the areas of the statutes that are purposely left somewhat vague. In addition, the Board hears and makes decisions regarding official complaints filed by the public against members of the profession.

Six members of the seven-person board are licensed members of the profession and have been in practice for at least two years. Two of these six represent massage therapy or bodywork therapy schools in the state. The seventh person is a public member, unaffiliated with the profession or school program.

Although the contact information for board members is not made public, their names and terms are posted on the Department of Regulation and Licensing's website, [drl.wi.gov](http://drl.wi.gov), under Boards. On that page you can find information about upcoming meetings, minutes for past meetings; as well as links to statutes and administrative rules governing the profession. Board meetings are open to the public, except for closed sessions, which are listed on the agendas.

## Learn Traditional Thai Massage & Continuing Education Classes

# ZENERGY

School of Massage and Bodywork  
NCBTMB Approved Provider # 451298-10

### ~ Upcoming Classes ~

Fundamentals of Thai Massage - Level 1 (17 CE's)  
*March 11 - 13, 2011*

Thai Massage for the Table (16 CE's)  
*January 8 - 9, 2011*

Cupping for Myofascial Trigger Points (6 CE's)  
*January 11, 2011*

Hands Free Thai Massage (17 CE's)  
*April 29 - 30, 2011*  
(Level 1 is a prerequisite)

Connective Tissue, Fascia and Myofascial  
Release and Massage (40 CE's)  
*April 7 - May 26, 2011*  
(8 week class)

**Now accepting applications for full-time program, classes start February 2011.**

A complete upcoming class schedule, class descriptions,  
instructor information and registration details available online:  
[www.zenenergymassageschool.com](http://www.zenenergymassageschool.com)

Zenergy School of Massage and Bodywork | 520 W. 15th Ave. | Oshkosh, WI 54902 | 920-544-2804

# AMTA – Wisconsin Chapter Annual Chapter Meeting & Educational Conference

## February 5-7, 2011

Olympia Resort- Oconomowoc, WI  
1350 Royale Mile Road  
800-558-9573

**WOW!**

**An Exciting Line up at Unbelievable Prices!**  
**Members Save over 50% on Nationally Advertised Prices**  
**Prospective Members and Others Save a Bunch Too!**

### Saturday February 5:

Registration begins at 8:00am

Class Times 9:00 - 12:00 pm \* *break for lunch* 1:00 - 5:00pm

- Acu-Neurol with Dr. XiPing Zhou (2 days)
- PNMT for the Lower Extremities with Douglas Nelson (3 days)
- The Ethics of Client Communication: Talking to Clients About Their Health (4 CEs)
- Massage Therapy and Pathology: Gender-Based Issues (4 CEs) afternoon option

### Sunday February 6:

Registration begins at 8:00am

Classes run from 9:00 - 12:00 *3 hour break for lunch and annual meeting* 3:00 - 5:00 pm

- Acu-Neurol with Dr. XiPing Zhou (2 days)
- PNMT for the lower extremities with Douglas Nelson (3 days)
- Massage Therapy and Pathology: Psychiatric Disorders (4 CEs)

### Monday February 7:

Registration begins at 7:30am

- PNMT for the lower extremities 9:00 - 12:00 pm \* *break for lunch* 1:00 - 5:00pm
- "Your Body as Beloved Partner" with Kathy Ginn 8:30 - 12:00 pm *lunch* 1:00 - 5:30 pm

### What's This ? \*

The meeting on Sunday will consist of elections of Chapter Officers and Delegates, voting on the Annual Budget and Standing Rules, as well as covering other Chapter business. We are looking at ways to make the meetings less painful, because let's be honest they can be. So if you have ideas to make them more enjoyable please let us know. We are totally open to working outside the box!





The founder and principle instructor 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 has studied with a host of great educators and worked in several clinical environments. He is the president of BodyWork Associates, a sixteen 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 the NBA to the NFL, to factory workers, to high level musicians who suffer musculoskeletal pain. Doug is passionate about the efficacy of the work and has conducted many clinical research studies to investigate PNMT. He is a member of the International

Myopain Association and the International Association for the Study of Pain and is currently working on a book on pain mechanisms. He is also a regular columnist for *Massage and Bodywork* magazine.

**PNMT for the Lower Extremity** begins with analysis and treatment of the SI joint area, a structure that belongs both to the upper and the lower body. We then slowly address each muscle group and move down the leg. With a balance of hands-on practice time and pertinent lecture, we will address conditions such as piriformis syndrome, knee pain, hamstring strains, plantar fasciitis, and other common lower extremity pain patterns. We will also explore the role of leg and hip muscles in gait, low back pain, and structural symmetry. The class is filled with practical applications to conditions that are commonly seen in everyday practice. The class is structured upon precise manual techniques for incredibly thorough treatment interspersed with clinical applications to help the therapist know what muscles to treat and why to treat them. 19 CEUs



**Ruth Werner** is a massage therapist, here is a bit of her story... I went to massage school in 1984, before there was any such thing as education requirements or national certification. While I was in school I was surprised to discover that I LOVED learning about anatomy-- as a theatre major in college, I had spent my academic career avoiding the sciences at all costs. I made another surprising discovery when I had the opportunity to tutor some students to get them caught up with the rest of the class: I have a talent for taking large, complex ideas, and breaking them down into small pieces that anyone can understand and put together. Massage education became my focus and my career path.

Early in my training I became convinced that massage therapists simply weren't getting enough information about massage for clients who might struggle with complex conditions or diseases. This compulsion eventually led to my book, *A Massage Therapist's Guide to Pathology*, which is now in its 3rd edition and is used in massage schools all over the world.

#### **The Ethics of Client Communication: Talking to Clients About Their Health (4 CEUs)**

This class addresses the delicate art of communicating professionally and with open hearts when we have concerns about our clients' well being. Key topics include medications that may influence bodywork choices; visual or palpatory signs that are red flags; and maintaining boundaries for client safety (how to say "no" when your client says "yes"). Basic principles of active listening are reviewed and employed as students break into small groups to role-play a variety of difficult client-therapist conversations, all based on real-life situations provided by past participants.

#### **Massage Therapy and Pathology: Gender-Based Issues (4 CEUs)**

Many massage therapists were short-changed in their education about the reproductive system and associated disorders, but these are common conditions that affect our clients' quality of life. This class covers the definition, demographics, etiology, signs and symptoms, treatment options, and role of massage for the following: prostate enlargement, prostate cancer, testicular cancer, chronic pelvic pain syndrome, dysmenorrhea, endometriosis, perimenopause, and others as time permits.

#### **Massage Therapy and Pathology: Psychiatric Disorders (4 CEUs)**

Psychiatric disorders are some of the most common health challenges that our clients face today. The impact of massage on mood and coping abilities turns out to be profound, so it is important to be well-informed about these conditions. This class covers the definition, demographics, etiology, signs and symptoms, treatment options, and role of massage for the following: depression, anxiety disorders (PTSD, obsessive-compulsive disorder, phobias), eating disorders, chemical dependency, and others as time permits.





**Kathy Ginn** has become a mainstay of our offerings because she is an excellent instructor and well loved by our membership. Join her as she guides you through another of her exciting journey into your soul.

**Your Body as Beloved Partner • Creating a compassionate connection**

We spend our lives with our bodies; however we often leave the body behind. Our body often becomes a burden. Our body feels numb, perhaps stuck; our body may even feel like a stranger. As body-workers and massage therapists it is important to befriend our bodies and learn to honor our bodies in new ways.

This class is about bodies, your body and your client's body. Kathy will take you on a journey into your body, a journey that embraces honor and respect. With new skills learned, you will then be able to offer your clients ways to connect with their body, and also deepen their experience on the massage table, while staying within your scope of practice.

Often during a massage therapy session, the client may drift into daydreams, go off into their own thoughts, or carry on a conversation. The only proof they have had a massage is oily hair and table face. In this class you will learn how to actively encourage clients to stay in their experience ~ to be present in mindful awareness. But first we will explore our own bodies ~ our capacity to sit in stillness, foster deep listening with patience and without expectation, and truly befriend our beloved partner. My hope is that you will learn to deepen your relationship with your body and from this space; your clients may discover a similar source of deep communion with their body.

I didn't know how to touch; until I learned how to feel.

Some of the day's highlights include:

- How we become disembodied.
- Define the term body armoring, and how it manifests.
- Develop skills in somatic tracking.
- Cultivating body awareness – mindfulness, breath, deep listening.
- Learn how to offer your clients gentle directives.
- The quality of curiosity.
- Inviting little experiments into the massage therapy session.
- Identify and discuss issues of scope of practice and boundaries.
- Fostering the practice of stillness, solitude & deep listening.

Kathy brings her wisdom and passion into the classroom. Her 20 years experience in the field of massage therapy & bodywork, including advanced training in Hakomi body-centered experiential therapy, provides personal and professional experience which she feels honored to offer others. This class weaves together experiential exercises, discussion, music, story and each other.



**Acu-Neurol™** Technique with Dr. XiPing Zhou, **Dr. Zhou** is the founder and director of the East-West Healing Arts Institute that is built on the premise that body, mind, and spirit form an interconnected, inseparable system, and that true healing can only take place when all three are addressed. That's why our logo is made up of the Chinese characters for these three concepts: body, mind, and spirit. Therapeutic massage and bodywork has been used for thousands of years as a powerful tool for healing, and can have a profound effect on the whole being of both the client and the practitioner.

Dr. Zhou has been teaching for 26 years in traditional Chinese medicine including Tuina (Chinese medical massage), acupuncture and acupressure techniques and tools. Dr. Zhou founded East-West Healing Arts Institute in May 2000 and continues to develop the Eastern Theory and Massage program. Dr. Zhou mentors MDs, acupuncturists and massage therapists. His dedication to advancing massage therapy education shows his enthusiasm and expertise to teaching the healing arts. He has previously given workshops for AMTA in Appleton 1998, at the national AOBTA conference in Milwaukee in 2005, and at the annual AMTA Princeton New Jersey chapter conference in 2008.

Acu-Neurol is a technique developed by Dr. Zhou to apply multiple TuiNa (Chinese Medical Massage) techniques and strokes on the specific acupressure points, meridians and the muscles. Dr. Zhou will teach you his top ten powerful energizing acupressure points. In this workshop, you also will learn some advanced Acu-Neurol™ techniques such as rolling, grasping, snapping, shaking, striking, lifting and rotating. Dr. Zhou will explain how to apply the techniques on the acupressure points to treat specific medical conditions such as piriformis muscle injury, sciatic pain, carpal tunnel syndrome. 12 CEUs

Please Detach and send to:

Mya Rowe

P.O. Box 131, Neillsville, WI 54456

myarowe@yahoo.com 715-937-3115

Please print clearly.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_ Email Address \_\_\_\_\_

AMTA member # \_\_\_\_\_ \* must provide number to receive member discount\*

Circle which class/classes you are taking:

	Before January 07:	After January 07:
<i>Saturday, Sunday &amp; Monday</i>		
<b>PNMT* Member/Student:</b>	<b>\$190.00</b>	<b>\$210.00</b>
<b>PNMT* Non- Member/other:</b>	<b>\$250.00</b>	<b>\$270.00</b>
	*Please bring tables, linens and lubricant	
<i>Saturday and Sunday</i>		
<b>Acu-Neurol* Member/Student:</b>	<b>\$100.00</b>	<b>\$120.00</b>
<b>Acu-Neurol* Non- Member/other:</b>	<b>\$150.00</b>	<b>\$170.00</b>
	*Please bring tables, linens and lubricant	
<b>Member/Student:</b>	<b>\$50.00 each</b>	<b>\$70.00 each</b>
<b>Gender Based Issues</b> (Saturday morning) &		
<b>Talking to Clients About Health</b> (Saturday afternoon)		
<b>MT &amp; Pathology</b> - (Sunday)		
<b>Non- Member/other:</b>	<b>\$100.00 each</b>	<b>\$120.00 each</b>
<b>Gender Based Issues</b> (Saturday morning)		
<b>Talking to Clients About Health</b> (Saturday afternoon)		
<b>Psychiatric Disorders</b> (Sunday)		
<i>Monday</i>		
<b>Beloved Partner: Member/Student:</b>	<b>\$50.00</b>	<b>\$70.00</b>
<b>Beloved Partner: Non- Member/other:</b>	<b>\$100.00</b>	<b>\$120.00</b>

Method of payment: Check / VISA / MC

Amount Paid \_\_\_\_\_ Check # \_\_\_\_\_ Make Checks Payable to AMTA WI

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CV Code \_\_\_\_\_

Check here if you are only having lunch and are not participating in classes:

Saturday lunch \_\_\_\_\_ Sunday lunch \_\_\_\_\_  
 AMTA member lunch \$15 Prospective member/ guest lunch \$25

\*\*If you are not participating in any classes and will be attending the chapter meeting with lunch, you will need to submit payment. If you are only attending the chapter meeting with no lunch, you do not need to submit payment.





## Massage School IntuAction Institute Healing Center

Transformation • Intuition • Bodywork • In Action

6225 University Avenue, Suite 202, Madison, WI 53705 • 608-238-7378 • [www.tibiainc.com](http://www.tibiainc.com)

### Massage School

EAB Approved

#### 650-Hour Massage Program

Meets WI licensing requirements

Training in intuition & energy work  
Excellent hands on instruction  
Solid grounding in the sciences  
Emphasis on self-care  
Transformational healing & growth  
Practical business coursework  
Extraordinary commitment to You!

### IntuAction Institute

#### 540-Hour IntuAction Program

Experience more peace & grace  
Deepen your connection to Spirit  
Explore energy healing  
Increase & develop intuitive skills  
Train to offer professional sessions

### Healing Center

#### Massage – Intuitive Bodywork

#### Intuitive Spiritual Support

Individuals • Couples • Groups • Animals

#### Aromatherapeutic Healing

2-7 day **Intensives** (*life altering!*)  
All of the above! 3 sessions/day

### Continuing Education Courses ~ NCBTMB Approved

#### Courses for Body & Sole

##### Foot Reflexology

16 CE Hours

March 17 & 18, 2011; 9a-6p  
\$310 (\$280 if paid by 3/3/11)

##### Hand Reflexology

16 CE Hours

March 19 & 20, 2011; 9a-6p  
\$360 (\$320 if paid by 3/5/11)

##### Ethics, Power & Heart

6 CE Hours (incl. 2 hrs. of Standard V)

April 1, 2011; 10a-5p  
\$120 (\$99 if paid by 3/18/11)

##### Whole-Person Care: Supporting People Affected by Cancer through Massage & Bodywork

24 CE Hours

April 8, 9, 10, & 11, 2011; 9a-6p  
\$400 (\$360 if paid by 3/25/11)

##### Fundamentals of Acupressure

14 CE Hours

April 30 & May 1, 2011; 9a-5p  
\$310 (\$280 if paid by 11/6/10)  
+ \$8 materials fee

##### Ethics as Soul Work

10 CE Hours (incl. 2 hrs. of Standard V)

May 13, 6-9p & May 14, 2011; 9a-5p  
\$195 (\$180 if paid by 4/30/11)

#### TIBIA's Signature Courses

##### Intro to Essential Oils

4 CE Hours

January 8, 2011; 2-6p  
\$100 (\$80 if paid by 12/25/10)

##### Energy in Action

16 CE Hours

March 5 & 6, 2011; 9a-6p  
\$360 (\$320 if paid by 2/19/11)

##### Freeing the Power to Heal: The Foundation Workshop

16 CE Hours

March 12 & 13, 2011; 9a-6p  
\$300  
\$250 ea. when 2 or more register together!

##### Clearing Energy 1

8 CE Hours

March 20, 2011; 9a-6p  
\$240 (\$200 if paid by 3/6/11)  
*Prerequisite: Freeing the Power to Heal*

##### Chair Massage

5 CE Hours

January 29, 2011; 12-5p  
\$120 (\$100 if paid by 1/15/11)

#### Therapeutic Massage

##### Intro to Myofascial Release

20 CE Hours: February 18; 6-10p &  
February 19 & 20, 2011; 9a-6p  
\$440 (\$400 if paid by 2/4/11)  
+ *required text* (approx. \$70 new)

##### Intro to Deep Tissue Techniques

16 CE Hours

February 26 & 27, 2011; 9a-6p  
\$360 (\$320 if paid by 2/12/11)  
+ \$10 materials fee

##### Deep Tissue Extremities

16 CE Hours

March 26 & 27, 2011; 9a-6p  
\$360 (\$320 if paid by 3/12/11)  
+ \$10 materials fee  
*Prereq.: Intro to Deep Tissue Techniques*

##### Myofascial Trigger Point Release

20 CE Hours: April 15; 6-10p &  
April 16 & 17, 2011; 9a-6p  
\$440 (\$400 if paid by 4/1/11)

*Prerequisite: Intro to Myofascial Release  
or instructor permission*

##### Integrative Myofascial Techniques

20 CE Hours: June 3; 6-10p &  
June 4 & 5, 2011; 9a-6p  
\$440 (\$400 if paid by 5/20/11)

*Prerequisite: Myofascial Trigger Point  
Release or instructor permission*

Visit [www.tibiainc.com](http://www.tibiainc.com)  
or call 608.238.7378  
for a complete list of our courses

# Proposed Standing Rules

## Vote on February 6, 2011

### Submitted by Lynn Marie Kutz, LMT



Please plan on attending the Chapter Meeting Sunday February 6, 2011 during the Chapter Conference in Oconomowoc. The AMTA-WI Chapter is a member-run organization. During the Chapter Meeting you will have the opportunity to shape the future of the Chapter by making your voice heard and, for professional members, electing officers, voting on the annual budget, and the opportunity to approve some exciting changes to Chapter Standing Rules!

Chapter Standing Rules (SRs) are used in conjunction with AMTA bylaws and policy to provide additional clarity or detail about how a chapter conducts its day-to-day business. In this case, the proposed changes to our current SRs would add two additional elected voting members to the AMTA-WI Board of Directors in the positions of Member-at-Large. The newly created positions would have one-year terms with the additional requirement of serving as a member on a chapter committee.

The text of the proposed Standing Rules is printed below. Additions to our current SRs are indicated are **BOLD**.

The SR approval process is much like the process our Delegates participate in during National Convention. The proposals cannot be amended or changed for this vote. It is a simple approve as proposed or disapprove.

If Professional members at the meeting approve the SRs by a two-thirds majority vote, it will still take some time before the chapter can implement the new positions. The minutes of Chapter Meeting in which the SRs were approved will be published in the Connecting Hands newsletter. At the following Chapter Meeting, professional members will correct or amend the minutes as published if necessary and then vote to approve the minutes. The approved minutes will then be submitted to the national AMTA Bylaws Standing Committee Chair who will sign off on the chapter SRs, and the SRs will then be considered officially approved.

If a two-thirds majority of professional members in attendance at the meeting do not approve the Proposed SRs, then no changes will be made to the SRs currently in place.

## AMTA-WI Chapter Proposed Standing Rules

### 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 FEE

The AMTA-WI Chapter Fee shall be \$20 per year per member to be used for Law & Legislation efforts within the state. This fee must be renewed and approved by the membership every two (2) years.

### SECTION 3 CHAPTER OFFICERS

A. Qualifications for elected office shall be as follows:

1. A candidate for the office of Chapter President or First Vice President shall have held an elected position, within the AMTA Wisconsin Chapter, within the preceding three (3) years.

B. Duties

1. Chapter officers are required to attend a minimum of four (4) Board Meetings annually, which include "conference call" board meetings and a 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 2 written submissions annually for publication in the Chapter's newsletter.

4. Each Vice President is required to Chair or Co-Chair one committee.

5. Each Member-At-Large is required to be a member of a committee.

C. Benefits- All Chapter Officers' registration fee for educational functions hosted by the Wisconsin Chapter will be waived if the requirements are met by the officers while in term. Non compliance of required duties, as defined by Section 3B 1,2,3,4&5 would result in benefits being revoked.

### SECTION 4 CHAPTER BOARD OF DIRECTORS

*continued on page 24*



# BOD Report

AMTA National Convention 2010

Minneapolis, Minnesota

By Ellen M. Wittwer, LMT

I want to first off say thank you for the opportunity to go as a board member to National.

The National Convention this year brought on a new look for me this time around. I had the privilege of going with someone who had never been to the convention before, so I got to see a bit through her eyes and that was a lot of fun.



I went to the board break out sessions on Wednesday and got a taste of some new ideas to use with our chapter. We were also given a DVD of all the sessions to take back to our chapters to share what we learned. I took a "hands on" class, Your Massage Toolbox- Individual Techniques for the Cervical Spine by Michael Hovi. This class gave me some new techniques/tools, to use in my practice and reminded me of others I already had, but a little different way to use them. The other two classes I took were centered around Cancer and massage. I loved and hated them all at the same time. Now, that might sound odd, but if you look at it this way, I wanted to hear "It is proven to help cancer patients with massage" and I could only get "it may help" I took Cancer and Massage with Susan Salvo and then Cancer and Massage: What Does the Research Say? with Tracy Walton. Both instructors were very knowledgeable of Cancer and Massage and provided many resources to look at for more information. I am not one for research, therefore, I was tempted to leave the Research class many times, but I needed to hear over and over again, that it won't hurt anyone with Cancer if they get a massage. I also like the fact that a DVD was made to purchase and give to "the average bear" so they too can give massage to their loved ones with Cancer. I left the Cancer classes wanting more and I knew I would, so I plan on pursuing that avenue of treatment.

I want to end with, again thank you for the opportunity to go to National and represent the Wisconsin chapter and hope I am able to go again in the future. I would like to encourage more "NEW" members to go. The peo-

ple you meet and network with while you are there and even after you leave are PRICELESS!! A trip to Nationals is something you will cherish for a lifetime!!

Thanks for the Memories and Life Lessons,

## Ethical Dimensions

*"Who You Are Heals"*

*Inspiring ~ Engaging ~ Body Oriented Learning*

New course offerings for 2011:  
NCBTMB Approved

## Ethics as Soul Work

**Nourishment ~ Rest ~ Renewal**

An inspiring class that invites each participant to journey inside to the parts of themselves that may get in the way of offering clients clear, nourishing and heart-centered presence.

**Date:** May 13 & 14<sup>th</sup>, 2011

**Location:** TIBIA Massage School, Madison, WI

**Fee:** \$195 (\$180 if paid by 4-30-11)

**CE Hours:** 10 (standard V included)

**Instructors:** Kathy Ginn & Leora Weitzman

## Exploring Ethical Dilemmas

Bring your real life situations & learn heart-centered listening.

\* Informal Fireside Chat held at the home of Kathy Ginn

**Dates:** Feb. 19<sup>th</sup> - 10-2 or March 18<sup>th</sup> - 1-5p

**Cost:** \$45 / **CE Hours:** 4

Please contact Kathy for further information & additional Ethics offerings:

**608-334-8592**

[Kathy@ethicaldimensions.com](mailto:Kathy@ethicaldimensions.com)

<http://www.ethicaldimensions.com>



## 1st Quarter (January - March) 2011 CE Classes Milwaukee School of Massage, LLC

NCBTMB Continuing Education Approved Provider #450429-07

All Continuing Education classes are open  
to the public & massage therapists



### BENEVOLENT TOUCH

*With Sandy Anderson*

Thursday, January 27, 2011 • 9:00am – 1:00pm • 6 CE Hours • Fee \$60

*Please note: Class will be held at St. Ann Center, 2801 E. Morgan Ave., Milwaukee*

Class description: Learn how you can enhance the quality of life for those with Alzheimer's Disease, other forms of dementia, special needs or sensory loss due to aging. This workshop will provide you with the skills to give positive tactile contact to these people...enhancing their feelings of security and belonging, reducing agitation and anxiety, and even the need to wander away.

### ETHICS, POWER & HEART

*With Kathy Ginn*

Sunday, March 13, 2011 • 10:00am – 5:00pm • 6 CE Hours • Fee \$120 (\$99 if paid before March 1)

Class description: The heart of ethics is human relationships ~ the capacity to enter into a simple caring presence with your client; using your power with awareness and skill. The class begins by exploring the multiple dynamics of the power differential within the therapeutic relationship. Offering a space of gentleness & support, each participant will have the opportunity to reflect on one's personal relationship with power. The class continues to explore the delicate interaction between client and therapist to include: dual role relationship, personal limits and boundary concerns, proper table talk, the entrapment of helping too much which often leads to burn-out, written practice policies, informed consent, skills of awareness, polarity of the heart, and developing a simple caring presence. Within an atmosphere of safety & support, participants are encouraged to talk about real life situations and concerns. Kathy brings her passion and warmth to the classroom environment. \* Class is experiential in nature. To help support your learning, this course weaves together lecture, art expression, music, story, community dialogue and quiet reflection.

### BENEVOLENT TOUCH

*With Sandy Anderson*

Thursday, March 31, 2011 • 9:00am – 1:00pm • 6 CE Hours • Fee \$60

*Please note: Class will be held at St. Ann Center, 2801 E. Morgan Ave., Milwaukee*

Class description: Learn how you can enhance the quality of life for those with Alzheimer's Disease, other forms of dementia, special needs or sensory loss due to aging. This workshop will provide you with the skills to give positive tactile contact to these people...enhancing their feelings of security and belonging, reducing agitation and anxiety, and even the need to wander away.

**FOR MORE CLASSES AND THEIR DESCRIPTIONS PLEASE VISIT OUR WEBSITE**



**WWW.MILWAUKEESCHOOLOFMASSAGE.COM**

**REGISTER BY PHONE WITH A DEBIT/CREDIT CARD • TO REGISTER BY MAIL: SEND CHECK & REGISTRATION TO:**

Milwaukee School of Massage LLC • Continuing Education Program • 830 E. Chambers Street • Milwaukee, WI 53212

Make check payable to: Milwaukee School of Massage. Registration deadline is 4 days prior to class date. A \$20 non-refundable fee will be charged for cancellation after deadline

Name \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_  
E-mail (optional) \_\_\_\_\_ Fee Enclosed \$ \_\_\_\_\_  
Registering for class(es) \_\_\_\_\_

MSM is a small, intimate school. Our maximum enrollment per class is 14 students. We recommend you plan to register at least two weeks before the class is offered.

**For more information or to  
register by phone please contact:**



Laura Lenz, nctmb  
(414) 530-0949 - msmced@yahoo.com  
www.milwaukeeeschoolofmassage.com

## New Members

Hello fellow MT's! For more information on member benefits and resources to support you in your practice go to the AMTA-WI website at [www.amtawi.org](http://www.amtawi.org) and the AMTA National website at [www.amtamassage.org](http://www.amtamassage.org).

Currently we have 1,719 members with 1,538 as active professional members, 140 students, 1 supporting member, 2 professional retired, and 38 inactive professional members.

Please welcome the following *New Members* who have joined the AMTA-WI Chapter in the past 5 months.

Tiffanie Acevedo	Milwaukee
Ashley Antisdell	Helenville
Ronnie Jean Artero Frederick	Glendale
Chanda Baader	Augusta
Lynn Balciar	Medford
Amanda Bemebnek	Kaukauna
Erika Berglund	Milwaukee
Kristen Boehm	Madison
Ramona Botezatu	Milwaukee
Jennifer Bradley	Green Bay
Susan Brown	Milwaukee
Karen Burian	Eau Claire
Kelly Butler	Pewaukee
Sara Butterfield	Fitchburg
James Callender	Burlington
Robin Campbell	Cedarburg
Jamie Carlson	Watertown
Diana Castillo	Madison
Andy Charland	Kewaskum
Claudia Cole	Pewaukee
Trina Cone	Edgerton
Jessica Cook	La Crosse
Mary Cotter	Madison
Jessica Cramer	Waukesha
Dian Cramer	La Crosse
Michelle Cramer	Okauchee
Kimberly Cronkrite	Plover
Tonia Davis	Milwaukee
Dana DeWildt	Kenosha
Sally Dopkins	Janesville
Heather Durkin	Fitchburg
Laura Ann Ellingboe	Eau Claire

Brittania Erickson-Cubas	Eau Claire
Tami Ermeling	Schofield
Natasha Flores	Manitowoc
Connie Forseth	Waukesha
Kelsey Fraser	Janesville
Lindsay Gallino	Green Bay
Crystal Gassner	Brownsville
Colleen Gawin	Sussex
Adrienne	Milwaukee
Rachel Graf	Green Bay
Cassie Green	Fall Creek
Teresa Greene	Madison
Amanda Hammernik	Oak Creek
Melanie Heckert	Richfield
Marisa Hernandez-De Windt	Milwaukee
Carolyn Hoff	Prior Lake
Cathleen Holm	Gresham
Nichole Hunt	Madison
Keli Johnson	Soldiers Grove
Holly Kaiser	West Salem
Jennifer Kaminski	Cudahy
Deborah Keene	Fox Point
Earl King	Milwaukee
Lisa Klein	Mosinee
Peter Kulcsar	Milwaukee
Julie Lillge	Appleton
Christine Lombardi	West Allis
Nicole McDonald	Mineral Point
Jessica Meidam	Milwaukee
Maryjane Meunier	Milwaukee
Nicole Mier	De Pere
Sarah Miller	Waukesha
Cynthia Millis	Whitewater
Gladys Moyo	Buffalo Grove
Stephanie Mullis	Walworth
Jenae Noel	Milwaukee
Cassandra Page-Kemp	Milwaukee
Kathleen Quigley	Sheboygan
Kimberly Reichardt	Howards Grove
Margaret Reilly	Eagle
Mandi Richmond	Fitchburg
Lebre Rome	Burlington
Kris Rowan-Roubik	La Crosse
Melinda Schaefer	Milwaukee
Peggy Schmelzer	Green Bay

*continued on page 24*



from page 23

Kathy Schmidt	Cambridge
Janessa Schmitt	Colby
Alycia Schultz	Egg Harbor
Tammera Schumann	Green Bay
Kali Sczesny	West Allis
Vickie Seals	Milwaukee
Sherri Seidl	Crivitz
Rachel Sems	Milwaukee
Hilary Shaefer	Oshkosh
Melissa Siegel	Genoa City
Jon Smith	Apple River
Steffi Stafford	Sturgeon Bay
Sarah Staudacher	Milwaukee
Cathie Steinhoff	Onalaska
Jane Stewart	Franklin
Penny Strohkirch	Racine
RoseAnn Ting	West Allis
Ellen Turgasen	Madison
Teresa Vandenack	De Pere
Tamara Vernosh	Green Bay
Kirsten Virnig	Menomonee Falls

Nicholas Watson  
Tracy Wentz  
Kenzie Wessely  
Amanda Weyers  
Natalie Whitehead

Madison  
Madison  
Denmark  
Eau Claire  
Mosinee

from page 20

A. Elected officers of the AMTA-WI Chapter Board of Directors shall include:

1. a. President
- b. Immediate Past President.
- c. First Vice President
- d. Second Vice President
- e. Third Vice President
- f. Secretary
- g. Treasurer
- h. Two (2) Members-at-Large

B. The Immediate Past President assumes office when a new President is elected for a term of two (2) years or until there is a successor.

C. The term of office for Members-at-Large shall be one (1) year.



## NCBTMB Approved Continuing Ed Traditional Thai Massage

Level 1, March 11-14, 2011 in Madison

Nuad Bo Rarn (Traditional Thai Massage) is a beautiful and elegant therapeutic healing modality. It embodies the practice of "loving-kindness" and consists of slow rhythmic compressions on the muscles, gentle flowing stretches and thumb presses on specific energetic pathways.



### **Luk Pra Kob, the Art of Thai Herbal Compresses, January 20, 2011 in Hillsboro, WI**

Soothe / relax the entire body with these warm herbal compresses. Break up congestion in lungs and sinuses, and more. Learn to prepare the herbs, make your own compresses, and give a treatment.

### **Aligned for Vitality, March 25-27, 2011 at a retreat location in the Hillsboro area of southwest WI**

Learn to see the body differently! Based upon the principles of therapeutic yoga, this experiential class is designed to help massage therapists identify less than efficient alignment patterns in the body. Great for personal self-care, and for establishing effective massage protocols for your clients.



**Lyrea Crawford** is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. She is an experienced instructor who has studied in Thailand, and she was a presenter at the September, 2009 WI-AMTA conference. Lyrea's qualifications include extensive training in Therapeutic Yoga. She is a Yoga Alliance RYA 500 instructor.

More courses on the website!

Register online or by mail. Info at **www.lyreacrawford.com · 608-549-2023**



# Important CPR/AED Renewal Information

by Betsy Krizenesky, WLMT  
920-725-0224

Remember that current CPR/AED certification is required as a part of our state licensure!

The good news is that you do not have to take a course designed for professional healthcare providers. It can be any course from the APPROVED provider list below that certifies you in the use of an Automated External Defibrillator. Note that many of these providers offer blended learning, meaning that you can do part of the course online and then have your hands-on skills tested by a certified instructor.

Here is the official language from the State of Wisconsin Department of Health Services, also available at: [http://www.dhs.wisconsin.gov/ems/License\\_certification/CPR.htm](http://www.dhs.wisconsin.gov/ems/License_certification/CPR.htm)

American Heart Association  
American Red Cross  
American Safety and Health Institute  
(includes Medic First Aid)  
Emergency Care and Safety Institute - (AAOS)  
EMS Safety Services

Any course offered by the above providers that includes the following is approved by this department to fulfill the cardiopulmonary resuscitation (CPR) and automated external defibrillator (AED) training objectives for persons who are required, as a condition of licensure, certification, or registration to be proficient in CPR or in the use of an AED.

Instruction of CPR

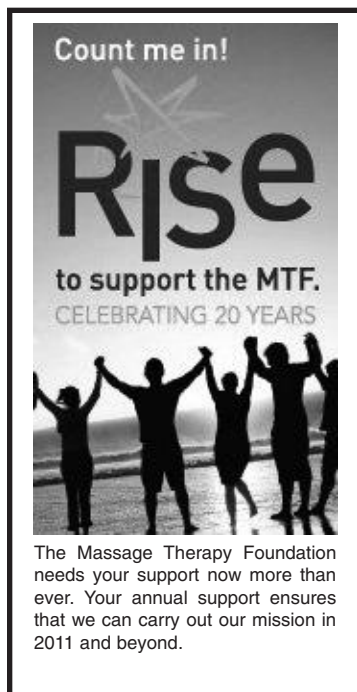
Instruction in the use of an AED

Verified course completion through a certification/completion card

Certification not to exceed two years

## National Massage Therapy Awareness Week by Karen White, WCMT

In Rhinelander, NMTAW was celebrated On Friday October 29th. All three AMTA members, Fayne Deigel, Karen White, and Anna Lopez provided *Spooktacular* Free Chair Massages from 12 to 5pm at Northern Coffee Haus. Over 100 participants visited us. It was so much fun that we plan to do it again during the Christmas shopping season!



Kathleen Treffort with the Display Booth at the Nation Conference in Minneapolis, MN

## What do Board Members Do? What is a Member-at-Large?

by Lynn Marie Kutz, LMT

It is almost election time in the Wisconsin AMTA Chapter once again. You may be an active professional member of the chapter considering running for one of the positions available this spring, but are wondering what the responsibilities are.

All board members activities include \* supporting and providing continuity to the President's work of fulfilling the core ideology, envisioned future, strategic plan, board-determined focus, and policies established by the Chapter Board of Directors, \* receiving input from members, \* attending board and chapter meetings in order to conduct the business of the association (some board meetings may be scheduled via internet or voicemail), \* responding to Board communications on a regular and timely basis via phone, e-mail, or other appropriate means, \* keeping informed about the membership via mechanisms such as reading board materials and chapter newsletters, monitoring chapter and notional websites, reviewing member survey results, and through personal contacts at local meetings, \* preparing and reviewing all necessary materials prior to meetings, \* performing additional duties as delegated or

authorized by the President, \* contributing a minimum of 2 written submissions annually for publication in the Chapter's newsletter, \* each Vice President is required to Chair or Co-Chair one committee, and each Member-At-Large is required to be a member of a committee, \* at both Chapter Meetings each officer will present a written report(s) given orally of a summary of committee activities, \* Secretary and Treasurer also have specific duties unique to their positions (those duties are topics for future articles). Term of office is 2 years for all board members except for MAL, which is a one year term.

You may have also seen other articles in this newsletter talking about voting at the next Chapter Meeting about amending our Standing Rules to add two Members-at-Large to the Chapter Board of Directors and may be scratching your head saying things like, "I know what a treasurer and secretary are, but what the heck is a Member-at-Large?"

A Member-at-Large (MAL) can be a great asset on any board. A MAL functions as a representative of the entire membership, acts on their behalf and represents the best interests of the organization. A MAL on the Wisconsin AMTA Board will report to the President and the Board of Directors, and is accountable to the chapter membership for her/his responsibilities and performance by virtue of election. These members would have both a voice at meetings and a vote on any motions brought up during the board meetings, bringing a wider viewpoint and greater experience to the table.

from the National Conference in Minneapolis



# Meeting Minutes

## AMTA-WI Chapter Board of Directors Meeting Comfort Inn and Suites near Portage October 23, 2010 11am

Meeting called to order by Kay Peterson at 11:30am

Board members and Committees Chairs present; Kay Peterson (President), Terry Bauer (Secretary), Betsy Krizenesky (Government Relations), Mya Rowe (Treasurer/Education), Alan Weld (Financial Committee Chair), Lynn Kutz ((Display Unit Chair), Alisha Mell (Nominating Committee Chair), Corrin Burnell (3<sup>rd</sup> VP/Scholarship Chair)

September 11, 2010 Board of Directors Meeting minutes. Motion: Mya Rowe moved to approve the minutes from September 11, 2010 as corrected. Corrin seconded. All approved.

Expenses were submitted Kay \$49, Corrin \$77.06, Alan \$43.65, Betsy \$88.05, Terry \$258.10, Mya \$125.13 to President Kay Peterson and the Board approved them for reimbursement.

### Board/Committee Reports

President/Newsletter Kay Peterson reported that the web-site is in the building process and will have colors to represent the beautiful Wisconsin scenery. Upon her attendance at National Conference discovered that we need to form a nominating committee and Alisa Mell agreed to take on the challenge of chairing the new position.

Display Unit-Lynn Kutz – Reported that the Standing Rule changes have been submitted to National to be sure they are not in conflict with National Bylaws. Motion: Lynn moved that the AMTA-WI Chapter shall adopt an official chapter logo, consisting of the AMTA-National logo set inside of the State of Wisconsin, with the state being filled with a shaded green and outlined in the same color as the National logo outline. Mya seconded and all approved.

M.E.R.T.- Massage Emergency Responder Training- Motion: Lynn moved that AMTA-WI Chapter shall waive fees for Massage Emergency Response Team (MERT) Responder Training and MERT Leadership Training. Corrin seconded

and all approved.

Boards of Directors roles at Convention- What are our responsibilities when attending National Conference? Kay will come up with policy and we will approve via e-mail.

Government Relations -Betsy Krizenesky- Reported we should be on the lookout to monitor the new licensing board and the implementation of our new law. Motion: Betsy Krizenesky moved that the AMTA-WI Chapter pending approval by AMTA-National, contract with Dewitt, Ross & Stevens, SC of Madison, Wisconsin to cover legislative rulemaking and services to cover Jan.1, 2011 to Dec.31, 2012 at a rate of \$1000 per month. Corrin seconded and all approved.

### New Business

Budget formation: We discussed the budget for the 2011/2012 year. We reviewed line by line and set a budget proposal to be approved by membership at the February 2011 Chapter Meeting in Oconomowoc, WI.

Motion: Corrin moved to close the meeting. Terry seconded and all approved. Adjournment was at 2:51pm.

Respectfully submitted by Terry Bauer, Secretary

## AMTA-WI Chapter Board of Directors Meeting Paper Valley Hotel, Appleton, WI September 11, 2010 6pm

Meeting called to order by Kay Peterson at 6:51pm.

Board members and Committees Chairs present; Kay Peterson (President), Terry Bauer (Secretary), Ellen Wittwer (1st Vice President/Awards), Betsy Krizenesky (Government Relations), Amy Remillard (Immediate Past President), Amy Appel (2nd Vice President/Education), Mya Rowe (Treasurer/Education), Corrin Burnell (3rd Vice President/Scholarship)

Approval of Meeting Minutes: Motion: Amy Appel moved to approve of June 6th meeting minutes as corrected. Mya Rowe seconded. All approved. Motion: Amy Appel moved to approve August 23rd Board of Directors meeting minutes as corrected. Amy Remillard seconded. All approved.

Expenses were submitted to President Kay Peterson; Kay Peterson \$49, Ellen Wittwer \$1991.69, Corrin Burnell \$89.24, Terry Bauer \$223.74, Amy Remillard \$97.35, Betsy Krizenesky \$127.62. The Board approved them for reimbursement.



## Board/Committee Reports

Newsletter/Cynthia Licht submitted her report.

1st Vice President/Awards - Ellen Wittwer submitted her report and let us know she is excited to present awards tomorrow.

2nd Vice President/Education - Amy Appel expressed a huge thank you to Mya Rowe and Erin Collier for their hard work on this conference. She submitted her report and went over the schedule for the spring conference, also informed us that attendance has increased over last fall's conference.

3rd Vice President/Scholarship -Corrin Burnell submitted her report and informed us that her committee has grown by 2 volunteers this weekend.

Government Relations -Betsy Krizenesky submitted her report and informed us that we can start applying for our state licenses online October 6th 2010. She will do a presentation with Q&A at the Chapter meeting.

Finance - Alan Weld- not present to report at this time.

Website- (No Current Chair) Kay Peterson reported that she and Mike Rude have selected a website designer. The cost will be \$8000.00 over 2 years and \$2400.00 a year for maintenance.

Display Unit-Lynn Kutz submitted report.

Immediate Past President/Membership/Nominating Committee- Amy Remillard reported that total membership is 1682, 1482 professional active, 153 students, 44 professional inactive, 2 professional retired, and 1 supporting member.

Outreach- Erin Witthun- not present

Treasurer/Education- Mya Rowe reviewed our profit and loss balance sheet detail.

## New Business

The hospitality suite at the AMTA National convention, which Wisconsin is co-hosting with Minnesota, Illinois and Michigan, will cost between \$200-\$300 for the room food to be determined. The money will come from membership committee funds.

Motion: Amy Remillard moved that the number of newsletters be reduced from 4 issues per year to 3. Ellen Wittwer seconded. All approved.

Suggestion to think about a standing rule to include 2 members at large for 1-year terms, with mandatory service on a committee (not chair) and attendance at board and chapter meetings. Lynn Kutz has volunteered to work with Cheryl Sinlakin (Bylaws Standing Committee Chair) in creating the wording for our next Chapter Meeting.

Terry Bauer is to send via email a board directory for everyone to update and correct.

Lynn Kutz would love to create a new display piece for the display unit highlighting volunteers.

Massage Therapy Foundation: As per our approved budget we will donate \$1 per member to the foundation for 2010. Suggestion that we give them \_ page add in the newsletter at no charge and perhaps have them present on research protocols at one of our upcoming conferences.

Amy Appel is working on presenter policies for the Education Committee.

## Call for Additional New Business

No new business at this time.

MOTION: Amy Appel moved to adjourn the meeting. Ellen seconded. All approved.

Adjournment was at 8:39pm.

Respectfully submitted by Terry Bauer, Secretary

## AMTA-WI Chapter Meeting

September 12, 2010

Appleton, WI - Paper Valley Hotel

Meeting called to order at 12:40pm by Kay Peterson.

Board Members and Committee Chairs present: Kay Peterson (President), Amy Remillard (Immediate Past President), Ellen Wittwer (1st VP/Awards), Corrin Burnell (3rd VP/Scholarship Chair), Terry Bauer (Secretary), Mya Rowe (Treasurer/Education Co-Chair), Betsy Krizenesky (Government Relations Chair), Amy Appel (2nd Vice President/Education Co-Chair), Lynn Kutz (Display Unit Chair)

*from page 28*

Approval of Minutes: MOTION: Cindy Spitz moved to approve the minutes from February 21, 2010. Mike Rude moved to second. All approved.

#### Officer Reports

President/ Web Site: Kay Peterson reported that we are in the process of creating a new web page designed to be very up to date and interactive. We looked at some other AMTA Chapters' web sites as a reference. We are still in need of a Chairperson and people interested to be in on the planning and updating process.

Immediate Past President/Membership/Nominating Committee: Amy Remillard reported we have 1642 members: 1482 professional active, 44 inactive, 2 professional retired, 1 supporting member. Amy made a call for members of the nominating committee and asked if anyone was interested in looking at resumes for potential Chapter Officers: 1st VP, 3rd VP and Treasurer are up for election in February.

1st VP/Awards: Ellen Wittwer reported that she is very excited to be presenting the awards later today to the recipients.

2nd VP/Education Chair: Amy Appel asked the Chapter what we can do to attract more members to our educational events. Give us your feedback on what you would like to have at our education conferences. Amy also reminded us about the deep discounts on education coming up in the spring and that our next conference is in February 2011 at the Olympia Resort in Oconomowoc. There will be some social events planned in the evenings and a wonderful spa to check out.

3rd VP/Scholarship: Corrin Burnell submitted an updated report on the additional scholarships that have been added for the upcoming conference.

Treasurer/Education: Mya Rowe reported and reviewed our profit and loss statement. We have more money saved than is allowed for our association by the IRS and we need to spend it down wisely. We need member ideas on how to spend the funds for the benefit of everyone in AMTA-WI. Please e-mail her with any feedback or input into these matters.

Government Relations: Betsy Kriznesky led a Q&A session and thanked everyone for their help in getting the new law passed. Please contact & thank your State Representative, State Senator and the Governor for getting our law passed.

Display Board Chair: Lynn Kutz reported that our displays are

available to borrow from the chapter for any event you may be having.

Newsletter Editor: Cynthia "Sam" Licht reported that the newsletter is best with involvement from our members. She put out a plea for people to write a review of the education classes offered this weekend. We are also reducing our newsletter publications from 4 to 3 per year, starting in 2011.

Delegate Introductions and Proposals to HOD: Thursday evening the Wisconsin chapter is co-hosting, along with Minnesota, Illinois and Michigan, a hospitality suite from 6-11pm at the national convention in Minneapolis. All are welcome to attend. Pins were handed out and introductions made of the delegates. After discussion we agreed that the HOD proposal needs some more work. Position statements were read and voted on to let our Delegates know to vote on our position.

#### NEW BUSINESS:

Chapter Fund Usage: We need your input.

Members at Large: We are considering adding 2 voting members to the Board of Directors as Members at Large for 1-year terms, with serving on a committee and attending BOD and chapter meetings being mandatory.

Foundation: Per our approved budget, we again are donating \$1 per member to the Massage Therapy Foundation.

Health Fair: Carol Buchkoltz brought to our attention an upcoming health fair in Milwaukee during National Massage Therapy Awareness Week, October 24-31, 2010. She felt the AMTA-WI Chapter should be involved. A call for volunteers was given.

Awards: Ellen Wittwer announced that Dawn Skodowski received the Chapter Meritorious Award and Ruth Gosselin received the Chapter Humanitarian Award.

MOTION: Kristin Schwengel moved to adjourn the meeting. Mya Rowe seconded. All approved.

Kay Peterson adjourned the meeting at 2:52pm.

Respectfully submitted by Terry Bauer, Secretary



balance

AMTA 2010  
NATIONAL  
CONVENTION  
Minneapolis MN  
September 22-25





## AMTA-WI 2011-2012 Proposed Budget

	Approved Budget 2010-2011	Fiscal year-to-date 3/1-10/22	Proposed 2011-2012
<b>Income</b>			
Advertising	\$5,000.00	\$2,220.00	\$5,000.00
Interest	\$10.00	\$1,271.47	\$1,000.00
Education	\$35,000.00	\$12,465.00	\$37,000.00
Dues	\$50,000.00	\$32,982.33	\$55,000.00
Chapter fee	\$0.00	\$0.00	\$0.00
<b>Total Income</b>	<b>\$90,010.00</b>	<b>\$48,938.80</b>	<b>\$98,000.00</b>
<b>Expenses</b>			
Awards Committee	\$1,000	\$94.77	\$500
Bank Charges (Credit Card Fees)	\$1,300	\$351.73	\$1,300
Board Meetings	\$1,700	\$470.78	\$1,700
BOD Mileage	\$5,000	\$1,625.10	\$5,000
Chapter Insurance Expense	\$1,500	\$472.47	\$1,500
Chapter Voicemail	\$300	\$197.44	\$300
Delegate Allowance	\$9,500	\$2,814.60	\$9,500
Display Unit Committee	\$200	\$0.00	\$500
Education Expense	\$47,000	\$37,752.89	\$57,000
Government Relations Expense	\$20,050	\$12,980.09	\$12,900
Lobbyist	\$16,200	\$10,663.56	\$12,000
Travel	\$400	\$772.47	\$500
Consultant	\$1,200	\$1,200.00	\$0
Phone	\$0	\$0.00	\$0
Postage	\$1,000	\$0.00	\$300
Printing	\$1,200	\$212.15	\$100
Supplies	\$50	\$131.91	\$0
Other	\$0	\$0.00	\$0
Marketing	\$2,500	\$2,064.14	\$2,500
Massage Therapy Foundation	\$1,800	\$1,682.00	\$1,800
Membership Committee	\$1,000	\$500.00	\$1,500
MERT	\$300	\$0.00	\$300
National Convention BOD	\$6,000	\$6,146.58	\$12,000
National Conv. President	\$2,000	\$1,528.15	\$0
Newsletter Expense	\$9,500	\$9,325.62	\$7,125
Office Supplies	\$200	\$318.94	\$200.
Postage&Shipping	\$100	\$52.40	\$100
Printing	\$100	\$0.00	\$0
Sports Massage Committee	\$500	\$0.00	\$200
Volunteer Training	\$5,000	\$2,190.00	\$3,000
Website	\$5,000	\$4,937.00	\$2,400
<b>Total Expenses</b>	<b>\$141,600.00</b>	<b>\$98,484.79</b>	<b>\$134,225.00</b>
 Total Gain (Loss)	 (\$51,590.00)	 (\$49,545.99)	 (\$36,225.00)
Law & Legislation Gain (Loss)			(\$12,900.00)
General Fund Gain (Loss)			(\$23,325.00)

## *Connecting Hands*

c/o Essential Massage  
4330 Golf Terrace #209  
Eau Claire, WI 54701

Presorted  
Standard  
**U.S. Postage  
Paid**  
Eau Claire, WI  
Permit # 1557

# Calendar

## **February 5-7, 2011**

AMTA Wisconsin Chapter Meeting and Conference  
Olympia Resort  
Oconomowoc, WI

## **October 19-22, 2011**

AMTA National Conference  
Portland, OR