



AMTA Wisconsin Chapter

www.amtawi.org

# Connecting Hands

Promoting Wellness Through Massage

Spring 2012  
Volume 19-01

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## **Putting More Kinesiology Into Your Massage with Kinesage® Massage Through Movement**

*By Kathleen Gramzay, LMT, NCTMB*

Kinesiology, the study of human motion is a vast and fascinating subject. In healthy individuals movement is effortless, and largely unconscious. We wake, sleepily make our way to the bathroom brush our teeth, shower and move through our days with little thought given to our vehicle that is the body. The body is designed for movement; and the health of each system and the body as a whole, is predicated upon it.

Movement in the body occurs through the kinetic chain comprised of the nervous, skeletal and muscular systems. For fluid movement to take place, each component must perform its role seamlessly interacting with its counterparts to perform the multiplicity of actions required to comb our hair, reach cereal in the cupboard overhead, or place an item in the back seat of our car. Each segment of the chain is independent, interdependent and highly adaptive.

In essence, the nervous system serves as the relay system of the kinetic chain.



of impulses from sensory (afferent) nerves in skin, muscles, tendons and joints to the CNS, and motor (efferent) nerves conduct impulses from the CNS to the skeletal muscle fibers. (1)

The skeletal system with its bones, ligaments and joints acts as the scaffolding of the kinetic chain. Its role is to provide attachment sites for muscle tendons, and serve

The Central Nervous ("CNS") system acts as general processor of neural information. The Peripheral Nervous system ("PNS") acts as a two-way carrier

*continued on page 26*

## AMTA - WI Chapter Officers

### PRESIDENT

**Kay S. Peterson, LMT**

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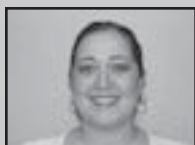
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## The AMTA Purpose

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.

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## Important Contact Information

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

### AMTA National Office - NEW

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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

*Kay S. Peterson, WLMT*



By the time you are reading this, the Chapter Elections have already occurred, our new president has been elected and there are many new faces on the Board of Directors. Three candidates running for president is a very unusual circumstance and one we in Wisconsin can be proud of. As a Chapter we have an increasing number of enthusiastic volunteers stepping forward to offer their skills as leaders of our profession.

I will be proud to stand beside our new President, offer her a helping hand when needed and serve as a mentor if desired. The strong group of men and women who are part of the AMTA-WI Chapter Team of Volunteers is amazing. We have all learned to work together toward common goals setting aside personal issues when it best serves the membership. There will continue to be improvements to our communication with our members, some of the improvements this coming year will be in social networking, we have recently added a facebook page, make sure to like us so you can be kept in the loop of new information and announcements. Lynn Kutz, our new Social Media Chairperson is enthusiastic and knowledgeable, let her know your thoughts on how to increase our networking among the members.

Education will continue to be the focus of the Wisconsin Chapter, educating our members to increase their skill set and the public to the benefit of massage on their lives and wellbeing. I firmly believe that massage will play an ever-increasing role in healthcare as the costs continue to spiral upward for insurance and care. Massage therapy will be a cost effective way for people to address their common aches and pains and lead to wellness thereby decreasing the need for more standard healthcare practices. As the demand grows the experienced and highly trained therapist will be in demand. I know that continuing education is the single most important factor in determining who rises in their field. I see it every day; the public wants knowledgeable and skilled therapists. Your initial education is but a step into the profession, to continue to rise, you must continue to educate yourself. We hope to be your source for education, let us know what you want to see as an option for courses. We derive our list from member input, we are here to serve you.

Join us.

### 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@essentialmassagetherapy.com](mailto:amtawikay@essentialmassagetherapy.com)

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

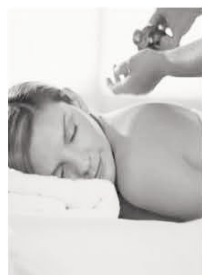
Classifieds & Personals - \$8, (20 words or less)

Professional Networking- FREE to all AMTA members and Chapters.

Online advertising also available



# *The path to your dreams begins with a single step Take that step with Blue Sky*



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## **Why Choose Blue Sky?**

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***Classes starting in Spring and Fall!***

## ***Tell your family and friends!***

Blue Sky offers many services to the public!

## **Student Massage Clinics**

We offer massage services at a discounted rate!

**Regular: \$35/hour Seniors: \$25/hour**

Call the location nearest you to make an appointment!

### **Grafton**

350 Double Tree Lane  
Grafton, WI 53024  
(262)376-1011

Upcoming Open Houses  
6pm

4/4, 5/9, 6/6, 7/11

### **De Pere**

2200 American Blvd  
De Pere, WI 54115  
(920)338-9500

Upcoming Open Houses  
6pm

4/5, 5/10, 6/7, 7/12

### **Madison**

2005 W. Beltline Hwy, Suite 201  
Madison, WI 53713  
(608)270-5245

Upcoming Open Houses  
9:30am

4/7, 5/12, 6/9, 7/14

## **NCBTMB APPROVED SEMINARS AND PERSONAL ENRICHMENT**

SEMINARS APRIL 2012- JULY 2012

### **FEATURED SEMINARS:**

Small Animal Anatomy (24 CEUs).....4/13-15/2012  
Precision Neural Mobilization (16 CEUs).....4/14-15/2012  
Gaia's Touch Heated Stone Massage Workshop (14.5 CEUs)  
.....4/14/2012

### **OTHER SPECIALTY SEMINARS**

NMT – Upper (19 CEUs).....4/20-22/2012  
Lomi Lomi I & II (24 CEUs).....4/27-29/2012  
Lymphatic (8 CEUs).....5/5/2012  
Intro. to Vibrational Modalities for Animals (8CEUs)..5/12/2012  
Eval & Ethics of Animal MX (24 CEUs).....5/18-20/2012  
Aromatherapy for Your Client's Wellbeing (7CEUs).....6/2/2012  
Ancient Chinese Beauty & Rejuvenation Secrets (20 CEUs)  
.....6/8-10/2012  
NMT – Lower (19CEUs).....6/22-24/2012  
Acupressure Introduction (18 CEUs).....7/13-15/2012  
NMT Head & Neck (19 CEUs).....7/20-22/2012

### **NOW OFFERING WOMEN'S SELF DEFENSE CLASSES! DATES TBA!**

Visit [www.BlueSkyMassage.com](http://www.BlueSkyMassage.com) for details. Many of our seminars are offered at different locations and varying dates.

**[www.BlueSkyMassage.com](http://www.BlueSkyMassage.com)**

[www.BlueSkyMassage.com/disclosure](http://www.BlueSkyMassage.com/disclosure)

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

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

# Ethical Dimensions

By Kathy Ginn, L.M.T., NCTMB

As this newsletter lands in your lap the season of spring is surrounding us. The birds singing fill our hearts with song, longer days invite us into the outdoors more often, and the variety of flowers blooming invites us to dance ~ a powerful season in its own beautiful way.



As many of you know the context from which I teach is Ethics as Right Use of Power. Power is relational energy – power is everywhere. Power is the ability to influence. Power can be used in a positive way, or power can be used in a negative way. The study and exploration of power grabbed my attention several years ago. I was already leading workshops on ethics when I met Cedar Barstow; Hakomi Therapist / trainer and Ethics teacher. Cedar invited me to integrate the study of ethics with power. I listened, took action and I never looked back. The subject captivated me. It took me to places inside myself I did not know were there. The journey became very personal and real. I began to observe and understand how my personal use of power often caused harm to others or how I often gave away my power. One thing that I value in life is to teach what I practice and practice what I teach ~ thus my passion for ethics education is parallel with my personal journey of healing and transformation. I feel committed and driven to invite and challenge others to explore their own relationship with power and how this relationship impacts your world.

It is important to remember that all relationships involve power. Wise and accountable use of power is central to right relations with our client; a complicated and delicate subject indeed. Within this article I would like to share with you one aspect of power – the ethic of caring for another. The envelope of care can be explored by the following 3 questions:

Do you see me?

Do you hear me?

Do you authentically care?

We all know care when we experience it in our relationships; it is the power that empowers and energizes us. All positive power in any and all relationships is, first of all, constituted in care. ...and so the questions

How do you let your clients know you see them?

The most simple and profound way is to slow down and make simple and lasting eye contact with your client – the

power of mind-full presence. The act of meeting your client where they are and gently bringing them to a state of awareness is a powerful interaction. The art of sitting still, observing and noticing what you notice are all small disciplines that bring you closer to really seeing your client. Always with a quality of curiosity! When you can sit still with yourself; you can sit still with your client. Practice stillness!

How does your client know you hear them? When you touch someone; everything changes. This includes how you communicate with your clients. Hearing them is part of communication. We often are so busy trying to carry on a friendly “conversation” we seldom really hear our clients. Hearing is a skill – but first we must listen. Perhaps the best way to answer this question is with a question; When do you feel heard? What qualities does the listener offer? What gets in the way of feeling heard?

Do you authentically care? What is caring – what does it look like and feel like? What gets in the way? How do your clients know you care? How do you know you really care? Can you care too much? How does your sense of self influence your caring? Are you too busy trying to be “somebody” for your clients - that familiar predicament we know all too well. Can you become the model of humility? Are you willing to set your personal needs aside?

I believe above all else our clients are silently asking us the above 3 questions. Yes, we have them complete a health history form, yes, they share their goals of the session with us, and we do our best to make sure we help them. I believe ultimately their deep desire is to be seen, heard and cared for in an authentic way.

Perhaps the ultimate question is this

Who are we to ourselves and to one another?

Where does our real power lie?

As we journey into yet another season of spring ~ may we take the time to see the beauty of spring, hear its voice and deeply root ourselves in the power of authentic caring.

May we continue to learn, grow and live in peace!

Kathy

Kathy is currently in private practice in Madison, WI. She has been active in the field of massage therapy and bodywork since 1991. Kathy is a Right Use of Power facilitator and Hakomi trained body worker. She served with the NCBTMB Ethics committee for 8 years, and currently serves with the AMTA teacher development committee. She is currently on faculty with TIBIA massage school and East ~ West Healing Arts Institute.

Kathy is an NCBTMB approved provider. She offers Ethics workshops both locally and throughout the country. Kathy also offers mentoring for those who seek her service.

Please see Kathy's workshop schedule @ <http://www.ethicaldimensions.com> or e-mail her at [Kathy@ethicaldimensions.com](mailto:Kathy@ethicaldimensions.com)

## Finding Meaning – The Tough Questions

*By Amy McLoughlin, WLMT*

Who am I? What purpose am I here for? What's it all about? These are the questions that have provoked philosophic discussions throughout the ages.

I'm guessing that as you chose your path as massage therapist, you've faced these questions (and fears) for yourself, but have you asked yourself the "tough questions" recently? Pondering these questions over and over again encourage us to a more balanced life. Self reflection helps us identify appropriate goals for our future and gives us a focal point for which to direct our energy.

Finding meaning in our life and our career is sometimes easier said than done. To do so, we must ask ourselves the tough questions. We must face our fears squarely and be willing to move out of our comfort zone in order to take the true direction of our heart. If we are courageous, we can let go our past without judgment and

open up to our future without agenda. I invite you, dear massage therapist, to sit down to the practice of just being fully present and in this moment. As you do, ask yourself the "tough questions"

What is my life about?

Why am I here?

What purpose do I serve?

What am I doing with my life?

How can I find happiness?

Each of us will interpret and relate to these questions differently. As for me, every time I take a brave and honest look at myself I find that what holds meaning for me has changed a little and I need to adjust my path. I tweak my goals, set new actions steps and find a renewed sense of enthusiasm for the work I do and the life I live. These "tough questions" have helped me find my niche serving special populations in massage therapy and have brought me to the AMTA serving through Outreach. My wish for you is that you may be fearless and sincere in answering your tough questions and, in doing so, find your true meaning.



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Three Day Certification Workshop (25 hrs.) June 16-18: Sat-Mon, Madison, WI  
New Self Renewal Center, 6300 Enterprise Lane, Madison, WI 53719

Another way to earn money, without breaking your back or hurting your hands, while improving family relationships and our society!

Curriculum: This comprehensive 3 day workshop will teach you the necessary tools to empower families, while they learn to calm, connect and communicate with their child, in individual or group classes. We will cover infant massage and early bonding techniques for the newly conceived, the healthy newborn, and the adaptations for children as they grow. We will also cover transitions for special needs, including Autism, Down's syndrome, hearing and visual impairments, babies born early, adoption and fostering issues. Students will be able to identify the different behavioral states, and read baby's cues, as well as, the different types of cries communicated and meaning behind non-verbal body language. Students will be able to help parents with issues like colic, constipation, teething, chest congestion and asthma. Students will learn supportive techniques such as how to swaddle, use of white noise, and an introduction to energy techniques such as Reiki and Cranial Sacral. You will also learn the intelligence of playing and how music and games can be added to help parents and babies learn from each other. Current research and marketing are covered to help your business grow! Required Class Materials: Students need to get a doll about the size of an 8-10month old baby. You can borrow or buy, but if you do it for a living you'll need one. A doll with a soft body and plastic head, arms and legs works best.

CE Hours: 25CE with NCBTMB issued with attendance and satisfactory participation in the class activities, and must pass written and practical test. Certification as a CIMEB© will be issued once teaching assignment is completed after seminar...you must teach at least 3 families with documentation.

**Tuition investment: \$380, if registration received one month in advance; \$400 thereafter.**

Please contact us to register at: [tammy@trseminars.com](mailto:tammy@trseminars.com) or (602) 697-6463.





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### Continuing Education Courses ~ NCBTMB Approved *visit our website for a complete list of our courses*

#### **TIBIA's Signature Courses**

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

16 CE Hours

April 21 & 22, 2012; 9a-6p  
~ OR ~ July 14 & 15, 2012; 9a-6p  
\$300

\$250 ea. when 2 or more register together!

##### **Clearing Energy**

8 CE Hours

April 29, 2012; 9a-6p  
~ OR ~ Oct 13, 2012; 9a-6p  
\$240 (\$200 if paid 2 weeks prior)  
*Prerequisites: Energy in Action &  
Freeing the Power to Heal*

##### **Energy in Action**

16 CE Hours

June 30 & July 1, 2012; 9a-6p  
\$360 (\$320 if paid by 6/16/12)

#### **More Energy Courses**

##### **Reiki I**

10 CE Hours

April 13, 2012; 6:30-9:30p  
April 14, 2012; 9:30a-5:30p  
\$240 (\$200 if paid by 3/30/12)  
+ \$10 materials fee

*Reiki II and III offered later this year*

##### **Crystal Energy Balancing**

8 CE Hours

August 12, 2012; 9a-6p  
\$180 (\$160 if paid by 7/29/12)  
+ \$5 materials fee

##### **Ethics**

##### **Ethics as Nourishing Communication**

6 CE Hours (incl. 2 hrs. of Standard V)  
May 11, 2012; 10a-5p  
\$120 (\$100 if paid by 4/27/12)

##### **Ethics as Right Use of Power**

6 CE Hours (incl. 2 hrs. of Standard V)  
Oct 12, 2012; 10a-5p  
\$120 (\$100 if paid by 9/28/12)

#### **Therapeutic Massage**

*Package rate or payment plan available  
if taking all 3 courses*

##### **Introduction to Myofascial Release**

20 CE Hours

July 6, 2012; 5:30-9:30p  
July 7 & 8, 2012; 9a-6p  
\$440 (\$400 if paid by 6/22/12)  
+ cost of required text (\$70 new)

##### **Myofascial Trigger Point Release**

20 CE Hours

Sept 7, 2012; 5:30-9:30p  
Sept 8 & 9, 2012; 9a-6p  
\$440 (\$400 if paid by 8/24/12)  
+ cost of required text (\$70 new)  
*Prerequisite: Intro to Myofascial Release or  
instructor permission*

##### **Integrative Myofascial Techniques**

20 CE Hours

Nov 2, 2012; 5:30-9:30p  
Nov 3 & 4, 2012; 9a-6p  
\$440 (\$400 if paid by 10/19/12)  
+ cost of required text (\$70 new)  
*Prerequisite: Myofascial Trigger Point  
Release or instructor permission*

#### **Courses for Body & Soul**

##### **Supporting Healing with Essential Oils**

6 CE Hours

May 6, 2012; 10 a-5p  
\$140 (\$120 if paid by 4/22/12)

##### **Your Body as Beloved Partner: Creating a Compassionate Connection**

7 CE Hours

June 8, 2012; 9a-5p  
\$125 (\$110 if paid by 5/25/12)

##### **Aromatherapy: Raindrop Technique**

7 CE Hours

June 9, 2012; 9a-5p  
\$160 (\$140 if paid by 5/26/12)  
+\$20 for use of essential oils if needed

#### **Eastern Bodywork Courses**

*Package rate or payment plan available  
if taking all 4 courses*

##### **Jing Acutouch: The Essence of Qi**

20 CE Hours

June 29, 2012; 5:30-9:30p  
June 30 & July 1, 2012; 9a-6p  
\$440 (\$400 if paid by 6/15/12)  
+ \$5 materials fee

##### **Tender Touch:**

##### **Tendino-Muscle Meridians**

16 CE Hours

July 28 & 29, 2012; 9a-6p  
\$360 (\$320 if paid by 7/14/12)  
\$5 materials fee  
*Prerequisite: Jing Acutouch or any  
Jin Shin Do® class*

##### **Meridian Massage: Organ Meridians**

40 CE Hours

Sept 28 & Oct 5, 2012; 5:30-9:30p  
Sept 29 & 30, Oct 6 & 7, 2012; 9a-6p  
\$880 (\$820 if paid by 9/14/12)  
\$10 materials fee  
*Prerequisite: Jing Acutouch or any  
Jin Shin Do® class*

##### **Core Connection:**

##### **8 Extraordinary Vessels**

16 CE Hours

Oct 27 & 28, 2012; 9a-6p  
\$360 (\$320 if paid by 10/13/12)  
+ \$5 materials fee  
*Prerequisite: Jing Acutouch or any  
Jin Shin Do® class*

##### **Deep Tissue**

##### **Deep Tissue - Extremities**

16 CE Hours

April 14 & 15, 2012; 9a-6p  
\$360 (\$320 if paid by 3/31/12)  
+ \$10 materials fee

##### **Deep Tissue - Torso**

16 CE Hours

May 19 & 20, 2012; 9a-6p  
\$360 (\$320 if paid by 5/5/12)  
+ \$10 materials fee

## Outreach

by Amy Lempicki-McLoughlin, LMT

Build Your Practice Through Outreach remains in full force! In 2011 AMTA WI members took the initiative and raised money for four different projects throughout the state. Our goal for 2012 is to support our members in hosting at least 10 different Wisconsin based events! We can't do this without YOU, so please start thinking of your event NOW!

**Our goal for 2012 is to support our members in hosting at least 10 different Wisconsin based events!**

Through the Build Your Practice Through Outreach program, AMTA-WI was blessed to form a relationship with the Wisconsin Alliance for Fire Safety (WAFS). We will again be in need of

willing volunteers to join us at "Burn Camp" (Summer camp for burn-injured youths) in East Troy, WI on August 15<sup>th</sup> and/or 16<sup>th</sup>, 2012. At this event, we have the opportunity to serve the burn-injured youth on Wednesday night. On Thursday we hold a massage-a-thon at the camps family day to support camp activities for the following year. This is a SUPER FUN day that ends with a foam slip & slide that you won't want to miss!! Please come out and use your hands to lift up and support those in need while HAVING FUN at this important youth based event!

If your heart would like to serve with a more personal and possibly on-going connection, we are pleased to announce a new partnership between WAFS and AMTA-WI. The WAFS mission is to "promote fire safety, burn prevention and support burn survivors... in communities throughout the state of Wisconsin." As an AMTA member, you have the unique ability to have a one-on-one impact with a burn-injured survivor right in your own community.

Finally, our relationship with WAFS has called on AMTA-WI members for a VERY important mission. Milwaukee, WI will be hosting the 2012 World Burn Congress in September. We will be working there to "support wellness through massage" for burn survivors from throughout the world. This will be an in-depth experience

and we are seeking volunteers from the Milwaukee area as well as those willing to travel in to serve this special population. The outreach committee will be providing additional training materials and support for AMTA members who wish to be a part of this opportunity.

To take advantage of any of these 4 opportunities: Build Your Practice Through Outreach, have a rocking good time serving and "Burn Camp", be matched up with a burn victim in need of your services or serve at the 2012 World Burn Congress, PLEASE contact Amy McLoughlin at [artofmassageandwellness@yahoo.com](mailto:artofmassageandwellness@yahoo.com) ASAP! I will work hand-in-hand with you to identify a great opportunity that's right for you!

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## Hello Friends!

I am SO happy to announce to you that I have my very FIRST official Outreach Committee Member: Kara Phernetton!!!

As you may or may not know, the Outreach Committee has been working very closely with the WAFS organization to utilize our Outreach efforts. We will again be "Burn Camp" this summer, we will also be serving them in conjunction with The Phoenix Society at the World Burn Congress in Milwaukee on September 13-15 AND we have the opportunity to match up AMTA-WI volunteers with Children's Hospital, UW-M Hospital and Columbia St Mary's to serve burn survivors within the hospital setting. (This is the area that Kara will be serving).



I'm going to present this to all of you in detail in Oconomowoc, but I was just so excited to finally have an actual committee member, I just HAD to share it with you all!!!!

Be Well!

Amy Lempicki-McLoughlin, LMT  
 Art of Massage & Wellness, Owner/Operator  
 Compassionate Touch Practitioner/Instructor  
 AMTA-WI, Outreach Chair  
[www.artofmassage.info](http://www.artofmassage.info)  
 (715)256-4900



# A New Age of Care-Massage in Eldercare and Hospice

by Ann Catlin, OTR, LMT



Did you know that In 2009 AMTA passed this evidenced-based position statement? "It is the position of the American Massage Therapy Association (AMTA) that massage therapy can improve the quality of life for those in hospice and palliative care?

And did you know... When

the baby boomers start turning 65 in 2011, 10,000 people will turn 65 every day? The fastest growing segment of our population is 85 years and older? Among people turning 65 today, 69 percent will need some form of long-term care, whether in the community or in a residential care facility?

There are 16,000 certified nursing homes; 39,500 assisted living facilities; 1,900 continuing care retirement communities and more than 4700 hospice programs in the United States?

In the last decade, massage therapy has gained recognition and acceptance in mainstream healthcare. Hospices and long term care facilities are adding massage therapy to the services they offer more than ever before. There has never been a better time to expand your practice to meet the needs of this special population!

Eldercare and hospice organizations are finding that offering massage services: Is in step with consumers' increased use of massage therapy. According to a consumer survey by the AMTA, the use of massage among those 65 and older has tripled since 1997.

Raises their standard of care. This gives them an edge in a competitive marketplace. Barbara Clayton, a Missouri nursing home administrator, says, "Providing massage for our residents puts us a cut above other facilities—going above and beyond what's required."

Enhances resident (or patient), family and staff satisfaction. This is a win-win-win situation. The resident or patient wins by directly reaping the benefits of massage.

Family members enjoy the positive response of their loved one. Staff members win in two ways: indirectly, when the elders they care for have fewer complaints of discomfort and are more content, and directly if they, too, receive an occasional massage!

Augments the special care of residents with Alzheimer's disease or other forms of dementia. The Alzheimer's Association states, "Residents who are not ambulatory can be meaningfully engaged and stimulated by such activities as massages ..."

Helps them meet federal guidelines for non-pharmacological approaches for relieving pain and one-to-one bedside activity for low-functioning residents.

I conducted a poll with the help of *Massage Today* magazine where we asked, "Do you provide massage to people in eldercare or hospice? If so, do you provide this service as an employee, independent contractor or volunteer?"

*249 people responded and here is what we learned:*

*59% provide massage in eldercare facilities and 41% in hospice*

*34% are employees of the organization*

*51% work as independent contractors*

*35% volunteer their services*

You might like to hear about a couple of therapists who are doing this richly rewarding work—and getting paid for it either as independent contractors or employees.

Jill is an LMT who contracts part-time with a hospice. Jill receives referrals from either the nurse or social worker who obtains a doctor's order for massage therapy. Each patient is initially referred for an assessment session plus four visits. Jill can recommend continuation of services beyond the four visits. She has a consistent caseload of 6 clients and typically sees each client weekly, however some are seen more often based on needs. Sessions last usually 30- 40 minutes. Jill is paid \$40.00 per session plus mileage.

Cindy, an LMT, is employed full-time at a retirement community. Cindy is considered a part of the rehabilitation/ wellness department. She has a massage room where she sees clients consisting of independent older adults and facility staff, as well as "regular" massage clients from town. Elders who are admitted to the facility for rehabilitation following an injury or illness receive massage therapy during recovery. She also sees elders in the skilled nursing facility. Clients pay the retirement community for massage which creates a revenue source for the organization. Cindy

*continued on page 10*

## Scholarship Question

### *Where do I see the massage therapy profession in 10 years?*

### First Place

*By Beryl Marrazino LMT*

I hope to see the profession as having the ability to produce better, more qualified graduates. As a newly licensed massage professional who had worked in the physical therapy field I see great differences between the anatomy teachings of the two fields. When you graduate you have to be on your game and confident in your skills.

It has excited me to be part of a field where learning is both by book and by feel. I would love to see the therapists isolating and enhancing one or two techniques as opposed to a general style. Improving styles and learning will continue to assist us in removing any stigma associated with our chosen profession.

I am thrilled to know that in 10 years I will have been part of a team whose energy and strengths encourage and promote healing all over the world. Thank you AMTA for the privilege to work with you.

### Second Place

*by Theresa Thorgerson LMT*

In 10 years, I'm hoping to see Massage Therapy Profession grow to the point where people would like to have the option of having massage therapist be part of their health care team. With more research and studies being done, it's only a matter of time before the medical field recognizes that there is a place for massage therapy. By educating the public more, we can help them understand what massage can do for them. I believe that if all professions could work together as a team, it would be more beneficial for the patient/client.

from page 9

receives a salary of \$45,000 plus benefits.

Doors are opening to those settings –nursing homes and hospices—where people with the greatest need for compassionate touch and massage are found. Working with individuals in this special population gives you the opportunity to serve others in a way that is profound and it can be the most uplifting and deeply rewarding work you will ever do.

Ann Catlin, OTR, LMT is an expert in the field of massage in eldercare and hospice. She brings to her work thirty years experience as an occupational therapist in long term care and rehabilitation. She founded the Center for Compassionate Touch LLC an organization that offers Compassionate Touch® training internationally. Compassionate Touch® is a hands-on complementary approach for those in eldercare, hospice and palliative care. It combines focused touch and sensitive massage with specialized communication skills to help enhance the quality of life for those in later life stages. She is a recognized author in several professional publications. She is originally from the beautiful Flint Hills of Kansas and now lives in Springfield, Missouri. She can be reached at [www.compassionate-touch.org](http://www.compassionate-touch.org).



2012 Madison, WI  
March 9 -11  
July 13 -16



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-Want to work smarter, not harder?  
-Want to know *you* make a difference?

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Compassionate Touch® is the only nationally recognized certification program for Those in Later Life Stages. Visit our website to find and register for a workshop near you! NCBTMB and FL approved CE provider.

[www.compassionate-touch.org](http://www.compassionate-touch.org)

## AWARDS

That wonderful time of year when we, the AMTA-WI Chapter, gets to recognize one of our own for their great service to the profession and the community, the Meritorious Award. By the time this publication is out, the recipient will have been chosen and announced at the Fall conference in Wisconsin Dells. I am also in the process of putting together all the information of what we as a chapter have accomplished this past year to submit for the Hands award. Hoping this year we receive Five hands from National AMTA. The awards committee is always looking for assistance in awarding AMTA-WI Chapter members with the recognition they deserve, so please consider signing up to help. Please call or email me if you are interested in joining the team. 920-810-1011 or [purplesky68@rocketmail.com](mailto:purplesky68@rocketmail.com).

Thanks so much,

Ellen M. Wittwer, 1st VP and Awards Chair

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## Milwaukee School of Massage

**MSM Students Exceed NCBTMB National  
and State Student Pass Rates**

**MSM has a 100% NCE student pass rate  
July 12, 2010 to July 1, 2011.**

**This is a noteworthy accomplishment for our  
graduates and staff.**

**This compares with a 78.99% Wisconsin pass rate  
and a 69.33% National pass rate.**

**Hats off to our teaching staff: Sandy Tamel, Julie  
Szivecz, Carol Alvarez, Crystal Boyd, Diane Bloom,  
Richard Gallas, Roseanne Gorzinski,  
Kelly Gunderson, Brian Hicks, Christine Klim, Frank  
Tamel, Paula Wells, and St Ann's Staff including  
Sandy Anderson, Mary Mc Canna, and Joseph Ralston.**

**Our students could not have accomplished this  
excellence without them.**

**Thank you staff and MSM graduates for  
making me very proud.**

**Respectfully, Wanda M Beals, MSSW, NCTMB,  
WLMT 125-046 MSM Chief Administrator**

## Volunteer Opportunities Abound

*by Kay Peterson, LMT*

The AMTA-WI Chapter currently has openings in a few committees for interested and dedicated volunteers.

We currently have an excellent volunteer force; every person who is currently volunteering can give you reasons why it helps fill their lives and their hearts. Call us, email us or write us, we are all willing to help you get involved. Committee member and one time volunteer opportunities are available in all committee situations, your commitment can be as short as an hour to years of involvement. The fact is you determine your level involvement but I must warn you it is addictive!

### Current Chair Vacancies

#### Finance Chair

This position entails being a second set of eyes on banks statements, assisting the treasurer in creating reports and understanding financial issues.

#### Membership Chair

This position is for someone who likes to work with people has a strong sense of timeliness in getting information out to new members and is a good team builder.

#### MERT – Massage Emergency Response Team

The leader of this team will coordinate training for responders as well as communicate with other emergency services to learn how to best serve the emergency responder community in the event of disasters.





# EIGHTFOLD PATH MESSAGE

## CONTINUING EDUCATION



*Kelsey Lyons*

*Instructor and Massage  
Therapist with 7 years of  
hand-ons on experience, and 5  
years of teaching massage.*

*Also has a BS in Human  
Services, multiple  
certifications in Continuing  
Education, and more.*



### ✧ Upcoming ✧

April 22, Sunday: Brookfield, WI - Bamboo Massage

May 5, Saturday: Minneapolis, MN - "End of Life"

May 12, Saturday: Madison, WI - Raindrop Therapy

May 13, Sunday: Madison, WI - Bamboo Massage

June 2, Saturday: Duluth, MN - "End of Life"

June 3, Sunday: Duluth, MN - Bamboo Massage

July 14, Saturday: LaCrosse, WI - "End of Life"

July 15, Sunday: LaCrosse, WI - Bamboo Massage

*"End of Life" and Raindrop - \$250 for 7 hours of CE Hours*

*Bamboo Massage - \$400 for 7 hours of CE Hours  
(includes Bamboo Set valued at \$150 each).*

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for more updates and additional courses.*

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Topics will include: contraindication/  
indications, marketing/promoting, and  
research for this massage.

Learning through Hands-on  
demonstration and Lecture. Complete a  
Practical Hands-On Exam or Written  
Exam for Certification of Completion.

**For more Information, Comments, or  
Concerns please feel free to email.**

# Massage Therapy and Integrative Medicine

by *Diana Thompson, LMT*

Massage is as old as man, born of a natural compulsion to rub out pain, soothe a stiff joint or ease a broken heart. Today, in the spirit of integrative medicine, various conventional healthcare disciplines are intentionally applying the art of touch to communicate meaningful messages, and access and honor the whole person, physically, emotionally and spiritually. As massage therapists and bodyworkers, we are unique in that we use touch for all levels of care—communication, education, and healing—and we always have.



The term integrative medicine (IM) has been bantered about a lot these days but what exactly does it refer to?

“Integrative Medicine is the practice of medicine that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing.”<sup>1</sup>

Others use the term integrative healthcare in an attempt to be more inclusive of “all appropriate healthcare professions and disciplines.” Regardless, integrative medicine/healthcare is the hottest topic amongst policy makers, inside the debate around healthcare reform, and within the boardrooms of military and civilian hospitals. Prevention and wellness is a new focus for conventional medicine, a new directive from the US Surgeon General.

Dr. Andrew Weil, a well-known advocate of integrative healthcare, refines the IM movement through the promotion of these guiding principles:

- A partnership between patient and practitioner in

the healing process

- Appropriate use of conventional and alternative methods to facilitate the body’s innate healing response
- Consideration of all factors that influence health, wellness and disease, including mind, spirit and community as well as body
- A philosophy that neither rejects conventional medicine nor accepts alternative therapies uncritically
- Recognition that good medicine should be based in good science, be inquiry driven, and be open to new paradigms
- Use of natural, effective, less-invasive interventions whenever possible
- Use of the broader concepts of promotion of health and the prevention of illness as well as the treatment of disease
- Training of practitioners to be models of health and healing, committed to the process of self-exploration and self-development<sup>2</sup>

Little about integrative medicine is new to us—we have always practiced holistic, patient-centered, natural, non-invasive, preventative healthcare. Massage is old

school and cutting edge, simple and complex, non-invasive and safe, effective and cost-saving. We have a long history of ameliorating pain and maintaining and restoring wellness, and our patients have already adopted us as part of their healthcare team (one third of US adults have

**As massage therapists and bodyworkers, we are unique in that we use touch for all levels of care—communication, education, and healing—and we always have.**

used massage in the past 5 years, 44% for healthcare purposes; 96% of massage therapist receive referrals from health professionals).<sup>3</sup> The body of scientific evidence to this effect is growing, due in part to the efforts of the AMTA and the Massage Therapy Foundation, and surveys conclude educated, health-savvy Americans overwhelmingly choose massage to relieve stress and pain.<sup>4</sup>

Unfortunately, as a profession, we have consistently overlooked conventional practices that are necessary for inclusion in today’s healthcare environment. Most massage therapists are not research literate, thereby do not consider the evidence when designing clinical treatment strategies. When it comes to proving the effectiveness of

*continued on page 21*

**AMTA – Wisconsin Chapter  
Annual Fall Meeting & Educational Conference  
August 24 - 26, 2012  
Chula Vista Resort and Waterpark  
2501 River Road  
Wisconsin Dells, WI 53965  
1-608- 254-8366**

**Friday August 24:**

8:00 - 9:00    Registration for Hands Heal: The Proof is in the SOAP Chart  
9:00 - 1:00    Class time  
1:00 - 2:00    ~ lunch provided~  
1:00 - 2:00    Registration for Kinesage® Self Care for Therapists  
                    (attendees are welcome to lunch on this day, please mark on registration)  
2:00 - 6:00    Class time

**Saturday August 25:**

8:00 - 9:00    Registration for Integrative Medical Practice Building, Introduction to  
                    Kinesage® Massage Through Movement, Serving Eldercare and Hospice  
9:00 - 12:00    Class time ~ Noon lunch provided~  
12:30 - 1:30    Chapter Meeting - House of Delegate Proposals/Chapter Business  
1:30 - 6:30    Class time

**Sunday August 26:**

8:00 - 9:00    Registration for Kinesage® Self Care for Therapists, Introduction to  
                    Compassionate Touch  
9:00 - 1:00    Class time ~ 1pm lunch provided~  
1:30 - 2:30    Chapter Meeting  
2:30 - 5:30    Class time

**Diana Thompson - Hands Heal: The Proof is in the SOAP Chart (8 CE hours - Friday only)**

**Kathleen Gramzay - Kinesage® Self Care for Therapists (4 CE hours Friday and repeat on Sunday)**

**Diana Thompson - Integrative Medical Practice Building (8 CE hours - Saturday only)**

**Kathleen Gramzay - Introduction to Kinesage® Massage Through Movement (8 CE hours - Saturday only)**

**Ann Catlin - Day One: Serving Eldercare and Hospice: Job Opportunities are Growing! (6 CE hours- Saturday only)**

**Day Two: Introduction to Compassionate Touch: Hands-on Care for Those in Later Life Stages (6 CE hours- Sunday only)**





**Kathleen Gramzay, LMT, BS** is a certified Massage Therapist and Approved Provider for Continuing Education through the National Certification Board for Therapeutic Massage & Bodywork. The owner of Knead for Balance, Inc., Ms. Gramzay has run a highly successful practice in Scottsdale, AZ for over a decade, and worked concurrently for a number of years at DC Ranch Country Club and the Ritz Carlton-Phoenix. In these settings, she worked with professional athletes in baseball, basketball, football, hockey, golf and boxing, contributing a wealth of knowledge in the area of sports massage. Her excellent reputation in treating athletes led to her opportunity as the therapist for Major and Minor League Baseball teams.

Her passion to understand how the body moves and the need to find a smarter way to work laid the foundation for a new perspective in massage. Through nine years of application, documentation & evolution, she developed Kinessage® Massage Through Movement, a highly effective and efficient method that uses the body's design for movement to care simultaneously for both therapist and client. Ms. Gramzay is an avid learner with a compelling desire to help others. She has taught anatomical kinesiology and anatomy at the Southwest Institute for Healing Arts in Tempe, AZ, and is a member of the AMTA, ABMP and Alliance for Massage Therapy Educators. She teaches Kinessage® and Kinessage® Self Care for Therapists around the country and conducts speaking engagements on Self Care for the general public. To learn more about Ms. Gramzay & Kinessage® please visit her website at [www.kinessage.com](http://www.kinessage.com)

**Kinessage® Self Care for Therapists - 4 CE hours** In this half day session learn: how to use movement to relieve pain and clear restrictions in your own body

**Kinessage® Self Care Learning Outcomes:** Utilize movement as mechanism of therapist tension/pain relief, Demonstrate use of anatomy and movement to effect tissue changes and increase range of motion

**Kinessage® Self Care Curriculum** Body Mechanics in Massage, Overview of Kinesiology and Benefits of Use in Relieving Tension/Pain. Assessment: Assess levels of tension/pain and range of motion before and after techniques to demonstrate their effectiveness. Anatomy Review: This review is interactive –visual and kinesthetic

**Kinessage® Self Care Techniques** Hands-on techniques and interactive stretching for common therapist areas of injury or discomfort – neck, shoulders, forearms, wrists, fingers, and low back.

**Course Includes:**\* One half day training in Kinessage® with 1-on-1 hands-on attention \* In color, graphically-rich, detailed student manual \* Certificate of Completion \* 4 NCBTMB Continuing Education Credits

**Come Equipped - Class Requirements:** Be prepared to move! Bring a sheet, towel or mat for floor work. Be ready to stretch and feel in your own body the benefits of fun self-care.

### **Introduction to Kinessage® Massage Through Movement Course - 8 CE hours**

In this one day introduction learn: the science behind the method, how to use movement (yours and your client's), and myofascial release to save your body and energy while becoming a more effective therapist.

**Course Learning Outcomes** Define the kinetic chain and how it is used in kinetic massage, List the 3 types of levers and demonstrate their applications for massage, Utilize joint movement to improve range of motion, Employ kinetic energy as a method of massage, Demonstrate the use of the mechanical advantage to prevent therapist injury, Apply counter movement, myofascial release, and compression to clear restrictions

**Introduction to Kinessage® Course Curriculum:**INTRODUCTION: PLATFORMS OF KINESSAGE® • The Kinetic Chain • Joint Movement, Planes, and Degrees • Levers, Fulcrums and Force: the Mechanical (and Therapist's) Advantage for Effective Therapy and Injury Prevention • Counter Movement: Push Me/Pull You • Physiology of Tissue Release Through Kinessage®

**KINESSAGE® HANDS-ON LAB – PUTTING IT TOGETHER - (4 Hours hands-on)**

• Head and Neck - Demonstration & Lab • Shoulder, Arm & Hand - Demonstration & Lab • Hip, Leg, & Foot - Demonstration & Lab

**Prerequisites:** An eager mind to learn to work in a completely different way! Familiarity with myofascial release is helpful but not necessary.

**Come Equipped - Class Requirements:** 1. Exercise Ball(to be provided by AMTA WI Chapter) Ready for fun? Seated work is done on an exercise ball. 2.Table Kinessage® uses movement and takes maximum advantage of your table to save your body. It is not done on the floor or a hotel writing table. If you're flying in for the course, you're exempt from bringing a table and get to make a new friend with someone who drove. 3. Linens, beach-size towel and lotion What is done on the floor, are the Kinessage® Self Care exercises, be ready to stretch and feel in your own body the benefits you'll be giving your clients.





**Ann Catlin, LMT, OTR** is a nationally certified and licensed massage therapist, and owner of Compassionate Touch®, as well as a Registered Occupational Therapist. For 28 years, Ann has worked with people of all ages in facility care who have physical and cognitive disabilities. Her experience includes administrative positions in rehabilitation and longterm care settings. She has enjoyed teaching throughout her career and began conducting Compassionate Touch® workshops in 2001. Ann lives in Springfield, Missouri where she is the owner of the Center for Compassionate Touch, LLC, the organization that provides Compassionate Touch® training. She also has a massage practice serving elders in facility care and is a hospice volunteer.

## **Serving Eldercare and Hospice – Job Opportunities are Growing!- 6 CE hours**

### **Day 1**

Working with elders and those in hospice care can be a successful area of practice and a personally rewarding experience. More than ever before long-term care facilities and hospice organizations are seeking massage therapists to develop clinical programs.

Trends that lend promise to this ever-growing specialized market for massage therapists include:

Increasing number of people over age 85. Many elders will require nursing home or hospice care. Growing numbers of long term care and hospice organizations Person-centered care initiatives in eldercare Older adults are using massage therapy more than ever before. But many massage therapists struggle with fear and lack confidence in their ability to successfully reach out to this special population. “I don’t feel I know enough.” “I don’t know the proper techniques.” “I’ve never worked in this kind of health care system- how do I get started?” “I’m afraid of the emotional toll it might take on me.” It’s true that serving this population requires a unique combination of knowledge, skills and personal awareness but with a little effort on your part you will be on your way to discovering the profound rewards of your work—and get paid for your services!

Join us and find out how you can expand your practice with confidence and enjoy the gifts of serving this special population!

#### **Objectives:**

Relate current societal trends to the growth of massage in eldercare and hospice. Articulate perceived barriers to getting paid for work in these settings. Define the mutual benefits of massage programs in eldercare and hospice Identify three options and sources for funding for massage services. Recognize two practice models for funding of massage in eldercare or hospice. Describe two marketing strategies for practice building Identify three resources for clinical program development

## **An Introduction to Compassionate Touch® : Hands-on Care for Those in Later Life Stages- 6 CE hours**

### **Day 2**

Your touch has the power to promote healing, relieve pain and comfort those living with the effects of aging, disease or disability. Compassionate Touch® is a hands-on complementary approach for those in eldercare, hospice and palliative care. It combines focused touch and sensitive massage with specialized communication skills to enhance the quality of life for those in later life stages. More than a set of techniques and skills, it is a way of relating that gives you the opportunity to contribute to the quality of life of another human being in a way that is both simple and profound. This hands-on seminar introduces you to an approach that empowers you with the knowledge, skills and sensitivity needed to share the gift of your touch with this special population.

**Objectives:** 1. Describe four unique needs of elders in facility care and individuals in hospice. 2. Identify six benefits and effects of massage for those in later life stages. 3. Articulate the unique attributes and concepts of Compassionate Touch®. 4. Relate research findings demonstrating the benefit of massage for individuals in eldercare and hospice. 5. Recognize the use of touch as a medium for relating to an individual with physical or cognitive disability. 6. Define general guidelines of massage for this special population. 7. Safely perform three focused touch and sensitive massage techniques. 8. Identify the unique skill sets necessary to serve this special population.



**Diana Thompson** is a massage therapist, educator, author, research consultant and volunteer.

She believes massage makes a difference in the lives of those we touch. The goal in her private practice is to assist people in discovering ease and comfort in daily movement, and to provide strategies to recover from surgery, illness and injuries.

She believes that teaching is about stimulating curiosity and creating an appetite for discovery. Her goal as an educator and an author is to do more than impart information and teach routines, but rather to provide students with the skills to solve problems and encourage the desire to seek solutions on their own.

She believes that research is vital to advancing the massage profession. As a research consultant, her goal is to ensure the massage research protocols represent massage as it is practiced, and that the results provide information useful for massage therapists and our clients.

As a volunteer, she is dedicated to the work of the Massage Therapy Foundation. She advocates for organizations that provide massage to people in need, and she believes in cultivating research literacy and capacity within the massage profession.

Diana is the author of *Hands Heal: Communication, Documentation and Insurance Billing for Manual Therapists*. The 4th edition was released in July, 2011, from publisher LWW.

The new version contains:

- A chapter on research and writing case reports
- A new measurement tool: the Patient-Specific Functional and Pain Scale
- Easier-to-use insurance billing forms
- Updated HIPAA information, including how to apply for an NPI#

Somatic Research is Diana's bimonthly column in ABMP's *Massage and Bodywork* magazine. Her articles can be found on the magazine's archives database. Search for Diana's articles in the 2010 and 2011 issues of M&B.

Diana is also a contributor to research, consulting on projects at the Group Health Research Institute in Seattle, Wa. She is an author on the paper titled, *Development of a taxonomy to describe massage treatment for musculoskeletal pain*, published on BioMedCentral in 2006.

### **Hands Heal: The Proof is in the SOAP Chart - 8 CE hours**

According to a recent national survey, 97% of our patients consider massage therapy a part of healthcare. One third of Americans sought massage therapists for the relief of stress, pain, and the side affects of conventional medicine. As such, we have a responsibility to employ ethical healthcare practices, most importantly, medical documentation. Learn the difference between charting wellness massage sessions and sessions that address medical conditions and become proficient at both in this workshop.

### **Integrative Medical Practice Building - 8 CE hours**

Integrative healthcare is the hottest topic amongst the policy makers, inside the debate around healthcare reform, and within the boardrooms of military and civilian hospitals. As massage therapists, we have always applied holistic, patient-centered, natural, non-invasive, preventative healthcare. But we have consistently overlooked conventional practices that are necessary in today's healthcare environment. This workshop will fill in those gaps and teach you how to employ evidence-based clinical reasoning, treatment planning, outcome measures, and team communication skills and earn you respect within integrative medicine.



Please Detach and send to: Stephanie Anderson  
 2519 N. Hillcrest Parkway Suite 102  
 Altoona, WI 54720      amtawistephanie@essentialmassagetherapy.com

Please print clearly.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Height(for Kinesage only) \_\_\_\_\_

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 August 10th:	After August 10th:
<b>Friday</b>		
Hands Heal - Member/Student:	\$60.00	\$80.00
Hands Heal - Non-member:	\$120.00	\$140.00
Self Care for Therapists - Member/Student:	\$40.00	\$60.00
Self Care for Therapists - Non-member:	\$80.00	\$100.00
<b>Saturday</b>		
Integrative Medical- Member/Student:	\$60.00	\$80.00
Integrative Medical- Non- member:	\$120.00	\$140.00
Intro to Kinesage- Member/Student:	\$110.00	\$130.00
Intro to Kinesage- Non- member:	\$220.00	\$240.00
<b>Saturday &amp; Sunday</b>		
Serving Eldercare and Hospice and Intro to Compassionate Touch- Member/Student:	\$135.00	\$155.00
Serving Eldercare and Hospice and Intro to Compassionate Touch- Non- member:	\$270.00	\$290.00
<b>Sunday</b>		
Self Care for Therapists - Member/Student:	\$60.00	\$80.00
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\*\*\* Lunch is included with your registration only pay for guests or if not attending classes.\*\*\*

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

Any additional questions regarding conference contact Stephanie Anderson 715-379-6361

Cancellation Policy: Full refund minus \$30.00 administrative fee. Cancellations less than 72 hours prior to the event receive no refund.

# AMTA-WI Chapter Educational Conference

Appleton, WI ~ Radisson Paper Valley Hotel

\$109.00 per night

Friday May 18th ~ Sunday May 20th, 2012 9 am - 5 pm each day

## Reflexology: Hands and Feet 21 CE hours

with Marsha Craven and Barbara Jenkins



Marsha Craven, LMT, RMT, CCHt is an inspired teacher and facilitator of the healing arts. Her unique combination of extraordinary insight and innovation, compassion, humor, real life experience and relentless pursuit of excellence makes every moment of class time with Marsha an experience cherished by participants. Building on her innate gifts for healing, Marsha has studied and mastered many healing modalities over the last 40 years, incorporating the most effective practices and concepts into her private consultations and teaching.

Marsha's unique qualifications include Licensed Massage Therapist, Certified Clinical Hypnotherapist, Certified Clinical Hypnotherapist Examiner, Reiki Master/Teacher (5th generation), and DNA Practitioner/Instructor.



Barbara Jenkins has been a licensed massage therapist for twenty years, graduating from the Swedish Institute of Massage Therapy in New York City. Barbara taught Massage Basics and Advanced Massage and co-taught Cranial Sacral Therapy and Reflexology for Feet classes at the Arizona School of Massage Therapy in Phoenix. She is a practicing Reiki Master Teacher and currently teaches Reflexology for Feet, Reflexology for Hands, Trigger Point for Hands and Wrist, Acupressure Practical Application, and Cranial Sacral I at Healing Arts Connection. In addition to her teaching, Barbara has also been running a successful private therapeutic practice for over ten years.

Reflexology recipients report a state of deep relaxation and lasting relief from pain and discomfort. Reflexology is popular as a stand alone service or added to massage, body contouring & facial rejuvenation, and energy work of any kind. Friends, families and couples find reflexology a relaxing and health-building experience that is rewarding and fun to both give and receive.

Reflexology is frequently the "complementary therapy of choice" in cancer treatment, rehabilitation centers, nursing homes and hospice settings. A decrease in depression and anxiety along with improvements in spirituality and emotional quality of life and an overall, improved quality of life are benefits of reflexology.

Participants will be prepared to provide foot therapy...not just a "foot rub". They will practice communicating with the recipient to adjust the pressure to comfort level as well as address any cautions that might be involved.

Reflexology Feet is structured to achieve success in mastering some 30 items, including:

1. Reflexology benefits & cautions
2. Communicating with and honoring the recipient
3. Techniques including seven relaxers and four pressure techniques
4. Pressure level adjustments - "It doesn't have to hurt to work."
5. Reflexology Zones & Reflex areas
6. Referral points
7. Self-help techniques & tools
8. Guidelines for addressing common concerns with reflexology

Reflexology Hands builds on the information from Reflexology Feet and gives the practitioner another way of bringing the benefits of reflexology to recipients. The repetitive hand movements we all make everyday add up to stress in our hands and bodies. Think of your daily routine and how much you take your hands for granted. If you drive, hold a mouse and type, play a musical instrument, massage, write, chop, peel, knit, sew or use the telephone, your hands are engaging in repetitive movements that affect not only your hands, but your arms, elbows, shoulders, back, neck and eventually your entire body.

Reflexology for hands can increase vitality and well-being regardless of daily activities. In this one day hands-on" seminar, participants discover:

- Simple ways of caring for hands
- Practical techniques for relieving pain
- Location of reflex points on hands
- How to target specific concerns
- How to use hands for self-healing
- How to provide hand reflexology to others

"Your life is in your hands...take care of them!"

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	<i>Before May 1, 2012</i>	<i>After May 1, 2012</i>
<b>Reflexology 21 CEs - WI Member/Student:</b>	<b>\$190.00</b>	<b>\$210.00</b>
<b>Reflexology 21 CEs - WI Non-member/other:</b>	<b>\$330.00</b>	<b>\$350.00</b>

Method of payment: Check / VISA / MC - PLEASE MAKE CREDIT PAYMENTS @ amtawi.org

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## In Memoriam for Rita Tarkinow *by Wanda Beals, LMT*

January 15, 2012 Rita Fizer Tarkinow, a massage therapist pioneer and AMTA Member died in West Allis after suffering from Alzheimer's Disease for several years. Rita was a dear friend as well as a colleague since the early 80's.

Rita was born and raised in Cuba. She came to Chicago to visit an aunt and attend the Chicago Art Institute in 1949. She met Lawrence Tarkinow, whom she later married. They moved to Milwaukee where they had four children.

Rita began her massage therapy career in the early 1980's as a student with Inez Van Winkle, a YMCA massage therapist and instructor of the Milwaukee Metropolitan School of Massage. The school was the first massage therapy school in the state. Inez was instrumental in advancing massage therapy in Wisconsin.



Upon graduation Rita maintained a private practice out of her home as well as working at a variety of chiropractic clinics. She was a certified AMTA member into the 1990's. She taught Foot Reflexology at the Milwaukee School of Massage. She was particularly inclined towards Energy Work, specifically, Reiki having trained with Nancy Retzlaf, a well known Reiki master in Milwaukee.

Rita was a fun loving, exceedingly caring woman. She reached out to the troubled and distressed with an eagerness I have never seen in others. She operated a "one woman Goodwill Center" out of her Shorewood garage. Many friends and family donated furniture, housewares, clothing and food to her for distribution. Unlike many of us, she engaged the people and sought aid for them. She exemplified selflessness. During her later years, she visited Cuba taking with her medical supplies for those in need.

She will be remembered by many who loved her dearly as woman with tremendous healing capacities. May we keep her example in the forefront of our minds as we strive to be healing servants.



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our work, we do not consistently chart our sessions, or use measurement tools to demonstrate progress. Too often, we do not correspond with the patient's healthcare team—writing progress reports—making massage therapists the only healthcare specialists that rely on the patient to relay health information to their doctors on our behalf.

It is difficult to earn the respect of medical providers when we do not follow conventional methods of communication. It is nearly impossible to gain inclusion into health insurance networks when we cannot consistently demonstrate charting skills and relay our treatment plans through written reports. We cannot hope to win healthcare audits when we cannot recite the literature that supports our clinical decisions.

Yet we continue to hold a seat at the table of integrative medicine. We have our patients to thank for that. They speak with their dollars, making massage therapy the number one out-of-pocket practitioner-based healthcare expense.<sup>4</sup> The increased demand for massage therapy has made us the fastest growing alternative healthcare modality today (up 3.3% from 2002).<sup>4</sup>

In addition, research is meeting the demands of the public by investigating the safety and efficacy of massage therapy applications, ensuring we meet the evidence requirements for inclusion in IM. But the research dollars spent on massage therapy do not compare to the dollars spent on acupuncture, for example, which only occupies 1.4% (up only .3% from 2002) of complementary and alternative medicine (CAM) use as compared to massage with 8.3% of use.<sup>4</sup>

Thanks to Janet Kahn, PhD, NCTMB, former executive director of the Integrated Healthcare Policy Consortium (IHPC) and a current Presidential appointment to the White House Health Care Reform Advisory Council<sup>5</sup>, there are some footholds for massage and other CAM disciplines in the Healthcare Reform bill. Let us not squander the opportunities before us but instead rise to the occasion and take a few more steps necessary for all of us to meet the requirements for inclusion. IM inclusion solidifies our role as healthcare providers, makes us better practitioners for our patients, and provides access to massage for those who need our services and may not otherwise be able to afford it.

Ensure and maintain massage therapy's inclusion into IM by implementing the following into your massage therapy practice:

- Document all massage sessions, using both wellness charting and SOAP charting

- Measure all findings pre and post massage session
- Stay abreast of the literature, reading an article a day or even an article a week
- Create evidence-based treatment plans
- Educate patients how to employ self-care practices between sessions
- Write brief progress reports, communicating to all members of the patient's healthcare team
- Practice self-care, continually exploring and developing our personal and professional selves

Learn how to comply with IM's definition of appropriate care and critical use standards during this year's WI-AMTA convention by attending the Integrative Medical Practice Building workshop. See you there!

1. Developed and Adopted by The Consortium, May 2004, Edited May 2005, May 2009 and November 2009. Accessed 2/20/12, <http://www.imconsortium.org/about/home.html>
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5. Accessed 2/27/12, [http://www.ihpc.org/news/IHPC-News\\_White-House-Appoints-Janet-Kahn.shtml](http://www.ihpc.org/news/IHPC-News_White-House-Appoints-Janet-Kahn.shtml)



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# TAKE IT FROM YOUR PEERS: YOU CAN GET PAID TO WORK IN ELDERCARE AND HOSPICE

*By: Ann Catlin, LMT, NCTMB, OTR*

*September 1, 2010*



My last article focused on keys to opening doors to eldercare and hospice. If you desire to work in these settings, my guess is you have wondered: 1) How do I get my foot in the door? 2) How do I generate a clientele? 3) How can I get paid? All very valid questions! A few months ago, *Massage Today* conducted a poll asking two questions:

“Do you provide massage to people in eldercare or hospice? If so, do you provide this service as an employee, independent contractor or volunteer?” Here is what we learned from the 249 people who responded:

59 percent provide massage in eldercare facilities and 41 percent in hospice- And:

14 percent are employees of the organization

51 percent work as independent contractors

35 percent volunteer their services

The good news is that long-term care and hospice organizations are including massage therapy services more than ever before. I'm honored to be a part of this trend and to assist folks like you along your path of service. I thought you might like to hear about therapists who are doing this rewarding work - and getting paid for it either as independent contractors or employees. I interviewed several massage therapists to find out how they are being compensated. Read on and learn from your peers what you might expect when working in this field. (To respect privacy, I have changed the names of the therapists and have not named the organizations.)

## Independent Contractors

Jill, LMT, contracts part-time with a hospice. Hospices are structured as either for-profit or non-profit and this particular hospice is a non-profit organization. Funding for massage services come from grants and

endowments. Jill receives referrals from either the nurse or social worker who obtains a doctor's order for massage therapy. Each patient is initially referred for an assessment session plus four visits. Jill can recommend continuation of services beyond the four visits. She has a consistent caseload of six clients and typically sees each client weekly; however, some are seen more often based on needs. Sessions last usually 30-40 minutes. Jill is paid \$40/session, plus mileage. She educates the staff about her services by regularly presenting at staff meetings as well as sharing printed information. She reports that this has helped generate appropriate referrals and build relationships with other caregivers.

Doreen contracts with a 100-bed skilled nursing facility for 12 hours per month. The facility administrator acknowledges the value added by providing this amenity for her residents. The funds for massage come from a combination of general operations and marketing budgets. Doreen has permission to work with any elder in the facility. The medical director must approve of all resident activities and massage therapy is considered a resident activity in this facility. When Doreen arrives at the facility she checks in with the social services or nursing director who make referrals. Elders are selected based on needs such as pain, agitated behavior, social isolation, or newly admitted to long-term care. Sessions range from 15-45 minutes. Session documentation is kept in the activities department records. Doreen is compensated at a rate of \$60/hour. She occasionally provides seated massage for staff upon request of the administrator for the same hourly rate.

Mary, LMT, contracts with a 60-bed skilled nursing facility. She has taken a creative approach. Like many facilities this one has a number of elders living there whose care is paid for by Medicaid. (Medicaid is the state-operated public assistance program that pays for health care for people with low income. Some states may have another name for it.) People who receive Medicaid benefits get a monthly personal needs allowance, which is a set amount of money each month for things like clothing, toiletries, recreation, snacks, etc. (For example, Missouri's allowance is \$30/month.) Many people who receive this allowance don't use much of it and it builds up in an account. An individual must use the money or the benefit is reduced or discontinued. Mary is paid with money in the client's personal needs allowance account. The nursing home administrator refers residents who have money in their account. But the referral is not just based on the funds being available. People are referred based on needs. Mary has educated the administrator about the benefits of massage for frail elders and, together, they determine a plan of care.

*continued on page 24*

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Reasons for referral include anxiety, depression, pain, dementia, social isolation because of lack of family. Massage sessions are scheduled either weekly, bi-weekly or monthly. Mary reports that sessions range from 15-45 minutes and she is paid a set fee per session. She consistently has a caseload of six clients.

Employees

Rita is a massage therapist employed by a for-profit hospice working part-time 20-25 hours/week. She is expected to actively participate in interdisciplinary team meetings where patient care plans are discussed. Her involvement in these meetings results in referrals. All patients and/or families are informed about complementary services and they often request massage upon admission. Rita's current caseload is about 23 sessions/week and each session lasts 40-50 minutes including documentation time. This hospice organization pays for massage services from the Medicare funds it receives to care for patient needs. Rita earns \$24/hour plus mileage for travel. She also receives benefits for paid time off including vacation and holidays. She found this position through an online job search service at SimplyHired.com. She reports that because she had specialized training in massage for people in later-life stages was what secured the job. The massage program has been so successful that they have recently hired a second massage therapist!

Cindy, LMT, is employed full-time at a continuing care community that offers multiple levels of care including independent living, assisted living and skilled nursing. Cindy is considered a part of the rehabilitation/wellness department. She has a massage room within this department where she sees clients consisting of independent older adults and facility staff, as well as people from the community. Elders who are admitted to the facility for rehabilitation following an injury or illness benefit from massage therapy during recovery. She also sees elders in the assisted and skilled nursing facilities where clients are

referred by staff and families. Clients pay the facility for massage which creates a revenue source for the organization. Cindy receives a salary of \$45,000 plus paid time off and health insurance benefits.

#### A New Age of Care

In the last decade, massage therapy has gained recognition and acceptance. Hospice and long-term care

facilities are recognizing the value of adding massage therapy services. Therapeutic massage is growing as a form of wellness care for older adults. Organizations that incorporate massage therapy as an ancillary service are on the leading edge of

**Organizations that incorporate massage therapy as an ancillary service are on the leading edge of what will become standard in the future of care services and will meet customer expectations.**

what will become standard in the future of care services and will meet customer expectations. Perhaps you will join me in ushering in this "new age" of care!

*Submitted with permission by Amy Lempicki-McLoughlin, LMT. She is a Certified Compassionate Touch® instructor in Wisconsin. Compassionate Touch® is a hands-on complementary approach for eldercare, hospice and palliative care. It combines focused touch and sensitive massage with specialized communication skills to help enhance quality of life for those in later life stages. To learn more visit [www.compassionate-touch.org](http://www.compassionate-touch.org)*



*Lisa is one of the familiar faces at the chapter conventions.*

## Welcome New Members!

For more information on member benefits and resources to support you in your practice please visit the AMTA-WI website at [www.amtawi.org](http://www.amtawi.org). Our membership totals include 1,802 members with 1,606 as active professional members, 36 graduates, 117 students, 1 supporting member, 3 professional retired, and 39 inactive professional members.

Please welcome the following New Members who have joined the AMTA-WI Chapter since our last newsletter. We are excited to have you as a part of our organization!

Kelly	Adams	Sheboygan
Holly	Adamski	Merrill
Patricia	Azeh	Milwaukee
Patricia	Azeh	Milwaukee
Mark	Baertschy	Eagle River
Rheane	Banfield	Kewaskum
Leonard	Bendlin	Milwaukee
Kellie	Christie	Fond Du Lac
Miranda	Cook	Shawano
Maison	Crowe	Milwaukee
Chris	Crownover	Eau Claire
Julie	Cushley	Lodi
Elizabeth	Davis	Madison
Misty	Derenne	Green Bay
Vanessa	Dulka	Muskego
Alyssa	Evans	Mukwonago
Gabrielle	Gish-Rajan	Madison
Kim	Goodwin	New Berlin
Lia	Hardyman	Lansing
Caitlin	Johnson	La Crosse
Rachel	Kahl	Black Earth
Christine	Kazmier	De Pere
Heidi	Krause	Middleton
Elizabeth	Lehr	Poynette
Marlayna	McLaren	Hilbert
Heather	Miner	Wisconsin Dells
Maria	Mingoia	Green Bay
Stephanie	Morarend	Waukesha
Sengdeuane	Phengphonsavanh	West Allis
Jane	Pulford	West Bend
Jessica	Ramer	Neenah
Nancy	Rezmer	Appleton
Alice	Richmond	Madison
Lindsey	Rios	Hartford
Tara	Roesler	Greenville
Kelsey	Schmidt	Madison
Staci	Schultz	Two Rivers
Logan	Singleton	Waukesha
Jina	Sorensen	Chippewa Falls
Amy	Spilde	Madison
Melinda	Stockman	Waukesha
Michael	Vlahoulis	Greenfield
Terri	Vlies	Algoma
Holly	Wiegel	Shullsburg
Robin	Wirsta	Madison
Amanda	Wolf	River Falls

as levers in the kinetic chain equation. Joints are the fulcrums across which movement occurs, in three cardinal planes around an axis.

The muscular system is the force that moves bones (levers) across joints (fulcrums). Muscles apply force via insertions to their bones to cause, control, or prevent movement in the joints they cross.

Typically, it is only when movement is restricted, impeded or painful that it comes to conscious awareness. It is then clients seek our services.

In massage, a common use of kinesiology is for Range of Motion ("ROM") assessment. This yields information such as which muscles or muscle groups are involved, which muscles may be locked short or long, which fascial lines may be restricted, where pain is felt on the movement spectrum, etc. After application of massage techniques, ROM assessment is used again for comparison purposes and as a tool for client awareness and validation of the efficacy of the techniques applied.

Another exciting opportunity for the application of kinesiology is to make use of the body's design for movement AS the treatment/method of massage itself. I began exploring this as a beginning therapist when I found myself challenged to work with large, heavily muscled clients with only Swedish and Deep Tissue as my only tools. I realized if I didn't find a smarter way to work, either I wasn't going to be effective or my body would not be able to bear the brunt of the work to produce the results I wanted for my clients.

Kinessage® Massage Through Movement is a new and unique method developed and applied over 12 years in my massage therapy practice. Kinessage® incorporates movement, myofascial release, an on-body anatomy shorthand and stretching to do the work so you can save your body and energy while being more gentle and effective with your clients. These principles are also applied very effectively for self care for therapists. In fact, the initial movements of Kinessage® came about through my resolving how to relieve my own pain from working in that first year of practice. Kinessage® Self Care is also easily taught to clients, and is an excellent aide particularly for clients with chronic muscle tension, to help retain their gains between appointments.

Traditionally, it has been common to use force or more pressure to work deep. Using an elbow to work deeper layers may achieve a result in the tissue, but at what cost to the therapist? Instead of using force, Kinessage® uses physics, the extraordinary communication system of the kinetic chain, as well as their individual components, to effect change in the tissue rather than the therapist's physical effort.

The body already has everything it needs for perfect movement. By understanding how each component of the kinetic chain works independently and in co-operation with the other components, simple movements can be used to effectively and kindly clear excess tension patterns and reset muscular balance. What's even more fun is that in Kinessage® these same concepts are extended to include the therapist's body in the work. HOW the therapist moves then becomes an integral component of the treatment yielding greater ease, better body mechanics, more energy, and less opportunity for therapist injury!

To understand how this works, let's start by looking at the communication exchange between the Central and Peripheral nervous systems where individual afferent receptors each have their own jobs.

Mechanoreceptors such as Meissner's corpuscles, Merkel discs, Type II Cutaneous and Pacinian corpuscles monitor touch and vibration in the skin and just deep to it. Type II Cutaneous and End Organs of Ruffini monitor pressure in the subcutaneous tissue and around joints, tendons and muscles.

Proprioceptors are my favorite because they relay information about their structures relative to body position, muscle tension, position and activity of joints. Together they serve as a system of coordinates used by the brain to plan and execute movement. 2.

Muscle Spindles monitor muscle fiber length for overstretching

Golgi Tendon Organs monitor amount of muscle tension

Articular (joint) receptors monitor pressure, acceleration/deceleration and joint strain. They provide continual feedback about position of body and limbs, joint angle and rate of movement. The brain integrates this feedback to automatically adjust motor units to provide appropriate muscle tension to perform the desired joint movement. (3)

Nociceptors - pain receptors, are free nerve endings which are main peripheral receptors of the pain analyzing system (4). They are activated by noxious stimuli which may cause tissue damage.

In Kinessage® the idea is to stay under the radar of the nociceptors and not activate them so that guarding during, or soreness after treatment is mitigated. This makes for a massage that feels great and is extremely effective because without contrary signals and effects from nociceptors, the tissue releases and the therapist easily works deeper as the tissue allows.

Next let's look at the skeletal system. The skeletal system's gift to easier work is its lever system. Levers are used for one of three things and are numbered by class. (5)

Class 1: To balance multiple forces – like a seesaw.



Class 3: To enhance speed and range of motion to move a resistance farther or faster - like hitting a ball with a golf club. It goes farther with the club than if you threw it by hand. In the body, most levers are Class 3. Designed for power, Class 3 levers are used in throwing, catching and running. They come in pretty handy in feeding ourselves too.

Class 2: To enhance force in order to use less total force to overcome a greater resistance – like using a wheelbarrow in your garden. The amount/weight of mulch moved is far greater than the muscle force used to push it. A Class 2 lever in the body is plantar flexion of the ankle to stand on your toes. Class 2 levers are designed for force/strength and offer the greatest mechanical advantage - definitely my favorite lever!

Leverage is the mechanical advantage gained by a lever. To a great degree, a muscle's force/strength and range of motion/power is determined by its leverage. There is also an inverted relationship; in exchange for range of motion/power, force/strength is sacrificed. In exchange for force/strength, range of motion/power is sacrificed.

So even though the body is primarily Class 3 levers perfectly designed for speed and range of motion in daily activities (not to mention a full day of clients), its cost is muscle energy. In doing massage, using (or becoming) a Class 2 lever saves energy and allows more work to be done with less effort.

Kinessage® not only takes advantage of Class 2 levers at every opportunity, it combines use of both the client and therapist's levers to create more mechanical advantage. Movement generated from the therapist's feet through their body, hands and through the client also reduces mechanical loads which helps reduce impacts that often cause therapist injury.

Currently, levers are used commonly in Thai massage, Shiatsu and different stretching techniques. However, by combining them with specific use of the nervous system, their application becomes exponential in Kinessage®. Lengthening of the tissue is achieved in an easier, quicker and more holistic way.

Let's take a look at these concepts in action for a common problem of limited elevation range of motion (abduction and flexion) in the shoulder complex.

The glenohumeral joint is responsible for more than 50% of total abduction or flexion, with the remaining provided by the scapulothoracic and sternoclavicular, with the acromioclavicular joint. Upward rotation is the largest scapulothoracic motion, occurring simultaneously with flexion and abduction of the humerus in shoulder elevation (known as scapulohumeral rhythm). (6) Without full upward rotation and scapulothoracic movement, full flexion and abduction of the shoulder complex is not possible.

To review, the muscles involved in producing upward rotation are Trapezius upper and lower, and Serratus Anterior. Muscles involved in producing scapular elevation and downward rotation are Levator Scapulae and Rhomboids. Pectoralis Minor produces downward rotation as it abducts and depression from upward rotation.

The following video clip demonstrates the Kinessage® Scap/Trap Flipper and Roll. It is an effective means to increase rotation of the scapula and function of the scapulothoracic joint.

<http://www.scienceofmassage.com/dnn/som/protocols/library/video.png>

In Scap/Trap Flipper and Roll. The scapula (here as a Class 1 lever) and proprioceptors are used to effect the tension within and balance between the agonists and antagonists of scapular movement. Joint movement elicits constant feedback to and from the CNS which is used to recalibrate appropriate motor unit tension. Remember when I stated earlier that the fun increases when we combine use of the therapist's levers and body to do the work? For seated work, Kinessage® is done on an exercise ball. Viewer, please note that the movement you see in my hands rolling across the scapula is translated from the movement generated through my feet and rolling on the ball. Also, the anatomy shorthand referred to is taught in the Kinessage® Basics courses and gives you a new, easy way to remember and apply your anatomy.

An example of Kinessage® in application is a new client who after recent shoulder surgery presented with only 90 degrees each of abduction and flexion, and a pain level of 8 out of 10. After one Kinessage® session, abduction increased to approximately 125 degrees and flexion to 115 degrees with no pain. After the second session, client demonstrated 135 degrees of abduction and 130 degrees of flexion with no pain. Here is her account:

"Scared, worried and anxious would best describe my state of mind when I first met Kathleen Gramzay. I didn't know what to expect but was referred by a trusted friend who had experienced great results from therapy sessions with her. Six weeks post shoulder surgery after a fall and three weeks into physical therapy, I was being told by my orthopedist that I would probably only ever reach 85 percent recovery. I was worried, I was in pain, this was my dominant arm and I was 59 years old. I had seen friends post shoulder injuries with limited mobility and range of motion struggle with routine activities. I was definitely not progressing as well as I had hoped. And then there was Kathleen and Kinessage®. I was in Arizona for a short visit and she was able to fit me in for a session. I could not believe the results! Nothing was forced, I was not uncomfortable and I was so relaxed. Not only did my pain decrease significantly, but my range of motion increased by

at least 25% after only 2 visits! When I returned to CA, I shared my experience and results with my physical therapist. He visited her website and adjusted my program to work more from her concepts. I have had tremendous results and can happily report that I am currently at 95% recovery. My sessions with Kathleen got me through the roughest part of my recovery. I was no longer afraid that every move would be accompanied by pain, and gained the confidence that I could and would recover. My state of mind today is relaxed, confident and positive thanks to Kathleen and Kinessage®." Brenda C. Le Selva, CA

It is the author's experience that application of the principles of kinesiology and the body's incredible design for movement makes massage easier for the therapist and kinder and more effective for the client. Kinessage® can help you get better results with less effort by teaching you how to view and use the body and what you already may know, in a whole new way. It also incorporates easily with other modalities to sustain smooth flow in your work. It will definitely increase your skill level and its fun!

Kinesiology comes alive for massage therapists when they learn Kinessage®. Students are excited to learn how the kinesiology studies they took in school suddenly become more useful in helping make sense of what is going on in their clients' bodies in a fun and practical way. You too can understand the body more deeply and dynamically and use it to your advantage and your clients. Visit [www.kinessage.com](http://www.kinessage.com) to hear from Kinessage® students, and sign up for a Kinessage® class today.

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## Sports Massage by Ronnie Artero Frederick, LMT

The January Member e-blast, which mentioned our participation at the Great Lakes Multi-Sport Expo, resulted in two more members to the team. We have approx. 15 members to date.

The following events will be available for anyone interested in volunteering.

Scenic Shore 150 - July 21 in Manitowoc, WI .

This paid (\$10 for 10 min.) cycling event, benefits the Leukemia Lymphoma Society of Wisconsin.

Best Dam Bike Tour - August 2012 Milwaukee, Whitewater, Madison.

My colleague's family is closely tied to the event and has a private tent for their team members at the Whitewater and Madison rest stops. She is happy to sponsor AMTA Sports Team. I am working with her to provide complimentary massage to the top fundraising team(s) and maybe paid massage for all others.

I am also currently negotiating with the event promoter for Super Week, a week long cycling event which takes place in up to 11 cities/towns in Southeastern Wisconsin, for AMTA-WI to provide paid massage to the many cyclists from around the world participating in the event.

"Watch for updates, event details, and future opportunities at [www.amtawi.org](http://www.amtawi.org), in future monthly e-blasts, and on Facebook at [amta wisconsin](https://www.facebook.com/amta.wisconsin).

Please contact Ronnie Artero Frederick at [rjartero@gmail.com](mailto:rjartero@gmail.com) for more info or to volunteer

## Six Ideas for Boosting Clientele

By Mya Rowe, LMT, NCTMB



Are you starting a new massage therapy business, and are looking for some marketing ideas? Do you have an existing business, but you've been in a little slump? Whether you are a new therapist, or a seasoned vet, sometimes we need to give our marketing a little boost from time to time. I would like to share a few ideas that I have implemented for my business that have worked for me. With the economic decline, I needed to find ways that more people could afford massage, but still give me the ability to keep a thriving business.

Now, I am not going to claim to be any type of marketing genius, but I have a few ideas that have shown to be effective for my massage therapy business. Just for a little background information, I have been in business for almost four years. My office is in a small, farming town of 2,600 people, where I rent space from a chiropractor. I also work out of a salon in the neighboring city, 25 miles away, with a population of about 20,000 people. My clientele has been growing more and more each month. I see on the average about 15 clients a week from each place, so about 30 a week total. You can use these tips in exactly the same way that I do, or you can modify the ideas to fit your needs, whatever works best for you.

### Punch Card System

I give a punch card to each of my clients that come in for a one hour session. The card is only valid if the client is paying for their own session (so not valid with gift certificates or insurance claims). The client gets a punch on the card for every one hour session, and is redeemable for a free one hour session after four punches. So basically it's a "Buy 4, get 1 free" kind of deal, but this gives them the ability to just buy one session at a time instead of all four at once.

### New Client Discount and Patient Discount

I give a 20% discount for the first session for each new client. I also give a 10% discount for any of the patients that see the chiropractor that I work with. The Patient discount is applied to every session except their first one, because with the first session they are receiving the New Client discount. I never combine discounts. These discounts will attract new clients, and if used in conjunction with the punch card, will help retain repeat business.

### Donate to Charity

Whenever there is a charity event in my town, such as a fundraiser or raffle, I donate a 30 minute massage gift certificate with a pamphlet about my business. Giving only a 30 minute gift certificate instead of 60 minutes gives me the potential to still make a little money if the client chooses to upgrade to the one hour massage. This way I am getting my name out in the public and a charity can benefit from the donation.

### Radio Advertisement

Now I understand that this idea may not work for everyone, especially in bigger cities. Radio advertising rates vary tremendously from one area to the next based on the population that the station can reach. But, as I mentioned, I am in a small town, so radio serves me well. I budget \$75-\$100 a month for monthly ads. I tell the station how much I have budgeted for that month and they run the ad as much as they can for that amount. My ads usually get played a couple times a day on three stations (two FM and one AM). I have new clients every week that come in because they heard me on the radio. I will also mention that I record the commercials myself because people like to familiarize themselves with a person before they meet them. Having the public hear my voice rather than the radio announcer makes the commercials a little more personal.

### Flyers

This can work well for those that cannot afford radio ads. I hang flyers to advertise when I have a monthly special, in places like grocery stores, banks, fitness cen-



ters, and any other stores that have a public display board. You will want to use discretion as to which type of business you do and do not display flyers. For example, I choose not to post any in taverns, or liquor stores. You can decide for yourself where you think you will be best served by displaying flyers. Make sure that your flyer has color and pictures. Nobody will be interested in a plain black and white flyer with only text. Add emphasis to parts of the flyers, such as a special price or if something is free by bolding the word, putting it in a different color, or enlarging it so that it stands out from the rest of the text.

## Monthly Specials

I feature something every month as a special. Sometimes I will run something as a special for two consecutive months, such as holiday specials that will run through November and December. My clients are always interested in the "Special of the Month" and they will tell others when you have a deal on something. Some specials that I have run are as follows:

Buy 1 gift certificate, get the 2nd of equal or lessor value

for ½ the price. (This works well for Christmas)

\$5 off half hour sessions

\$20 for ½ hour foot massage. (My normal rate for any half hour session is \$30, but I drop the price this much because the client stays clothed, so I don't have to go through linen like I would with a normal massage session. This is a popular special during Mother's and Father's Day.)

Buy a one hour session and get 15 minutes free. (I use this one a couple different ways. If the client is coming in and paying for their own session, they can either have the 15 minutes tacked on to that session right away, or get it as a gift certificate to use at a later time. If it is someone coming in and buying a one hour gift certificate, then I give them the same option of tacking on the 15 minutes to that gift certificate or getting it as a separate certificate, which can then be used for a chair massage or towards the purchase of a longer session.)

I hope you can find use of these ideas, and that it helps your business to grow. I would also encourage you to network with other therapists to find ideas that have worked for them. A great place to do this is at the AMTA-Wisconsin Chapter Educational Conferences. You can find more information about these events at [www.amtawi.org](http://www.amtawi.org).

**NEW  
CLASS!**

## Sensing Hands



**September 14-16, 2012**

*What are your hands contacting when you touch a body? What information is that body conveying to you?*

Refine your palpation skills with this new NCBTMB approved course at a beautiful retreat location in southwest Wisconsin.

**Lyrea Crawford** is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a **continuing education Approved Provider**. She has studied in Thailand and is approved as an instructor by the Thai Healing Alliance International (THAI). Lyrea's comprehensive scope of study and experience includes Craniosacral Therapy, Visceral & Neural Manipulation, Anatomy Trains, and quite a few other modalities. Lyrea is also a Yoga Alliance ERYT-200, RYA 500 instructor with extensive training in Therapeutic Yoga.



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**[www.lyreacrawford.com](http://www.lyreacrawford.com)**

**608-549-2023**



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*Learn how to give  
**Traditional  
Thai Massage**  
April 26-29, 2012*



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.

## Federation of Massage Therapy Board Recommendations Sparks Concern Member Input Needed!

The American Massage Therapy Association (AMTA) wants all massage therapists to be aware of a recent proposal

( [http://www.fsmtb.org/downloads/MOCC\\_Guide.pdf](http://www.fsmtb.org/downloads/MOCC_Guide.pdf) )

by the Federation of State Massage Therapy Boards (FSMTB) for a program on renewal of massage therapy licenses and certifications. If implemented, it could have significant effects on massage therapy practice, the nature of continuing education and regulation of massage therapy.

AMTA encourages everyone in the profession to examine the proposal and to comment on it to FSMTB from your own perspective.

AMTA reviewed the proposal ( <https://www.amta-massage.org/articles/1/News/detail/2565> ) and has many concerns with the approach of FSMTB, the proposal itself, its inconsistencies and the lack of support provided for their view. Some of our specific areas of concern are:

- Overall, the impact of this proposal is to lower standards for massage therapy practice. It would shift the focus of professional development from building on the entry level education massage therapists receive to that of maintaining very minimal requirements of public protection.

- The proposal contradicts its stated intent, previous FSMTB statements on the need for continuing professional education and the mission of FSMTB.

- The proposal would take away the freedom of choice of massage therapists to determine their own practice focus and to choose the continuing education providers they prefer to meet their own professional needs by creating a "one-size-fits-all" approach for license renewal.

- The proposal provides no empirical data to support the efficacy, efficiency or necessity for a transition to this model.

Read AMTA's comments on the FSMTB proposal (<https://www.amtamassage.org/articles/1/News/detail/2565>), and take a moment to read the full FSMTB proposal ( [http://www.fsmtb.org/downloads/MOCC\\_Guide.pdf](http://www.fsmtb.org/downloads/MOCC_Guide.pdf) ).

## New NCBTMB Credential by 2013

by Kay S. Peterson, WLMT, NCTMB

Beginning with the first quarter of 2013, NCBTMB will introduce a Board Certification credential, phasing out the current National Certification credential. The new credential—by including additional education, hands-on experience and a background check—will ensure that therapists achieving this credential will have the proper foundation to better serve their clients. Additional qualifications for this credential will be determined based on feedback from the profession.

This new credential will not affect current state license holders in Wisconsin as NCBTMB's current exams, the NCETM and the NCETMB, which are used in 38 states, will continue to be offered to states for licensing purposes.

The precise requirements for transitioning to this new credential are yet to be worked out, NCBTMB assures me that the transition for existing NCTMB will be smooth.

### Discounted CEUs for ATMA members!

**April 14 and 15 Register early and save!**  
SELF-CARE FOR HOUSTIC PRACTITIONERS  
with Christian Nix of Barefoot Medicine

**June 2 and 3 Register early and save!**  
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HOUSTIC HEALTH CARE PROVIDERS  
with Michelle Buchanan of Isthmus Acupuncture Center

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## Calendar

May 18th - May 20, 2012  
AMTA-WI Chapter Educational Conference  
Radisson Paper Valley Hotel, Appleton, WI

August 24 - 26, 2012  
AMTA-WI Chapter Fall Meeting and Education Conference  
Chula Vista Resort, Wisconsin Dells

October 3-6, 2012  
AMTA 2012 National Convention  
Raleigh, NC

