

Connecting Hands



The American Massage Therapy Association Wisconsin Chapter
Volume 16-02

Promoting Wellness Through Massage
Spring 2009



Free Continuing Education

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a Massage Therapist?*

The dead line for submissions is

August 1st

Email to Dorothy Sack

dorothy@dorothymassagetherapy.com

Class Review

by Mya Rowe, WCMT

Kelly Lott's pregnancy massage class was fantastic! We spent the first portion of the class going through our packets which contained some pamphlets she uses to educate her clients on pregnancy massage, her contact information, and an outline of information pertaining to the class. Among this outline was a list of things to expect from pregnant clients such as, moodiness, low back pain, frequent bathroom use, and emotional releases, just to name a few. There was also a list of contraindications and precautions when working on pregnant clients, and a list of techniques we would be learning. The techniques we learned focused on the rectus femoris and adductors for round ligament pain, gastrocnemius for calf cramps, erectors and pelvis for low back pain, and the piriformis for sciatic relief. We also learned a routine that may induce labor, however, it should be used with caution and a doctor's permission.



The rest of the time she provided demonstrations and we practiced on one another. As we were practicing, Kelly and her assistant Jill, came around to each of the tables to help us with our techniques and any questions we had. This class was very informative and interactive. Kelly is an excellent presenter. She teaches with enthusiasm and energy. I would love to attend another class with her and learn more techniques for the rest of the body. I would recommend any one that works with pregnant clients or clients that suffer from low back or sciatic pain to attend a workshop with Kelly.

Massage Licensing Bill Update

By the time this newsletter reaches you, the massage therapy and body-work therapy licensing bill should be moving through the legislature. Check www.amtawi.org for the latest on this quickly changing process. For this bill to actually pass, our state legislators need to hear from as many of us, their constituents, as possible. A call can take as little as a couple of minutes out of your day. To find out who represents you in Madison call 1-800-362-9472 or go to www.legis.state.wi.us then click on Who Represents Me? Call, write or email your State Senator & State Representative to ask them for their support. More detailed information on our proposal is inside this issue.

Questions? Contact Betsy Krizeneky, Krizeneky@aol.com 920-725-0224.

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

Committee Chairs

DELEGATES '09 Convention

Michael Rude 262-884-8059

AnnMarie Kolb 414-247-0908

Robin Brauner 715 379-0900

Marty Ferris 715-297-4747

Kathleen Treffert 414-443-1356

Delegates '10 Convention

Cynthia Licht, Amy Appel, Barb

Mitchell, Emily Ilg, Alishia Mell.

Alternates: Karen White, Erin

Witthun, Ellen Wittwer.

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Important Contact Information

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AMTA National Office - NEW

500 Davis St, Suite 900

Evanston, IL 60201-4444

Toll Free Phone: 877-905-2700.

Fax: 847-864-1178

Website: www.amtamassage.org

Email: 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

For application downloads, updates, etc

President's Report

I just returned from the President's meeting in Chicago and was able to meet with President's from other states and discuss the daily events of other chapters. It's always such a worthwhile event to be able to meet with them as well as observe and participate in the National Board Meeting as well. It also gives me an opportunity to evaluate Wisconsin's progress and see what we may need to pursue in our own chapter. A few things that I would like us to focus on in the coming year is strategic planning, community events, and statewide networking. If you think that you would be interested in hosting a net-working group in your area please email me at amy120@wi.rr.com.



We had our Annual Convention in February. New officers and delegates were elected. Welcome to Kay Peterson as First Vice President. Your commitment to the Wisconsin Chapter and the massage therapy profession provides us with your experience, knowledge, and love for this profession. AnnMarie Kolb was re-elected for a one year term as secretary. AnnMarie is organized, has a gentle spirit, and is always willing to provide her expertise wherever it is needed. She is a true gem in the world of massage therapy. Welcome to Erin Witthun as Third Vice President. I look forward to working with you in the coming year and am excited to learn what you enjoy most about the massage therapy profession. Welcome to all of the delegates who will serve during the 2010 year and represent the Wisconsin Chapter in Minneapolis, Minnesota. It's always exciting to have members involved who are new to volunteering for the chapter as you bring new ideas, knowledge, and experience to increase chapter growth.

A great big thank you to our outgoing Third Vice President, Sara Smiley-Robbins! Although she is no longer an officer of the Board of Directors she remains involved as the Membership Chair. Myself and the Board of Directors are grateful for her intelligence, support, humor, and gentle involvement and constructive criticism that she brings to the board, as well as to each of us individually.

I urge everyone to register for the National Convention in Orlando, Florida, September 23-26. I would like to organize a dinner for volunteers and members on September 24th or 25th. I'm still working on the details. If you are interested in going and attending the dinner, please email me your contact information, when you are arriving, leaving, etc. My email is amy120@wi.rr.com. The National Convention provides an opportunity to network with other massage therapists, speakers, and vendors, learn new skills from the educational classes, and simply have fun. Please think about booking your room reservations now!

Our first board meeting of the year will be held May 17th in Madison, Wisconsin at 1 p.m. Members are always welcome. If you are interested in attending please let me know.

I look forward to serving you this next year. I am always open to suggestions to how we can serve you better. I always learn from members so please do not hesitate to offer suggestions to help the growth of your Wisconsin chapter.

Believe, Imagine, and Dream,
Amy

Newsletter Committee Chair

Kay S. Peterson

Layout/Design

Mike Rude

Editorial Committee

Board of Directors

Deadlines

November 30 (January Issue)

February 28 (April Issue)

May 31 (July Issue)

August 31 (October Issue)

Submissions will be accepted by email at:

essentialmassage@sbcglobal.net & mikerude@mac.com

Advertisement should be sent in PDF format by email to the above addresses.

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

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

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.



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Here's a look at the courses you won't find anywhere else!

Freeing the Power to Heal The Foundation Workshop:

16 CE Hours
May 16 & 17, 2009-9am-6pm
\$300

Integrating the Tools*:

16 CE Hours
April 24, 2009-6pm-10pm
April 25, 2009-9am-6pm
April 26, 2009-9am-1pm
\$300

*Freeing The Power To Heal: The Foundation Workshop is a prerequisite for these classes.

Energy 1 & 2*:

8 CE Hours
1: March 28, 2009-9am-6pm
2: March 29, 2009-9am-6pm
\$250 (\$225**)

Transformational Bodywork 1, 2 & 3*

8 CE Hours Each
1: May 17 or June 27, 2009-9am-6pm
2: March 21, 2009-9am-6pm
3: June 13, 2009-9am-6pm
\$250 (\$225**)

Intuitive Guidance Training 1*

30 CE Hours
March 7, 2009-10am-5pm
March 21, 2009-10am-5pm
April 4, 2009-10am-5pm
April 18, 2009-10am-5pm
May 2, 2009-10am-5pm
\$900 (\$750**)

Energy in Action:

16 CE Hours
May 30 & 31, 2009-9am-6pm
\$310 (\$280**)

Additional class offerings

Intro to Myofascial:

20 CE Hours
March 27, 2009-6pm-10pm
March 28, 2009-9am-6pm
March 29, 2009-9am-6pm
\$440 (\$400**)

Myofascial Healing Workshop:

15 CE Hours
April 4 & 5, 2009-9am-5:30pm
\$290 (\$250**)
\$200 each if 2 or more register together

Deep Tissue Techniques:

16 CE Hours
April 25 & 26, 2009-9am-6pm
\$310 (\$280**) + \$10 materials fee

**Price discounts for paying tuition two weeks prior to class date

Foot Reflexology:

16 CE Hours
April 17, 2009-6pm-10pm
April 18, 2009-9am-6pm
April 19, 2009-9am-1pm
\$310 (\$280**) + \$10 supply fee

Reflexology Skills Test:

3 CE Hours
April 19, 2009-2pm-5pm
\$75 (\$60**)

If registering for entire Reflexology course (Integrative Reflexology for the Hands and Feet, Foot Reflexology, & Reflexology Skills Test), the cost is \$600 + \$20 materials fee.

Fundamentals of Acupressure:

14 CE Hours
March 30 & 31, 2009-9am-5pm
\$310 (\$280**)

Aromatherapy Raindrop Technique:

7 CE Hours
April 26, 2009-10am-6pm
\$160 (\$140**)
plus \$20 minimum fee for use of Young Living essential oils (if needed)

Yoga for Bodyworkers:

11 CE Hours
June 26, 2009-6:30pm-8:30pm
June 27, 2009-9am-4pm
June 28, 2009-9am-12pm
\$220 (\$200**)

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Ethical Dimensions



Q. What is a massage therapist to do during this economic downturn?

There is no doubt; we are in difficult economic times. As massage therapists and bodyworkers we may have many concerns

regarding the economy and keeping our practice alive. I like to remain hopeful and positive, along with being realistic. I have always believed in diversifying one's income. What this means, your cash flow is coming from more than one source ~ the table. Diversifying your income may come from additional income within the profession or outside the profession. Within the profession may include teaching, offering educational courses to the public, consulting, retail sales, a diversified practice, more than one place of employment, designing web sites and promotional material for other massage therapists. It is possible to earn additional income by helping others in the profession. This strategy will take some time to develop.

Outside the profession simply means putting your time and energy somewhere else beside your massage therapy practice. Perhaps creating an independent position for yourself, or simply working another job. This can happen sooner rather than later... maybe.

Another option is reducing your fees for clients that can no longer afford your services. It is important you both agree on the new fee and also place a time limit on this optional pricing. It is best to encourage your clients to continue receiving massage therapy, rather than having them leave your practice and perhaps never return. You may also discuss with your clients the option of coming every 6 -8 weeks instead of

every 4 weeks for a while. Your plan will be based on what you are willing to do, along with your individual circumstances.

If you hold a lease on office space, it may be possible to bring on additional renters in order to reduce your costs. Everyone can win with this one!

Ah yes ~ reducing costs. Think of all the ways you can reduce your costs for the next 6-12 months, both in your professional life and personal life. Making some basic changes can dramatically impact both your bottom line and your ability to prepare for the future.

Two of my favorite financial disciplines are:

Do I need it or do I want it? Needs vs. Wants

Pay myself first! This simply means pay my savings first before I spend money on things I think I need.

It helps to remember ~ everything in life has a season and time.

Kathy Ginn is currently in private practice in Madison, WI. She teaches both Ethics and Business courses both locally and nationally. Kathy is an NCBTMB approved provider. Before entering the massage therapy profession, Kathy spent 7 years working in the financial service sector. She brings her experience from both worlds into her teaching and writing. You may visit her web site @ www.ethicaldimensions.com for her course offerings.



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AMTA-WI Members Connect Online

Working as a massage therapist does not generally offer many opportunities to socially network with your peers. The AMTA-WI conferences and chapter meetings are a great opportunity to connect but only come twice a year. So how do you stay in touch and connected the rest of the year? Why, the AMTA Wisconsin online group hosted at yahoogroups; that's how.

AMTA Wisconsin professional, associate and student members are invited to join. At the group you may exchange ideas, techniques, employment information, continuing education and other relevant issues of interest for the professional bodyworker. It is also a great place to vent about work related issues to avoid "taking them home" and a great place to share your treatment victory stories to boost everyone's morale.

You can participate online by posting messages at the website or by email. You choose how you wish to par-

ticipate. Be active and join in conversations, or simply quietly read the posts. You also choose when and how you receive group posts : with delivery of every message to your email, delivery daily digest (max one email for every 25 messages and/or at the end of the day when there have been messages), or no email (reading messages at the website only).

There are two ways

to join the group:

Sign up online at:

http://health.groups.yahoo.com/group/AMTA_WI/

Click the blue "Join This Group!" button. If you do not have a yahoogroups ID, you will be prompted to create one. Joining online gives you access to many great features including a message archives, photo sharing, files area, links, polls and much more!

Do not want to create a Yahoo ID? You can still participate in the group by email only.

Subscribe by sending a blank email to
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We encourage you to join us!



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*A complete upcoming class schedule, class descriptions,
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Questions? Contact Megan, 414-372-4345 ext. 17 or megan@lakeside.edu.

Lotus Hands II

Instructor: Doug Bertram, L.Ac., MTCM, LMT
Dates: 3/27 3/29/09; Hours: 24; Cost: \$360

Pharmacology for Massage Therapists

Instructor: Jean Wible, author of the book *Pharmacology for Massage Therapy*
Dates: 4/25 4/26/09; Hours: 16; Cost: \$240;
Cost to Lakeside Graduates: \$180

Lotus Hands III

Instructor: Doug Bertram, L.Ac., MTCM, LMT
Dates: 5/1 5/3; Hours: 24; Cost: \$360

Lotus Hands IV

Instructor: Doug Bertram, L.Ac., MTCM, LMT
Dates: 5/15 5/17/09; Hours: 24; Cost: \$360

Orthopedic Massage: Lower Extremity

Instructor: Howard Weingarten, OMERI
Dates: 5/29 5/31/09; Hours: 24; Cost: \$360;
Cost to Lakeside graduates: \$270

Integrated Stone Massage Upper Body Workshop

Instructor: Kay Peterson
Dates: 5/30 5/31/09; Hours: 14; Cost: \$265;
Cost to Lakeside graduates: \$240

Heated Stone Massage Workshop

Instructor: Kay Peterson
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Milwaukee 414-372-4345
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Associate Degree?

*Does massage therapy
need an associate degree for competent
massage therapy practitioners?*

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

As we all know, massage therapy education, like many other occupational disciplines evolved from an apprenticeship to formalized education and now in some situations, an associate degree, and bachelors' degree and even in one school in California, a master's degree. In some professions, such as physical therapy and nursing, training also moved from apprenticeship to formalized education to various levels of further education resulting in either assistant or more technical training, to professional doctorates. The question is, is that the route for massage therapy?

Before you start getting nervous about this question, there are those that also believe that massage education could be less intense than it is now and allow for someone to be a technician, also available in California and Delaware. This article is intended to provide information and not advocate for a level of education or to highlight any one program.

Throughout the United States, only the state of Maryland has created tiers of massage therapy where the top tier requires 60 semester hours of training and the second tier requires 500 hours of training. The 60 semester hours are the equivalent of an associate degree program. There are many associate degree programs throughout the country, and most of them are part of public or private vocationally oriented training schools such as junior colleges. These schools also have many other programs such as medical or dental assisting, medical coding and a host of others. The degree they offer is referred to as an Academic Associate degree (AA), which usually includes a year of general education courses and a second year dedicated to massage therapy training. There is another type of degree called an Occupational Associate Degree (OA). This type of degree focuses the entire training on the occupational skills of the profession. For example, an AA degree may have a general psychology class, whereas an OA degree might have a Mind Body Class. What this real-

ly means is that students pursuing an AA degree have limited exposure to the profession until year two, resulting in fewer hours directly related to the profession than the OA degree.

Also, as we know, the State of Wisconsin requires 600 hours of training at a massage therapy program. Massage programs within Wisconsin require approval by the Wisconsin Educational Approval Board. Currently in the State, we have three associate degree program offerings for individuals to consider when starting the educational process toward the massage therapy profession. These include: Globe University in Eau Claire, High Tech Institute in Brookfield and Lakeside School of Massage Therapy in Milwaukee. Both Globe University and High Tech Institute provide AA programs in massage therapy along with certificate programs. Lakeside School of Massage Therapy provides an OA program along with its certificate programs. Each program results in an associate degree and requires a minimum of 60 semester credits. At the schools providing the AA degree, the result is a graduate with entry level skills. At Lakeside School of Massage Therapy, the individual completes the entry level program prior to moving into the second year, which is characterized by advanced massage therapy coursework. All schools are accredited by a nationally recognized accrediting agency and all schools are listed on the EAB web site for more information. For information on each school you can also visit their web sites.

The current professional associations, certification process and most state licensing boards would suggest that the profession is providing the quality of practitioners necessary for safe practice. The question for the profession is: does the current level of training prepare massage therapy practitioners for the variety of opportunities available in the marketplace now and in the future. Our excellent group of continuing education providers provides significant ongoing educational experience for those who want more training. The challenge for many is that financial aid programs do not generally cover those, making them part of the practitioner's budget and available resources.

It will ultimately be the profession's collective will that will decide if additional education is required and if the public is provided with the services by competent practitioners.

A New Kid on the Block

*Erin M. Witthun, WCMT
3rd Vice-President*



I am really excited to work with the Board of Directors and the members of the AMTA- WI Chapter. The energy I have when I sit around other professionals with the same passion, drive, and enthusiasm for this career is breathtaking. I will be representing that energy at conferences, board meetings, and in personal settings. If you have a question I will get an answer for you, if I don't have the answer I will find someone that does. I will work with you and for you as your new 3rd Vice-President. I am enthused to be serving on the Board of Directors as your 3rd Vice-President.

My goal is to share my inspiration and have individuals become more involved. I would like to see everyone belong to an organization like this, one that represents a high code of conduct and mission. I was moved by volunteering as a delegate for the 2008 convention to Phoenix, AZ. I love that I get to continue the volunteering that I started back in September 2008. Giving back to my profession is empowering.

I am fortunate to have a supportive husband, who is also very involved in our local volunteer fire department. He understands all about passion and about what you need to do to get the job done. My family is also

close. My sister Amy and I own a Day Spa together. She has three beautiful children who I borrow from time to time. I still reside, and assist, my family on one of our family farms. I am privileged to have such supportive family and friends.

I've had my own practice now for five years this fall. I learn something new from my clients every day. I look forward to working each and every day as a professional massage therapist.

I would like to thank you for this opportunity to serve as your Third Vice-President and be a part of the Board of Directors. I am excited to be able to give back to AMTA-WI Chapter. I hope to see you all in La Crosse, at our next conference.

Thank you for this opportunity.

Community Outreach

*by Erin Witthun, WCMT
Community Outreach Chair*

Hello everyone my name is Erin Witthun and I am the new Community Outreach Chair. My goal is to bridge the gap between professional massage therapists and their communities. Some examples would be organizing volunteers to provide massage at Cancer and MS walks among other community events. What I would like to see us do as massage therapists is educate the community about massage therapy by volunteering our time and becoming more involved. I am looking for help from the members to provide information or suggestions about their communities. How can AMTA-WI Chapter get more involved in your community? Please contact me at ewitthun@centurytel.net or call (920) 296-1119. Thank you, I am looking forward to hearing from you.

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2 Day Introduction to Traditional Thai Massage

as taught by Lyrea Crawford,

Traditional Thai Massage is a beautiful and elegant therapeutic healing modality. It dates back 2,500 years and is said to embody the practice of "loving-kindness." The work consists of slow rhythmic compressions on the muscles, gentle rocking, deep flowing stretches (similar to assisted yogic asanas) and thumb presses on specific energetic pathways. Traditional Thai Massage is performed in a quiet meditative atmosphere on a mat on the floor, enabling the practitioner to use graceful whole body movements and even pressure. The client is dressed in loose comfortable clothing. The client and practitioner work together with conscious awareness of the breath. During the course of a treatment, practitioners utilize their thumbs, fingers, hands, elbows, knees and feet to manipulate and stimulate the body. This 2 day class will include step by step demonstrations of Traditional Thai Massage, and supervised hands-on practice to gain proficiency. By the end of the class, participants will be able to give a basic Thai session, and will have awareness of how to adjust the session for individual needs. The class will include a look at history, philosophical concepts, benefits and contraindications. Attention will be given to quality of touch and body mechanics that benefit both partners.

Lyrea Crawford is approved by the NCBTMB as a continuing education Approved Provider. She originally studied Nuad Bo Rarn (Traditional Thai Massage) with Lana David as part of her Practitioner of Healing Arts training at Windemere Institute of Healing Arts. Lyrea apprenticed to teach Traditional Thai Massage with Lana, and then completed further studies with Rose Griscom of the Institute of Thai Massage USA, and at Kam Thye Chow's Lotus Palm School.

During her travels to Thailand, Lyrea trained at Wat Po Chetawan, Sunshine, Loi Kroh, and Lek Chaiya Massage Schools. Her Thailand studies included special focus on the osteopathic correlations of Traditional Thai Massage with Arnaud (Arno) L'Hermitte. Lyrea is a Yoga Alliance therapeutic yoga instructor, a T'ai Chi instructor and a teacher of a meditation method called "The Ishayas' Ascension." Traditional Thai Massage is strongly emphasized in her private healing practice.

What to wear & bring: Please wear loose comfortable clothing. Come well hydrated. Each participant is asked to bring along a flat sheet, and a twin-sized or larger "eggcrate" or "memory foam" pad.

Essential Strategies for Today's Complex Massage Cases

This is a nuts & bolts seminar specifically designed to enhance your clinical decisionmaking with today's complex aging clients. This class complements the established therapist who wants increased confidence with the newest drugs and disease terminology, and will empower the recent graduate with the action steps they need for practice success. The top 15 most prescribed medications (among others) will be discussed with specific massage precautions laid out in an easy-to-understand format. The massage precautions for the most common conditions for our aging population will also be covered, including cancer, diabetes, DVT, MID, CHF, COPD, CKD and more. Dr. Bryan Born uses his 16 years teaching experience and clinical background to blend real client cases and concrete examples in a clearly understandable, engaging presentation.



book, The Essential Massage Com-

Dr Bryan Born is a massage author, educator and coach on a mission to help massage therapists make the transition from dangerously tentative to successfully confident. His

panion, was published in 2005 and has helped thousands of therapists as their go-to quick reference for massage precautions. It is the culmination of not only his 16 years of teaching pathology and pharmacology, but also his rich personal experiences in full-time chiropractic practice.

4 Simple Moves

is a instruction/hands-on training in self defense created with massage therapists in mind. 4 Simple Moves instills in each person, if ever confronted, total certainty to remain in control and keep focused on personal safety. Join us for a humorous time spent on a serious subject.

Instructors

Defense Tactics/Police Officer Brian Morrissey has been a police officer in East Moline, Illinois for 9 years. He serves the department as a Field Training Officer, Defensive Tactics Instructor, and Firearms Instructor. Prior to becoming a police officer, Brian served 10 years in the United States Marine Corps as a Military Policeman. Brian is a veteran of the Persian Gulf War and has participated in combat, rescue, and humanitarian operations all over the world. He has been teaching defensive tactics and self-defense to law enforcement, military personnel, and civilians for over 13 years. Brian is certified by the Illinois Training and Standards Board and the

Military Arts Institute as a Defensive Tactics Instructor. Dawne Knudsen, L.M.T.



Licensed Massage Therapist since 1995, and a mas-

sage therapy modality instructor since 1997. Owner/Operator/Instructor Alive & Wellness, Inc. School of Massage Therapy.

In my years of experience working on clients and teaching numerous students, it has been asked by many, "What if"? In answer to "What if", Police Officer Brian Morrissey and I have created what we believe to be the best response. Students will want to dress comfy.



American Massage Therapy Association
Wisconsin Chapter

CHAPTER MEETING & FALL EDUCATION CONFERENCE
September 12 & 13, 2009

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*** check amtawi.org for rooms in area**

Two Day Classes
Saturday/Sunday Classes

9/12/09 & 9/13/09

(choose one)

Introduction to Thai Massage with Lyrea Crawford

Essential Strategies for Today's Complex Massage Cases with Bryan Born
both classes 13 NCTMB CEs

One Day Class

Sunday 9/13/09

**note can not be combined with any other classes*

4 Simple Moves - Self Defense for Massage Therapists with Dawne Knudsen
6 NCTMB CEs

Sunday / Monday 9/12/09 & 9/13/09	Before 2/2/09	After 2/2/09
_____ Thai Massage AMTA Member or student	\$125.00	\$150.00
_____ Thai Massage non-member	\$195.00	\$220.00
_____ Essential Strategies AMTA Member or student	\$125.00	\$150.00
_____ Essential Strategies non-member	\$195.00	\$220.00

(see class info for what to bring)

Sunday 9/12/09 * a few tables needed	Before 2/2/09	After 2/2/09
_____ 4 Simple Moves AMTA-WI Member or student	\$75.00	\$90.00
_____ 4 Simple Moves non-member	\$90.00	\$105.00

*** ALL CLASSES INCLUDE LUNCH ON ALL DAYS. LUNCH CAN NOT BE DEDUCTED FROM SEMINAR PRICE**

Sunday 9/13/09 11:30 - 12:30 Lunch Only _____ \$15.00 (There is no charge for attending the Chapter Meeting)

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THE SUN IN UNION WITH THE AWAKENING OF HUMAN CONSCIOUSNESS, A BODYWORKERS' CONNECTION WITH FLOWER ESSENCES (SECOND IN A SERIES OF 2)

With Julie Zettel, NCTMB WCMT 1285-046

Monday, April 20, 2009 • 10:00am – 1:00pm • 3 CE Hours • Fee \$50

Class description: In this class the participants of class one will have an opportunity to discuss the insights gained from taking flower essences. Field research, certification options and working with clients responsibly will be addressed. We'll discuss the outline of Eckhart Tolle's book "A New Earth" that was distributed at class one. "Awareness is the greatest agent of change. Freedom from the dysfunctional aspects of the mind allow a transformed state of human consciousness to emerge". Flower essences act as a bridge, awakening us to our essential true nature. Flower Essence remedies are designed to help transform emotions, attitudes or patterns of behavior, which hinder our full development or potential.

MEDIUMSHIP TRAINING

With Amy Wilinski, MBA, OTR, Energy Practitioner

Saturday & Sunday, January 18 & 19, 2009 • 14 CE Hours • Fee \$400 for 2 days

Class description: Join us for this intensive two-day Mediumship Training Workshop. This workshop will teach you a variety of techniques to connect with loved ones who have passed on. This experiential class will offer you the opportunity to give and receive crossing over readings. It is appropriate for those who may just be starting out on this path or those who are interested in refining their skills at crossing over readings. Amy has trained with gifted Mediums—Doreen Virtue and Martina Schmidt—and brings a blend of their styles along with her own in sharing this extremely gratifying work with you. Come and realize that "There is no death, there is only a change of worlds".

BENEVOLENT TOUCH

With Sandy Anderson, LMT Please note: Class will be held at St. Ann Center, 2801 E. Morgan Ave., Milwaukee

Wednesday, April 29, 2009 • 9:00am – 1:00pm • 4 CE Hours • Fee \$60

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

AWAKENING YOUR INTUITION

With Amy Wilinski, MBA, OTR, Energy Practitioner

Saturday, June 20, 2009 • 10:00am – 4:00pm • 6 CE Hours • Fee \$100

Class description: Awaken to the gift of your Sixth sense! We all carry within us the ability to connect with our intuition and receive guidance from Spirit. Awakening Your Intuition will help you to determine your primary channel for receiving Divine guidance. You will receive the Seer's rite, which has been handed down from the Shaman of Peru to assist you in perceiving the invisible world of Spirit. Experience meditations to open your 3rd eye and ear chakras. This experiential workshop will teach you how to see/sense the aura/energy fields around yourself and others. Know that you are not alone on your journey here on earth as we journey to the spirit world to connect with your guide or angel.

ETHICS AS RIGHT USE OF POWER

With Kathy Ginn

Sunday, July 19, 2009 • 10:00am – 5:00pm • 6 CE Hours • Fee \$120 (\$110 if paid 2 weeks prior to class)

Class description: Right Use of Power is at the very heart of ethics. We long for, and are capable of magnificence in the use of our personal and professional power. The Right Use of Power approach to ethics is dynamic, engaging and inspiring, along with recognizing that the issues of power in helping relationships are complex. The container for this study is exploring our beliefs, attitudes and history around Power. Experiential topics in this workshop include, but are not limited to: grounding in the felt sense of the power differential, awareness of personal power styles, nurturing communication tools, establishing and maintaining boundaries, seven reasons good intentions are not enough, exploring the dynamics of the therapeutic relationship, and a practical process for resolving relationship issues as they arise. Linking power with heart, this program focuses on sensitivity, skill and personal responsibility. Owning and re-engaging with one's power as a resource for good can be personally and interpersonally transformational.

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Class Reviews From February Conference

Common Injuries: Causes and Treatments

by Cynthia Licht, WCMT



Ben Benjamin, PhD, taught the Common Injuries Workshop in Waukesha, WI on Feb. 22 and 23 to 46 enthusiastic massage therapists. He covered several frictioning techniques ranging from the ligaments of the C6- T1 transverse processes to the anterior talofibular ligaments of the ankle. Benjamin gives primary credit for development of his theory and technique to James Cyriax M. D., a renowned British Orthopedic Medicine Physician. Benjamin is an outstanding teacher, using many varied approaches to accommodate each learning style. We used our bodies as canvases to draw the anatomy on one another after watching his video, we took pre- and post-tests to affirm our knowledge in addition to a well laid out and thorough handbook. The best part in my estimation was his patience and willingness to answer questions and stimulate discussion. He encouraged our criticism of his teaching to improve his skills. He believed if we didn't "get it" it was because he wasn't doing his job well.

The techniques were fascinating both in theory and application. We only worked on ligaments and the actual treatment time is from five to fifteen minutes of continuous cross- fiber frictioning. He also was effective in making the participants try each technique on a lot of different bodies, which were helpful to learn and to create a more cohesive, interactive group dynamic. I had the most fun meeting new people while learning due to his teaching style than I have had at any of the numerous workshops I have attended.

The accommodations and meals at Country Springs Hotel were once again well done, prompt, plentiful and nutritious even though they shorted us this year on desserts! There were some wonderful vendors including Maple House Arts and their magical stones and crystals, Mother Earth Pillows, which smell incredible, and Bon Vital' massage products. For anyone who has yet to attend these fantastic workshops organized by our WI chapter I hope this will encourage and inspire you to take advantage of the very reasonable price and top quality education it provides.

Emotions in the Session Room Exploring the Psychological Life of the Body

by Ellen M. Wittwer, WCMT

I went into this workshop because I liked the presenter; I honestly never even looked at the title. I knew it was for ethics and Kathy Ginn was teaching; that is all I needed to know. I didn't need the credits yet, I just wanted to take from Kathy. I guess there is something to be said about not knowing can be very enlightening.



Kathy Ginn throughout this class focused on the importance of a simple caring presence. This is the idea of simply listening to the client and letting them know you are there for them, but not to offer advice. It is important to know our roles and know when to refer out. As massage therapists or body workers, our job is to help the body, not the mind. Although, as body workers we often find that the two are one. Kathy called this the Body Mind Matrix. As we work with a person's body often emotions are stirred up, some from childhood and some may have been from just yesterday. It is very important to acknowledge these, but again the importance of the simple caring presence, don't do psychotherapy, that is for the professionals with letters after their name, like PHD or MD.

I think we all know not to advise our clients, but sometime we need to be reminded and know what we should do. This ethics class gave us tools on how to do just that. One of the important tools that was introduced to the class was the figurative box or sea shell to keep your emotions in until you are ready to deal with them. Kathy Ginn has a wonderful presence about her and is very helpful in helping people to find out ways to help others. I would recommend this class to anyone who needs a friendly reminder on our boundaries.

2009 Wisconsin Massage and Bodywork Update Legislation

Goals of the Legislative Proposal

This proposal to regulate the *practices* (versus just the titles, Massage Therapist or Bodyworker) of massage therapy and bodywork therapy in Wisconsin achieves a thoughtful and delicate balance between protecting the public via appropriate licensing standards and not precluding qualified and experienced providers from providing massage therapy and bodywork therapy care.

Background - Outreach Actions

In response to a growing number of complaints about massage and bodywork therapy practitioners with inadequate training working in Wisconsin, the Board of Directors of the American Massage Therapy Association, Wisconsin Chapter (AMTA-WI, membership 1704) voted to do a statewide survey of the profession in July 2007. This was done with the full cooperation of the Associated Bodywork and Massage Professionals (ABMP, membership 1600) and the American Organization for Bodywork Therapies of Asia, (AOBTA, membership 24). An additional 482 persons from the Department of Regulation and Licensing's list were surveyed, totaling 3,810. Based on results from this survey (30% return and 66% for full licensure of the profession) the AMTA-WI Chapter formed a coalition and organized a series of over 30 town hall meetings around the state from September 2007-April 2008.

Rationale for the Legislation

The primary reason the AMTA-WI has invested the time and resources in pursuing this is the need to safely provide for the steadily changing massage and bodywork therapy consumer population. Every year more people get massage therapy for health conditions rather than simple relaxation. A large consumer survey has been commissioned for the past 11 years by AMTA-National reflecting this consumer trend.

http://www.amtamassage.org/media/consumersurvey_factsheet.html

This national trend warrants a greater assurance of adequate training by massage and bodywork therapy professionals in order to "determine whether massage therapy or bodywork is appropriate or contraindicated and

whether a referral to another healthcare provider is appropriate." Wis Stats 460.01 (4) Even those massage and bodywork clients that have no specific complaints may have health conditions that contraindicate massage therapy or bodywork.

At present approximately 3,000 Massage Therapists and Bodyworkers meet state standards via credentialing for professional training and accountability. While current law provides that a title should assure the public of an adequately trained professional, you have only to open the Yellow Pages or check the Internet to find a proliferation of confusing titles and mixed offering of services. In addition, there is broad anecdotal evidence of unethical employers substituting very minimally qualified practitioners when those correctly described as Massage Therapists or Bodyworkers are unavailable for their scheduled appointments.

Specific Consumer Benefits of full licensure of the massage therapy and bodywork therapy professions in Wisconsin would be:

- * Uniform standards of care including appropriate referrals to physicians, physical therapists and chiropractors
- * To satisfy the need for adequate education and training
- * Public assurance of quality care
- * To continue to address concerns about prostitution hiding under the guise of massage therapy and bodywork therapy

Conclusion

This legislation to update Wisconsin's massage therapy law reflects a thorough process of development and would make Wisconsin's law more current than the 8-year-old one that is now in place. It merits bi-partisan support and should pass expeditiously.



Contact

Betsy Krizenesky, WCMT
#53-046, AMTA-WI Chapter
Law & Legislation Chair, 325

N. Commercial St., Ste. 100, Neenah, WI
54956 Krizenesky@aol.com 920-725-0224

A Message From the Awards Chair

by Ellen Wittwer, WCMT

I want to thank you for the ballots I received for nominees of the Meritorious and Humanitarian Award. I received six of the same person for the Meritorious, in fact that individual was also nominated for the Humanitarian Award. I received three other names for the Humanitarian Award. I was hoping for some more input on these two awards. If anyone has thoughts of someone else for either of these awards, or others if you have looked at the National website, PLEASE email your nomination before April 10th, 2009. I need to send them off to National before April 15th.

Thanks again for your help in this manner. I hope to continue to get help on choosing the winners of awards with you, the members, help.

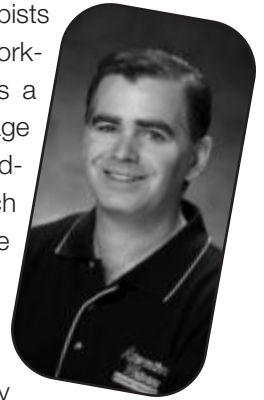
FYI

from John McMahon, WCMT

For all of the massage therapists who attended the Ben Benjamin workshop or even if you didn't, there is a great two-part article in the *Massage and Bodywork* magazine. It is regarding the ligaments of the sacrum which was one of the common injuries he addressed at the workshop.

First, google *massage and bodywork mag*. Once you are at the site, click on digital magazine (very cool feature.) The first part of the article is in the Sept/Oct issue, start page 102. The second part is in the Nov./Dec issue, start page 98. There are also videos from Ben's DVD's that you can click on and get some more techniques.

Considering AMTA may be inviting him back in the future, this would be a great way to get a glimpse of his work and attend possible future workshops by him. Enjoy.



Nina McIntosh
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Townsend, John (R-52)	(608)266-3156
Turner, Robert (D-61)	(608)266-0731
Van Akkeren, Terry (D-26)	(608)266-0656
Van Roy, Karl (R-90)	(608)266-0616
Vos, Robin (R-63)	(608)266-9171
Vruwink, Amy Sue (D-70)	(608)266-8366
Vukmir, Leah (R-14)	(608)266-9180
Williams, Annette (D-10)	(608)266-0960
Williams, Mary (R-87)	(608)266-7506
Wood, Jeffrey (R-67)	(608)266-1194
Young, Leon (D-16)	(608)266-3786
Zepnick, Josh (D-9)	(608)266-1707
Ziegelbauer, Bob (D-25)	(608)266-0315
Zigmunt, Ted (D-2)	(608)266-9870
Zipperer, Rich (R-98)	(608)266-5120

AMTA-WI Board Meeting

November 9, 2008

Madison, WI – Best Western Inn Towner

Meeting called to order at 1:16pm by Amy Remillard.

Board Members and Committee Chairs present: Amy Remillard (President), Kay Peterson (1st VP/Newsletter Editor), Ellen Wittwer (2nd VP/Awards), Sara Smiley-Robbins (3rd VP/Membership), AnnMarie Kolb (Secretary), Shane Granzow (Treasurer), Betsy Krzenesky (Immediate Past President/ Law & Legislation Chair), Amy Appel (Education Chair).

Board/Committee Reports

Approval of minutes. MOTION: Kay Peterson moved to approve the minutes from the August 22, 2008 meeting as corrected. Ellen Wittwer seconded. All approved.

President: Betsy Krzenesky reported on the Chapter President's Council Meeting that she attended for Amy Remillard at the AMTA National Convention in Phoenix, AZ in September.

Amy Remillard asked that we look at involving the Delegates in Chapter committees in the future. She reported there is a virtual World Massage Therapy Conference in November 17 – 22, 2008. Massage Warehouse Sanctuary raised \$4,140 at the Phoenix convention for the Massage Therapy Foundation.

The AMTA National Marketing Department sent out information to AMTA Members about a web program to help you increase your sales revenues.

1st VP/Newsletter: Kay Peterson reported the newsletter deadline is November 30th. This issue is usually our largest with the delegate reports, budget, etc.

2nd VP/Awards: Ellen Wittwer reported that no one has responded to her pleas for pin design, or award nominees. She would really like to get the nominees from the membership, not just the Board members. Various suggestions were made for how to accomplish member involvement in the process. We will be implementing ideas at the next conference to get more support from the members for the awards.

3rd VP/Membership: Sara Smiley-Robbins reported that we have 1,759 total members as of November 3, 2008. There are 1,551 Professional members, 13 Schools, 191 Student members and 4 Supporting members. Sara reported on a student discount program to increase student membership.

Treasurer: Shane Granzow reported as of Nov. 9, 2008 we currently have \$27,426.15 in checking at US Bank. We have moved the rest of the money into other investments. The Raymond James Account has been closed.

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Amy Remillard asked that all bills be submitted to Shane.

Immediate Past President/Law & Legislation: Betsy Krizenesky reported that we should now contact and congratulate our newly elected State Representatives and Senators and get their support for our new bill. The first official draft should be back from the Legislative Reference Bureau any day and then we need to seek authors for it.

Committee Chairs:

Amy Appel reported that she has sent the contracts to Ben Benjamin, Kathy Ginn and Kelly Lott for the February Education Conference. The registration form is in the newsletter.

Amy reported the Fall 2009 education Conference will be in LaCrosse, February 2010 in Madison and Fall 2010 in Appleton. She had some presenters in mind that we discussed for the upcoming conferences.

OLD BUSINESS

Rules of Engagement: Amy Remillard asked that Shane Granzow email his suggestions of consequences when the Rules of Engagement are not followed. We will discuss this at the next meeting.

Disbursement of Funds to a new banking institution: Shane Granzow reported on various new banks we might like to change over to. Of all the banks he visited and talked to, he found two that he liked the best. He also mentioned AMTA-National's preferred bank, although we are not bound to use it.

MOTION: Kay Peterson moved that the checking account with a balance of \$27,426.15, currently held at US Bank be closed. A new account will be opened at JP Morgan & Chase and the funds transferred there. Ellen Wittwer seconded. All approved.

CPR/First Aid/AED: Betsy Krizenesky reported that the requirements for renewal of your state license changed after the October Connecting Hands went to print. You do not need professional level CPR courses; any level that certifies you in the use of an AED is sufficient. She presented information on training and fees for both American Heart Association and American Red Cross courses for the chapter to make available to the membership.

MOTION: Kay Peterson moved that we offer the American Heart Association classes for our membership on both Saturday and Sunday at the February 2009 Education Conference in Waukesha. Ellen Wittwer seconded. All approved.

NEW BUSINESS

MOTION: Sara Smiley-Robbins moved that AMTA-WI Chapter adopt the new student membership promotional dis-

count program via email promotion to wave the chapter fee of \$20 through Feb. 28, 2009. Shane Granzow seconded. All approved.

Mileage rate increase: Shane Granzow reported that the IRS Mileage reimbursement rate is .585%. Currently the AMTA-WI mileage rate is .485%.

MOTION: Shane Granzow moved that we increase the AMTA-WI mileage rate to .585% effective November 10, 2008. Kay Peterson seconded. All approved.

Budget: Shane Granzow presented the proposed budget for the 2009 – 2010 fiscal year. The BOD discussed it.

MOTION: Shane Granzow moved to adjourn the meeting. Ellen Wittwer seconded. All approved.

Amy Remillard adjourned the meeting at 4:15pm.

Respectfully submitted by AnnMarie Kolb, Secretary.

AMTA-WI Board Meeting

February 2, 2009

Emergency Teleconference

Meeting called to order at 8:07pm by Amy Remillard.

Board Members and Committee Chairs present: Amy Remillard (President), Kay Peterson (1st VP/Newsletter Editor), Ellen Wittwer (2nd VP/Awards), Sara Smiley-Robbins (3rd VP/Membership), Ann Marie Kolb (Secretary), Betsy Krizenesky (Immediate Past President/ Law & Legislation Chair).

Meeting called to discuss financials. Amy Remillard explained that our financial reporting obligations to AMTA-National are not being met due to the prolonged illness of our Treasurer and we need to take immediate action.

MOTION: Ellen Wittwer moved that Effective Immediately, AMTA-WI Board of Directors temporarily authorizes the AMTA-National to provide the accounting and bookkeeping for the AMTA-WI Chapter until Shane Granzow fully recovers from his illness. Sara Smiley-Robbins seconds. All approved.

MOTION: Betsy Krizenesky moved to adjourn the meeting. Ellen Wittwer seconded. All approved.

Meeting adjourned at 8:48pm by Amy Remillard.

Respectfully submitted by Ann Marie Kolb, Secretary.

February 3, 2009

AMTA-WI BOD

Email approval of minutes

MOTION: Kay Peterson moved to approve the teleconference meeting minutes as corrected. Ellen Wittwer seconded.

Gaia's Touch Stone Massage Workshops



www.gaiastouch.com

Gaia's Touch Heated Stone Massage

A fun, interactive two day hands on experience where massage therapists learn a full body hot stone massage routine.

- Wausau, Wisconsin April 25th & 26th, 2009
- Sycamore, Illinois May 2nd & 3rd, 2009
- Milwaukee, Wisconsin June 27th & 28th, 2009

Gaia's Touch Integrative Stone Massage

Upper Body Classes

Massage Therapists will learn neuromuscular techniques augmented by the use of hot and cold stones to facilitate a decrease in pain and an increase in function for clients suffering from the following conditions of the upper body: Thoracic Outlet Syndrome, Carpal Tunnel Syndrome, Rotator Cuff Injury, Whiplash, Headaches and Cervical Strain.

- Milwaukee, Wisconsin May 30th & 31st, 2009

Gaia's Touch Stone Massage Workshops

Fees: \$265.00 per workshop
 CEs: 14 hours per workshop
 Presenter: Kay S. Peterson NCBTMB #448416-00
 Business Office: Essential Massage
 4330 Golf Terrace, Suite 209
 Eau Claire, WI 54701
 Email: gaiastouch@charter.net
 Telephone: (715) 835-2746
 Website: www.gaiastouch.com
 Meets CE requirements for Illinois, Iowa, Minnesota & Wisconsin



AMTA - WI Chapter Budget

Categories Budget

Approved

Fiscal Year
3/01/09 – 2/28/10

REVENUE

Advertising (Newsletter)	\$6,000.00
Interest Income	\$4,000.00
L&L Interest Income	\$2,400.00
MERT Income	\$0
National Dues: Disbursements	\$50,000.00
National Dues: Chapter Fees	\$36,000.00
Securities Income	\$2,850.00
Education Revenue	\$33,000.00

Total Revenue \$134,250.00

EXPENSES

Massage Therapy Foundation	\$1,800.00
Awards Committee	\$1000.00
Board Meetings	\$1600.00
Delegate Allowance	\$9,500.00
Chapter Insurance Expense	\$1,500.00
L&L Expense: L&L Lobbyist	\$16,200.00
L&L Expense: L&L Travel	\$600.00
L&L Expense: Consultant	\$0.00
L&L Expense: Phone	\$100.00
L&L Expense: Postage	\$3,600.00
L&L Expense: Printing	\$1,200.00
L&L Expense: Supplies	\$50.00

Total L&L Expense \$21,570.00

Marketing	\$2,000.00
Membership Committee	\$1,000.00
MERT	\$300.00
National Convention BOD	\$6,000.00
National Conv. Pres. Expense	\$2,500.00
Newsletter Expense	\$9,500.00
Office Supplies	\$200.00
Postage & Shipping	\$100.00
Printing	\$100.00
Sports Massage Committee	\$500.00
Chapter Voicemail	\$270.00
BOD Mileage	\$5,000.00
Volunteer Training	\$3,500.00
Website	\$275.00
Education Expense: Advertising	\$1,000.00
Education Expense: Course Materials	\$1,000.00
Education Expense: Charge Card	\$500.00
Education Expense: Speaker Fee	\$30,000.00
Education Expense: Lodging	\$3,600.00
Education Expense: Meals	\$16,000.00
Education Expense: Rental-Rooms	\$1,900.00
Education Expense: Postage	\$100.00
Education Expense: Audio Visual	\$500.00
Total Education Expense	\$52,100.00

Total Expenses \$122,995.00

Overall Gain (loss)	\$11,255.00
L&L Gain (Loss)	\$14,430.00
Operations Gain (Loss)	\$30,475.00

L&L CD *

Raymond James Assoc *

7 Day CD US Bank *

* (funds transferred to Edward Jones)

Edward Jones Investments	\$150,000.00
Edward Jones Money Market	\$67,850.00

Calendar

May 17, 2009

AMTA-WI Chapter Board of Directors Meeting
Best Western In Towner
Madison, WI

September 12, 2009

AMTA-WI Chapter Board of Directors Meeting
6 PM location to be decided
La Crosse, WI

September 12 & 13, 2009

AMTA-WI Chapter Fall Education Conference
Essential Strategies for Today's Massage
Therapist
Introduction to Thai Massage
La Crosse, WI

September 13, 2009

AMTA-WI Chapter Fall Education Conference
4 Simple Moves
La Crosse, WI

September 23 - 26, 2009

AMTA National Convention
Rosen Shingle Creek Resort
Orlando, Florida

September 22-25, 2010

AMTA National Convention
Host Hotel: Hilton Minneapolis
Minneapolis Convention Center
Minneapolis, MN
Plan on Attending to Support our Neighboring Chapter

Connecting Hands

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

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