

Winter Edition

December 2017

<https://www.amtawi.org/>

Season's Greetings!

You're always invited to
Chapter Board Meetings!

Board Meeting

Jan 7, 2018 3p-5p

Online

Board Meeting

Mar 4, 2018 3p-5p

Online

Board Meeting

April 29, 2018

2p-3p Board Meeting

In-Person-Crowne Plaza

3p-6p State Convention

Preparation Time

-Volunteers Welcome

In-Person

CHAPTER MEETING

Tuesday May 1, 2018

1215-130pm

Lunch will be Provided

**Results of Online Elections
will be announced!**

Chapter Membership Meeting

June 23, 2018 1p-530p

3 Complimentary

Ethics CEs & Snacks included!

Budget Meeting

Sept 9, 2018 3p-5p

Online

Budget Meeting & Team Building

(Board Members Only)

Nov 11, 2018

In Person

Time TBA

AMTA Wisconsin Chapter Newsletter

2017 National Convention

Experiences & more

2017 Pasadena, CA WI-Chapter Representatives



Jeff Montoya, Leah Strutz, Stepha Ksoinda, Jacci Horstman, Lynn Marie Kutz, Casey Guilfoyle, Marialyce Dorman (Missing from Photo Mindy Murkley)

The President's Take ~

Wow, National Convention is sensory overload! This year they packed in an exciting amount of motivation, education, leadership skills, new ideas and trends along with a ton of fun.

I took "Introduction to Headache Techniques" with Susan Juczak. I suffer from headaches, not just your ordinary headache-migraines. She teaches by working one side of the face at a time this lessens the chance of too much stimulation which keeps the headache from relaxing. Her routine is very simple and you can practice; most of it on yourself.

"Moving your Client Beyond Low-Back Pain", honestly, I had no idea what to expect walking into this class. The woman sitting next to me said the same thing. I was absolutely floored, we talked about main muscles that may be stuck in the torso after trauma or surgery, C-sections, even natural birth, back surgery. Gently releasing those restricted muscles can make a huge difference in your overall pain and range of motion. I didn't think it was that big of a deal until my partner released something on one side of my abdomen and we ran out of time to do the other side. I felt funny for a couple of weeks. I was lopsided, able to stretch and breath so nice on the good side. It felt like I could hardly move on the other side. I am a believer. Respectfully submitted by Mindy Murkley-Kruckeberg, AMTA WI-Chapter President.

TO HOLD THE 2018 ELECTIONS!

We need a Volunteer to be
the Online Elections
Coordinator for May 1, 2018
elections.

This is a short-term position,
if you are interested please let
a Board Member know by
January 31, 2018.

AMTA-WISCONSIN CHAPTER STATE CONVENTION 2018

April 30-May 3, 2018
Crowne Plaza Airport
Milwaukee

Debbie Dower

Anatomy Trains: Structure and
Function ~ 21 CE

Gina McDonald

Movement Therapies
~ 5 CE

Therapeutic Techniques –
Neck, Pecs, & Glutes ~ 4 CE
Side-Lying Techniques
~ 8 CE

Self-Care Class ~ 8 CE
Arthritis class ~ 3 CE

Kathy Ratke

Ethics ~ 3 CE

Warm Bamboo Massage
~ 7 CE

Laura Allen

Using Research to Market Your
Massage Therapy Practice ~ 3
CE

Cathy Miller

Acupressure for Stress Relief
PART ONE: FOR SELF-
CARE ~ 3 CE

Reflections of HODOC & National Convention 2017 Pasadena CA

Delegate Casey E. Guilfoyle, LMT, BCTMB, S4OM

My service to our association continues to allow
chances to grow my AMTA family, friends and
professional connections. Thank you for this honor
and delightful opportunity to serve.

137 Delegates assembled Wednesday, September 13,
2017 in a timely manner showing the prep work
delegates and HODOC did prior to convening.
Jessica Ferrer, HODOC Chair graciously provided a
mantra to open the HOD session: "Grant Us
Willingness to Learn; Humility to Accept Ideas of
Others".

Position Statement submitted by Sabrina Lopez, MD
*Massage Therapy Can Provide Significant Benefit as a
Component of Integrative Health Care*

119 For 18 Against This will be adopted.

Recommendation *Indiana Chapter*

*Allowance of Dues received from National for Student
Membership Classification*

83 For 54 Against - Recommendation will proceed to
NBOD for review.

Introduction to Assembly of Delegates (AOD)

HOD split into group discussion looking at 3 mock
Position Statements determining Impact and
Ramifications considered for each and whether to
suggest further action by "Think Tank."

Major takeaway from experience: *Delegate is NOT entry
level volunteer position.*

Lee Stang, HOD Moderator provided an elegant
Celebration and acknowledgement to PSRC, HODOC
and toast to mark the end of HOD and beginning of
AOD.

A technical preparation suggestion for future volunteers
is to become familiar with speaking into microphone
equipment confidently and effectively.

My 6-year volunteer experience widened this year
through an appointment to the Position Statement
Review Commission (PSRC) and being elected
Delegate. The two positions were interrelated and
deepened my understanding of the process our
association has used until 2017. A transitional year will
be in effect for 2018 as the House becomes the *Assembly*
of Delegates (AOD), number of Delegates becomes a
maximum 2 per Chapter, and the PRSC will not be
utilized.

Jocelyn P generously provided me a complimentary
registration for convention. I attended Opening
Ceremony in the historic 86-year-old Civic Auditorium
where Lynn Marie Kutz kindly reserved a row of seats

Acupressure for Stress PART
TWO: FOR OTHERS ~ 3 CE

Stepha Ksionda

Intro to Trigger Point Release ~
Upper 4 CE

Postural Analysis ~ 3 CE

AMTA-WISCONSIN

CHAPTER

COMPLIMENTARY

STUDENT DAY

May 1, 2018

9:00 am - 2:30 pm

Laura Allen, Keynote Speaker
"One Year to Successful
Massage Therapy Practice"

Lunch ~ Chapter Meeting
Career Fair

AMTA-WISCONSIN

JUNE 23, 2018

Chapter Membership Meeting
&

3 Complimentary CE Hours

1230p-2p Class

2p-330p Chapter Meeting &
Snack

330p-5p Class

"The Ethics of Beauty"

Explore the dynamics of ethical
principles as they intercept with
our concepts of beauty

By Jeffery Montoya

NCBTMB Approved

for the Wisconsinites registered for Convention. Dolly Wallace, AMTA President danced onstage and shared her curious and interesting story of where she received her training in MI ~ In a Barn!!? She and her family overcame many challenges during her time in school and she has gone on to serve such an admirable range of clients in her massage practice. Dolly provided this convention's catch phrase: "We are One, AMTA." Bill Brown, Executive Director presented some enormously promising numbers and initiatives AMTA staff and NBOD are striving to achieve for the advancement of the science, art and practice of massage therapy.

Membership is currently more than 78,000!

Shaun T. was a highly kinetic and upbeat keynote speaker to the topic of Self Care. He created and impromptu "dance" based upon daily actions made by volunteers from the audience who took to the stage with him. Together, we took the steps to TAKE ACTION and replenish ourselves so we are not running on empty as we continue to give to others with our profession.

I fostered in person connections with a number of potential presenters for AMTA WI. Laura Allen, Soothing Touch; Susan Salvo, Anatomy Trains, Soul Lightening Acupressure while visiting the Exhibition Hall on a number of visits.

Lynn's Delegate Experience

Respectfully Submitted by Lynn Marie Kutz

Thank you for allowing me to serve as a representative to the final House of Delegates (HOD). It was exciting to see both the Position Statement and Recommendation pass. I look forward to seeing how the new Assembly of Delegates (AOD) enhances our great organization.

The social activities at any convention are as valuable to a volunteer or member as the education. This year was no exception. Networking opportunities!!!

I was able to organize an informal gathering of Government Relations Chairs, and from that meeting, we hope to continue our sharing of GR experiences between states with online gatherings and hopefully continue a tradition of meeting face to face at conventions.

WI chapter volunteers were able to forge greater bonds sharing meals and activities several evenings. These bonds allow for greater respect and efficiencies during chapter administration and events. AMTA members and volunteers have become a part of my extended family.

**CPR/AED
RECERTIFICATION
CLASS SCHEDULE
2018
MILWAUKEE AREA
TBD**

CLASSROOM NEEDED!!!

**Please contact AnnMarie
Kolb
414-247-0908**

While “hanging out” near the hotel and in convention hallways, I was able to get to know several volunteers from other chapters, as well as from the National level. From these interactions I was able to learn much about the workings of our organization, and receive direction on questions I had. By watching for attendees who seemed “lost”, I was able to have several conversations about the benefits of membership and continuing education, and of how to attend while watching the purse strings.

For the 2018 AMTA National Convention in Washington, DC from August 9-11, I intend to attend without pursuing any formal CE. With a Dinner/Dance ticket, one also gains entry to opening and closing ceremonies and the exhibit hall. The Chapter Leadership Training and observing the AOD is at no cost to chapter volunteers.

Jacci's National Experience,

I would first like to thank all of you for entrusting me to be a representative for our WI Chapter at the National Convention in Pasadena, CA.

It was another great experience. A full week of being surrounded by so many talented and well-educated Massage Therapists. This was my 4th National Convention, 3rd serving as a Delegate.

My first time attending CVOP (Chapter Volunteer Orientation Program) was fantastic. It focused on communication, team building, organizational leadership within our chapter. I came away from CVOP with some really great ideas to help our chapter involvement, managing transitions.

Attending the HOD this year was one for the books! It is all changing next year: it will now be Assembly of Delegates(AOD). There was one Position Statement: Author Sabrina Lopez from Maryland, Massage Therapy Can Provide Significant Benefit as A Component of Integrative Health Care Passed the HOD 119/18. Also, one recommendation that also passed 83/54. Chapter Allowance of Dues received from National for Student Membership Classification I attended Applying Kinesiology & Biomechanics in Massage Therapy with Whitney Lowe, and a full day of Teachers Day with some of the greatest educators in our profession Cynthia Ribeiro, Winona Bontrager, Julie Goodwin, and Susan Salvo.

It was an unforgettable week in Pasadena. It is always so energizing to be around peers and mentors who have so much passion for our profession. Thank you, AMTA-WI, for allowing me to serve all of you as a Delegate at the 2017 National Convention.

Submitted by Jacci Horstman

ELECTED BOARD

President

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Board Member

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Delegate

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Delegate

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Leah's Delegate & Convention Experience

What a fun experience I had at the National Convention in Pasadena! Let's do a little activity together. First I want you to imagine and act out as though you are doing the laundry. Next imagine and act out as though you are shopping. Now, put those couple of activities and anything else you can think of together with some music and dance your heart out! Shaun T was very entertaining as he had everyone up on their feet and acting out normal daily activities. Who knew exercising would be that simple and fun! The delegates meeting was intriguing as all the state delegates were seated in alphabetical order. I, being Wisconsin's delegate, was in the back row. I felt like I was seated for Congress. I was able to hear two different sides debated on the position statement and recommendation submitted. The point of views from both sides were fascinating to hear.

Susan G. Salvo had a wonderful class called Massage and Pregnancy. I learned that massaging a pregnant woman can help her by reducing anxiety, decreasing back pain and promoting sleep and mood. In fact, a massage given while the woman is in labor can decrease the time. There is a myth that states that you shouldn't massage a pregnant woman when she is in her first trimester. The truth is that you can. Massage will help pregnant women at any stage with the changes that they are going through. It is recommended for the woman to turn over to the other side by going on all fours in order to prevent complications. Another class I attended was called Thai for the Table which was presented by Jill Burynski. Thai massages date back to India 2500 years ago at the time of Buddha. Dr. Shirago Komarpaj created the techniques by using principles of yoga and ayurveda. Thai traditional medicine was a main source in Thailand. As modern medicine made its way, traditional medicine was used less and less. In the 1990's Thai massages became very popular amongst spas and wellness centers all over the world.

The AMTA National Convention was a great experience and learning environment. I am able to better my clients' experiences and create a more comfortable and sustainable change for treating pregnant women. I am able to take Shaun T's simple daily activities to help teach my water aerobics class new techniques. Lastly, I was able to learn how to be a good delegate for Wisconsin's chapter. With this experience, I am very grateful for the opportunity to attend the convention in Pasadena this year.

Submitted by Leah Strutz

COMMITTEE CHAIRS

Advertising

Vacant

Chapter Meeting Planning

Vacant

Community Massage

Service Team Vacant

Display Unit

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Lynn Marie Kutz

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Membership

Vacant

Newsletter

Vacant

Online Election Coordinator

Vacant

School Liaison/Scholarship

Jeffrey Montoya

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Social Media

Vacant

Sponsorship/Corporate

ant

Sponsorship

Vacant

Sports Massage Team

Vacant

Website

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AMTA 2018 Pasadena, CA Chapter Volunteer Orientation Program

By Stepha Ksoinda

The first few days of my trip I was just trying to grasp the duties and responsibilities I had on my busy schedule. It was all very well organized and I got to all the places I needed to be because of that well thought out planning. I literally just had to show up and attend the wonderful Chapter Volunteer Orientation Program (CVOP) and AMTA National Convention.

Besides the obvious wow factors of the amenities, the lectures and team-building breakout sessions were very humbling to be a part of. I truly felt special being able to represent Wisconsin AMTA and network with other chapter volunteers. Each seminar helped give me many ideas for team building. Learning everything from delegating appropriately to learning to work well with different personalities. All very applicable information that I have been able to apply to the board duties I have as secretary in the short time I have been a part of volunteer process.

Some of my favorite parts of CVOP were getting to know other chapter volunteers and their success and failures. It is very interesting to compare what works for some states when it doesn't always work that way for other states. I learned that Wisconsin does really well for member dues and size of our chapter in comparison to other chapters. Some chapters have a hard time with attendance at state conferences which Wisconsin can relate to as we also struggle with getting a decent percentage of participants compared to our overall membership totals. We learned new ways and ideas to increase numbers of participants and use our resources so we can provide the best experience for our members.

We are already implementing those ideas for our Spring Conference. **National Convention Experience**

The National Convention showed me many new things this year. Out of everything I did, the first thing that pops up in my mind is the sound bowl technique. I signed up for some treatments on my break times, in between classes or after classes. One of them was the sound bowls and I was awakened and excited to experience such a unique healing method.

The second thing that was very exciting to me was the course I took on burns and scars. It was the perfect mix of physiological explanation and hands on practice time. There were a few participants that had severe scars and offered to be models for hands on practice. It made that course a full circle and I really got to experience the impact massage therapists have on scars.

SAVE THE DATE!

Converge on the Capitol

January 17, 2018

Massage Therapy Lobby

Day

Madison, WI 53701

ALL WI Massage Therapists, Teachers, Students, and other who are supportive are cordially invited to join us in lobbying our state legislators in Madison for passage of our proposed massage bill.

In this busy holiday season as you serve others, please carve out some time to serve your profession. If we can pass our bill this legislative session, it will give us the opportunity to move forward and strengthen what we do and how we serve others.

This year we will arrange legislative appointments in advance so pre-registration will be crucial. We will have a one hour briefing on what is in the proposed legislation, your key talking points and a review of what to say in your meeting. It will be a busy day. We need many more voices. Many more.

There was a research panel led by Dr. Kennedy that touched on a few different research topics in relation to massage therapy as integrative medicine. These are highly educated professionals who are providing us with research we can use to prove our validity as massage therapists. Knowing this information is crucial in providing evidence-based treatments to our patients. I took a pre-natal course that was short but sweet. I usually never pass up an opportunity to take a pre-natal course because research in this area is always changing. I did learn a few things that I am eager to apply in my pre-and post-natal massages. I feel so much more confident knowing I am providing the safest massage possible for mother and baby.

The last thing that comes to mind is the biomechanical class I took that talks about body mechanics in terms of kinesiology ideology. This is a great class for those who want to know what happens to muscles under certain stresses and strains. The course gave very good physiological descriptors and tested our knowledge with assessment-based examples. It is very rewarding be able to learn new ways to solve problems as far as the kinesthetic movements go.

The National AMTA Massage Convention would not be the same if it were not for the dinner dance on the last evening. Everyone looks their best and we enjoy a very nice meal with hearts full of love and gratitude.

Jeff's Delegate Experience

Being an elected delegate to the House of Delegates on behalf of our chapter was a great experience and honor. I was able to participate in the discussion supporting the position statement: Massage as a component of Integrative Health Care. As a massage educator and doctoral student (studying health professions education at Logan University), I felt that this position statement was very important and timely. I was excited to be able to speak to it.

As the School Liaison, I was also excited to be able to participate in the Teacher's Day at the convention. There were valuable presentations, lively discussions and a great sense of excitement and support among the educator's present. If any educators are interested in learning about the presentations, I am happy to share my information and insights with you. I was also excited that two of my students traveled from Milwaukee to be present for the Student Day at the Convention.

I believe that the convention highlights all the best that AMTA has to offer to our members and the profession of massage therapy. I am honored to be an elected delegate and to represent our chapter.

Tentative Schedule (Subject to Change)

10:30 am Meet for Briefing.

Location To Be

Determined, will be provided to
registered attendees in advance.

11:30 am Lunch Break

1:00 #1 PM Legislator Meeting

1:30 # 2 PM Legislator

Meeting 2:00 #3 PM Legislator
Meeting

You MUST Pre-Register by
January 8th, by visiting

<https://goo.gl/forms/6cSb58Yz1U125qVk2>

This will allow us to schedule
space large enough for briefing,
and to schedule the
appointments with legislators.

Please get the word out, share
this event via Facebook

[https://www.facebook.com/
events/1645889418825028/](https://www.facebook.com/events/1645889418825028/)

You can also find the event with
link to Pre-Registration on
Facebook by visiting the
[AMTA Wisconsin Chapter
Facebook Page](#) and clicking
on our “events”.

AMTA Wisconsin Chapter does
not coordinate carpools. Feel
free to visit the Facebook event
page to post your carpool offers
needs.

Respectfully submitted by Jeffrey Montoya



What is Happening with the Push for Deregulation of All WI Professions?

The AMTA-Wisconsin Chapter has been busy this session working with a coalition of other licensed professionals to save our licensing. The party line among the vocal members of the majority Republican Party has been consistent across the country - streamline and simplify government and remove “fence me out” policy. **Translated – deregulate and get rid of licenses.**

This includes legislation that was first proposed by Governor Walker in his budget and then introduced as separate legislation. Due to our lobbying efforts and combined with that of 30 other organizations who have licensed members, we have successfully been able to make sure that Senate Bill 288/Assembly Bill 369 never were scheduled on the Senate or Assembly floors despite both bills being voted out of committee. These bills would have given Governor Walker the authority to appoint individuals to a credentialing review board with no background in the professions they would be

A Look at Our History: The First AMTA Approved Massage School in Wisconsin

Inez Van Winkle and Ann Bergholz talked often of having a school in the Milwaukee area. They, together, went to MATC in Milwaukee to discuss having them offer massage. It was denied.

Inez Van Winkle was the Director of the Women's Health Service Center at the West Suburban YMCA in Wauwatosa. The YMCA provided large rooms for massage, one in the men's locker area, and one in the women's locker area. At that time, most YMCAs in the Milwaukee area and the suburbs offered massage. Inez felt that massage therapy was a dying profession. She was unable to find professionally trained massage therapists to work with her. After being denied at MATC, she embarked on the task of opening a school. She convinced Mr. Robert Richter, the Wauwatosa YMCA Director, to start a school there with Andy Schafer. She became the Director of the YMCA Milwaukee School of Massage. She was very strong in her desire to teach people who truly wanted professional training in massage.

She did intensive interviews to know her students. Andy Schafer, who did massage in the men's area, was the teacher for the males. The academic studies were in one combined area, the hands-on portion occurred in the respective locker room areas. The first

assigned to review and possibly eliminate. However, until the legislature adjourns both bills could be resurrected and move forward so we remain vigilant to stop their advancement. Should they pass, everything massage therapists have worked so hard for these past decades could be thrown out the window. ***“This is where your personal advocacy is key. Many voices are needed at critical parts of the legislative process.”***

Just like any other profession who is licensed with an oversight board who has discipline authority and knowledge of the program—we need to also protect the public. This happens through licensing. You are qualified to do what you say you can do and have the credentials that prove that.

This issue won't go away. It will rear its ugly head again but thank you to all of you who contacted your legislators at critical times to urge a no vote.

It has been suggested that submitting “Letters to the Editor” of your local paper can go a long way to swaying legislative opinion and urging others to support continued regulation of all professions. Should you decide to write, AMTA offers good talking points on their website page [Why We Need Massage Therapy Regulations](#) A quick google search of “how to write a letter to the editor” returns many guides. If your letter is published, please forward a copy of the clipping to your legislators and our Government Relations Chair.

**Proposed Massage Legislation on Deck with Limited
Legislative Time Remaining**

For those of you involved last session you may recall we were trying to pass legislation spearheaded by

graduating class was in 1979 with five students. Inez was very involved with the AMTA, locally and nationally, and immediately had the school approved by the AMTA with 1000 hours. Betty Anderson was in the first class, and immediately worked at the YMCA, as did other students when they graduated. When Gary Smith graduated, he worked at the Y, and assisted Andy in teaching. Betty became an assistant teacher, and when Inez retired, Betty stayed on as Director and Instructor of the school. When Betty moved out of state, Sandra Jean Wotecki Tamel became the instructor. The last class graduated in 1986.

Several of Inez's students that I know of later started their own schools: Cheri Sexton Yarborough started Lakeside School about 1983/4, Wanda Beals founded Milwaukee School of Massage in 1995 and Renata Engess had a school in Delafield.

Submitted by Carol Buckholtz, WI Chapter Past-President.
Thank you to Inez's students and Mr. & Mrs. Bob Richter for your input.

Representative Paul Tittl (R-Manitowoc) and Senator Sheila Harsdorf (R-River Falls) that would have clarified definitions in statutes about parts of our scope of practice and added law enforcement of unlicensed providers. Last session, the two Chiropractic Associations, who do not get along, along with physical therapists and an exceptionally busy legislative session. Our bill died.

We are again working with Rep. Tittl and have worked diligently on the front end to get to the point that none of the above-mentioned groups will oppose our legislation. This time the Chiropractors have to be “not opposed” which is significant. Physical therapists have not yet committed but we believe they will be silent knowing the chiropractors have gotten to that place. This is huge and will increase the likelihood of passage. But, time is short and we are once again at the tail end of session. ***We need your involvement and ability to react quickly when you get a request for action. Your communication is critical to our success.***

Main points of current bill draft:

- Clarifies the scope of the practice of massage therapy or bodywork therapy includes the application of kinesiology tape to the skin.
Note, This IS in current scope, just clarifies, so may not be taken away at a later date, The provision of body spa services, as defined by the board by rule, including the application of body wraps and scrubs, Stretching, applying a range of motion to the human body, and Instruction on the self-application outside of the treatment setting of certain massage therapy and bodywork therapy techniques.
- Allows law enforcement to issue penalty for the unauthorized practice of massage therapy or



**WIN FREE Continuing Education
by sharing your favorite
massage music! Share your
client's music preference with
the
AMTA Members!**

AMTA-WI would like to compile a list of music your clients enjoy as their favorites during massage sessions. This is an effort to benefit other AMTA members who may be looking for new alternatives that enhance their client's experience or guide a new therapist to types of music that may be best suited for the ambiance they wish to create for their practice.

Write a little story about why they prefer the music or how it enhances the session.

Share as much of your collection as you would like. Whether it is The unique program (Pandora station), artist, or musical group. The more variations, the better! (Please be as specific with the titles/names as you can be)

Specify what type of modality (sports massage, reiki, relaxation, etc...) you choose to use this music during. You may also recommend what styles of music your clients dislike, if that applies.

bodywork therapy: fine of up to \$1,000 or imprisonment for up to 90 days or both.

- Licensing of massage business entities that are not run by licensed massage therapists or body workers, or other currently licensed entities (health care practitioners, cosmetology/barbering establishments, massage school, nursing facility, etc)
- Allows law enforcement to issue a penalty for intentionally employing a non-licensed person to provide massage therapy: fine of up to \$10,000 or imprisonment for up to nine months, or both, for a first violation, and a fine of up to \$10,000 or imprisonment for up to six years, or both, for a subsequent violation within five years.

The political personality of this legislature is challenging. Assembly Speaker Robin Vos (R-Rochester) has consistently said he will adjourn the 2017-2018 session in his House at the end of January or early February. The Senate has said they will be likely through March 2018.

However, the challenge with the Senate has been that Senate Majority Leader Scott Fitzgerald (R-Beaver Dam) has had difficulty getting 16 yes votes out of his 21-seat majority. The Senate is rarely in session and as a result there is a bottleneck of bills in each house now.

The clock is ticking, but we are still going to try to get our revised bill passed this session. This is where your communication with your own State Senator and Representative will be crucial. If you are available on dates when we have hearings scheduled on the bill, we will need bodies. Additionally. MARK YOUR CALENDARS as we are planning a LOBBY DAY January 17, 2018. Work to be present on this day! If we

All entries must be received no later than midnight February 3, 2018. One entry per person. Winners will be drawn at random. Eligibility is open to AMTA-WI members in good standing and non-members. Winners will be notified no later than May 21st, 2018.

~Additional information~

Winners: Two AMTA-WI members in good standing AND one non-member if applicable.

AMTA-WI Member Winners will receive **\$100** in vouchers toward AMTA-WI Continuing Education credits that expire after the following year's Fall education event.

Non-members will be awarded **\$75** in vouchers toward AMTA-WI Continuing Education credits that expire after the following year's Fall education event.

To apply~ Please email your submissions to Jeffery Montoya, Scholarship Chair, at jeff@ibw.edu
Please include your name, member number (if applicable), mailing address and phone number.

can make it happen we will try to have a hearing on our bill that same day. But we can't count on that.

Below is a general timeline we are anticipating before likely legislative adjournment February or March 2018. None of this is cast in stone. We will try to give you as much lead time as we can.

Weeks of December 11th to December 21st 2017

- **Finalize the bill draft and get it ready to be circulated for co-sponsorship. Finalized bill information will be posted on our website <https://www.amtawi.org/news> and announced via social media.**
- **When a memo is circulated, you will be asked to contact your legislator and urge them to sign on to the bill. There are usually only a few days for a lawmaker to do this, so calls from constituents really help.**
- **Last session we only had our lead authors on the bill and no other co-sponsors. This time around we'd like to have many more names. It is nice to have the names of Democrats on the bill, but the political reality is we need Republicans because they control the majority in both houses.**
- **Continue to have calls coming in and have as many therapists as possible attend committee hearings the register in favor of the bill. We may have short lead time on scheduled hearings, information will be provided by email to members, social media, and chapter website.**
- **Have the bill introduced and referred to a committee.**
- **Our goal is to have a public hearing if possible in a Senate and Assembly committee before Thursday December 21st, with a possible executive action or vote out of committees early January.**

We Need Your Super Powers!

What's your super power, your special skill? Right now, there are several Committee Chair Positions open that at most, require a couple hours a week. If you're not ready to take that big of a step. We can find you one task to see if you like it!

There's always training by a past member that's been in that position so you don't have to feel like you're alone.

Committee Chairs do have specific responsibilities and requirements but they are not too difficult to achieve.

By volunteering you can receive many awesome rewards: Free Continuing Education, trips to Chapter Events and the National Convention.

We have 3 in-person meetings a year, the rest are online about 8 weeks apart. Some committees are busier than others. It's usually more when it's closer to a Chapter Meeting and the Budget Meeting weekend in November.

If you would like more information about some Position Descriptions, please contact a Board Member!

Remember we want volunteering to be a positive rewarding experience. This is a great way to give back to the Members & Wisconsin Chapter!

Week of January 2nd to January 5th 2018

- If we have not been able to have a hearing on our bill in December it will be critical to nail down a hearing date in both houses. Then push for a date for a vote out of committee.
- Calls and letters to your own state legislators will be crucial. Further, talking points will be provided. Watch our website and social media for announcements.

Week of January 10th 2018

- The Senate and Assembly will be in this week possibly. If our bill is out of committee it may be on the floor of either house any day this week.

Week of January 17 to 19, 2018

NOTE: there is a scheduled floor period January 16 to 25th but specific dates they will be on the floor are not yet certain as of this writing.

- January 17, we will have a lobby day at the capitol from 10:30-2:30 PM. **MARK Your Calendars!** Check out the newsletter article about this important event

Week of February 7 to 9, 2018

NOTE: THE last possible floor period for the Assembly. We will need to have our bill through the Assembly by this date.

- We basically have two months to get all our work done.

Your role is so critical. Unless there is a lot of noise and support from members of our Association there will be no political will to pass our legislation. If we don't care, why should lawmakers who all have many other issues they wish to get done before adjournment. There are many competing interests also trying to pass their legislation before adjournment.

January Monthly Observations

National Menudo Month *
National Bath Safety Month
National Black Diamond Month
National Blood Donor Month
National Braille Literacy Month
National Hobby Month
National Hot Tea Month
National Mentoring Month
National Oatmeal Month
National Slavery and Human
Trafficking Prevention Month
National Slow Cooking Month
National Soup Month
National Sunday Supper Month

February Monthly Observations

Menudo Month*
Free and Open Source Software
American Heart
An Affair to Remember
Black History
Canned Food
Creative Romance
National Cherry
Great American Pie
National Bake for Family Fun
National Bird Feeding
National Children's Dental
Health
National Grapefruit
National Heart
National Hot Breakfast
National Library Lover's
National Macadamia Nut
National North American
Inclusion
National Snack Food
National Weddings
National Embroidery
Teen Dating Violence
Awareness

AMTA-WISCONSIN CHAPTER STATE CONVENTION 2018

Crowne Plaza Airport Milwaukee 6401 South 13th Street,
Milwaukee, WI 53221 (414)764-5300



~ Acupressure for Stress Relief Part One: Self-Care (3 CE) & Part Two: For Others (3 CE) ~

Cathy Miller, MM, LMT, ABT (NCCAOM) from *Soul Lightening* is a Licensed Massage Therapist and also a Diplomate of Asian Bodywork Therapy from the National Certification Commission for Acupuncture and Oriental Medicine. Her private practice is in Silver Spring, Maryland and she teaches acupressure workshops to healthcare practitioners across the nation. She enjoys mentoring beginning and advanced acupressure students worldwide, and participates in a variety of global community health initiatives. She serves as the President of Soul Lightening, International and in addition to her private practice and teaching, she is keenly interested in supporting research projects that study the whole-being health benefits of acupressure.



~ Ethics (3 CE), Warm Bamboo Massage (7 CE) ~

Kathy Ratke, LMT has been a Licensed Massage Therapist for 17 years and a Continuing Educator 4 year along with 6 years of teaching Massage Therapy at an accredited school.

Her passion, as with most massage therapists is to help people. She does this by using a variety of techniques and tools to achieve the ultimate goal of being pain free. When Kathy is not at her massage business making people feel better, she loves to spend time with her 2 children playing volleyball, swimming and camping.

March Monthly Observations

Asset Management Awareness
Irish-American Heritage
Multiple Sclerosis Awareness
National Caffeine Awareness
National Brain Injury Awareness
National Celery
National Cheerleading Safety
National Craft
National Credit Education
National Frozen Food
National Kidney
National Noodle
National Nutrition Month
National Peanut National Trisomy
Awareness
National Umbrella
National Women's History
National Colorectal Cancer Awareness
National Music in Our Schools
National Professional Social Work
From [The National Day Calendar](#)

Save the Date for the AMTA 2018 National Convention

The largest event in the
massage therapy profession
Attend the AMTA 2018 National
Convention, August 9-11 in
Washington, DC! Join the massage
therapy profession for continuing
education, networking and products
to help you succeed.
Check the National AMTA Website at
amtamassage.org this spring for
additional AMTA 2018 National
Convention details!



~ Using Research to Market Your Massage Therapy
Practice (3CE) ~

Laura Allen from *Soothing Touch* is a massage therapist, educator, and author of 11 books, dozens of articles published in massage trade journals, and has a regular Ethics column, The Heart of Bodywork, in *Massage & Bodywork Magazine*. Allen is the Massage Division Director of *Soothing Touch*, and is on the visiting faculty of Obus School of Healing Therapies in Dublin, Ireland. She lives in the mountains of Western North Carolina with her two rescue dogs.



~ Intro to Trigger Point Release (4 CE), Postural Analysis
(3 CE) ~

Stepha Ksionda, LMT has been licensed since 2005 and specializes in injury management and rehabilitation. Being able to incorporate Trigger Point Therapy into her treatments has lead to success with helping patients manage their pain. She earned a Bachelors of Science for Pre-Occupational Therapy in 2015 and has experience doing research through University of Wisconsin Stevens Point.



~ Anatomy Trains: Structure and Function (21 CE) ~

Debbie Dower: Debra is co-owner of Ananda Integration and Dower Wellness, based out of Lancaster PA. She has over a decade of experience in the alternative health and wellness field. She and her husband, Nick, are currently spear heading the Holistic Therapy movement at Lancaster General Health/ Penn Medicine, where she is the manager of Holistic Therapy.

Debra graduated from the Lancaster School of Massage, where she now teaches Anatomy and Physiology. She is a

Don't forget your Free Self-Care CE's for being an AMTA Member!

Self-Care for Massage Therapists:
Body Mechanics 3CEs

&

Self-Care for Massage Therapists:
Injury Prevention 2CEs

**Chapter Membership Meeting
Minutes
AMTA Wisconsin Fall
Conference
Hotel Mead in Wisconsin Rapids,
WI
August 19, 2017**

6:40pm Meeting Called to Order by
Mindy Murkley-Kruckeberg, President

Mindy Murkley-Kruckeberg-
President, **Kelsey Lyons**- Board
Member, **Marilyn Heckert**- Financial
Administrator, **Stepha Ksionda**-
Secretary, **Mary Schwieger**- COC &
CSMT Chair, **Casey Guifoyle**-
Education Chair, **Lynn Kutz**- Delegate,
Government Relations Chair, **Leah
Strutz**- Website, **Ronnie Artero
Federick**- Chapter Meeting
Coordinator, **Jeffery Montoya**- School
Liaison, **Marialyce Dorman**- Display
Chair, **Jacci Hortsman**- Delegate

Mindy Murkley and Casey Guifoyle
asked Education Committee Members
to rise for recognition.
We would like to give thanks and
acknowledge the efforts of

Board Certified Structural Integrator and completed the
entire course of study at Anatomy Trains Structural
Integration (ATSI). Debra is now an assistant teacher at
the ATSI course and a teacher for the Anatomy Trains
short courses. She has over 1,000 hours of certified yoga
instructor training and teaches yoga at Evolution Power
Yoga in Lancaster, PA.



~ Movement Therapies (5 CE), Therapeutic Techniques -
Neck, Pecs, & Glutes (4 CE), Side-Lying Techniques (8
CE), Self-Care Class (8 CE), Arthritis class (3 CE) ~
Gina McDonald:

*"I have been a Massage Therapist for 20 years and an
educator for 10 years. I enjoy helping therapists in our
field succeed in all they do. Teaching is my passion!"*

**Convention Registration Fee: Early-bird
deadline will be March 30, 2018**
Member: Early \$350.00 Regular \$375.00
**Potential Member: Early \$375.00 Regular
\$425.00**
Student: Early \$225.00 Regular \$275.00
Registration fee includes lunch daily with any variety of
class combinations.

**Annual Chapter Meeting taking place
Tuesday, May 1, 2018 12:15p during
lunch.**

SPEAKERS AND COURSE OFFERINGS

Debbie Dower

Anatomy Trains: Structure and Function is a 21 CE course.
This is the first workshop to combine Anatomy Trains
theory alongside structural and functional anatomy and
analysis, blending together the concepts of tensegrity
with elastic recoil for movement efficiency.

- Get the latest information on fascia, muscle, and movement
- Be able to identify the 12 myofascial meridians and their link to human growth, development, perception and consciousness
- Accurately "BodyRead" posture and movement
- Assess your clients in a new way
- Gain effective myofascial and movement strategies
- Develop treatment strategies specific to your clients' structural and functional patterns

Ronnie Artero Frederick, Leah Strutz, Martha Karban, Sara Wendt, Ellen Hess, Kelsey Lyons, Nancy Rezmer and Ashley Herricks.

6:47pm Establish Quorum: Professional Member in good standing
A Member who has Professional Standing- does not include student members or recent graduate. 21 out of 24 people rise, Quorum, of 11 is needed.

6:50pm Appoint Sergeant at Arms: Jeff Montoya

6:51pm Call for New Business
Motion: Moved to accept Agenda
Kelsey Lyons and Casey Guilfoyle M/S/A

*April 23, 2017 Meeting Minutes reviewed June 11, 2017 checking to see if review is approved
All in favor

7:01pm Marilyn Heckert addresses Members on Approved Budget 17/18
-Effective August 15, 2017
-On target
-Highlights to areas where we have saved and areas of improvement
-Committees are all within their budgets
-Effective December 2016 new reimbursement protocol from National Accounting overseeing state finances.
-Students get free membership if they are attending an AMTA approved schools otherwise it is \$45 per person
-Fiscal year begins March 1
-Proposed budget FY 17/18 created in November 2017

7:19pm Break for Door Prizes

7:23pm Delegate Presentation Casey Guilfoyle, Leah Strutz, Lynn Marie Kutz, Jeffery Montoya, Ronnie Artero Frederick, Jacci Horstman

Recommendation

Recommendation *Indiana Chapter Allowance of Dues received from National for Student Membership Classification*

Anatomy Trains in Structure & Function courses give you new techniques to transform structure by reaching deeper issues in the tissues.

Needed items: massage table (1 per 2 people), linens, pillows/bolsters

Gina McDonald, NCBTMB# 187

Movement Therapies is a 5 CE course. We are not physical therapists but we are massage professionals who want to know when it makes sense to incorporate muscle lengthening into a massage session. I am going to show you basic ideas and techniques to help you and your client make the most out of every session.

Needed items: massage table, sheets, oil.

Therapeutic Techniques - Neck, Pecs, & Glutes is a 4 CE course. Many therapists are shy when addressing these areas of a client's body. Let me share helpful tips, techniques, and communications skills to build their confidence in your approach to the session!

Needed items: massage table, linens, oil. Wear comfortable exercise type clothing.

Side-Lying Techniques is an 8 CE course. Whether a prenatal client or a client with special needs this is a smart class to take. Our body mechanics, talent, and outcomes all suffer when we cannot confidently treat them. This class helps it all come together in a way that builds your confidence and you can feel the results.

Needed items: massage table, linens, oil.

Self-Care Class is an 8 CE course. This course helps you take care of you. It also helps refresh your mind on body mechanics, and ways to work smart. It's also fun to play with the many self-care tools on the market, and to share best practices in class.

Needed items: massage table, linens, oil.

Arthritis class is a 3 CE course. This class introduces you to the main types of arthritis. We discuss how to use massage techniques that are beneficial to this special population. I will also discuss how as massage professionals we can set goals and what to expect for outcomes.

Lecture only

Kathy Ratke NCBTMB# 170

Ethics is a 3 CE course. Meets both State and NCBTMB requirements with this approved continuing education in Ethics. This is a casual 3 hour class and we will talk about a variety of different situations you may find yourself in as an LMT. This is an interactive class, bring your thoughts, ideas and solutions and be ready to share. We will cover boundaries, transference/countertransference, the power differential, and human trafficking.

Lecture only

Warm Bamboo Massage is a 7 CE course. This technique uses smooth, warmed bamboo or rattan sticks to relax your client. You can use this style for deep tissue or relaxation massage and the heat from the bamboo will relax tense muscles and increase circulation. It will reduce strain on your hands and fingers while still being

-Student to pay \$10 to use towards a student day including benefits specifically just for students. Nationals receives money contributed for students, the state does not receive money from students. This option would allow more opportunities for the massage student population.

*Full support of this recommendation through a show of hands was majority approved.

Position Statement

Massage Therapy Can Provide Significant Benefit as a Component of Integrative Health Care

Sabrina Lopez, AMTA MD

Casey quotes cited research from the WHO and other organizations that suggests massage therapy is a significant benefit. Massage can be beneficial for physical, mental health.

First submission for integrative health with AMTA Position Statements

****After Delegate Presentation the Chapter was in support of the Position Statement.**

7:45pm House of Delegates will now change and ALL chapters will have only 2 Delegates. It will be renamed AOD- Assembly of Delegates. Position Statement Review Committee will no longer exist following September 2017.

7:52pm Break for Door Prizes

7:55pm Old Business

First year we are doing online elections. Seeking Online Elections Coordinator since Mary Schweiger will be stepping down. Format for elections has changed to make the process easier.

8:06pm Government Relations

Lynn discusses publication for massage therapy revenue. Where she participated in editing the document.

Lynn discusses proactive effort in massage law establishment Working on expanding our scope of practice in these categories:

-Kinesiotape

able to achieve the deep pressure your client is looking for.

Needed items: massage table, linens, oil. Optional: set of bamboo or rattan sticks, heating pad 14x27

Laura Allen NCBTMB# 328461-00

Using Research to Market Your Massage Therapy Practice is a 3 CE course.

Many therapists are intimidated by the word "research." For some, that conjures up visions of past nightmares writing term papers in high school and college, trying to learn elementary statistics, looking for references that are appropriate and current enough.

There's no need to be intimidated! You'll learn what constitutes valid research vs media hype, what kind of claims to avoid making, where to locate good research, and how to share it. Strategies for sharing research with physicians and other health care providers in order to gain referrals, and how to share research with clients in order to bring in more business will be discussed in this class. If you're interested as being known as a respected member of the mainstream health care team, this is a great class to get you started. The handouts will include numerous sources to help you locate current and relevant research. **Note: For those who maintain NCBTMB Board Certification, this class meets the 3 Hour Research Requirement.**

Cathy Miller, MM, LMT, ABT (NCCAOM) NCBTMB# 450354-07

Acupressure for Stress Relief PART ONE: FOR SELF-CARE is a 3 CE course.

The Seva Stress Release is a 15-point acupressure protocol. Part One of this workshop teaches how this acupressure protocol can be used for self-care. It addresses a wide range of needs, including general relaxation and well being or extreme shock and stress. This dynamic and interactive workshop allows the participant to fully experience the Seva Stress release through demonstration and hands-on practice. Workshop participants learn a unique touch method.

Students will observe and demonstrate the following:

- specific style of touch
- location of 15 bilateral acupoints
- how to use the Seva Stress Release for self-care

Needed item: massage table, sheets

Acupressure for Stress PART TWO: FOR OTHERS is a 3 CE course.

The Seva Stress Release is a 15-point acupressure protocol that can be used for self-care or for others. Part two of this workshop teaches how to deliver this protocol to others and refines touch skills introduced in Part One. This dynamic and interactive workshop allows the participant to fully experience the Seva Stress release through demonstration and hands-on practice.

Students will observe and demonstrate the following:

- specific style of touch
- how to perform the protocol on a partner seated in a chair
- how to perform the protocol with a partner lying supine on a flat surface

Needed item: massage table, sheets

-Stretching
-ROM- right now limited to
Passive ROM
-Body wraps and scrubs listed so
we can discuss benefits
-Instruction on Self Care
**Penalty class D misdemeanor for
unauthorized practice of massage

Mary Schweiger CSMT Committee
report
Burn Camp was a success
CSMT will be working with Aids Walk
in Milwaukee
November 9 Cystic Fibrosis Bank One
building Milwaukee

Casey Guilfoyle moves adjournment.
Kelsey Lyons seconds. M/S/A

8:15pm Meeting adjourns

Contact Us

AMTA WI-Chapter
232 E M D St
Cadott, WI 54727
715-404-5248
mindymurkley@gmail.com
<https://www.amtawi.org/>

Stepha Ksionda, LMT NCBTMB# 713437, Approved Course# 6620624

Intro to Trigger Point Release is a 4 CE course. This course will discuss the research that explains trigger points and how we as massage therapists can affect them. There is evidence based research and recommended methods for us to use as massage therapists that help enhance our career. This is half lecture and half hands-on. The hands-on portion is to assist the attendees on how to locate, palpate and address the trigger point.

Needed items: massage table, linens, oil. Wear loose fitting and comfortable clothing.

Postural Analysis is a 3 CE course. This course will go beyond SOAP note charting and bring new dimensions to the charting responsibilities of massage therapists. This will provide massage therapists with tools to better communicate and cross network with other healthcare professionals. It is helpful to record observations and assessments in a format with which other medical professionals are familiar to ensure the continuity of treatment the patient receives.

Needed items: massage table, linens, oil. Wear loose fitting and comfortable clothing.

AMTA-WISCONSIN CHAPTER STUDENT DAY
Tuesday, May 1, 2018 9:00 am - 2:30 pm
Laura Allen, Keynote Speaker "One Year to
Successful Massage Therapy Practice"

AMTA-WISCONSIN CHAPTER STATE CONVENTION 2018 REGISTRATION FORM

Name: _____

AMTA Member #: _____

Address: _____

Email: _____

Phone: _____

COURSE SELECTIONS AND SCHEDULE:

Please indicate **course selections** in the table below. Please note course times and duration.

Monday, April 30, 2018

COURSE TITLE	CE CREDITS	CLASS TIMES
Intro to Trigger Point Release	4 CE	8 am - Noon
Side-lying Massage	8 CE	8 am - 6 pm
Warm Bamboo Massage	7 CE	9 am - 5 pm
Acupressure for Stress Relief Part One: For Self-Care	3 CE	1 pm - 4 pm
Using Research to Market Your Massage Therapy Practice	3 CE	6 pm - 9 pm

Tuesday, Wednesday, Thursday May 1 - 3, 2018

Anatomy Trains: Structure and Function	21 CE	9 am - Noon 1:30 pm - 5:30 pm
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Tuesday, May 1, 2018

Ethics	3 CE	9 am - Noon
Therapeutic Techniques: Neck, Pectorals, Glutes	4 CE	8 am - Noon

Student Day Registration and Icebreakers	AMTA Wisconsin	9 am - 10:30am	
Student Day Keynote Speaker: Laura Allen	Presents	10:30 am - Noon	
CHAPTER MEETING LUNCH Noon - 1:30 pm			
Arthritis	3 CE	2:30 pm - 5:30 pm	
Student Day Career Fair		1:30 pm - 2:30 pm	
Exhibition Hall Reception		5:00 - 7:00 pm	

Wednesday, May 2, 2018

Using Research to Market Your Massage Therapy Practice	3 CE	9 am - Noon
Acupressure for Stress Relief Part Two: For Others	3 CE	1 pm - 4 pm
Postural Analysis: Upper Body	3 CE	6 pm - 9 pm
Self-Care	8 CE	8 am - 6 pm

Thursday, May 3, 2018

Using Research to Market Your Massage Therapy Practice	3 CE	9 am - Noon
Movement Therapies	5 CE	8 am - 2 pm

REGISTRATION FEES: FULL Registration fee includes classes, daily buffet lunch, Tuesday evening reception and Chapter Meeting buffet lunch. Please email any special dietary needs to Casey Guilfoyle, Education Chair, education.amtawi@gmail.com. The Early-Bird registration deadline is March 30, 2018. No exceptions.

INDIVIDUAL SESSION PRICE FOR EVERYONE	Up to 32 CE can be taken	Early-Bird Rate
3 CE \$55.00	Member	\$350.00
4 CE \$70.00	Potential Member	\$375.00
5 CE \$ 85.00	Student	\$225.00
7 CE \$115.00		
8 CE \$130.00		

PAYMENTS:

Check Payments: Please make checks payable to: **AMTA-WI Chapter** Check #_____ Total Amount Paid: \$_____

Credit Card Payments: Please make credit card payments on the Chapter website at: www.amtawi.org. Please mail registration form and payment by **3/30/2018** to:

AMTA-WI Chapter
% Nancy Rezmer
1500 N Casaloma Drive, Suite 412
Appleton, WI 54914

HOTEL RESERVATIONS

Crowne Plaza Airport Milwaukee 6401 South 13th Street, Milwaukee, WI 53221 (414)764-5300

Room Rates: \$105.00 Single/Double

Hotel room rates are subject to applicable state and local taxes and assessments which are currently 15.1%. Each individual guest must make their own reservations by calling (414) 764-5300 by **March 31, 2018**. Request AMTA WI Chapter Room Block. All reservations must be guaranteed with a major credit card. No exceptions.

REFUNDS/CANCELLATION POLICY: Full refund, minus \$30.00 administrative fee. No refunds will be given for cancellations less than 72 hours prior to the event.

QUESTIONS, COMMENTS, CONCERNS: Please contact Casey Guilfoyle, Education Chair (920)246-3474 education.amtawi@gmail.com

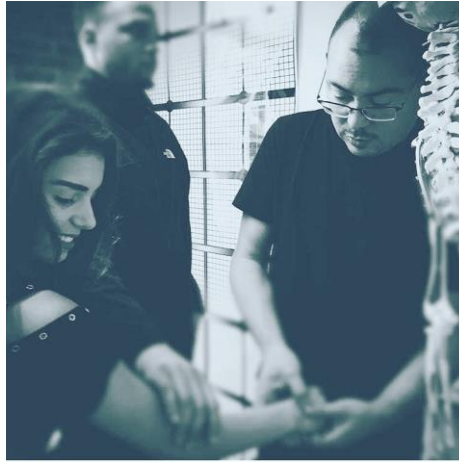
ADA ASSISTANCE available upon request.

"The Ethics of Beauty"

Explore the dynamics of ethical principles as they intercept with our concepts of beauty

By Jeffery Montoya

NCBTMB Approved



MEET MONTOYA SENSEI

sen-sei. noun. japanese for "teacher"

Jeffrey Montoya has a passion for wellbeing through bodywork. He is a Reiki Master Teacher, Board Certificated Massage Therapist and Aveda Massage Educator. He is an Elected Delegate of the American Massage Therapy Association - Wisconsin Chapter. He has studied over 30 different massage modalities and forms of bodywork. He holds a Bachelor's degree from St. Norbert College, a Master's degree from Cardinal Stritch University and a Diploma in Therapeutic Massage from Madison College. He is currently pursuing a Doctorate in Health Professions Education from Logan University.

