

Connecting Hands



The American Massage Therapy Association Wisconsin Chapter
Volume 18-13

Promoting Wellness Through Massage
Summer/Fall 2011



A big thank you to all who
entered the Scholarship
Contest

The winners for our August
2011 Educational Conference
are:

1st place winner is

Denise Mueller

2nd place is

Heather Fladhammer

Congratulations to both of
you! You can read the winning
essays on pages 8 & 15

We look forward to seeing
you in August.

Remember to keep looking
for more chances to
get free education form
Wisconsin AMTA

Online Conference Registration Save Time and Effort

Online conference registration became a reality in January 2011. We hope all of our members will find this service a value in regards to its convenience. Simply go to amtawi.org click on the events tab and select the class you wish to attend. We accept VISA & MasterCard. A confirmation letter will be mailed to you with information on what to bring for the class.

Hope to see you in August!

Join Us in Eau Claire

August 20 & 21, 2011 are the dates of our Fall Educational Conference and chapter meeting. Please join us for the education and information, stay for the fun. Saturday evening will include a dinner, karaoke, and member/volunteer recognition. We will be trying something new this year by breaking the chapter meeting into two parts to create a smoother flow with our education offerings. The committee reports and volunteer and member recognition will occur on Saturday evening, on Sunday morning during the breakfast the remainder of business will take place. It is our hope that shorter meetings will work to everyone's benefit.

Join us to vote on changes affecting your association and chapter.

What's Inside

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Relations Chair
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Outreach Success Story

Congratulations to member, Rebecca Crandell-Peterson/LMT, NCTM, who hosted a Massage-a-Thon Outreach Event to benefit her friend Pastor Russ Atter in Eau Claire, WI. Pastor Russ has been ill since 2001 with a rare auto-immune disorder and Rebecca performed chair massage on Friday, July 15th at her business. Rebecca's outreach efforts raised \$110 for Pastor Russ's medical bills and ministry expenses. This was the Outreach Committee's very first event and we're so happy to have members like Rebecca who truly lives our motto "Support Wellness Through Massage". Nice Job Rebecca - You've truly made a difference!

AMTA - WI Chapter Officers

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Kay S. Peterson, LMT

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Term ends 2012



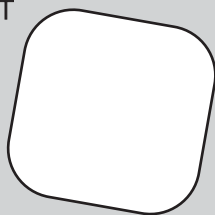
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The AMTA Purpose

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

Connecting Hands

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

Committee Chairs

2011 DELEGATES

Sam Licht, LMT
Stephanie Anderson, LMT
Robin Brauner, LMT
Alisha Mell, LMT
Amy McLoughlin, LMT

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Important Contact Information

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414-299-9201

Website: www.amtawi.org

AMTA National Office - NEW

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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

As I write this it is July 6th, 2011. The weather has been absolutely beautiful although we could use some rain, my garden is in full swing. The other day I was showing a young man around my garden and defined our style of gardening as "extreme gardening". My husband and I garden about 1/2 an acre. If I could do anything other than massage therapy it would be gardening. We have also been very busy planning our daughter's wedding coming up in just six days. So much to do!



I hope you all take an opportunity to check out our new website. We have features that are being under utilized; our events section has low cost advertising for continuing education courses. As low as \$30 for two months advertising, it could become an excellent source for course offerings for all therapists in Wisconsin. We also have a networking and classified section; you can post products, ride sharing, employment opportunities and much more in this section. Simply contact Casey Gulifoye or myself to add an item to this section.

Our Outreach and Sports Massage Teams are gearing up for some new events. Amy McLoughlin and Ronnie Artero-Frederick are eager to get these teams going and having as many therapists involved as wish to be.

Another part of our website that we are hoping our members will utilize is online registration for our AMTA-WI Chapter sponsored events. It is quick, easy and painless. We hope to see you all in beautiful Eau Claire in August. It is a nice drive from Milwaukee; I have done it several thousand times during my life as I grew up in Milwaukee. It is a long drive but it is gorgeous!

I would like to encourage any of you who are interested in being on the board of directors to contact Sam Licht or Alisha Mell to get your information in for the elections in March. It is a good time to start thinking about running. Offices to be filled will be President (must have served on the board in the past three years) 2nd Vice President (currently a vacant seat) and Secretary. We will also be electing two delegates to the 2012 convention in Raleigh, SC the two delegates will serve a two year term the 2013 convention will be held in Houston, Texas.

I hope you all are having a safe and fun summer. I look forward to seeing many of you soon in Eau Claire.

Sincerely,

Kay

Newsletter Committee Chair

Cynthia "Sam" Licht

Layout/Design

Mike Rude

Editorial Committee

Board of Directors

Deadlines

February 28 (April Issue)

June 30 (August Issue)

October 30 (December Issue)

Submissions will be accepted by email to:

Cynthia "Sam" Licht - brthmrk@yahoo.com

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

Cynthia Licht

2017 Mississippi St.

La Crosse, WI 54601

Advertising

Kay Peterson, amtawikay@essentialmassagetherapy.com

Advertisement should be sent in PDF format by email

Advertising Rates

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

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

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

Professional Networking- FREE to all AMTA members and Chapters.

Online advertising also available

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Visit: www.BlueSkyMassage.com

Email: info@blueskyedu.org

www.blueskymassage.com/disclosure

*Touch the Lives of Others...
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Grafton

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

*Grafton Open House: 6pm
6/8, 7/13, 8/10, 9/7, 11/9, 12/7*

De Pere

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

*De Pere Open House: 6pm
6/9, 7/14, 8/11, 9/1, 11/10, 12/8*

Madison

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

*Madison Open House: 9:30am
6/11, 7/16, 8/13, 9/10, 11/12, 12/10*

Upcoming Continuing Education Seminars (NCBTMB Approved)

Ancient Chinese Beauty & Rejuvenation Secrets.....	8/5
Women's Hormone	8/18
NMT Spine & Thorax	8/19
NMT Upper	8/26
Dr. Mom	8/30
Introduction to Aromatherapy and Explore 9 Everyday Essential Oils	9/13
Business Mastery	9/23
Intro to Small Animal Massage	9/30
Form and Function	10/1
Lomi Lomi I & II.....	10/7
Lomi Lomi III	10/10
NMT Lower	10/14
Herbs for Relaxation and Stress Relief.....	10/21
Aromatherapy	10/21
Small Animal Anatomy	10/28
NMT Head & Neck	11/4
Intro to Vibrational Modalities for Animals	11/5
Very Basic Massage	10/8 & 10/22
Evaluation & Ethics of Small Animal Massage.....	11/18
Intro to Energy Medicine through Polarity Therapy	11/11
Aromatherapy for your Client's Well Being: 3-part Series in One Day!.....	11/19
Reiki, Energy and Body	12/2
Reflexology.....	12/10

Please visit **www.BlueSkyMassage.com**
for a complete list of seminars and locations.
Many of our seminars are offered at multiple
locations on varying dates throughout
the upcoming months.

Find us!



Ethical Dimensions

By Kathy Ginn L.M.T., NCTMB

Summer is all around us! The presence of warm weather, sunshine and for many of us; attending to our gardens are common threads that connect us in some way. There is lushness everywhere, a richness and depth. The rhythm of the seasons outside in nature is active within our own heart and continues to be active within the client – practitioner relationship.



In my previous newsletters, I often use the backdrop of seasonal rhythms against the therapeutic relationship as a way to illustrate the complex dynamics we all face in our professional role as massage therapists and bodyworkers.

When it is summer in the world of nature, there is much light, growth and balance. There is blossoming everywhere. Summertime in your soul can be a time of growth, blossoming and balance. How do we manifest these same qualities with our clients? How do we bring light, invite growth and maintain balance with our clients? The answers to the above questions are multi-faceted. Within this particular sharing of thoughts and ideas I offer you the following question to consider and reflect upon.

What is the difference between giving care and taking care?

Giving care can feel like an offering, something sacred. Taking care can feel like a burden, perhaps a quality of heaviness, control and efforting. Giving care can empower the client; taking care often has the opposite effect. Often our clients are suffering ~ this suffering comes in many different forms. Our personal relationship with suffering may have something to do with how we approach this dance of giving care and taking care. It is important to recognize we live in an imperfect world, that suffering is part of that imperfection. The impulse to do everything we can to alleviate our clients suffering and pain is the automatic response of our natural compassion. However, this too can get in the way of finding meaning in the struggle - finding the light even in the dark. I invite you to pause for a moment in quiet and stillness. What are your beliefs regarding suffering, around giving care and taking care? What happens in your body as you explore these questions? Can you feel the difference between giving care to your clients as opposed to taking care of your clients?

Sometimes the techniques we use can create change, sometimes they cannot. There is no question that the techniques we use are important. They are cornerstones, and yet they have limitations. When we take care of someone, we want our method our technique to be just right, we want it to produce effective results. On the other hand, when we give care perhaps we are offering something that is less result oriented, less efforting. Giving care is something deeper, something that touches the heart, connects two souls ~ something that offers light and invites growth. Perhaps giving care is simply an offering from the deepest part of our -selves to another. Can we gently move away from helping our clients too much, feeling overly concerned about the results or their situation? Can we allow room for our clients to grow and blossom? Can we enter into the depths of humanity that is deeper than the suffering and pain itself?

Allow the season of summer to be a time of attending to the light, the growth, the potential. As autumn approaches, we look forward to reaping the harvest of our labor. Autumn is a season of harvesting, nourishment and letting go. We welcome the gifts each season brings.

The most precious gift we can offer others is our presence. When mindfulness embraces those we love, they will bloom like flowers.

~Thich Nhat Hanh

If all else fails ~ love them with your touch!

~ Kathy Ginn

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

Kathy is currently in private practice in Madison, WI. She has been active in the field of massage therapy since 1991. She teaches ethics and business courses both locally and nationally and is on staff with TIBIA Massage School and East~West Healing Arts Institute in Madison, WI. Kathy served with the NCBTMB Ethics committee for 8 years, and currently serves with AMTA teacher development committee. Kathy completed advanced training in Hakomi; a body-centered approach to healing. She also belongs to the Right Use of Power teachers guild ~ facilitated by Cedar Barstow. Kathy is an NCBTMB approved provider. Kathy also offers mentoring to those who seek her service. You may visit her website @ <http://www.ethicaldimensions.com> or e-mail her at Kathy@ethicaldimensions.com

Lakeside School of Massage Closing End of an Era

"As one door closes, another one opens", for the CEO, faculty and key staff of Lakeside School of Massage, who will be joining Herzing University – Brookfield in June as Herzing launches its new Therapeutic Massage program in July, while Lakeside transitions toward closing its doors in September. Lakeside will continue to serve current students and alumni at its facilities until the September closure."

The closing of Lakeside, a cornerstone of the massage profession in Wisconsin since 1986 has come as a shock to many in our profession. Its closure is a sign of the current economic situation across our state, which has resulted in decreased enrollment at many massage schools. Advertising costs allow larger schools with multiple campuses an advantage as they can afford to launch advertising campaigns to attract students to their many course offerings. Smaller massage private schools have difficulty attracting students as they rely primarily on word of mouth to attract new students. In a competitive marketplace this puts the smaller private schools at a disadvantage.

tage.

In a conversation with Carole Ostendorf, CEO and Director of Lakeside I learned that the reasons for the merger were diverse. As mentioned above the ability to attract a wider range of potential students is an advantage to the merger, the curriculum at the school will remain virtually the same with the addition of a wider range of instructors and course offerings for those seeking training in related fields. Herzing was attracted to the Lakeside program because of its reputation as an outstanding Massage Therapy training program. Herzing has a reputation of preserving the integrity of programs it acquires; staff retention is high and of high quality.

The new location will include a spa-like clinic area and state of the art classrooms. The staff at Lakeside is excited about the possibilities.

WANTED

Design/Layout person for the Chapter Newsletter.
If interested contact:
Cynthia "Sam" Licht
brthmrk@yahoo.com or
Kay Peterson
amtawikay@essentialmassagetherapy.com

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A New Age of Care- Massage in Eldercare and Hospice

Ann Catlin, OTR, LMT

Did you know that In 2009 AMTA passed this evidenced-based position statement?

"It is the position of the American Massage Therapy Association (AMTA) that massage therapy can improve the quality of life for those in hospice and palliative care? And did you know..."

When the baby boomers start turning 65 in 2011, 10,000 people will turn 65 every day?

The fastest growing segment of our population is 85 years and older?

Among people turning 65 today, 69 percent will need some form of long-term care, whether in the community or in a residential care facility?

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

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

Eldercare and hospice organizations are finding that offering massage services:

Is in step with consumers' increased use of massage therapy. According to

a consumer survey by the AMTA, the use of massage among those 65 and older has tripled since 1997.

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

Massage enhances resident (or patient), family and staff satisfaction. This is a win-win-win situation. The resident or patient wins by directly reaping the benefits of massage. Family members enjoy the positive response of their loved one. Staff members win in two ways: indirectly, when the elders they care for have fewer complaints of discomfort and are more content, and directly if they, too, receive an occasional massage!

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

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

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

249 people responded and here is what we learned:

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

34% are employees of the organization

51% work as independent contractors

35% volunteer their services

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

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

Cindy, an LMT, is employed full-time at a retirement community. Cindy is considered a part of the rehabilitation/ wellness department. She has a massage room where she sees clients consisting of independent older adults and facility staff, as well as "regular" massage clients from town. Elders who are admitted to the facility for rehabilitation following an injury or illness receive massage therapy during recovery. She also sees elders in the skilled nursing facility. Clients pay the retirement community for massage which creates a revenue source for the organization. Cindy receives a salary of \$45,000 plus benefits.

Doors are opening to those settings —nursing homes and hospices—where people with the greatest need for com-

continued on page 8

passionate touch and massage are found. Working with individuals in this special population gives you the opportunity to serve others in a way that is profound and it can be the most uplifting and deeply rewarding work you will ever do.

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

Practicing Without a License

by Kay S. Peterson WLMT

We are all aware that some people who are practicing massage therapy and/or bodywork therapy have not yet become Wisconsin Licensed Massage Therapists or Bodywork Therapists. Many of these people are doing so under the false belief that they have until December 31 of this year to comply. The fact is that the law went into effect on December 1 of last year and anyone practicing without a state license after then is doing so illegally. The December 31, 2011 date is when the grandfathering provisions end. Grandfathering refers to eased requirements for getting a license. As the driving force behind achieving licensure for our profession, the AMTA-WI Chapter and its member base need to inform others who are not compliant with our law of their responsibilities. Your Government Relations team will be sending a letter soon to all of you to assist in spreading the word. Stay tuned....

Winning Scholarship Essay

by Denise Y. Mueller, LMT

As a massage therapist, choices of continuing education can impact your life and career in ways never imagined.

For me, choosing to take a prenatal massage class changed not only my work, but also my life. In the class, I appreciated that pregnancy and birth are like an athletic event that greatly benefit from specific massage techniques and exercises. I also learned how to emotionally support women through the changes that come in this special time of life.

I used these new skills in working with both pregnant women and marathon runners. Both were athletes in training with a major goal ahead. With the marathon runners, I followed several to the achievement of their goal and provided massage at the finish line. With the pregnant women, while I enjoyed meeting the babies, I felt like I was missing the "grand finale."

I decided to add to my training and become a certified birth doula. The additional workshops and the passion of the teachers re-invigorated my massage practice and honed my skills. I took these to the birth room. For me, there is no greater "grand finale" than witnessing the birth of a family.

It still amazes me how much the right touch can affect a laboring woman. I appreciated that even more so early this year when I was on the receiving end during the birth of my daughter. My choices of continuing education have led me to gratifying experiences not only in my career but also in my life.

Gaia's Touch Stone Massage Workshops

Gaia's Touch Stone Massage offers Heated Stone Massage workshops.

Workshops are scheduled in 2011/2012 for:

September 17th & 18th, 2011 - Madison, WI

October 15th & 16th, 2011- Grafton, WI • April 14th & 15th, 2012- Milwaukee, WI

For more information and our complete schedule check out us out at

www.gaiastouch.com



AMTA - Wisconsin Chapter Annual Fall Educational Conference August 20 & 21, 2011 Ramada Inn Convention Center Eau Claire, WI 54703 1-715-835-6121

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

Saturday August 20:

7:00-8:00 Registration for classes and continental breakfast
7:00-8:30 "Coffee Talk" with Kathy Ginn
9:00-12:00 Class time ~ break for lunch on your own~
1:00-5:00 Class time
6:30pm-?? Recognition Dinner with cash bar

- Flower Essences with Bonnie Jackson Erdman (1 day 7 CE Hours)
- Posturology with Hannah Franke (2 days 14 CE Hours)

Sunday August 21:

7:00-8:00 Hot breakfast buffet
8:00-9:30 Chapter Meeting
10:00-1:00 Class time ~ break for lunch on your own~
2:00-6:00 Class time

- Therapeutic Grade Essential Oils with Bonnie Jackson Erdman (1 day 7 CE Hours)
- Posturology with Hannah Franke (2 days 14 CE Hours)

Here's to you!!

*Dress up and join us for an exciting evening honoring all
AMTA WI Chapter members:*

- DOOR PRIZES!! • DJ/Karaoke!!!
- Italian Buffet!!! • Cash Bar!!!
- Also featuring Chapter Awards and Committee Reports



Bonnie Jackson Erdman owns Turtle Rock Classes and Treatments, in Tomah, Wisconsin, where she sees clients for stress relief, pain management, and overall well being. She also teaches personal enrichment and healing technique classes. Bonnie is approved by the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) as a Continuing Education Approved Provider. Prior to her current work, Bonnie was in corporate marketing and sales management and continues to provide marketing and sales support services on a freelance basis.

FLOWER ESSENCES (7 CE HOURS):

Expand your services inexpensively with Flower Essences! Learn: How Flower Essences support health and well being; What makes Flower Essences 100% safe

for all people and pets; how to select Flower Essences; and ways to use Flower Essences in client sessions and for yourself and your family. Includes a Flower Essence for you to take with to use right away! (Nationally advertised at \$200 per class)

THERAPEUTIC GRADE ESSENTIAL OILS (AROMATHERAPY) (7 CE HOURS):

Build your confidence and knowledge in using Therapeutic Grade Essential Oils for improved health. Learn: What to look for in Therapeutic Grade Essential Oils; Which "go to" Essential Oils are safe for most people and relieve a variety of symptoms; and Methods for using Essential Oils in healing treatments, including how to perform an essential oils application called Raindrop Technique.

Please bring table, linens, 4 hand towels, 1 bath towel, you will need these items when you receive the Raindrop Technique (a service typically offered at \$75 per treatment). (Nationally advertised at \$225 per class)

Hanna Franke was born in Austria and started a new career in this country following immigration. She graduated from the Chicago School of Massage Therapy in 1983 and started her own practice in Sports Massage at a Sports Club in Chicago. On her quest for improving her skills in injury rehabilitation, Hanna discovered Paul St. John's Pain Management Seminars. She became a Certified Neuromuscular Therapist in 1987 and has been studying with Paul St. John ever since. In 1988 she founded the Center for Neuromuscular Therapy in Chicago, but moved to Madison in 1992, where she



opened the Neuromuscular Pain Clinic as a clinic of choice for alternative pain management. Having established a large clientele and an active network with physicians and other health care professionals, she now employs three other therapists. In her very active practice Hanna is well known as Pain Relief Specialist and treats people from all over the country.

Hanna joined Paul St. John's Teaching Staff in 1993, became a Certified Instructor in 2000 and since then taught all St. John Seminars nationwide. She is now one of only five Staff Instructors for Neurosomatic Educators, teaching Paul St. John's newest discoveries in the science of Posturology (www.posturology.com). Thanks to Paul St. John's ongoing research and development of highly effective treatment options, Hanna acquired very special skills and a vast knowledge which she would like to share with all Massage Therapists. Her intention

is to clearly convey the science behind Integrative Neurosomatic Therapy (INT) and help elevate the massage profession to a whole new level.

POSTUROLOGY 101 (14 CE HOURS):

In this Seminar, Hanna Franke, Neuromuscular Therapist and Pain Relief Specialist, will introduce you to the science of Posturology ("the science of human balance in every physiological condition"). She will share her most recent findings in soft tissue pain conditions caused by postural imbalances, based on Paul St. John's extensive research in the field of pain relief therapy. You will learn to identify various distortion patterns and their causes. Learn assessment skills that will allow you to measure and chart posture accurately and how to apply your findings in your treatment plan. Identify the real causes of pain!

This class is a hands-on interactive event filled with practical applications of real life postural patterns. It will open your eyes to seeing your clients in a new dimension.

Posturology 101 is the primary component in Integrative Neurosomatic Therapy, a Certification Program with four more courses. Bring Massage Table and clothing for assessment (shorts, or bathing suit.) (Nationally advertised at \$325 per class)

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

Please print clearly.

First Name _____ Last Name _____

Address _____ City _____

State _____ Zip _____ Home Phone _____

Work Phone _____ Email Address _____

AMTA member # _____ * *must provide number to receive member discount**

Circle which class/classes you are taking:

	Before July 31st:	After July 31st:
<i>Saturday, Sunday</i>		
Posturology* Member/Student:	\$150.00	\$170.00
Posturology* Non- Member/other:	\$200.00	\$220.00

*Please bring tables, linens, shorts or bathing suit

<i>Saturday</i>		
Flower Essences* Member/Student:	\$75.00	\$95.00
Flower Essences! *Non- Member/other:	\$125.00	\$145.00

<i>Sunday</i>		
Therapeutic Grade* Member/Student:	\$80.00	\$100.00
Essential Oils		
Therapeutic Grade* Non- Member/other:	\$130.00	\$150.00
Essential Oils		

*Please bring tables, linens, 4 hand towels, 1 bath towel

Method of payment: Check / VISA / MC

Amount Paid _____ Check # _____ Make Checks Payable to AMTA WI

Credit Card # _____ Exp. Date _____ CV Code _____

Check here if you are only having breakfast/dinner and are not participating in classes:

Saturday Dinner _____ Sunday Breakfast _____
 AMTA member dinner/breakfast \$15 Prospective member/ guest dinner/breakfast \$25

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

A fee of \$20 will be assessed to cancellations made prior to 7 days of the event.
 Cancellations within 7 days of the event will be assessed a \$50 cancellation fee. No shows receive no refund.

Any additional questions regarding conference contact Erin Collier 715-271-6948

Precautions for the Vertebral Artery

by Judith DeLany, LMT

On the whole, massage therapy is considered a 'safe' application. However, there are incidences (medical errors) that can occur in the massage practice that can have devastating outcomes. Overlooking or ignoring symptoms that might be associated with visceral pathology delays appropriate treatment. Inadequate sanitizing steps may spread conditions from one patient to another. Working improperly within vulnerable sites may result in damage to neurovascular, lymphatic or visceral structures.

This article addresses an often overlooked, vulnerable region called the suboccipital triangle. That area is casually treated, often with deeply applied friction, by many practitioners who are unaware of the relative danger lurking within the triangle. A word of caution and a few changes in application may avoid trauma to this artery and the serious or deadly outcome that may result.

Three of the four suboccipital muscles (all except rectus capitus posterior minor) form the suboccipital triangle. The vertebral artery, which courses through the transverse processes of C1-C6, lies relatively exposed and vul-

nerable to injury. (Fig. 1, Fig. 2) When pressure or friction is applied to this region, friction on the artery should be avoided, especially when the tissues are placed on stretch. Knowing the location of the suboccipital triangle and the optimum angle to orient the treating digits helps protect against injury. Direct contact with the artery should be avoided in all manner when working in the upper cervical region. Moderate head rotation, particularly with extension, should also be avoided, as this position can stretch the artery while also placing osseous pressure on it.

In the last decade considerable concern has surfaced regarding safe application of manual techniques for the upper cervical unit. Points in the following discussion have been borrowed from a Powerpoint™ presentation titled Cervical Spine Adjusting and the Vertebral Artery produced by the Association of Chiropractic Colleges and posted to www.chirocolleges.org (look for CVA project powerpoint, last viewed online 6/28/11). It is with appreciation to those who prepared that material that the author of this article takes the liberty to include some of these as points of concern for all manual practitioners.

Approximately 10% of patients have some form of vertebral artery anomaly and compression of the artery is seen in 5% of patients in neutral position and the same in rotation. Of considerable concern is the development of a serious vertebral artery dissection (VAD). This can arise from minor or major traumas and, particularly in the vulnerable patient with pre-existing concerns, from trivial actions, such as painting, nose blowing, receiving a shampoo, vomiting, sneezing, and the application of certain manual therapy techniques.

Dissections arise from intimal tears, which produces an alteration of normal blood flow through the artery, the creation of a thrombogenic environment, the formation of a thrombus and the potential generation of emboli. The incidence of VAD is of such significance that the provocative tests for vertebral artery competency (such as George's test or DeKlyne's test) are no longer considered to be safe nor effective screening.

In 2004, US chiropractic schools collectively agreed to abandon the teaching of and use of provocation tests for vertebral artery insufficiency. To this author's knowledge there are no reliable, safe manual tests to rule out a VAD in progress. So what is a practitioner to do? - Stop! Ask questions, listen, act and think.

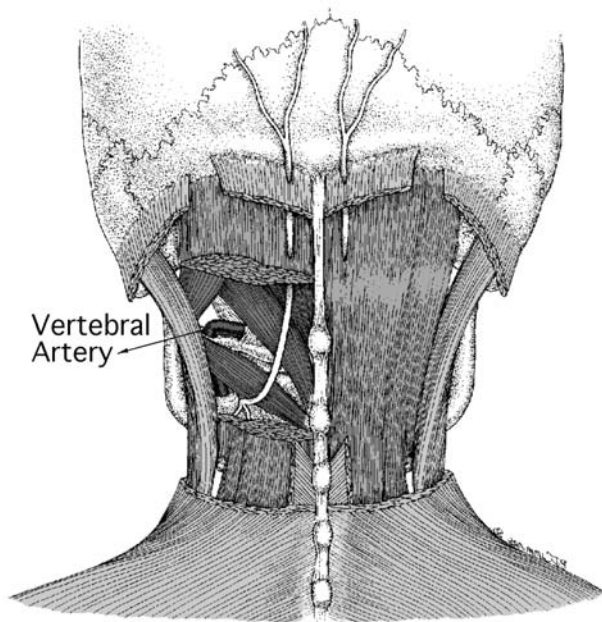


Figure 1 - The vertebral artery courses through the suboccipital triangle. From Mediclip Manual Medicine.

Massage Envy Partners with the Arthritis Foundation!

Massage Envy is proud to announce a new partnership with the Arthritis Foundation! This relationship is focused on helping raise funds for and awareness of the organization. In addition to serving as a national sponsor of the Arthritis Walk, centers across the country will be joining together for a one-day fundraising event on World Arthritis Day: 10/12/2011.

Research supports the use of massage to help improve joint movement, relax tense muscles, and stimulate the flow of blood and nutrients to the skin and underlying tissues. What's more, this relaxation helps break the cycle of pain and stress that often accompanies arthritis.



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Appleton - November 2011

Middleton - January 2012

Benefits such as flexible scheduling, health, dental and vision insurance, and 401(k) are often available. Each of the Wisconsin locations are individually owned and operated; therefore, specific benefits will vary by location.

**Visit MassageEnvyCareers.com for
information or to apply**

Proposed AMTA-WI Chapter Standing Rules

The following Standing rules will be brought before the membership for approval vote at the Chapter Meeting on Sunday August 21, 2011 in Eau Claire, WI. The changes would allow the addition of two Member-at-Large positions to the chapter Board of Directors.

These proposed Standing Rules cannot be amended or changed at the meeting. They will become official after the chapter members approves the minutes of the meeting in which they are approved and then filed with the AMTA national's Standing Rules Committee. If they are not approved, our current Standing Rules will remain unchanged.

SECTION 1 CHAPTER NAME

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

SECTION 2 CHAPTER FEE

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

SECTION 3 CHAPTER OFFICERS

- A. Qualifications for elected office shall be as follows:

- 1. A candidate for the office of Chapter President shall have held an elected position, within the AMTA Wisconsin Chapter, within the preceding four (4) years.

- B. Duties

- 1. Chapter officers are required to attend a minimum of four (4) Board Meetings annually, which include "conference call" board meetings and a minimum of two (2) Chapter Meetings, except for good cause shown.
 - 2. At both Chapter Meetings each officer will present a written report(s) given orally of a summary of committee activities.
 - 3. Each officer is required to contribute two (2) written submissions annually for publication in the Chapter's newsletter.
 - 4. Each Vice President is required to Chair or Co-Chair one committee.
 - 5. Each Member-At-Large is required to be a member of a committee.
- C. Benefits- All Chapter Officers' registration fee for educational functions hosted by the Wisconsin Chapter will be waived if the requirements are met by the officers while in term. Non-compliance of required duties, as defined by Section 3B would result in benefits being revoked.

SECTION 4 CHAPTER BOARD OF DIRECTORS

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

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

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

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

2nd Place Essay

*by Heather O'Flaherty, WI/IL LMT,
NBCMTB*

*How has your work changed
with continuing education?*

I will start this essay off with a question: How can continuing education not change your work? With so many modalities and instructors, it seems a bit overwhelming to even choose one! This year alone, I am having a very hard time choosing from three that I would really like to take. I am fortunate that I am able to take at least one class each year to improve my skills. I have come a long way since I graduated from massage school.

In massage school, I was taught the basic therapeutic massage routine. This gave me my start with being able to help clients to relieve tension. We were also able to take our electives which started to expand on the base techniques that I was taught. This was just the starting point for me but I had nowhere near the skills or techniques that I do almost ten years later.

Now, ten years post graduation, I am proud of the varied techniques that I know. I am able to not only help my clients and patients feeling better, I can have a more varied work day. I can start my day with a pregnancy massage, hot stone massage and a reflexology before lunch. After lunch, I could come back and do a therapeutic, deep tissue and an ahshiatsu. I have a great time with all of the different modalities that I am able to do. Continuing education has even allowed me to vary the therapeutic greatly from one client to the next.

I am planning to continue growing in my education as much as I can. I will continue to take advantage of all of the great learning opportunities that the AMTA has to offer. It is so great that we have so many different avenues of massage therapy to choose from.

It boggles my mind when I hear a fellow massage therapist say that there isn't a continuing education class that they want to take. I want to take them all. With every new skill I learn in these classes, I not only help improve my treatments for my clients and patients but I also increase my love of this profession even more because of the wide variety of modalities I get to use everyday!

Congratulations to our fellow members who have reached these milestones.

25 years

Pamela L. Patla
Susan K. Koebel
Anne G. Grassell-Krause
Mary Christine Hawkins-Podboy

20 years

Kelly Begler
Barbara Mitchell
Andrea R. Saeger
Julie A. Szivecz
Margot Mary Brand
Doreen M. Wirsbinske
Jacqueline Dombrowski
Mary Gerae Emmons
Lizabeth Ann Austermill
Sr. Josephine Braun, CSA

*Please see the website for the
5, 10, and 15 year members*

Are you getting the most out of your AMTA Membership?

by Lynn Marie Kutz, LMT

It seems that many members of the AMTA-WI Chapter view membership as solely for the liability insurance (which is really good insurance, by the way). Some of us take advantage of the continuing education opportunities, including the awesome pricing on top-notch education offered by the chapter. But many of the benefits are never claimed.

Did you know only 644 of our chapter's professional members are listed on the AMTA's Find a Massage Therapist®? Every year I have received calls from prospective clients who found me there. Are you listed?

I would challenge each of you to take advantage of at least one benefit beyond insurance. Read the Connecting Hands newsletter and visit www.amtawi.org to stay informed of benefits and opportunities at the state level, and to learn more about benefits at the national level go to www.amtamassage.org then click on the "membership" link at the top of the page to view the top benefits, for a more extensive list then click on any of the text links that say "All Benefits"

Welcome The New Government Relations Chair



My name is Douglas Radtke and I am very proud to volunteer and work with the AMTA as the Government Relations Committee Chair. I have had the chance to discuss issues at the State Capitol in Madison on several occasions. Representing the

Gateway Technical College District as Student Government President I ran a successful campaign to become the President now known as Wisconsin Technical College System. Our major accomplishment was to create the value of education in terms of transferring credits to the UW System. To this day, more credits are transferable making the transition easier for those students that wish to change their career direction.

The road to becoming a Licensed Massage Therapist via Lakeside School of Massage Therapy has been one of my biggest and most rewarding accomplishments of my life. In June 2011, I will graduate in Lakesides ADMT Program. As a graduate of Lakeside, I learned more about what it means to want to help people. Giving chair massages in the Capitol Rotunda and a student speaking in support of our Massage Bill AB588, brought back many memories as a Student Government President.

I look forward to doing the best job I can in being the Government Relations Committee Chair and meeting many new and exciting people that can advance the profession of Massage Therapy.

Build Your Practice Through Outreach!

Do you know of a cool event happening in your community? Perhaps a Firemen's Dance, Golf Benefit or Race for the Cure. Maybe, like AMTA member Rebecca Peterson, you'd like to use your skills to benefit another in need and create an event!...

Now AMTA members have the ability to identify or create a great event right in your community, promote goodwill and visibility for your business through outreach, and have creating the event as easy as 1,2,3...thanks to your AMTA membership.

How it works:

Identify a local event you'd like to participate in then

Contact Outreach Chair, Amy McLoughlin to submit an Event Fact Sheet and request your Build Your Practice Through Outreach Kit.

Kit Includes:

- 1 Event Banner
- 10 Customizable Event Flyers – To be distributed before event
- 200 Thank You/Referral Cards – Business sized cards to stamp with your contact info
- 10 Sign in/ Release Sheets
- 10 Name Tags
- 1 Donation Certificate
- 1 Press Release

Have a great event!

We recommend you charge \$1/minute for each massage and donate at least 50% of proceeds to event on behalf of yourself and the AMTA WI Chapter. We even provide everything you need to send the kit right back to us!

Contact Amy McLoughlin at artofmassageandwellness@yahoo.com to start building your practice through Outreach today!

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New Offerings

Business Mentoring Program
Garden Chat – Fireside Chat



Figure 2 - Cadaver photo showing course of vertebral artery (highlighted in green). From Primal Pictures.

Be cautious if the person presents with the following:

Five "Ds"	"And"	Three "N's"
Dizziness	Ataxia	Nausea
Drop attacks		Numbness
Diplopia		Nystagmus
Dysarthria		
Dysphagia		

If the patient shows any of the above symptoms, pay attention, particularly following a cervical injury. Other symptoms of concern are slurred speech, giddiness, a change in voice pattern, lack of context in speech and inappropriate reactions to situations. While it is possible to display these conditions without having a VAD, it is also important to search for them as clues to one in progress, particularly following a trauma. One phrase that should be the strongest flag and should not be ignored is "I have the worst pain in my head (or neck), unlike anything that I have ever experienced before."

It is best to be conservative and rule out a vertebral artery involvement than to ignore these symptoms, since the consequences could be devastating. For more information on this and other conditions that affect your clinical reasoning skills, attend Judith DeLany's curriculum - NMT for Cervical and Cranium - in Eau Claire with Paula Bergs, Instructor. Visit www.nmtcenter.com for more information.

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Early tuition: \$495 Reviewer: \$295

After 8/26, mention this ad to save \$50 late registration fee.

Paula Bergs, CNMT Instructor

Instructor details at www.nmtcenter.com/bio

Register online - www.NMTcenter.com

More info? Call NMT Center - (727) 821-7167

See Vertebral Artery article in this issue.

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Hello fellow MT's! For more information on member benefits and resources to support you in your practice go to the AMTA-WI website at www.amtawi.org and the AMTA National website at www.amtamassage.org. Currently we have 1,781 members with 1,600 as active professional members, 133 students, 1 supporting member, 3 professional retired, and 44 inactive professional members.

Please welcome the following New Members who have joined the AMTA-WI Chapter since our last newsletter.

Jocelyn	Rachel	Bartels	Lancaster
Suzette		Beau	Green Bay
Michelle	M.	Bellack	Oconomowoc
Laura	Jean	Berndt	Eau Claire
Gretchen		Brown	West Allis
Ingrid		Clemen	Lake Geneva
Jeannie	Marie	Coates	Galena
Cynthia	S	Collins	Brookfield
Amy	Elizabeth	Courville	Muskego
Rebecca		Crandell	Eau Claire
Kerry	Susanne	Dallmann	Oshkosh
Heather		Daidsaver	Menasha
Ashley	Elizabeth	DeGrave	Big Bend
Miriam	Hope	Devault	Salem
Gregory	J	Dickert	Suring
Kristian		DiPersio	Fitchburg
Kelly		Doering	Memphis
Jessica		Dudzick	West Allis
Shannon	L	Ellis	Milwaukee
Angela	Marie	Emanuele	Hartland
Janell		Erdmann	Milwaukee
Michele	Ann	Eschen	Howards Grove
Alexandra	E	Essenburg	Madison
Amanda	Joy	Everson	Stoughton
Tammy	Lynn	Fischer	Eagle
Stephanie	F	Foor	West Allis
Tasha		Gelander	Willard
Michael	John	Gilligan	Green Bay
Anthony	Jacob	Gradecki	Milwaukee
Elizabeth	L	Hanson	Madison
Stacey		Henning	Milwaukee
Carrie	Ann	Hietpas	Kaukauna
Christine		Hilbert	Madison
Andrea		Hill	Waukesha
Amber		Hintz	Racine
Cassandra	Kay	Hirsch	Milwaukee
Sara		Hoffmann	Kiel
Jessica		Honeysett	Madison
Marie	A.	Houston	Neenah
John	Henry	Hurschick, Jr.	Middleton
Christine	Marie	Jacobsen	Oak Creek
Sandra		Johnston	Oshkosh
Keith		Kaiser	Brookfield
Cassie	Lee	Kane	Burlington
Jenni	Lyn	Kieckhafer	Campbellsport
Kimberly		Kilbride	Pepin
Jennifer		Krch	Madison

Elizabeth		Lacy	West Allis
Jada	M	Larmay	Green Bay
Nichole	Rae	Leonhardt	Appleton
Kristin	L	Maas	West Bend
Daniel		McHugh	Princeton
Barbara		Miachnik	Dousman
Mary	Elaine	Miller	Lake Mills
Amy		Muth	Janesville
Evan		Napper	Wausau
Vicky	M	Nicholson	Waukesha
Susan		Noffke	Neenah
Lauralyn		Noll	Milwaukee
Veronica	Montalvo	Owen	West Allis
Lynette		Owens	Marshall
Abbey		Palmer	Milwaukee
Amy		Pendzich	Cudahy
Jessica		Perez-Camareno	Milwaukee
Leslie		Petasek	Green Bay
Sandra		Plautz	Muskego
Caroline		Pollock-Cho	Fontana
Cheryl	Shenay	Ranson	Milwaukee
Mark	Edward	Richardson	Middleton
Thomas	Tracey	Riddle	Wauwatosa
Kelly	A	Rideout	Eau Claire
Donica		Rivera	Brookfield
Patricia		Sampe	Two Rivers
Bonnie		Schoenherr	Columbus
Jamie	Leigh	Schuler	West Allis
Leah		Schuster	West Allis
Elise	Rachelle	Scott	Racine
Caleb	Joel	Sechler	Green Bay
Jurij		Semjonovs	Madison
Teresa		Shaft	Green Bay
Heather	Lee	Siegenthaler	Monroe
Laura		Steinmann	Milwaukee
Cherie		Stewart	Greenfield
Noel	Marie	Sullivan	La Crosse
Mickaela		Summers	Chilton
Donita	Kay	Tess	East Troy
Jacob		Thomas	Oconomowoc
Theresa		Thorgerson	Chippewa Falls
Petronella		Trudeau	Oconomowoc
Ashley	Ann	Urban	Bonduel
Celeste		Van Veghel	Racine
Janice	Ruth	Verhulst	Fort Atkinson
Melissa		Wasieleski	Houlton
Kristy		Whitlow	Milwaukee
Barbara	Jean	Winfield	Milwaukee
Paulette	Michelle	Wisnom	Madison
Barb		Yetter	Manitowoc
Kelly		Zorn	Green Bay
Tammy		Zuehlke	Strum

Calendar

2011

August 19

BOD Meeting
board day

August 20 & 21

Fall Education Conference
Eau Claire

August 21, 2011

Chapter Meeting in Eau Claire

October 9

BOD Meeting
11 am Portage Comfort Suites
Budget Meeting REQUIRED

October 19-22

National Convention
Portland, OR

December 5

BOD Meeting
7pm gotomeeting

2012

March 31 - April 2

Chapter Meeting and Educational
Conference in Oconomowoc

August 24 - 26

Chapter Meeting and Educational
Conference to be determined

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



Register Online!

Upcoming class schedules, class descriptions,
instructor information and registration details available at:

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Spring, 2012

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

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the Art of Thai Herbal
Compresses**

September 22, 2011

Complete details on all
classes on the website.