

Spring 2014

AMTA Wisconsin Chapter

www.amtawi.org



Connecting Hands

Promoting Wellness Through Massage

Going Green!
All AMTA-WI
members will get our
newsletter emailed to
them!

See pages 3 & 4 for details and
options for delivery.

Did you know that...
50 Million people in the
US suffer from
Migraines each year?
Learn how to help your
clients who suffer on
August 2, 2014
in Eau Claire, WI.

FREE
Teacher In-Service:
Improve Your Lessons with Case
Studies on August 1, 2014 in
Eau Claire, WI.

When was the last time
you learned about
Special Populations,
Pathologies, and
Pharmacology?
Update your
information on
August 2-3, 2014
in Eau Claire, WI.

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Plus Much More Information

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Kelsey Lyons, See Above

Chapter Announcements

2014 has brought many new and exciting changes for our Chapter. We will be rolling out a new and improved website in June, we are giving members an option to have a paper copy of the newsletter or an electronic newsletter sent right to your inbox, we have a new Chapter President, Member-at-Large, Website Chair, and Delegates, we are opening a chapter store, Chapter fees are now optional, and if you haven't heard - 2016 National Convention will be in Milwaukee! Whew!

As of January 1, 2014 chapter fees have been made optional for all members nationwide. We hope that the WI members will continue to contribute your Chapter fee, so that we can continue to provide the top notch educational events at low prices, local meet 'n' greets, paper newsletters, scholarships, and more!

National change with Chapter fees comes many new benefits to our Chapter. We will be utilizing a new website of National quality, along with an electronic format of our newsletter. There is a postcard attached to this issue of the newsletter. Please detach and return this card to specify if you would like your future issues of Connecting Hands to be a hard copy or electronic.

Our Chapter will be opening a "Chapter Store" this year! We will have Chapter branded merchandise available to purchase at future events including the 2016 National Convention in Milwaukee. We would like your input as to which items you would like the store to carry. Please contact Lynn Kutz with your ideas.

And last, but not least, we have new Board members and delegates! Our new President is Lynn Kutz, Member-at-Large Melissa Emmons, Website Chair Sandy Pearce, and Delegates Cynthia "Sam" Licht and Jacci Horstman. We are excited for these new members and the great energy and skills they will bring to the Board! 2nd Vice-President, Kelsey Lyons, and Secretary, AnnMarie Kolb remain on the board for another term, having been re-elected to their positions. If you haven't met these amazing ladies yet, please join us in August at the Education Conference and Chapter Meeting in Eau Claire. Check out the fantastic class offerings and networking events to be held at this conference, information is located in the middle of this newsletter. It is sure to be a good time!



Refer a Friend

Let AMTA Pay your Professional Membership Dues!



Go Green! This May Be your Last "Printed" Connecting Hands

You may have noticed that this issue of Connecting Hands was delivered both by email and by traditional mail to our members. Electronic delivery makes fiduciary sense to the chapter, and follows AMTA National Office's recommendation to "go green." As noted in the last issue, AMTA-WI will continue to distribute hard copies to Wisconsin massage schools. During the recent Spring Chapter Meeting, members requested that they be given the option to request continued traditional paper-copy delivery of Connecting Hands. This issue was delivered by mail to offer a return postcard to "Opt In" while ensuring uninterrupted delivery for those members who wish to continue with traditional mail delivery.

No action required to "Go Green!"

**To "Opt In" before next issue please return below
by May 30, 2014**



www.facebook.com/AMTA.Wisconsin

Check out

AMTA-WI.org

NEW updates often!



Cut along this line and mail in this portion



Yes, I want to get the newsletter printed and mailed to my house!

I am a member of AMTA - Wisconsin Chapter. Please continue to deliver my Connecting Hands newsletter by mail in addition to delivery in electronic format.

AMTA-Wisconsin Chapter
Connecting Hands Newsletter
C/O: Lynn Marie Kutz, LMT
1109 W 11th Ave
Oshkosh, WI 54902-6219

Name: _____ AMTA Member Number: _____

Please Print Clearly

If you wish to "Go Green" with electronic only delivery, no action required.

Table for Four Gatherings

Are you interested? We are starting to make a list of interested members to create some Tables for Four. You may email Nancy, or Melissa, or send your name and contact information from our AMTA-WI Website Contact Page at <http://www.amtawi.org/forms/contact/> or contact one of our Board Members.

Imagine if just 25% of our chapter participated, that could be about 125 "Tables" engaging, connecting, and thriving in Wisconsin! Hope to see you at the table!

Nancy Rezmer, LMT nancyrezmer@gmail.com OR
Melissa Emmons, LMT melissa.emmons@sbcglobal.net



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Note From Your President!

AMTA is the only *member-driven* national massage organization. I have been proud to be a member and an active volunteer for just shy of 20 years. Thank you, fellow members, for your confidence in electing me to the position of Chapter President. I sure am up to the challenge, with the support of my equals on the Board, you - the Chapter Members, and my friends.

Growth and change does not happen overnight. In 1977, AMTA Wisconsin Chapter boasted 19 members. Today, we are the professional home to over 2000 members! I invite all members to get involved and take advantage of the opportunities that are available for *you* within the chapter and AMTA in general - opportunities to save money, opportunities to make personal and professional connections in a profession that is often very isolating, opportunities to grow your business, opportunities to have fun, and so much more... Keep watching this Connecting Hands Newsletter, your monthly Chapter News You Can Use emails, the amtawi.org website, join us on Facebook, Pinterest, LinkedIn, YouTube, and Twitter. Let's start a conversation and see how together we can continue to grow and create an organization to be excited about.

Respectfully,

4 Lynn Marie Kutz, LMT



Ethical Dimensions: Ethics as Soul Work

By Kathy Ginn L.M.T., NCTMB



Winter has always been a time to retire inward, to withdraw into self. We live in a culture that is full of doing, busyness, extremely fast-paced, and at times looks and feels crazy. A winter such as ours, especially this year finds many people feeling restless.

Perhaps a splendid place to find oneself, if one is willing to slow down and appreciate the gifts winter offers. Although there are many gifts and lessons to the winter we are letting go of, we can all say farewell and open ourselves to the warmth and

brightness of spring. Perhaps together we will find ourselves blooming and dancing with the tulips!

This spring may you find new seeds to plant within your heart, and don't forget to nourish those seeds with plenty of sunshine and water. May the article below bring warmth and sunshine to the seeds within your heart.

(*I wrote this article as a blog for the general public to read. Perhaps this article can serve as a reminder to what it feels like to be a client, and what our clients should expect from their massage therapist.)

The Pearls of the Therapeutic Relationship Promoting an atmosphere of safety & trust.

Massage Therapy is a very personal service. People seek massage for various reasons and for some very personal needs. Is there a golden thread that unites the art of massage therapy/bodywork? What exactly are these delicate pearls of the therapeutic relationship?

I believe the golden thread is that clients want and deserve to feel safe in the session room. They want to trust their massage therapist. The ultimate ethical code of "do no harm" is of utmost importance to the client. It often takes courage to make an appointment with a new massage therapist. The following questions often remain unspoken: will I like my massage therapist? Is she/he technically skilled? Do I have to get fully undressed? What will her/his touch feel like? Where will I be touched? What will I be asked to disclose? Can I question my massage therapist? Can I say no? Perhaps there are many more questions that reside in the shadow.

Creating an atmosphere of safety & trust is the deepest pearl of the client-therapist relationship. How do clients recognize this pearl? First it is the gift of intuition – a deep inner feeling in the belly is often quite informative. Following are a few guidelines for clients to be aware of which promote an atmosphere of safety & trust.

All procedures are explained thoroughly to the client. Identifying what occurs before, during and after a session fosters clarity and soothes some nervous tension.

Client cooperation is established. What role do clients have within the therapeutic relationship?

Clients have permission to speak up if something does not feel comfortable during the massage therapy session. Clients can end the session at any time.

Feel free to ask questions.

Remember – you have choices. The simple choices of whether to begin face up or face down, do you prefer oil or lotion, would you enjoy extra heat on the table, what areas of your body do you not want touched, what type of pressure do

you prefer, do you have a preference with music, perhaps an extra blanket to stay warm. Yes, the choice is yours.

Request clear instruction regarding undressing and draping. Remember – the client holds full consent for your care. Requesting silence if that is what you need.

The quality of the therapeutic relationship rather than what the massage therapist does may be the hidden pearl for healing. A technique is a way of expressing something. The technique is not the healing; it is a vehicle for the healing. What truly fosters the healing process is the way both therapist and client stand in relationship to each other. The magic and beauty occur when the client truly feels safe and when the relationship feels trustworthy. These pearls are truly the treasures within the therapeutic relationship.

Kathy Ginn is currently in private practice in both Madison and Oconomowoc, WI. She has been active in the field of massage therapy & bodywork since 1991. Kathy is an Ethics as Right Use of Power facilitator and Hakomi trained bodyworker. She served with the NCBTMB ethics committee for 8 years and currently serves on the Right Use of Power advisory board located in Boulder, CO. She is currently on faculty with East-West Healing Arts Institute in Madison & Milwaukee and is often guest teacher in various settings. Kathy offers continuing education both locally and nationally. You may visit her website @www.ethicaldimensions.com or feel to contact her @ 608-334-8592.

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Kathy Ginn L.M.T., NCTMB

608-334-8592

Kathy@ethicaldimensions.com

NCBTMB Approved Provider #399967-00

2014 Fall Scholarship

Are You A Philanthropic AMTA Member? Fall Scholarship!

Philanthropist - someone who makes charitable aid through volunteerism or donations intended to increase human well-being

We would love to hear from you! And you may be rewarded for your good deeds!

Please share one of your recent (2013 or later) philanthropic experiences with us. (It needn't be limited to providing massage services)

Include the following in your submission:

WHAT: Which cause, event, and/or organization was the benefactor of your generosity?

HOW: Describe your volunteerism or donation.

WHY: What about the cause, event or organization prompted you offer your support?

BENEFITS:

(A) Describe any benefits (tangible or otherwise) you received personally or professionally from your participation.

(B) If tangible (cash, tips, product, etc.): Were you aware of that benefit in advance? Did that benefit simply allow you to participate or was it considerable compensation/profit?

VISUAL: Include a photograph, preferably picturing you in your altruistic capacity. In one or two sentences, describe the photo.

Please answer in complete sentences, no more than two paragraphs per section. We highly suggest that you review the judging criteria before submission (Full contest rules and judging criteria will be posted on the chapter blog <http://amtawiblog.weebly.com/>)

The Rules:

- Only members of AMTA Wisconsin Chapter may enter.
- Entry must include member name, AMTA member #, telephone and/or email address.
- Only one (1) entry may be submitted by each contestant, by email to amtawi@gmail.com or by US Mail to AMTA Scholarship, c/o Lynn Kutz, LMT, 1109 W 11th Ave, Oshkosh, WI 54902.
- Regardless of entry method, all submissions must be received no later than 10 pm on May 1, 2014.
- Entry grants permission to AMTA-WI Chapter to publish submission and photo in print and electronically.
- In the event of a tie for first or second place, winner shall be selected by random drawing of tied entries.
- Two winners will be selected.
- Prize #1 is complimentary registration in one class during the Fall 2014 AMTA-WI Conference August 2&3, 2014. Prize #2 is a one night stay in host hotel during the Fall 2014 Conference or equivalent value applied towards registration in one class during the conference.

NCBTMB Approved Classes with Lyrea Crawford



Sensing Hands, January 24-26, 2014

What are your hands contacting when you touch a body? What information is that body conveying to you? Refine your palpation skills with this course at a beautiful retreat location in southwest Wisconsin. 23 NCBTMB CE Hours



Traditional Thai Massage Level 1, March 13-16, 2014

Nuad Bo Rarn (Traditional Thai Massage) is a beautiful and elegant therapeutic healing modality. It embodies the practice of "loving-kindness" and consists of slow rhythmic compressions on the muscles, gentle flowing stretches and thumb presses on specific energetic pathways. 32 THAI & NCBTMB CE Hours



Aligned for Vitality, April 11-13, 2014

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. 23 NCBTMB & Yoga Alliance CE Hours

Lyrea Crawford is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider. She has studied in Thailand and is approved as an instructor by the Thai Healing Alliance International (THAI). Lyrea is also a Yoga Alliance ERYT-500 instructor with extensive training in Therapeutic Yoga. Small sized classes with a patient instructor!



Register Online!

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

www.lyreacrawford.com

Questions? Call 608-383-3589





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ENROLL NOW FOR SUMMER 2014

Taking The Pain Out Of Migraines

By Kelly Lott, LMT, MTI, NCBTMB, CIMI

Each year approximately 50 million people in the U.S. suffer from migraine headaches. As stress levels, hormonal imbalances and environmental toxins reach an all time high this number is predicted to steadily rise. As a massage therapist in today's marketplace it's more important than ever to understand what causes a migraine headache and the treatments available to help your clients.

What is a Migraine?

Let's talk about what is a migraine. Migraine comes from the ancient Greek word "hemicranios", which means "half-head" or felt on one side of the head.

The actual cause of migraines is not known, however we do know what can trigger a headache. It is thought to be caused by an inappropriate activation of a pain warning system. This system stays on and continuously repeats. During a migraine, the blood vessels in the brain expand in a process called vasodilation. As the tissues surrounding the brain swell, the pain intensifies. The most commonly known triggers are: stress, caffeine addiction, hormonal changes, food allergies and environmental agitation. It is a debilitating problem for many causing loss of work, time with family and being able to function normally.

Who Gets Migraines?

Anyone can get a migraine headache, but women are most affected 3:1 vs. men, usually with onset of menses. 70-80% of migraine sufferers have a family history of headaches, why is not known. Approximately 70% of all women who get migraines can predict the onset of a headache timed around their menstrual cycle and hormonal fluctuations (estrogen). Then when it comes to menopause, fluctuations stop, causing a 65-70% less frequency in headaches. Women ages 30-45 are more prone to migraines than any other age group.

What Classifies A Headache As A Migraine?

Migraines typically have common features; a headache only on one side of the head (can shift sides during the same headache 1 in 10,000 have this regularly happen), and pulsating or throbbing pain that generally lasts 4 to 72 hours. For the headache to be classified as a migraine the pain must be severe enough to limit or impair normal activity and pain must be intensified by physical exertion.

Learning The Signs Of An Impending Migraine

Approximately 25% of "migraineurs" have a classic kind of headache. The Prodrome or sometimes called the pre-headache may be experienced hours or even days before a migraine episode. It's important that you recognize these signs as it will help you to not only diagnose your clients pain properly

as a migraine but to help them head off the migraine pain by getting treatment early before the full set migraine pain has kicked in.

The classic symptoms of a pre-headache can be: visual of flashing lights, wavy lines, spots, partial loss of sight, tingling or numbness of the face, confusion, hypersensitivity to light and touch, pain feeling "heavy" on your head and sharp pain in one area, ("like a knife in my eye").

Treatments Available In The Marketplace

Over the Counter Medications

While over the counter pain medications are helpful in improving headache pain, they must be taken with caution because they could actually make the headache worse if they are not taken correctly. The overuse of pain relievers such as exceeding the recommended instructions or not following the doctor's advice can cause a "rebound headache". When the medication wears off, they may experience a withdrawal reaction, prompting them take more, which can lead to another headache, and on and on.

The Cold Stone Solution

Over the counter medications are not the only way your clients can receive relief from their migraine pain. There is a cutting-edge cold stone solution called the Migraine Miracle that is revolutionizing the industry and helping to alleviate pain while building repeat business and being profitable for the therapist.

Three years ago I created and developed the Cold Stone Therapy regime (Migraine Miracle) that is an innovative cold stone therapy that is specifically designed for those that are looking for a quick way to achieve headache relief, naturally without the need for over the counter or prescription drugs.

**Are you interested in
Sports Massage?**

Contact AMTA-WI Sports Massage Chair:

Ronnie Artero Frederick, LMT

(414)324-6258

rjartero@gmail.com

**Many Upcoming
Events Needing LMTs!**

Taking The Pain Out Of Migraines Cont.

The treatment lasts approximately 30 minutes and consists of massage therapy utilizing specific headache point releases, combined with specific essential oils (aromatherapy) applied to the face and pulse points, along with the use of specially designed and crafted cold marble stones placed at strategic areas to reduce inflammation of blood vessels. Our sense of smell is the strongest sense we have and when introduced to aromatherapy that is designed for a certain type of headache, it can cause an immediate physiological relief from the irritation. This innovative therapy can be easily learned in an instructional seminar or through the instructional DVD.

Sounds hard, right? Well, it couldn't be easier. With the whole treatment taking only 30 minutes to perform, requiring very little equipment (massage table, towel, bowl, refrigerator or cooler chest and the Cold Stone Therapy Kit) and with the suggested retail price of the service being \$80, a therapist can easily make their initial investment back in just a few treatments. That means that after a few treatments, this therapy is virtually 100% profit (with the occasional refill of the cost-effective aromatherapy essential oils). Best part that it is an easy treatment on your hands and wrists, that you can perform all day with minimal exertion. Who doesn't love a quick, easy treatment, that helps to resolve debilitating clients' pain, draws regular and new customers alike and has a high profit ratio?

Once you perform this treatment on "migrainuers" and they get the relief they desire quickly, the word will spread very quickly. It seems that everyone knows someone that suffers with terrible headaches. Many who do, would like to get relief with an alternative, natural way without drugs. You will be able to help the sufferers and immediately in a pleasurable spa like experience all while increasing your income.

Does It Work?

As I am constantly teaching this therapy around the US, I ask my students to let me know how the therapy is working in their practice and what kinds of results they are seeing. One student recently contacted me to let me know of her progress.

"I have been a headache sufferer since I was nine years old," states Massage Therapist Crista Taylor. "At times the headache was minor and more of a lingering dull pain that could be ignored. But at other times, it would be debilitating. These times the headache would escalate into a migraine that could not be relieved with any sort of medication. My doctors, neurologists, and even my mother tried everything to ease my pain when the headaches got to this point of severity. Regardless of what we tried, I woke up every day with at least a dull minor headache and had the sever migraine style headaches anywhere between 5 to 10 times a month. This went on for 15 years! Finally, I had given up trying the conventional headache treatments and I signed up for the cold stone migraine headache workshop at the National Massage Conference in 2010. After learning all

the specialized facial strokes and where and how to place each of the cold marble stones, I practiced performing the treatment as a whole on my massage partner. Then it was my turn to receive. I was nervous since I was having a fairly severe headache that day. It wasn't one of my worst headaches but it was severe enough that the pain was hindering my ability to stay focused, grounded, and on task. The quickness of the pain relief actually started to make me ill and I nearly lost my lunch. But as the treatment continued my body's response was less intense and more and more pain release. Since then I have used the cold stones and facial strokes on myself about once every 2 days and I have been headache free for over 2 months! I have only had to take painkillers once and it was to bring a fever down not for a headache. Even if I recently used the stones, the moment I start to feel a headache coming on, I get them out and use them and stop the headache in its tracks!"

Summary

Migraine headache pain is the worst kind of headache pain out there. As massage therapists we love nothing more than to take away our clients pain and make them feel that "blissful spa experience". The cold stone therapy, called Migraine Miracle, can help do just that in an efficient, profitable setting all while building repeat business.

Learn more about the Migraine Miracle at www.migrainemiracle.com.

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Aromatherapy

Introduction to Essential Oils

4 CE Hours

Jan 3 (Fri), 2014, 5:30-9:30p
\$100 (\$80 if paid by 12/20/13)

Raindrop Technique

7 CE Hours

Feb 23 (Sun), 2014, 9a-5p
\$160 (\$140 if paid by 2/9/14)
+ \$20 for Young Living oils if needed

Body Psychology

Somatic Awareness in the Session Room

6 CE Hours

Mar 23 (Sun), 2014, 10a-5p
\$140 (\$120 if paid by 3/9/14)

Deep Tissue

Stretch Based Deep Tissue

8 CE Hours

Feb 17 (Mon), 2014, 9a-6p ~ or ~
June 16 (Mon), 2014, 9a-6p
\$180 (\$160 if paid two weeks prior)

Eastern Bodywork

The Essence of Qi: Jing AcuTouch

16 CE Hours

Jan 18 & 19 (Sa-Su), 2014, 9a-6p ~ or ~
Mar 29 & 30 (Sa-Su), 2014, 9a-6p
\$360 (\$320 if paid two weeks prior)
+ \$5 materials fee

Ethics

Ethics as Soul Work

6 CE Hours

(including 2 hours of Standard V)
Feb 9 (Sun), 2014, 10a-5p
\$140 (\$120 if paid by 1/26/14)

Ethics as Professional Self Care and Awareness

6 CE Hours

(including 2 hours of Standard V)
Apr 6 (Sun), 2014, 10a-5p
\$140 (\$120 if paid by 3/23/14)

TIBIA's Signature Courses

Foundation Workshop . . .

the power of choice

16 CE Hours

Jan 11 & 12 (Sa-Su), 2014, 9a-6p ~ or ~
Apr 12 & 13 (Sa-Su), 2014, 9a-6p
\$400 (\$320 if paid two weeks prior)
Gateway to other signature courses

Intuitive Space

30 CE Hours

10 Tue eves beginning Jan 14, 2014,
skipping Feb 18 & ending Mar 25; 6-9p
\$900 (\$750 if paid by 12/31/13)
Prerequisite: Foundation Workshop

Energy in Action

16 CE Hours

Jan 25 & 26 (Sa-Su), 2014, 9a-6p ~ or ~
May 3 & 4 (Sa-Su), 2014, 9a-6p
\$360 (\$320 if paid two weeks prior)
Gateway to other signature courses

Energetic Alignment

4 CE Hours

Feb 28 (Fri), 2014, 6-10p
\$100 (\$80 if paid by 2/14/14)
Prerequisite: Energy in Action

Clearing Energy

8 CE Hours

Mar 15 (Sat), 2014, 9a-6p
\$240 (\$200 if paid by 3/1/14)
Prerequisites: Foundation Workshop and Energy in Action

Transformational Bodywork

5 CE Hours

Mar 28 (Fri), 2014, 5-10p
\$120 (\$100 if paid by 3/14/14)
Prerequisites: Foundation Workshop, Energy in Action and Energetic Alignment

Energetic Alignment 2

4 CE Hours

Apr 25 (Fri), 2014, 6-10p
\$100 (\$80 if paid by 4/11/14)
Prerequisite: Energetic Alignment

TIBIA's Signature Courses continued

Transformational Bodywork 2

5 CE Hours

May 30 (Fri), 2014, 5-10p
\$120 (\$100 if paid by 5/16/14)
Prerequisite: Transformational Bodywork

Energetic Alignment 3

4 CE Hours

June 27 (Fri), 2014, 6-10p
\$100 (\$80 if paid by 6/13/14)
Prerequisite: Energetic Alignment 2

Transformational Bodywork 3

5 CE Hours

July 25 (Fri), 2014, 5-10p
\$120 (\$100 if paid by 7/11/14)
Prereq: Transformational Bodywork 2

Community Offerings:

(not CE approved)

Acupressure:

2/20 - for a Good Night's Sleep
3/6 - to Aid Digestion
3/20 - for Headache Relief
6-7:30 - \$15

Couples Massage:

Being in Relationship through Heart-felt Touch
2/22 - 10a-5p - \$110/couple

Essential Oils:

1/15 - Dr. Mom First Aid
2/12 - Emotional Release
3/12 - Go Green
6-6:25 - Intro - \$5
(must attend Intro once)
6:30-7:30 - class - \$10

Please register early!!

AMTA-Wisconsin Chapter Annual Fall Meeting & Educational Conference August 1, 2 & 3, 2014

The Plaza Hotel & Suites

1202 Clairemont Avenue - Eau Claire, WI 54701 (715) 834-6498

Kelly Lott, LMT

NCBTMB #055516-00



*Recently voted into the **Hall of Fame** for the World Massage Festival, and a nationwide certified massage instructor through **The National Certification Board for Therapeutic Massage and Bodywork**, Kelly Lott graduated from the Chicago School of Massage in 1991, and has over 22 years of experience in her professional practice.*

*Kelly has an extensive background teaching all over the country with her proprietary product. **Migraine Miracle® -- Cold Stone Therapy for Migraine Headaches**, and has invaluable experience with Pregnancy Massage, Infant Massage, Face Toning and Spa treatments. Kelly is also a Doula, and has had the absolute joy and honor to help birth 10 beautiful children.*

Married for 23 years to her wonderful and supportive husband Gary, Kelly also lives with their beautiful dog Molly in Fort Worth, Texas.

Migraine Miracle® Cold Stone Therapy for Migraine Headaches – 6 CEs

Kelly Lott created this innovative workshop designed specifically for massage therapists, body workers and spa practitioners who want to offer their clients an alternative and dramatic relief treatment for all kinds of headaches.

Workshop includes lecture on migraines and symptoms, hands on practice to perform strategic placement of hand crafted cold marble stones to decrease the pressure of dilated blood vessels, sinus congestion, and the use of specially formulated aromatherapies for migraine's and the most common types of headaches, as well as specific headache point massage strokes. Tuition includes how-to handouts, sample aromatherapies and two spa foot towels.

Marble stones, specialized full size aromatherapy and instructional DVD will be available for purchase at a student discount rate.

What to bring to the event? Massage table, bolster, 1 set of sheets, 2 bath towels, 1 hand towel, 2 washcloths, 1 medium size metal bowl or pan, 1 blanket

Do not wear base makeup or perfume/cologne

Face Toning Massage – 8 CEs

Students will learn a one-hour and a 30-minute hydrotherapy face toning massage treatment while sitting down. The full day is devoted to learning, practicing and receiving a sequential series of massage strokes that affects the facial muscles and neck. Warm moist towels are also included. Students will receive extensive how-to handouts, 12 facial towels, and sample supplies. This treatment has changed the entire practice of many tired hands and therapists!

Full size facial massage products and supplies will be available at our booth for purchase at a student discount rate.

What to bring to the event? Massage table, bolster, 2 set of sheets, 3 bath towels, 2 hand towels, 1 medium size metal bowl or pan, 1 blanket, 1 hefty trash bag for used towels and sheets

Do not wear base makeup or perfume/cologne

Kelly Lott will provide printed course materials.



Susan Salvo

NCBTMB # 451735-11



Susan is a massage therapist with 30+ years of experience. She has written two best-selling textbooks and contributed works to other publications. She loves to teach. Her primary teaching goals are to help therapists increase their quality of client care and expand their therapeutic options. Students have given her the nickname “Yoda of Massage” because of her broad knowledge and teaching expertise. She strives to create an educational environment of discovery and engagement. Susan has a Masters in Education and serves as an expert witness in legal cases. Susan was a task force member for the Massage Therapy Body of Knowledge.

Massage & Pathology-Top 10 Diseases – 4 CEs

Chronic diseases are the most prevalent ailments that plague our clients. Susan will present the top ten pathologies such as hypertension, diabetes, arthritis, cancer, and others. She will also discuss disease complications & how to formulate condition-appropriate treatment plans. Many myths will be debunked such as massage over endangerment sites. This information-packed course will give you the tools you need to better serve your clients with pathologies.

What to bring to the event? Laptop, tablet or flash drive is suggested but optional.

Pharmacology & Massage – 3 CEs

Many clients use medications, some of which have significant impact on the session. What is the most crucial side effect of hormone replacement therapy? Of statin drugs? Susan will discuss drug administration and highlight commonly used meds such as those used for pain control, as antidepressants, and for management of cardiovascular and diabetic conditions. This workshop will give you confidence to make safe practice decisions.

What to bring to the event? Laptop, tablet or flash drive is suggested but optional.

Massage for Special Populations – 8 CEs

As therapists, we serve a diverse clientele such as individuals who are pregnant, are elderly, or who have cancer. Each population has their own unique set of treatment considerations. This course will provide you with the latest information on how to provide health assessments, screen clients for complications, and how to modify massage for special populations. Special emphasis will be placed on formulating client-centered & condition-appropriate treatment plans.

What to bring to the event? Laptop, tablet or flash drive is suggested but optional.

Teacher In-Service: Improve Your Lessons with Case Studies – 2 CEs Compliments of Susan Salvo

Friday evening

Learn how to improve your lesson outcomes with case studies. Case studies are situations that pose clinical or ethical dilemmas. With case-based learning, students can refine critical thinking skills and reflective judgment as they discuss real-life scenarios. Let's face it, students learn best by examples. Students often discover that very few situations can be tackled in one specific way. In fact, students learn to predict problems that can arise from certain approaches; they learn to be professionally proactive. Case studies themselves can range from simple to complex; some cases involve detailed descriptions with accompanying data to analyze. The case study you select for your lesson depends on your objectives. Come join Susan as she explains how to use cases studies, role-model guided-discussions, and provides case studies that you can use when you return to the classroom.

Susan Salvo will provide printed & Electronic course materials.

Lunch Saturday & Sunday are not included. Dinner Saturday is included with your Saturday class registration.

You are invited to join EdNet (Massage Educators' Network) on Facebook. It is a community of Massage Educators who share strategies and stories while supporting the quest for educational excellence in both traditional and virtual classrooms. To connect, contact Casey Guilfoyle or Nancy Brennan Rezmer via Facebook.

Hotel Information: The Plaza Hotel & Suites, 1202 Clairemont Avenue - Eau Claire, WI 54701 (715) 834-6498

Individual reservations must be made by calling (715) 834-6498 by **July 1, 2014**. Please mention AMTA WI Chapter or Block #8523 to receive discounted rate of \$95.00 single/double occupancy plus tax.

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

Any questions, comments or concerns regarding the conference please contact: Casey Guilfoyle, Education Chair Cell: 920-246-3474 Email:

caseyguilfoyle@gmail.com

AMTA-Wisconsin Chapter Annual Fall Meeting & Educational Conference August 1, 2 & 3, 2014

The Plaza Hotel & Suites
1202 Clairemont Avenue – Eau Claire, WI 54701 (715) 834-6498

Friday, August 1st


7:00 – 8:00 Evening Registration
8:00 – 10:00 Evening Teacher In-Service – Improve your Lessons with Case Studies with Susan Salvo

Saturday, August 2nd

7:30 – 9:00 Registration
8:00 – 12:00 Massage & Pathology – Top 10 Diseases with Susan Salvo
9:00 – 12:00 Migraine Miracle® Cold Stone Therapy for Migraine Headaches with Kelly Lott
12:00 – 1:00 Lunch on your own
1:00 – 4:00 Pharmacology & Massage with Susan Salvo
1:00 – 4:00 Migraine Miracle® Cold Stone Therapy for Migraine Headaches with Kelly Lott
5:30 – 6:30 Dinner provided for class attendees or **\$ 25/member; \$30/non-member**
6:30 – 8:30 Annual Chapter Meeting & Awesome Door Prizes

Sunday, August 3rd

7:30 – 8:00 Registration
8:00 – 12:00 Face Toning Massage with Kelly Lott
8:00 – 12:00 Massage for Special Populations with Susan Salvo
12:00 – 1:00 Lunch on your own
1:00 – 5:00 Face Toning Massage with Kelly Lott
1:00 – 5:00 Massage for Special Populations with Susan Salvo



**Save \$\$ when
you register
by 5/29/14**

Workshop Planning and Pricing Schedule

Days / Dates	Workshop	CE Hours	Presenter	Price Before 5/29/2014		Price After 5/29/2014	
				AMTA Member/Student	Non-Member/Other	AMTA Member/Student	Non-Member/Other
Friday 8/1	Teacher In-Service Improve Your Lessons with Case Studies	2 CE	Susan Salvo	Complimentary workshop by Susan Salvo All Attendees Welcome			
Saturday 8/2	Migraine Miracle® Cold Stone Therapy for Migraine Headaches	6 CE	Kelly Lott	\$60.00	\$110.00	\$90.00	\$140.00
Saturday 8/2	Massage & Pathology Top 10 Diseases	4 CE	Susan Salvo	\$40.00	\$60.00	\$60.00	\$80.00
Saturday 8/2	Pharmacology & Massage	3 CE	Susan Salvo	\$30.00	\$45.00	\$45.00	\$65.00
Sunday 8/3	Face Toning Massage	8 CE	Kelly Lott	\$80.00	\$130.00	\$120.00	\$170.00
Sunday 8/3	Massage for Special Populations	8 CE	Susan Salvo	\$80.00	\$130.00	\$120.00	\$170.00

Hotel Information: The Plaza Hotel & Suites, 1202 Clairemont Avenue - Eau Claire, WI 54701 (715) 834-6498

Individual reservations must be made by calling (715) 834-6498 by **July 1, 2014**. Please mention AMTA WI Chapter or Block #8523 to receive discounted rate of \$95.00 single/double occupancy plus tax.

Annual AMTA-WI Meeting & Educational Conference Registration

August 1, 2 & 3, 2014

Please print clearly.


First Name: _____ Last Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____ Email: _____

AMTA Member # _____ * *must provide number to receive member or student member discount.*

 **Check which class or classes you would like to attend and complete registration.**

Days / Dates	Workshop		Presenter	Price Before 5/29/2014		Price After 5/29/2014	
				AMTA Member/Student	Non-Member/Other	AMTA Member/Student	Non-Member/Other
Friday 8/1	Teacher In-Service Improve Your Lessons with Case Studies 2CE		Susan Salvo	Complimentary workshop by Susan Salvo AMTA members and all attendees welcome			
Saturday 8/2	Migraine Miracle® Cold Stone Therapy for Migraine Headaches 6CE		Kelly Lott	\$60.00	\$110.00	\$90.00	\$140.00
Saturday 8/2	Massage & Pathology Top 10 Diseases 4CE		Susan Salvo	\$40.00	\$60.00	\$60.00	\$80.00
Saturday 8/2	Pharmacology & Massage 3CE		Susan Salvo	\$30.00	\$45.00	\$45.00	\$65.00
Saturday 8/2 Evening	Dinner & Chapter Meeting		AMTA-WI	Dinner Included for Saturday class attendees \$ 25/AMTA member/student; \$30/non-member			
Sunday 8/3	Face Toning Massage 8 CE		Kelly Lott	\$80.00	\$130.00	\$120.00	\$170.00
Sunday 8/3	Massage for Special Populations 8 CE		Susan Salvo	\$80.00	\$130.00	\$120.00	\$170.00

Lunch Saturday & Sunday are not included. Dinner Saturday is included with your Saturday class registration.
Not in Class? Saturday Dinner cost is \$30.00 for Guests and \$25.00 for AMTA Members and Students.

**Add dinner payment(s)
for non- class attendees and guests**

Total \$

Circle method of payment:

Check

VISA

MC

PAYMENTS by CREDIT CARD must be made at: www.amtawi.org/events

Make check payable to AMTA-WI

Check #: _____

Amount Paid: _____

Please mail registration form and payment form to:

Casey Guilfoyle, Education Chair, 7080 Lower Road, Sobieski, WI 54171

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

Any additional questions regarding the conference please contact:

Casey Guilfoyle, Education Chair ~ Cell (920) 246-3474 Email: caseyguilfoyle@gmail.com

AMTA-WI Past Education Class Reviews

Energetic Body Healing® Reiki Advanced Level, Third Degree

Taught by Susan Cossette, NCTMB

March 7, 2014 AMTA Wisconsin Chapter Educational Conference

Submitted by: Elizabeth Woodworth-Zanto, NCTMB – AMTA, Wisconsin Chapter.

Universal life force energy is the Source. Each level of Reiki expands the Light (Prana) that can flow through us from that Source. We do not have to use our own energy to give to another. Intention is powerful. Practice increases ability.

As practitioners, we are assistants to our clients as they do their work. Reiki Third Degree symbol and energies.

These are some of the core lessons I learned from this class:

From the introduction circle, sharing, connecting and grounding through the final practice of Reiki and Adamentine Regeneration, and honoring of the Four Directions. Susan Cossette's teaching was clear. Compassionate, patient and practical, she made excellent use of video, audio and experiential tools and techniques.

There was so much energy and information, yet I never felt rushed. I am continuing to review the excellent training manual and integrate the lessons.

Thank you Susan Cossette, and AMTA, Wisconsin Chapter for this informative and transformative class.

Review for Energetic Body Healing® Reiki Master Level

Taught by Susan Cossette

Submitted by Sandy Pearce

At the Spring conference it was an honor to learn Reiki Advanced and Master from Susan Cossette. Susan integrated some healing precious stone work as well as giving us time to paint the symbols. These combined with her professional knowledge and practice of Reiki has taken my body work to a whole new level. Since I've been attuned my intuition and healing power have increased as well as awareness. The people in my class that attended stayed very interested with the class and excited to use this work into their practices.

Thank you! Sandy Pearce

Review for Energetic Stone Healing

Submitted by: Heather Wastell, LMT

I recently completed the hands-on workshop for Energetic Stone Healing with Susan Cossette, at the AMTA meeting in Milwaukee, on March 9th. Susan was a wonderful instructor who presented the material in an easy to understand way. The first part of the day was spent going over the processes, getting the instructions, and tips for how to perform the Energetic Stone Healing. The second part of the day was spent hands on training. We were able to each perform and receive a guided session on another person. It was a wonderful way to learn. I would highly recommend this workshop. Thank you Susan and the AMTA for allowing me to take part in this wonderful class. I look forward to helping many clients with the information I learned.

Namaste,
Heather Wastell

AMTA-WI Education Class Reviews Continued

Review of Seated Massage with Joel Tull

Submitted by Dawn Petrovick, LMT, NCTMB, AMTA -WI Member

Chair massage or seated massage as called in this class was never one of my favorite things to do since it usually requires so much energy and you can only do so little in the small amount of time you have your client. After taking Joel Tull's course at the 2014 Annual Spring Meeting & Educational Conference, my viewpoint has totally changed. Joel taught us techniques to use that will alleviate the repetitive use of digital pressure and compression that usually tires so quickly when doing chair massage. He states "use what you already know and build your sequence that adapts to the setting, the equipment, client's body type, the clothing and your body type." Use techniques to benefit your client but that will also minimize injury to yourself. Joel also shared how seated massage can be used anywhere to promote your business. You do not always have to have your massage chair with you but you can always promote your business because your future prospective clients are all around you in all parts of your daily life. You never know when someone may need a little stress relief and you are there to help them. Knowing how to promote yourself correctly through seated massage will increase your business and will market you on the best form of marketing "word of mouth!"

My takes from this class are numerous! Knowing how to perform seated or chair massage better and minimize recurring injuries to myself was a huge eye opener!

I now look forward to promoting my business and doing events with chair massage



Review of Million Dollar Hands with Joel Tull

Submitted by: Andrea Muench, LMT

Joel Tull has inspired me to become a better massage therapist after spending the weekend with him and his teaching assistants. I have been a licensed massage therapist for 11 years and besides in massage school, no other instructor has personally critiqued my massage. Joel is a 'hands on' instructor where he goes around the room and massages us students briefly so we can feel his touch.

Joel showed me how my touch felt after I massaged him a little. My touch was 'boney and choppy.' My clients never said this but they like me and probably didn't know any better. I am better now and practicing 'soft, mitten' hands and I feel more relaxed massaging using Joel's techniques and so will my clients. Joel and his teaching assistants helped us students by walking around the room and reminding us of good posture and the correct techniques. I am so pumped up and excited about my new and improved massage style.

Thanks Joel and teaching assistants for a career changing experience!

Review of Joel Tull's Kinetic Massage

Submitted by: Cynthia "Sam" Licht, LMT

Joel Tull's Kinetic Massage signature class on Sunday, March 9th was very entertaining and enlightening. Joel has a great sense of humor and lots of energy. He has a very casual approach in teaching but remains professional. Not only was class fun but he is obviously very skilled and experienced. Watching him do a demo was very impressive in how he handles the body with freedom of movement for both him and the client. He described it as being a dance which I think is an overused metaphor for massage but he made it real.

He makes good use of time and outlines the expectations and boundaries of the class time clearly. There was a point of confusion at the very end of class which was able to be rectified because he listened to the participants and resolved it.

I was able to almost immediately incorporate his techniques into my practice upon returning to work the following day. The movement techniques are certainly not appropriate for every client that may come through your door but that is the case for almost any massage application. It will be an excellent additional skill to use particularly with people who have difficulty "letting go" during massage. If you have an opportunity to study with him take advantage and never stop learning!

AMTA-WI Education Class Reviews Continued

Review of Thai On The Table Class

Submitted by Laura Boyden MT

Please picture this...18 massage therapists standing ON their table walking ON their partners feet, singing "these feet are made for walking and that's just what I'll do, one of these days these feet are gonna walk all over you." Anything to help remember the Thai techniques according to the instructor.

> The instructor, Joel Tull has a very nice voice, however he did not miss his calling. Joel has been doing massages for 40 years earning \$1,500,000 to date. His credentials include sports massage which lends well to Thai massage techniques.

The Thai on the table class offered a plethora of useful information. Joel presented a technique, then we practiced, then he demonstrated for our partner and they practiced. It allowed us to practice and experience. It was very effective. Joel has a very energetic and funny way of presenting the material. If there wasn't a song for a sequence there was a name. Neil Armstrong is now famous for kneeling on our partners gluts and using 'strong arms to apply compressions along the spinous processes. Great technique for loosening up the spinal column.

Thai massage is a slow rhythmic form of massage that can easily be integrated into any practice.

Climbing onto a table will require an approval and the trust of our clients, but their bodies and my own longevity and body mechanics will be thankful for it. This class was time and money well spent. Given the opportunity I would take the class again.

Leverage LinkedIn to Boost Your Business

You may be asking, "What is LinkedIn.com and how can it benefit my massage practice?" Aha! You came to the right place. LinkedIn has been described as Facebook for professionals. Many people use it during job searches as profiles help verifying work history and professional connections.

Similar to Facebook, you can post status updates and links to drive people inbound to your website or blog. Those will show in your profile and to your "connections." Rarely, if ever, will you see an update about what somebody ate for dinner or how cute their puppy is. This is business and folks approach it as professionals.

But for the average LMT, there is much more! Even simply completing your profile will add another "hit" when people Google your name and as you control your LinkedIn profile, you can guarantee it is quality information your prospective clients see.

You can join LinkedIn groups to build a peer group. AMTA hosts a group www.linkedin.com/groups/American-Massage-Therapy-Association-AMTA-2037484 with over 14,000 members (not everyone actively participates in discussions) where you can ask questions about anything massage related,

share your knowledge with other therapists, learn about trends, and so on. It's not scary – I promise!

You can also search groups to find other professionals who serve niche groups that you may want to reach in your practice. As a single example, one of our members joined a local group for professionals who serve seniors in her area, and through participating in that group became a trusted peer that the others were then very comfortable referring their own clients to. A soft sell.

AMTA makes it easy to get started. Members can download a step-by-step guide at https://www.amtamassage.org/career_guidance/detail/207?typeld=9 (or visit amtamassage.org & search for LinkedIn)

If you choose to use LinkedIn as a tool in your practice, please consider connecting with the chapter www.linkedin.com/company/2496188 and AMTA national www.linkedin.com/company/72373 to see what the association is sharing there.

Submitted by Thomas Reich, AMTA Wisconsin Chapter Social Media Chair

Pharmacology and Massage Therapy

By: Susan G. Salo, MEd LMT

Nothing in life is to be feared, it is only to be understood. —Marie Curie

Many of your clients use drugs to reduce pain, to minimize disease complications, as hormone replacement therapy, or to decrease anxiety and depression just to name a few. Drugs can be administered orally, by injection, through inhalation into lungs or nasal passages, or topically over the skin and through mucous membranes.

Learning about pharmacology and how it affects massage therapy should be a top priority for practicing therapists. What these meds do, how they are administered, and their side effects may alter your approach with a particular client. Additionally, many clients have multiple chronic conditions that are managed by meds. These situations add layers of complexity to treatment planning. For example, your client may be taking oral meds for chronic high cholesterol, use insulin injections regularly to manage diabetes, and recently started using testosterone crème. Do you know what to do?

Initially, you must inquire about medication use during the client intake. Use direct, focused questions because clients often forget to disclose this information. This includes information regarding over-the-counter drugs and herbal supplements. These agents may have side effects and possible implications for massage therapy. Next, ask why they are taking them if indicated. Medications are used for many reasons. For example, a client may take aspirin to reduce fever, to manage shoulder pain, or prevent or reduce the risk of stroke or heart attack. Modifications will vary depending on how the client answers this question. For example, a client who is taking oxycodone orally to relieve pain from a neck injury sustained five days ago during a car accident may require the use of stimulating techniques at the end of the session to help rouse an overly sedated client or assistance with sitting up and getting off the table. On the other hand, a client on this fourth day of oral antibiotic therapy for a strep throat may not require any treatment modifications.

Next, ask your client about side effects. The client's primary complaint may be related to a drug side effect, meaning that a headache targeted for the relief through massage may quickly return if it is the result of a drug side effect. Be sure your client is informed so appropriate and realistic treatment decisions can be made. Lastly, ask how the meds are administered? Depending on client response, use appropriate treatment modifications.

The field of pharmacology changes quickly so having access to the most current information is essential. Massage therapists are advised to use

several reference books in their current editions. Some Internet websites such as the FDA (www.fda.gov), Centers for Disease Control and Prevention (www.cdc.gov) and National Institutes of Health (www.nih.gov) contain current drug information, as well as information related to specific diseases. Pharmacists are another great source of information. Remember, a little pre-planning and a good intake can create the foundation for condition-appropriate and client-centered treatment plans.

References:

Salvo SG: Mosby's Pathology for Massage therapists, ed 3, Philadelphia, 2013, Elsevier, Saunders.



September 24 – 28, 2014
Chicago, IL | Marriott O'Hare

- Learn new, hands-on techniques to eliminate muscle pain from experts
- Earn 21 NCBTMB Approved CEUs
- \$75 off for 1st time attendees

www.NAMTPT.org



NAMTPT

NATIONAL ASSOCIATION OF
MYOFASCIAL TRIGGER POINT THERAPISTS

Representing Professionals Focused on Identification and
Treatment of Myofascial Pain and Dysfunction

Win an AMTA-WI Student Membership!

Why are you becoming a Massage Therapist?
We want to hear your unique story!

Student winner will receive a AMTA Student Membership paid in full by the AMTA-WI chapter. Learn with confidence and prepare for your career while in school with AMTA Student membership. Take advantage of our online resources, networking opportunities, career guidance tips with our Mentorship program, and more.

Please submit your story in complete sentences, no more than a page long. We highly suggest that you review the “Judging Criteria” before submission.

Submit your “article” by email to klyonsmassage@gmail.com or by mail to AMTA-WI Scholarship Contest, C/O Kelsey Lyons, 4606 N Sherman Ave, Madison, WI 53704. Winners will be notified on or before August 3, 2014.

- Only current students in a Massage Therapy program at one of the Wisconsin Massage Therapy Schools.
- Only one (1) entry may be submitted by each contestant.
- You must include your name, phone/email address, massage school, and graduation date with your submission or it will not be considered for judging.
- Regardless of entry method, all submissions must be received no later than 10:00 pm on **July 1, 2014**.
- Entry grants permission to AMTA-WI Chapter to publish submission and photo in print and electronically. Winners may be offered opportunity to present their article on video, with taping occurring during the next conference.

Your Community Service Massage Team is ready and raring to go!

All we need is YOU! We are looking for a few more caring and giving people to become trained in MERT. We are already listed with the Milwaukee county VOAD (Volunteer Organization Action in Disasters). I'd love for lots of you to make the commitment to be there for the fire fighters, police officers, and other emergency responders.

Also, we need able bodies to work with the outreach events that you want. Please look for the survey in your email and let us know what types of events you would like us to promote and support. Would you like your community service to aid cancer research? What about helping a specific hospital? Let Mary Schweiger know and we'll get it done.

We do have a commitment already to work with juvenile burn survivors at Camp Timberlee in East Troy. We plan to start working with the campers Wednesday August 13th at 5pm. If you wish to spend the night a cabin room will be provided for us. And we will finish strong on Thursday, the 14th by working with the families and other supporters. Thursday we will charge \$1/minute with all money going to give the campers an activity the next year. Personally, I have done this for 2 years now, and it is more fun and fulfilling than any other event I have attended.

You can contact Mary via email: mary@mindandbodyessentials.net or mindandbodyessentials@yahoo.com or by phone: (262) 623-4900.

Thank you for Years of Membership

AMTA-WI Chapter would like to acknowledge the following individuals for:

30 Years of Membership -

Carol Buckholtz, Apolonia Caya, Hannelore Franke, Elizabeth Krizenesky, Gary Smith, Nellie VanDam-Schmitt

25 Years of Membership -

Cyndi Fine, Julie Hass, Diane Hennum, Mary Jaras, John McGinnis, David Mueller, Junia Sarvela, Peggy Sieber Mueller, Annemarie Tiffe

20 Years of Membership -

Jeanne Aschittin, Lisa Bembenek Gumney, Ute Boehm, Mary Ennenga, Deborah Glenn, Jessica Hollis, Daphne Jones, Patricia Knaebe, Ann Marie Kolb, Michelle Machtel, Rebecca Martin-Potter, Maura Myles, Mark Ninneman, Carol Poff, Leslie Schuch, Leanne Sudbrink, Alan Weld

Precision Kinematics

 Precision
Neuromuscular Therapy

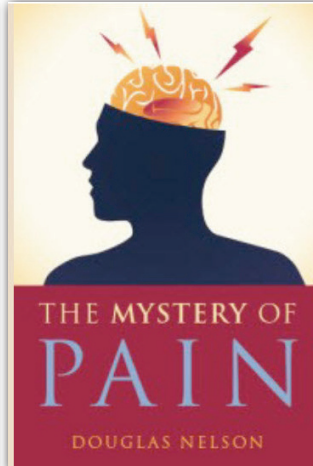
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A Book on the Science of Pain written by Douglas Nelson

Fabulous reading for
both clients and
massage therapists!

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NEW to AMTA - WI Meet and Greet

What is a "Meet and Greet"?

It's a casual "get-together" with fellow Massage Therapists in your area. You can come to network, talk, meet, and simply have fun!

It's FREE!

Check out our Facebook Page and Website for more details.
Adding dates and locations all the time!

AMTA-WI Loses a Great Man:

Remembering Vlad Thomas

By Julie A. Szivecz, LMT, CNMT

On Saturday Jan 25, 2014, I attended the memorial service for Vlad Thomas, my good friend and colleague. He made his transition on Jan 20th, after a long illness. His wife, Barb Miller, called to inform me of his passing, but I had already seen the obituary in my local newspaper and was deeply saddened by the news.

The service was very thoughtfully put together with stories, pictures, and songs about Vlad's life. Vlad's four daughters, arriving from Minnesota, California and Alaska, put a great deal of effort into making sure that their father was remembered and honored. They each stood up and shared many memories of their life with their dad. More about this later....

Vlad was a long time friend and fellow massage therapist. He graduated from the Chicago School of Massage Therapy, and later became certified in Neuromuscular Therapy, St John Method.

I don't quite remember when I met Vlad. We both did training in massage therapy in 1990, although at different schools. I suspect we met at one of the AMTA WI chapter meetings. There were only a handful of male massage therapists at the time and he stood out among all the women. Never one to be on the sidelines, he stepped up to be an active participant in the chapter, as I did. Over the next few years, as we therapists became more and more interested in obtaining a legal status with the state of Wisconsin, Vlad became one of the cornerstones in that movement. As a retired English professor, he was well qualified and was both articulate and methodical. These traits proved to be very important, as he methodically and tirelessly organized many statewide town meetings for massage therapists to discuss their desires, as well as the pros and cons of moving forward with this effort. Once it was clear that a majority of the surveyed massage therapists wanted to pursue legal status, Vlad just moved forward. It was a massive effort. I, and many others, embarked with Vlad on a long and very difficult journey on the path to gaining legal status. This was especially true for Hanna Franke, who became his right-hand assistant. Much had to be done: establishing funding, finding a legal representative for our profession, as well as legislators that would be willing to sponsor a bill to present to the legislators in both houses of government. Oh yes, and the governor at that time, Tommy Thompson, would also need to be willing to sign a bill into law that would allow massage therapists to achieve registration status. Vlad had a vision [first registration, then certification, and ultimately licensure] and he put forth a tireless effort for several years to achieve this vision. He persisted, undaunted, overcoming all obstacles. So many people were also instrumental, but Vlad was the "head honcho" and just wouldn't quit.

As the memorial service commenced, many people stood up and shared their memories of their experiences with Vlad. People spoke about times that happened before I knew him, but I could relate to those stories, as Vlad had often shared those stories with me personally. You see, Vlad and I had bartered for massage treatments, having the mutual bond of neuromuscular training. So, over many years, his office in Whitewater and mine in Rome were connected, and we shared stories of our lives with each other. At the service, it was wonderful to put faces to those stories. I noted that Vlad had 2 distinct parts to his life, one as a professor, and a second career as a massage therapist. I realized that I was the only one at the service that could speak to this second part of his life as a massage therapist. I felt it was vital that I stand up and tell the story of how important he was in my life and to all the other massage therapists in the State of Wisconsin. I want you to know, I publicly acknowledged the crucial role he played in achieving our legal status, and that every massage therapist in WI can be grateful and honored he was so diligent on our behalf.

At the luncheon following the service, I was able to meet his daughters personally, and share with them a bit more. It was a very lovely occasion. I appreciated the very tasty, catered food which so thoughtfully reflected Vlad's food preferences.

Sadly, Vlad's wife, Barb Miller, was unable to attend due to illness. Her many contributions should also be acknowledged as they were critically important in this second part of his life's work. She was very supportive of Vlad and instrumental in providing the secretarial and clerical tasks so very necessary during the years of legal struggle it took to get the legislative efforts accomplished.

And so, for all of us long time therapists, and for every new massage therapist in WI, as we do the work we love, please be grateful for this wonderful, gentle man, who so willingly and lovingly guided us on our way to being who we are as a profession today.

Thank you, Vlad!



Congratulations to the Newly Elected AMTA-WI Board Members!

I want to thank all of our candidates for running for their respective positions. The winners of this year's elections are as follows:

For President:	Lynn Kutz
For 2 nd Vice-President:	Kelsey Lyons
For Secretary:	AnnMarie Kolb
Our 2 Members at Large:	Terry Bauer
	Melissa Emmons
Our 2 Delegates:	Jacci Horstman
	Cynthia "Sam" Licht
Our Alternate Delegates:	Beverly Keil
(In order)	Marialyce Dorman
	Paula Slamann
	Sandra Pearce
	Dawn Petrovich

Congratulations to you all!

Next year we will be holding elections for 1st and 3rd Vice-President, Treasurer, 2 Members at Large, 3 Delegates, and 5 Alternate Delegates. If you are at all interested in helping your board grow our profession please contact Mary Schweiger at (262) 623-4900 or mary@mindandbodyessentials.net.

I look forward to working with the new and not so new members to the board this year. I would love to work with you as well!

Guest Blog Post

If you have ideas you would like to share with the members, please consider submitting a "Guest Blog Post" to our social media chair Tom Reich, tomreich85@sbcglobal.net. Some ideas for Guest Blog Post: My Favorite Ways to Market, Integrating New Massage Techniques into an Existing Practice, 10 Great Self-Care Tips to Share with Clients, Ethics of Retail Sales, To Accept Tips or Not? Your experience and imagination are the limit for what you can submit! Submissions may be edited and/or shared through other chapter resources. Photos are also appreciated!

Check out Lynn Kutz's blog post: <http://amtawiblog.weebly.com/1/post/2014/02/saving-money-as-an-lmt-liability-insurance.html>. This article originally appeared on our chapter blog <http://amtawiblog.weebly.com/>.

Don't just *tell* your friends about AMTA, *refer* them!

Here's how it works:

- **Option 1:** Refer your friends and colleagues by filling out the form at amta.org, emailing info@amtamassage.org, or calling us at 1-877-905-0577. We will contact your friend to share the benefits of being an AMTA member, and offer them the lowest membership rate possible!
- **Option 2:** Encourage your friends to join by calling 1-877-905-0577 and mentioning your name, or have them visit amtamassage.org/join and use code **Friend** ([Professional](#) membership) or **FriendSG** ([Student](#) or [Graduate](#) membership).

When each friend joins at any level– Professional, Graduate, or Student– we send them a welcome gift, and you receive a \$20 Visa gift card! Refer as many friends as you'd like. There are no limits to the number of gift cards you can receive.

refer a friend
to amta



AMTA-WI Chapter Meeting Minutes

AMTA - WI Chapter Meeting

Crowne Plaza Airport, Milwaukee

March 8, 2014

Meeting called to order at 6:34pm by Mya Rowe, President

Douglas Radtke was assigned by Mya Rowe, as timekeeper for this meeting.

BOARD MEMBERS, COMMITTEE CHAIRS and MEMBERS present: Mya Rowe(President), Casey Guilfoyle(1st VP/Education Chair), Kelsey Lyons (2nd VP/Newsletter Chair/Membership Committee), Mindy Murkley(3rd VP/Awards), Marilyn Heckert(Treasurer), AnnMarie Kolb(Secretary), Terry Bauer(Member-At-Large/Sponsorship), Paula Slamann(Member-At-Large/Education Committee), Mary Schweiger(CoC/CSMT), Sandra Pearce (Website), Douglas Radtke(Lead Delegate), Ronnie Artero Frederick(Sports Massage Team), Diane Pandl(Finance Committee), Lynn Kutz(Scholarship/Display/AMTA-WI Store), Melissa Emmons(Education Committee), Nancy Rezmer(Education Committee), Tom Reich(Social Media).

APPOINTMENT OF SERGEANT AT ARMS: Ellen Wittwer volunteered. Mya Rowe appointed her as Sergeant at Arms.

QUORUM: 41 Professional Members present, we need 22 votes for the quorum.

CALL FOR NEW BUSINESS: Mya Rowe asked the membership for any new business to the posted agenda. Nothing was added.

APPROVAL OF MEETING AGENDA: Beverly Keil moved to approve the agenda as presented. Kelsey Lyons seconds. All approved.

APPROVAL OF MINUTES: Kelsey Lyons moved to approve the Chapter minutes from August 24, 2013 in Wisconsin Dells, WI as presented. Sam Licht seconded. All approved.

PRESIDENT'S REPORT: Mya Rowe thanked everyone for their support of her time as President. Mya read an article on Vlad Thomas, deceased long time AMTA-WI member, written by Julie Szivecz.

TREASURER'S REPORT: Marilyn Heckert presented the Budget and Expenses Report. MOTION: Sandy Tamel moved that we extend the discussion of the Budget for 6 minutes. Ellen Wittwer seconded. All approved.

COMMITTEE REPORTS:

Sponsorship Report: Terry Bauer reported that we have 7 vendors at this conference. She has been contacting potential businesses for goodie bags. She also has been collecting ads for the newsletter and website.

Finance: Diane Pandl reported that we have \$180,548.78 total in our accounts. She reported that our 2013 investment account yielded an 11% return. Our 2014 YTD investments have yielded 1.3% return. She is going to contact our Edward Jones rep. Drew Reitzner, to discuss the difference in these numbers.

Sports Massage Team: Ronnie Artero Frederick reported that she has been hard at work getting some events lined up for the summer. We have been invited to the following events: Fight for Air Climb in Milwaukee, Tour de Cure in Madison and Milwaukee, and Race for AIDS Chicago. Ronnie also reported that she has been in contact with My Team Triumph and Special Olympics and we will be at several of their events in the coming year. Ronnie also asked that she is in need of volunteers and indicated sign up sheets would be available.

Awards: Mindy Murkley recognized all of the members present for their years of membership. She also reported that she submitted the Chapter Hands, Meritorious and Humanitarian awards to the National office. These recipients will be announced at the August Chapter meeting.

Membership Report: Kelsey Lyons reported that we have 2036 members. She reported we have been hosting Meet n' Greets and if you would like to host one in your area, contact Kelsey and Sam Licht. This committee is looking to get some mentors and get into schools too.

Newsletter: Kelsey Lyons reported that we need a new editor.

School Liaison: Paula Slamann reported that we are in need of a new chair. She explained what is required of this chair.

Social Media: Tom Reich reported social media exposure and participation has been growing steadily. Facebook, Twitter, YouTube, Pinterest, Blog, LinkedIn

Display: Lynn Kutz reported that we have many displays that can be loaned to members. If you are interested in borrowing them, contact her.

Scholarship: Lynn Kutz reported that Mary Schweiger and Mark Penton won the last scholarship contest and are attending this conference. Next scholarship is asking about the ways members have been a humanitarian. The deadline is May 1, 2014 for the next conference. Details in Connecting Hands newsletter, on blog, and available in Vendor area of conference.

Store: Lynn Kutz reported that a chapter "store" is in planning stages. With the National Convention being in Wisconsin in 2016, we need to start raising some money and getting some products to sell at the conference. She is looking for ideas on what we should carry in the store.

Government Relations: Mya Rowe reported that we are in need of a Government Relations Chairperson. Amy Appel asked about the rumor that the massage therapists license may be no more and was wondering what is happening with that? Mya Rowe reported that this proposal is still sitting in a legislative committee. We will let people know if and when we need to do anything.

NEW BUSINESS

Newsletter: paper vs. electronic: Mya Rowe reminded the chapter that we announced at the last chapter meeting that we will be going green.

Kelsey Lyons presented that chapter with options of ways of getting the newsletter out to our membership.

MOTION: Sandy Tamel moved that we send out a mailer asking everyone if they would like to continue receiving the paper or electronic newsletter. Susan Cossette seconded. All approved.

Budget: Mya Rowe presented the proposed budget to the chapter. She explained that the National AMTA has stopped "requiring" the chapter fee. We changed the budget line item to zero, because we cannot guarantee that members will pay this chapter fee.

MOTION: Terry Bauer moved to extend the time of the budget discussion by six minutes. Brent Foye seconded. The Ayes have it.

MOTION: Sandy Tamel moved to accept the proposed budget. Terry Bauer seconded. All approved.

NOMINATIONS and ELECTIONS: Mya Rowe turned the meeting over to Mary Schweiger. Mary reported that she had not received any nominations for President by the deadline, March 2, 2014. She announced that because of this nominations are open from the floor. Lynn Kutz applied for President. Mary called for further nominations, received none, the ballot was closed.

Mary Schweiger announced that she had also not received nominations for 2nd VP by deadline. Kelsey Lyons submitted an application this weekend. Doug Radtke was nominated by Sandy Tamel and declined. Kris Ott was nominated by Ellen Wittwer and declined. No further nominations from the floor. Ballot was closed.

Mary Schweiger announced that she did receive one application for secretary, AnnMarie Kolb, so that ballot is closed.

Mary Schweiger announced that she did not receive any applications for Members-At-Large. She received three applications during our weekend: Beverly Keil, Melissa Emmons and Terry Bauer.

MOTION: Ellen Wittwer moved to vote for President, 2nd VP and Secretary into office by acclamation. Sandy Tamel seconded. All approved. Mary Schweiger handed out the Member at Large ballots. After ballots were counted, Terry Bauer and Melissa Emmons were elected as our Members At Large.

Mary Schweiger announced that she received nominations for Delegates for a two year term. She received the applications from Jaci Horstman and Sam Licht by the March 2, 2014 deadline, no nominations were taken from the floor.

MOTION: Ellen Wittwer moves to vote the delegates in by acclamation. Kelsey Lyons seconds. All approved.

Mary Schweiger reported that she had not received enough nominations for alternate delegates by the deadline. She received applications over the weekend from Sandra Pearce, Ellen Wittwer, Paula Slamann, Beverly Keil, and Dawn Petrovick. Mary asked for nominations from the floor. Marialyce Dorman was nominated by Nancy Rezmer and accepted. Applicants had two minutes to say something then we voted.

Mary Schweiger announced there was a tie between Marialyce Dorman and Beverly Keil. We had a tie breaking vote. Mary announced the alternate delegates for the National Convention 2014 are as follows: 1. Beverly Keil, 2. Marialyce Dorman, 3. Paula Slamann, 4. Sandra Pearce, 5. Dawn Petrovick

MOTION: Kathleen Treffert moved to adjourn the meeting. Kelsey Lyons seconded. All approved.

Mya Rowe adjourned the meeting at 9:27pm.

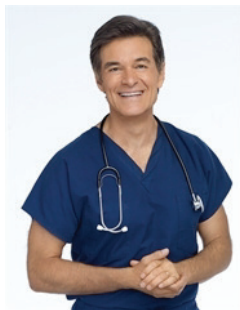
Respectfully submitted by AnnMarie Kolb, Secretary.



Left: Pictured some of the Raffle Winners at the AMTA-WI Chapter Education Event!!! Above: 30+ years of practice as massage therapists, Kathleen Treffert, Sandy Tamel, and Carol Buckholtz! We are so happy and proud to have you all be a part of AMTA-

Experience AMTA at the AMTA 2014 National Convention!

Join the best and brightest in the massage therapy profession to *Experience AMTA* at the AMTA 2014 National Convention this September 17-20 in Denver, Colorado. We're excited to bring you 35 continuing education opportunities in the city where urban sophistication meets outdoor adventure!



Kicking Off With Keynote Speaker Dr. Oz

Dr. Mehmet Oz, Daytime Emmy® Award-winning host of The Dr. Oz Show, will kick off your experience as this year's keynote speaker. Dr. Oz has influenced a generation with his health and wellness expertise, including his promotion of complementary and alternative therapies such as massage. In addition to hosting his talk show, Dr. Oz is the Vice-Chair and Professor of Surgery at Columbia University where he performs more than 100 heart surgeries per year. We are excited for Dr. Oz to share his experiences with complimentary medicine.

Earn More Than 18 CE Credits in Denver

Earn more than 18 hours of high-quality CE credits when you join us in Denver. The education begins with our in-depth and hands-on pre-convention workshops starting Wednesday, September 17. The next three days are also filled with practical and research-based courses presented by some of the industry's top leaders in continuing education. What's more we've partnered with the American Academy of Dermatology to bring you the course "Talking to your Clients about Skin Cancer." Registration is first-come, first-served; register soon to get your top picks of these courses.

Experience the Power of Community

One aspect that sets the AMTA National Convention apart is the opportunity to form lifelong connections with fellow attendees. The company of your peers and industry greats is inspiring and career-changing! Stroll through the Exhibit Hall and mingle with other practitioners who can relate to your vast and personal experiences. Share your joys and challenges at networking events and during class discussions. This sense of community is heightened when you stay at the host hotel, which this year is the gorgeous Hyatt Regency, Denver. The Hyatt is just a short walk from the Colorado Convention Center, where the event is taking place. If you book your room before August 18, you'll secure the special AMTA rate.

Early bird registration ends July 18, but hands-on classes fill up quickly, so register soon to get your first picks. See you in Denver!



AMTA-WI 2014 Approved Budget

AMTA - WI Chapter Budget and Expenses	Approved budget 2013-2014	Approved budget 2014 - 2015
Income:		
Advertising	\$3,000.00	\$2,800.00
Interest GR #890	\$2,000.00	\$1,700.00
Interest #543	\$900.00	\$500.00
Education	\$38,075.00	\$33,000.00
Dues	\$55,000.00	\$55,000.00
Chapter fee	\$35,000.00	\$0.00
Chapter Store		\$1,000.00
Total Income:	\$133,975.00	\$94,000.00
Expenses:		
Awards Committee	\$600.00	\$925.00
Awards: Meritorious National Expense	\$600.00	\$600.00
Board Meetings	\$1,700.00	\$6,000.00
BOD Mileage	\$6,000.00	\$6,000.00
Chapter Insurance Expense	\$1,000.00	\$1,000.00
Chapter Store		\$1,000.00
Delegate Allowance	\$9,500.00	\$9,500.00
Display Unit Committee	\$100.00	\$100.00
Education Expense/Scholarship	\$75,000.00	\$31,000.00
Government Relations Expense	\$14,000.00	\$14,000.00
Marketing	\$2,000.00	\$1,600.00
Massage Therapy Foundation	\$1,000.00	\$2,000.00
Membership Committee	\$2,000.00	\$1,850.00
MERT	\$100.00	\$0.00
Miscellaneous	\$100.00	\$100.00
National Convention BOD	\$9,000.00	\$9,000.00
Newsletter Expense	\$11,500.00	\$5,225.00
Office Supplies	\$200.00	\$500.00
Outreach/CSMT	\$500.00	\$600.00
Postage&Shipping	\$200.00	\$125.00
Sports Massage Committee	\$400.00	\$400.00
Volunteer Training	\$3,000.00	\$2,200.00
Website	\$2,500.00	\$2,600.00
Total Expenses:	\$141,000.00	\$96,325.00

2014 EVENTS

2014 AMTA - WI Schedule of Events

Calendar is subject to change. Please check website for updates.

6/2014	Eau Claire Triathlon	Eau Claire, WI	Sports Massage Team
6/14/2014	Bellin Run	Green Bay, WI	Sports Massage Team
6/14/2014	Tour de Cure	Milwaukee, WI	Sports Massage Team
6/21/2014	BOD Meeting	Portage, WI	Board of Directors
6/22/2014	Bigfoot Triathlon	Lake Geneva, WI	Sports Massage Team
6/2014	Crohn's and Colitis: Take Steps	Madison, WI	CSMT
7/2014	CVOP: Chapter Volunteer Training	Evanston, IL	Board of Directors
07/11-13/2014	Pewaukee Multisport Weekend	Pewaukee, WI	Sports Massage Team
07/19-20/2014	Scenic Shore 150	Manitowoc, WI	Sports Massage Team
8/13-14/2014	BURN CAMP	East Troy, WI	CSMT
8/1/2014	BOD Meeting	Eau Claire, WI	Board of Directors
8/2-3/2014	Education Conference	Eau Claire, WI	OPEN
8/3/2014	Annual Chapter Meeting	Eau Claire, WI	OPEN
8/11/2014	Athleta Iron Girl Triathlon	Pleasant Prairie, WI	Sports Massage Team
9/7/2014	Ironman Wisconsin	Madison, WI	Sports Massage Team
9/17-20/2014	National Conference	Denver, CO	OPEN
9/28/2014	BOD Go-to Meeting	online	Board of Directors
10/2014	Massage Therapy Awareness Week	Nationally	OPEN
10/12/2014	AIDS Walk Wisconsin & 5K Run 2014	Milwaukee, WI	CSMT
11/1-2/2014	Budget and Strategies BOD Meeting	Milwaukee, WI	Board of Directors
12/14/2014	Go-to Meeting	online	Board of Directors



The AMTA Purpose

The purpose 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 the 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 of opinions contained in this publication do not necessarily reflect those of the AMTA-WI Chapter.

Newsletter Deadlines:

May 31, 2014

for July Issue

GOING GREEN!

Needed Volunteers:

BURN CAMP 2014

August 13 & 14, 2014

Contact: Mary Schweiger, LMT
(262) 623 - 4900

mary@mindandbodyessentials.net
CSMT for more information