

CONNECTING HANDS

2016

WE REMEMBER THE MEMBER

President Mindy Murkley-Kruckeberg Announcement

All of these people went to a Volunteer Training and Budget Meeting Weekend at the Girl Scout Jo Ann Mann Lodge at Camp Silverbrook. These people strategize and work really hard to bring the best to you.

We believe in the power of one! We need each and every one of us to move forward. Together we can accomplish educating society and share how beneficial massage can be for every person, how great or small their need may be.

We believe in exceptional nationally approved education, so we strive to bring the Presenters and courses that you



want. By doing this, you are able to hone in on certain skills or advance out onto new adventures. We work with those ideas and try to get Presenters to come teach at a much lower rate so it is more affordable to all AMTA members.

New venue ideas or activities for the weekends are also appreciated whether it be yoga, coffee clutch, tea by the fire, meditation circle, etc. The more input we get from all Chapter Members the easier and efficient the Chapter runs. The Board of Directors is here to support you and work for the members. It may be hard to imagine but remember the Board Members are just like you, Volunteers. “We Remember the Member.”



AMTA'S CHAPTER VOLUNTEER ORIENTATION PROGRAM

Mindy Murkley-Kruckerberg, President



Being on the Board of Directors for our Chapter really means a lot to me. Throughout the past 8 years, I've held several different positions and learned many of the jobs that it takes to run the Chapter efficiently. I believe it's important to grow our own personal skills along with our massage skills. As the years go by and one gets more experience, we start to seek more fulfillment. This year I was selected to go to the Chapter Volunteer Orientation Program (CVOP). All of the topics were exactly what I needed to get reassurance and strength.

During the training, the topic I found most fascinating was personalities. We learned about four different personality styles a person could have: Analyzer, Controller, Persuader and Stabilizer. The *Analyzer* has to be prepared and know the facts and will do research prior to making any decisions. *Controllers* are not quick at making decisions and require facts and data. *Persuaders* try to sell the idea. They take the opinions of others into consideration and offer rewards. Finally the *Stabilizers* ask everyone for suggestions. They are not organized or restricted.

Each style has to be able to recognize all the different styles and be able to adapt with flexible approaches. Being able to step back, take a breath, check in with yourself, and then take an inventory of how everyone else is feeling is vital to keep any meeting or conversation healthy.



WI CHAPTER SPOOKTACULAR EVENT ~ FRIGHTENINGLY SUCCESSFUL

Casey Guilfoyle, 1st Vice President, Education Chair, Chapter Event Coordinator



Friday, October 28 your WI chapter hosted a scary good time at Rock Bottom Brewery & Restaurant's Bottoms Up Bar. The super staff and manager, Rebecca Miller creatively crept out the basement location with fabulous Fall and Halloween decorations. They created wonderful finger foods and delicious desserts along with a Crisp Cranberry punch & coffee.

A variety AMTA Volunteers & friends generously supported the event.

Ronnie Artero Frederick (Pinocchio), Melissa Barbour (Medusa), Bonnie Dittmer (Sunny Scarecrow) and Sara Schumann (Bloody Dr.) greeted people upon their arrival at our doorstep.

Tami Goldstein, Tanya Kleinhenz, Veronica Polacek, and

Rick Moore dressed up the place with clever costuming and enjoyed the festivities.

Lynn Marie Kutz, Andrea Muench, and Karen Streif bewitchingly invited people to help themselves to WI Chapter branded mementos: stickers, pens, postcards, patches and wearables including zip up fleece jackets and shirts featuring WI Logo.

Douglas Radtke, Nancy Rezmer, and Marialyce Dorman aided Jenny of Wisconsin Photo Booth who snapped stunning shots of our cleverly attired guests:

Past Presidents (Parambo, Brennan, Moyle), Snow White and the 7 Dwarves (CO Chapter), SuperHeroes as well as a group of Walking Dead who paused and took away a token of their time together with us! This is the link to all those nifty images: <https://wisconsinphotobooth.smugmug.com/Events/AMTA-Spooktacular/>

Our Freakishly FUN Judges: Sara Schumann, Leah Strutz, and Eva

Strobeck, our neighbor from IL Chapter made Costume Contest a crowd pleaser with their talented trio asking for people to weigh in on the voting.

Five Trophies were awarded:

Best Original Costume- John Hickman, TN ~ Alan Garner "Dude" from The Hangover

Homemade Costume- Emily, DC ~ Mad Hatter

Massage Theme Costume- Massage Man

Group Costume - Colorado Chapter -Snow White and 7 Dwarves

5 Minute Throw Together Costume- Weird Al Yankovic

Thank you to Rock Bottom Brewery and the wonderful AMTA volunteers for assisting in the successful event!

It was a pleasure putting this wicked good time together, seeing and hearing everyone enjoy themselves!



WHILE WE LIVE, WE SERVE!

Kelsey Lyons, 2nd Vice President, Membership Chair

What an amazingly, awesome turn out Wisconsin! Hosting this huge national convention in our home state was something that we have been planning and looking forward to for 2 years!



Highlights of my week at AMTA National Convention:

*Learning more about Human Trafficking & Polaris Project and how AMTA is going to work with Homeland Security

*Working with other chapter leaders to get closer to doing online elections for our chapter elections

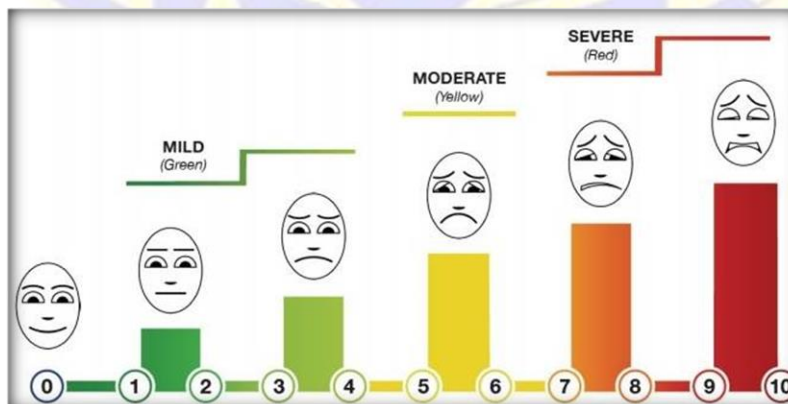
*Leadership training for new Chapter Board structure: We will now have a President, 2 Board Members (no longer called 1st and 2nd VP, getting rid of 3rd VP), Secretary, and Financial Administrator (no more Members at Large)

*ALL AMTA Schools will be able to have FREE AMTA student memberships!

*Meeting one of my heroes: Abby Wambach, US Women's National Soccer Team

*Organizing a Dinner/Dance Flash Mob with all AMTA members from all over the country

*NEW PAIN CHART!!! I have been using this new "functional based" pain chart for a week and can already see it being more exact with measuring level of pain!



[Pick the date]



AMTA Wisconsin Chapter

2017 Spring Education Conference
• Chapter Meeting & Elections •

Monday, April 3 - Wednesday, April 5, 2017
Lake Lawn Resort • Delavan, Wisconsin

Featuring 4 Noted NCTMB Providers



Monday, April 3 9 am - 4:30 pm

6 CE

Doug Nelson: PNMT and Golf Swing

Early Registration: \$90 Member/Student; \$120 Non-member; Regular: \$120/\$150

Tuesday, April 4 9 am - 6 pm

8 CE

The Path To Mastery: Identifying & Developing Requisite Skills to Achieve Excellence in Massage Therapy

Early Registration: \$120 for all; Regular: \$160/\$200 Non-member



healwell

Monday, April 3 - Wednesday April 5 5 8:30 am - 5:30 pm 24 CE

Healwell: Oncology Massage 101

\$425 Member/Students; Non-member with \$25 discount for Early Registration

Class Size LIMITED: 20



Monday, April 3 - Wednesday April 5 9 am - 4:30 pm

18 CE

Cindy Black: Meridian Massage to Balance the Wood Element

Early Registration: \$270 Member/Student; \$360 Non-member; Regular \$360/\$450



Monday, April 3 8:30 am - 6 pm

9 CE

Tami Goldstein: Adaptations of CST, Massage & Bodywork for
Autism Spectrum Disorders - Registration \$155

Tuesday, April 4 & Wednesday, April 5 9 am - 5 pm

Upledger: Intro to CranioSacral Therapy - Registration \$255

12 CE

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[Pick the date]

INFORMATION

2017 Spring Chapter Membership Meeting and Elections

Tuesday, April 4, 2017 6:30 pm

Lake Lawn Resort, Delavan, WI

New Board Orientation

Wednesday, April 5, 2017 12-1 pm



What is the conference refund /cancellation policy?

Full refund minus \$30.00 administrative fee.

No refunds will be issued for cancellations less than 72 hours prior to the event.

Early Bird prices end & Registration minimums need to be met

30 days prior to event or classes will be cancelled.

Hotel information: 2400 East Geneva Street, Delavan, WI 53115

Please call 800-338-5253 and ask for Reservations.

Request rate for American Massage Therapy Association - Wisconsin Chapter to receive group rate.

A first night's lodging deposit will be asked for at time of reservation.

Room block released March 3, 2017.

King/Queen \$89.00 • Loft \$109.00 • Suite \$129.00

Name: _____ Member #: _____

Contact Information: _____

REGISTRATION

Register online at amtawt.org until 3/27/17 5 pm.

or mail form to: Casey Guilfoyle, Education Chair, 7080 Lower Rd, Sobieski, WI 54171

Class: _____ Cost: \$ _____

Class: _____ Cost: \$ _____

Class: _____ Cost: \$ _____

Class: _____ Cost: \$ _____

☐ **Credit Card** Card Type (Circle one): Visa MC Discover AMEX

Name on Card: _____

Credit Card Number: _____

Expiration Date (mm/yyyy): ____/____ Amount Paid \$ _____

☐ **Check** Make Checks Payable to: AMTA-WI

Amount Paid \$ _____ Check # _____

*ADA assistance is available upon request **Registration price includes materials.



Douglas Nelson, LMT, BCTMB

Douglas Nelson is a Licensed and Board Certified Massage Therapist. The founder of Precision NMT seminars, Doug has taught hundreds of seminars and to various populations from physician's conferences to educational seminars for lay people. Practicing massage therapy since 1977, he is the president of BodyWork Associates, an eighteen therapist massage therapy clinic in Champaign, IL which has been in operation since 1982. Doug still maintains a very active practice; he doesn't just teach, he has a busy personal practice (seeing over 1,100 client visits annually); the clinic is the laboratory for the development of PNMT. Doug has treated thousands of clients over the years, from teams in the NBA and NFL, factory workers, and high level musicians who suffer musculoskeletal pain. He is the author of *Table Lessons: Insights in the Practice of Massage Therapy* and *The Mystery of Pain*. He also contributed the chapter on fibromyalgia to the book *Massage Therapy: Integrating Research and Practice*. Doug is also on the Board of Trustees of the Massage Therapy Research Foundation.

PNMT and the Golf Swing

6 CE

Golf is a popular sport that is played by nearly 29 million people in the USA alone. The physical demands of golf are often overlooked, which can lead to pain and discomfort in both recreational and serious golfers. Precise soft tissue strategies that are specifically targeted to the biomechanics of the golf swing can help golfers play more effectively and also prevent possible injuries. This also becomes a wonderful sub-specialty for massage therapists, offering golfers very specific treatment protocols tied to the demands of the golf swing.

The Path to Mastery: Identifying and Developing the Requisite Skills to Achieve Excellence in Massage Therapy

8CE

If you wish to play soccer, your coach will run you through numerous drills to hone your skills at the many aspects of the game. Golfers spend time on the driving range working on putting, chipping, short irons, long irons, sand traps, etc. Pianists spend hours playing etudes, pieces designed to develop specific skills in the art of the piano. In this workshop, the participants will spend the day identifying, fine-tuning, developing and exploring the specific skills needed to master the science and the art of massage therapy. From palpation games to listening and observation exercises, therapists will explore and deepen their understanding of the skills it takes to pursue excellence in this field (and have a lot of fun at the same time!) Let the palpation games begin!



Healwell

Lucille Eddy, CMT, S4OM As Healwell's Program Director, Lucille coordinates, supervises, and provides care for Healwell's hands-on programs. She is a founding member of the Society for Oncology Massage and taught at Potomac Massage Training Institute from 2004 - 2009. Lucille co-teaches Healwell's adult and pediatric Hospital-based Massage courses, Oncology Massage classes, and community education. She is a retired Senior Chief of the U.S. Navy and has served as the Clinical Supervisor for Hospital/Oncology Massage at The Teal Center at Virginia Hospital Center since 2009.

Julie Ackerman, LMT, S4OM Julie maintains a thriving private practice in the Philadelphia area and is currently on staff as a massage and CLT at the Cancer Treatment Centers of America. She specializes in working with people who are medically complex, preventing and maintaining lymphedema and supporting people at the end of life. Julie serves as a professional massage advisor for Unite For HER and is an active member of The Society for Oncology Massage and National Lymphedema Network.

Oncology Massage 101 (Class Size Limited: 20)

24CE

Prerequisites: Must be a practicing massage therapist.

This 3-day course provides therapists with the essential skills and knowledge to be prepared to treat a variety of clients who are affected by cancer. Oncology Massage 101 is ideal as a starting place not only for therapists who want to specialize with this population, but also for those who simply want to know what they don't know so they can make appropriate referrals and also have the confidence to work with clients affected by cancer for those times when these clients unexpectedly show up on their tables. This course includes a hands-on clinic. (Practitioners who complete this course qualify to register as Preferred Practitioners with the Society for Oncology Massage.)

Topics covered: Common cancer treatment protocols, Side effects and Surgical interventions

This class will conclude with a supervised, full-body, one-hour, client-centered oncology massage session with a client affected by cancer treatment.

Approved for Continuing Education: NCBTMB and Florida

Required Reading: *Medicine Hands: Massage Therapy for People with Cancer*, by Gayle MacDonald, MS, LMT



[Pick the date]

Cindy Black, LAc, LMT

www.bigtreehealing.com

Cindy Black, LAc, LMT is the founder of Big Tree School of Natural Healing and author of Meridian Massage, Opening Pathways to Vitality. Her teaching has touched many throughout the world. Cindy integrates Classical Chinese medicine and Western massage therapy into a unique approach to balance mind, body and spirit - a practice known as Meridian Massage. Her profound thinking, humor, and unique ability to make the complex accessible combine to inspire many people throughout the world with these fundamental teachings.

Meridian Massage to Balance the Wood Element

18CE

The Wood Element includes the Liver and Gallbladder Organ Systems and the Liver Gallbladder Meridians. Common symptoms of Wood Imbalance: Mental-emotional stress, Muscle tension, Repetitive use injuries and Headaches

You will learn how to use specific acupoints and acupoint combinations to support the return to balance and flow of the Wood Element. Once the Wood Element is soothed and back in balance, the multiple manifestations listed above often resolve.

Knowing how to work with the physical, emotional and mental aspects of the Wood Element will give you new tools to ease these commonly encountered conditions.

The Wood Element is one of the 5 Elements of Chinese Medicine. You will learn the relationship of Wood to the other four Elements so that you can harmonize the relationship of all 5 Elements for better results.

This hands-on course teaches you how to combine specific acupoints, breath awareness and gentle movement to bring balance to the Wood Element.



Tami Goldstein, LMT, CST

Tami Goldstein is an Upledger Institute Certified CranioSacral Techniques Therapist. She is trained in Massage Therapy, CranioSacral Therapy (CST) I and II, Somatic Emotional Release (SER) I and II, CST Pediatrics, and The Kolden Technique & Body Therapy, Reiki Master/Teacher. She is also a Certified Infant Massage Instructor as well as an Upledger Institute International CranioSacral Therapy Present and Share Care Provider. Since 2005, Tami has been State and National Certified in Therapeutic Massage and Bodywork and continued her training in CranioSacral Therapy with the Upledger Institute in Florida. Tami became certified in CranioSacral Therapy in January of 2013.

CSMB-A Applications of Upledger CranioSacral Therapy, Massage & Bodywork for Autism

9CE

Massage Therapists are in a position to provide hands on work to individuals on the autism spectrum. The current autism prevalence is 1 in 45 children. To effectively work with those affected by autism, you need to understand the unique and varied presentations. This course will provide; education about autism and tools for effective therapy: education on how different touch modalities address sensory systems in the body, how understanding an individual's particular presentation of their disability can lead to successful and beneficial therapy sessions, tools for preparing the therapy environment and examples of pertinent additional health intake questions will be shared. The course will also cover neuroanatomy and the differences between a neurotypically developed brain and the brain of a child with autism. Learning and understanding autism, its characteristics, and how SPD (Sensory Processing Disorder) impacts the individual will prepare the massage therapist for success when working with this clientele. The course instructor will use her extensive background working with this population both personally and professionally and will combine storytelling with role playing and group activities to aid instruction.

Introduction to Upledger CranioSacral Therapy

12 CE

This introductory course details the physiology and anatomy of the craniosacral system, its functions in health and its relationship to disease process. Participants will learn hands - on, fascial-release techniques to evaluate and affect pain and dysfunction. It includes lecture, demonstration, and practice for each technique presented.

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WISCONSIN CHAPTER THANK YOU

Douglas Radtke, 3rd Vice President, Head Delegate and Awards Chair



I would like to thank the AMTA Wisconsin Chapter for allowing me to attend the 2016 AMTA National Convention in Milwaukee, WI.

2016 was special for me. This was the first time attending the Chapter Volunteer Orientation Program (CVOP) on October 24 and 25. CVOP is a two-day event that focused on teamwork, team building, communication and organizational leadership. CVOP taught me to put in better perspective what I already know but also gave me the tools on how to make myself a more effective AMTA Leader.

Attending the House of Delegates (HoD) the next day was much different than in past

years. This year, we had no Position Statements to vote on. Instead, the HoD arranged the States in break out groups and discussed more philosophical questions. The answers from the groups will be cyphered by National HoD during the course of the year.

I attended two hands on classes. Til Luchau taught one class on treating Sciatica. I've taken online courses with Til, but seeing him in person was a real treat. He even used me as an on stage-stretching example in the beginning of the class. My second class was using Forearm To Save Your Career. Learning this technique in a manner, which I am not accustomed to, was quite eye-opening. I can't wait to implement this new knowledge in the real world. The last class was a lecture about Working in a Hospital Setting.

The WI Chapter worked diligently on hosting a Chapter Event-Spooktacular Costume

Party that was an outstanding success! We had creative costumes, great food and everybody had the chance to get silly in front of a camera while showing off their costume.

There's so much more to say about the 2016 AMTA National Conference. For myself, I look forward in being surrounded by so many talented and well-educated Massage Therapists in one place at the same time. Everybody in attendance was willing to learn new and challenging modalities, freely share their knowledge and experience with everybody in the class. This venture alone makes me feel privileged to attend. Many of my new friends have joined me on LinkedIn. I come home a better Massage Therapist, a more experienced Delegate and have a sharper focus on my goals with the AMTA and the WI-Chapter. For this, and so much more, I proudly thank the AMTA WI-Chapter again.



2016 AMTA NATIONAL CONVENTION REPORT

Marialyce Dorman, Wisconsin Delegate



I had quite an educational and entertaining week at the 2016 National Convention in Milwaukee. The first order of business was to download the new 2016 AMTA National Convention App which helped me stay on track for all the events-- especially the ones held in the Hilton, Milwaukee Theater and Wisconsin Center. Exchanging chapter pins is a long time tradition at the convention and I was inspired by Wisconsin LMT Sara Wendt's quest to collect them ALL on a US Map she designed. At Leadership Training I learned about the online hub at hub.amtamassage.org. The Hub has lots of good information and the ability to network with other AMTA members nationwide on a variety of subjects.

Due to the lack of proposals submitted, the 2016 Delegate meeting was the first time in over 10 years that the itinerary changed. The time was used instead to discuss the role of the delegates in the future.

Entertainment wise, the Massage Research Fundraiser Boo Costume Party was certainly a scary night of rain, wind and crazy costumes at the Milwaukee Theater.

Superhero "Massage Man" saved the day at the Wisconsin Boo Bash held at the Rock Bottom Brewery. The closing dinner dance at the Wisconsin Center left us all in good spirits.

The Exhibit hall was excellent with new products to explore, massage treatments to experience, supplies to buy, and food to eat. Perhaps the most interesting exhibits to me were colleges that are now offering Bachelor of Applied Science (BAS) degrees. By taking the NCBTMB board certification, a massage therapist can earn 33 semester hours towards a Bachelor's Degree. I was not really aware that colleges were offering such degrees and I feel this will be a turning point in the massage therapy profession. Identifying skill levels will be important for massage therapists to be paid fairly in hospital settings, government jobs, etc. While most of us like our private practice employment, hospitals such as the VA need our services to provide expanding health care options.

One of the classes I attended was "The Research Panel: Massage in Military & Hospital Settings." Being a military veteran, I was very interested in the work of Dr. Carol Fletcher, from the Ann Arbor VA, Dr. Sefton of the Auburn University Warrior Research Center and Dr. (COL) Buckenmaier, Samueli Institute, who spoke of integrated massage therapy (not complimentary) in military settings and the VA Hospitals. Col Buckenmaier challenged the massage therapy profession to step up and collaborate more with the medical profession. Currently H.R. Bill 4887 is asking for the expansion of health care in the VA and active military to include massage therapy. Please consider



[Pick the date]

notifying your congressperson to help get this bill resurrected and passed in the US House of Representatives.

Attending the AMTA National Convention helped me remember what a great profession we have and the

great need for our services nationwide. There are so many ways to grow and learn and advocate and serve our fellow countrymen. Thank you AMTA Wisconsin for sending me as a delegate to the 2016 National Convention.



AMTA – Wisconsin Delegates
Andrea Muench, Marialyce Dorman, Sara Wendt, Ronnie Artero-Fredrick and Douglas Radtke

Save the Date

April 28-30, 2017

Massage for People Living with Cancer

NCBTMB Approved Provider - 24 CE's

Instructor ■ Mary Peifer, RN, LMT

NCBTMB Provider # ■ 153811-00

Location ■ NWTC Corporate Conference Center

\$425
Early bird rate
~~\$475~~ after

FOR MORE INFORMATION OR QUESTIONS

☎ 920-498-6373

✉ corporatetraining.nwtc@nwtc.edu

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SCHOLARSHIP & EXCITING NEWS FROM AMTA

Sara Wendt, Scholarship Chair and Delegate



Scholarship Winners!! The winners of the 2016 scholarship are Bonnie Dittmer, Becky Bishop, Kim Dietz, and Sherrie Zander! These four women have won \$100 in credit toward continuing education at an AMTA-WI event in 2017.

Visit amtawi.org or read the February newsletter for your chance to enter future continuing education scholarship opportunities!!

Exciting News! You can visit www.amtamassage.org/articles/5.HandsOn/detail/3580 to see highlights of the National Convention held in Milwaukee this past October! At the top of those highlights for me was a speech given during the opening ceremony by Bill Brown, the

Executive Director of AMTA national. It intrigued me that he spoke upon three topics that may transform our profession. There are new ways that AMTA is creating to assist students and partnering with both Massage Envy and the NCBTMB.

The AMTA has instituted a new program offering FREE student membership for those attending an AMTA member school. A list of AMTA member school can be found at www.findamassageschool.org.

New Apps are being created to help students learn anatomy and study for the MBLEx exam!

NCBTMB reached out to AMTA to ensure the longevity of the national certification program for massage therapists. AMTA is now providing financial, operational and logistical support to the NCBTMB. Updates will come as this collaboration continues.

A hot topic in our profession is Massage Envy. No matter how you feel about the company, the truth is that a fair amount of their employees are AMTA members. So AMTA has reached out to Massage Envy regarding the work conditions for massage therapists. Much to their surprise, Massage Envy has responded well and is willing to work with AMTA to strengthen the work environment for massage therapists! This new collaboration has begun a long-term dialogue to create educational programs for Massage Envy owners and managers, so they can better understand massage therapists needs. They are also creating an educational program on self-care and injury prevention that complies with OSHA (Occupational Safety and Health Administration) standards for massage therapists. I am excited to see the benefits this collaboration can bring to the profession and future of massage therapy.



NATIONAL CONVENTION: A FIRST-TIMER'S PERSPECTIVE

Ronnie Artero Frederick, Delegate



I want to begin by expressing tremendous thanks to the Wisconsin Chapter membership for the trust and confidence you extend to me formerly as Sports Massage Team Chair and more recently as elected Alternate Delegate (April 2016). Remembering back to April, I didn't think I would serve the Chapter as an "official" Delegate. However, when asked by Mindy Murkley-Kruckeberg (Chapter President) and Douglas Radtke (Lead Delegate) to step in and attend National Convention as a Wisconsin Delegate, I did not hesitate for the opportunity to represent the Chapter in OUR host city and as a first-time attendee! I wanted to ensure our Chapter maintained its strongest voice and maximum votes in the House of Delegates (HOD) with a 5-member team.

With the guidance and support of Doug Radtke, Lead Delegate, I got organized by utilizing AMTA online resources which I quickly learned are available to ALL members at www.amtamassage.org. If you haven't poked around on the National site, I highly recommend it. Especially if you are interested in running for a Board or Volunteer position in April 2017! It is an excellent

source of information! Additional online resources are available to Delegates and Alternate Delegates via the newly launched AMTA HUB. The HUB is a savvy, yet user-friendly, online tool for Chapter Boards of Directors and Volunteers. A bird's eye view was provided during Chapter Leadership Training. The HUB includes news, training tools and discussion forums, among other things, to help Chapters run more efficiently.

Collaboration - HOD meets Governance Committee

Given there were no Position Statements to review during HOD, the HOD Operating Committee (HODOC) utilized the HUB immediately to communicate that 2016 presented an unusual yet exciting opportunity for collaboration. Following typical HOD business, Alternate Delegates were invited to the HOD Floor to participate in the collaboration unit between Chapter Delegates and the AMTA Governance Committee. Alternates being called to the floor! As I understand it, this has never happened! The room was in positive uproar as Alternates took to the floor and were assigned to random discussion groups. The Wisconsin Delegation was automatically teamed with representatives from Wyoming, South Carolina, and Pennsylvania based on seating arrangements, which was alphabetical order by Chapter. I saw this as a disadvantage for Chapters with multiple Delegates and plan to submit a recommendation via the HUB suggesting no two Delegates from the same Chapter



participate in the same discussion group. But I digress...

The questions the groups were put to task were:

1. What are the most important responsibilities of the Delegate?
2. When you head to convention as a Delegate/Alternate what do you see as your purpose? Do these differ at all with the purpose of the HOD?
3. As you think about the process we use to approve Position Statements what are some other ways that this could be done?
4. Think about the format/structure of the HOD. Are there things that could be changed to improve its operations, adjust its purpose, change how it works, and add to its purpose or something else?

Of these, I found the final question to be the most interesting and an opportunity to “whiteboard” HOD as we know it. Because I had no actual experience with typical HOD business, I was quick to offer my opinion. I quickly learned how challenging communication of ideas can be, not only in the delivery of one’s idea, but on how it is received and processed by others. In the end, I was convinced that one’s lack of knowledge for an organization’s inner workings has the potential of positively benefiting said organization. The new ideas brought by “outsiders”, or in this case, inexperienced Delegates who have no baggage or loyalty to “how it has always been done”, can really challenge organizational processes and procedures in hopes of effecting change.

WHY DID AMTA-WI SEND ME TO NATIONAL CONVENTION?

Andrea Muench, Social Media Chairperson and Delegate



My favorite workshop was Volunteer Resilience. The 5 Pillars of Resilience are: Self-Awareness, Mindfulness, Purpose, Self-care

and Relationships. Ann Blair Kennedy, Chair, Governance Committee, aka ABK, taught this class and she let us think of a trying situation in our lives and how could we come up with a plan to make this situation better. It was helpful in telling others in my group my situation and having them give me their input.

At the House Of Delegates Meeting we broke into groups of about 9 or 10 delegates and discussed various topics related to us delegates. For example: ‘How we could remake, reshape, repurpose, change duties, add ideas and more to the House of Delegates (HOD) and what would the HOD look like?’ It was interesting to hear from what was said based on the various states opinions. We all have very



different backgrounds and we can all learn from each other's experiences.

I met more wonderful people and danced the night away to an outstanding live band at the Dinner and Dance! I had my picture taken with Argell Miller in front of the AMTA backdrop from Colorado who has been an AMTA member for 44 years. I also met Bernard S. Cytryn, LMT, and author of Spinal Cord Injured Can Walk Again. This was his 40th National Convention. These 2 men inspired me to stay involved with AMTA as long as I am alive!

In January 2017, the HUB will replace the Intranet. The HUB is

a place where chapter volunteers can view forums, training videos and the contact information of other members in the U.S. There will also be a suggestion box.

In the *Totally Allowable Expenses* CE course, Margo Bowman (tax accountant and LMT) suggests that we DO NOT use the term, 'BARTER' but instead we should use the term, 'TRADE' for tax purposes. Also, one of the Top 10 deductions you cannot take is: self-care (massage, yoga, gym memberships, manicures, pedicures etc.). The IRS doesn't see that as a valid business expense.

I am in awe by all the opportunities at the National Convention! The CE courses are taught by some of the best people in massage and we learn the most recent research on certain techniques and laws. The speakers, members, volunteers and exhibit vendors share their knowledge and experience willingly. Networking with other states is a must. What works for our chapter may help another chapter and what works for a different chapter may help our chapter. Attending the National Convention will help with Chapter communications and also help massage therapists businesses grow with the knowledge they gain.

WISCONSIN MASSAGE STUDENTS LOVE STUDENT DAY!

Jeff Montoya, School Liaison



The National Convention offered massage students a chance to be part of the convention with Student Day on Friday, October 28. Students attended the

presentation "Secrets of Career Success," toured the exhibit hall and career fair.

Here is what students had to say:

"My main takeaway from the Secrets of Career Success speakers was how much the industry has changed over the years. It is hard to believe that even during the time I've been alive, massage has gone from a largely unregulated and not respected job field to what it is



today. I am grateful to the massage therapists of that generation who donated their time to AMTA chapters to encourage regulations and help change the profession for the better.” -Ilanna G., Madison

“I was really inspired by the opening speakers who each had over 25 years of experience as massage therapists. Some key points included: plant seeds everywhere, don’t be afraid to talk about what you do, and empower

people to decide how often they want to come by educating your clients.” Tiffany M., Milwaukee

Wisconsin AMTA loved having our students together to see what our field and AMTA have to offer. We will be planning two events for our massage students in 2017! A student day will be part of our educational conference on April 4, 2017 and we will have a stand-alone student day in the fall. Watch for more info!

AMTA NATIONAL CONVENTION 2016

Leah Strutz, Website Chair



The 2016 AMTA National Convention was the first I have attended. The anticipation of not knowing what to expect made me feel a bit nervous. Yet I was blown away by all the things to do, people to meet, and the education that was waiting before me.

My journey began with the ‘Chapter Leadership Training’. I learned to be a better listener by being alert to what someone is saying, ask questions and stay in

the moment. Step up your game plan by volunteering for something you believe in. This should bring you joy, laughter, fulfillment, and the desire to help others. I challenge you to take the Positive Experience Scavenger Hunt! This involves you to do the following: A.) Give three people compliments. B.) Make five people smile. C.) See three things that are beautiful. D.) Feel grateful two times. E.) Feel a sense of “awe” at least one time. This may help you see things around you that you haven’t noticed for a while and give you a sense of relief!

I also went to a seminar on ‘Developing Sustainable Therapeutic Relationships with Clients’. In this class, I learned

about sympathy, compassion, and empathy. Knowing what the client is feeling, or giving them a safe space to share what is bothersome to them, helps with the care I give them as a massage therapist. We care for our clients and there are times that all they may need is an active listener so they can express their concerns to someone.

As an instructor, I had the opportunity to attend Teacher’s Day. This was very helpful by getting ideas from other educators, as to how they teach their students and the ways they do things in the classroom for various subjects. Role play, play games like “Heads Up”, or have a clothes line going across the room to place cards with information in



[Pick the date]

sequence were just a few of those ideas. There is a philosophy for vocational schools/career colleges: "Learn by doing, in a structured setting." This is true. I

took some ideas that I received from this class and tested it out on my students. My students learned by doing! The experiences that we, as instructors, are able to give

the students are things that they will take with them into their personal and professional lives.

VOLUNTEERING AND NETWORKING AT NATIONAL CONVENTION

Mary Schweiger, Community Service Response Team Chair



This year I didn't take any of the continuing education, instead electing to spend the majority of my time volunteering and networking. The beginning of my volunteering time was spent at the 2 day Chapter Volunteer Orientation Program (CVOP). Each year is a little different, and yet each year has some parts that are very similar. This year, I took a good look at my personality, problem solving style, and language of gratitude. To better run a non-profit volunteer organization, understanding each other's methods of communication and symptoms of stress is key. CVOP is a great way, in a safe place, to better understand yourself, as well as those you work with. They laid out easy to use 'tools' so that not only our chapter board, but our lives, can run more smoothly.

A few interesting things that I learned were:

If you change around the letters in LISTEN, you can make SILENT and ENLIST.

SOAR is a great way to help resolve problems that might crop up. It stands for Strengths (each person has different ones), Opportunities (look into what CAN be done), Aspirations (what would the best scenario look like), and Results (the problem is resolved).

And, to keep this list short, the 5 languages of gratitude. These are similar to "the 5 Love Languages". In summation, people sometimes like to be thanked differently. I myself appreciate being told "Thank You" to my face, while looking into my eyes. Others might like awards or fanfare, or perhaps a small gift or card.

After CVOP, I attended Chapter Leadership Training. During this 4 hour training, I learned more about how the chapters are being streamlined and made more consistent across the country. The most important part that I learned was how National is making many changes so that each and every chapter is run the same.



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This is going to make communication between chapters so much easier.

Sometimes working within a group of people, we can feel as though we are the “only ones doing all the work”. In some cases, this might be true. However, in most cases, we do it to ourselves. As volunteers, we need to remember our own limits. To help with this, I learned about the Pillars of Resilience. Key parts, that I remember are: maintain self-awareness, practice mindfulness, remember your purpose and don't falter from that purpose, develop cognitive strategies to stay out of the pity pool, and to have a support structure (both within and outside the group).

The rest of convention I directed people to where their meeting was, networked my private practice, exchanged ideas for the chapter, and made new friends. I had a

blast taking groups to meet The Fonz (in bronze), the Safe House (and watching many therapists from all over the country act like chickens or crabs), and to other fun venues to promote conversation and laughter.

Some of the ideas for the chapter were ways to promote communication between the board and members. We are constantly trying to keep our colleagues ‘in the know’. Keeping in touch personally, is a key component to that. Maybe it would help if we broadcasted our chapter meetings over Facebook. Perhaps our members would be interested in interviewing some of our longest members, and have the knowledge of maintaining a practice through several decades shared. There are many reasons to stay connected to the chapter as a whole. The board might be the ‘face’ of our chapter, but each of us, as members, are the brain, spirit, and body.



Pictured: Lynn Kutz, Ronnie Artero Fredrick, Marilyn Montagna, Andrea Muench, Kelsey Lyons, Casey Guilfoyle, Mary Schweiger, Mindy Murkley, Leah Strutz & Douglas Radke



AMTA-WI 2017 Dates to Remember:

***BOD stands for Board of Directors**

***TBD means “to be decided”**

- January 29, 2017: Chapter BOD* meeting 3-6pm Online
- February 12-15, 2017: [Wisconsin Chiefs of Police Conference](#); Wisconsin Dells, WI
- Feb 23-24, 2017: [AMTA School Summit](#): Boston, MA
- February 28, 2017: Wisconsin License Renewal Deadline
- February 28, 2017: Newsletter Submission Deadline
- March 1, 2017 First day CE hours for 2019 Renewal accruing
- March 12, 2017: Chapter BOD meeting 3-6pm Online
- March 18, 2017: [American Lung Association Annual Fight for Air Climb](#) - Milwaukee, WI
- **April 3-5, 2017: [Lake Lawn Resort](#), Delavan, WI; Education**
 - **Sunday, April 2: BOD Meeting 5-9p**
 - **Tuesday, April 4: Chapter Membership Meeting & Elections: 6:30-10p**
 - **Wednesday, April 5: Newly Elected BOD/Delegates Orientation 12-1p**
- April 23, 2017: Chapter BOD meeting 3-6pm Online
- June 3-5, 2017: [Midwest BrewHaHa Roller Derby](#): Milwaukee, WI
- June 4, 2017: Chapter BOD meeting 3-6pm Online
- June 12-18, 2017: [Men's US Open Golf](#) Championship: Erin, WI
- June 30, 2017: Newsletter Submission Deadline
- June 17, 2017: Submission deadline - Student Case Report Contest



[Pick the date]

- July 16, 2017: Chapter BOD meeting 3-6pm Online
- July 22 & 23, 2017 [LLS Scenic Shore 150 Bike Tour](#)
- August 17 and 18, 2017 CSMT: [Burn Injured Youth Camp](#)
- **August 18-19, 2017: Hotel Mead, Lake Delavan, WI; Education**
 - **Thursday, August 17: BOD Meeting**
 - **Friday, August 18: Time TBD MANDATORY Delegate Team Meeting**
 - **Saturday, August 19,: 7-10p Chapter Meeting, Buffet Dinner 6:30p**
 - **(Position Statements presented by Delegate Team)**
- August 27, 2017: Chapter BOD meeting 3-6pm Online
- September 11-12, 2017: Chapter Volunteer Orientation Program (CVOP) - Pasadena, CA
- September 13, 2017 Chapter Leadership Training - Pasadena, CA
- September 14-16, 2017 [AMTA National Convention](#) - Pasadena, CA
- October 8, 2017: Chapter BOD meeting 3-6pm Online
- October 22-28, 2017: [National Massage Therapy Awareness Week](#)
- October 31, 2017: Newsletter Submission Deadline
- October 2017 TBD: Student Day
- November 9, 2017: [Cystic Fibrosis Climb for a Cure](#)
- November 11-12, 2017: Budget Meeting & Volunteer Development: location TBD

AMTA-WI 2018 Dates:

- January 7, 2017: Chapter BOD meeting 3-6pm Online
- August 8-11, 2018: [AMTA National Convention](#); Washington DC



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