

Summer 2014

AMTA Wisconsin Chapter

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Plus Much More Information

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Kelsey Lyons, See Above

## **A Note from the WI Chapter President**

### **Lynn Marie Kutz, LMT**



Devouring volumes of writings on the topic of Leadership, I am continually reminded that it is not the organization, it is you - the member - that matters. Every action and decision the AMTA Wisconsin Chapter leadership takes must be in the best interest of the membership.

A few of you know I did not actively seek out the position I hold today, I was content in the roles I carried within committees. For almost two decades, whenever anyone suggested I run for Chapter President, my response was an emphatic, "Never!" And yet, when called to serve, I was willing.

Motivational speaker Mark Sanborn often says. "Each of us has the opportunity every day to make a difference, in fact we all make a difference. The question is, what kind of difference are you making?" I take that question to heart. How do those words resonate for you?

You may have noticed some changes recently, to better serve you:

- \* A new recurring feature here in Connecting Hands that highlights members' volunteer activities. (We would love to feature you!)
- \* Meet & Greets have been popping up throughout the state for members to informally connect and socialize. (These rely on members like you to set a location & time for us to get the word out. Contact Membership Chair for information)
- \* Social Media use has expanded - delivering content to support you in your practice and to reach consumers with the message to choose an AMTA therapist. (We would love for you to contribute a guest post for the blog.)
- \* Swag Bags and door prizes have continued to be "awesome" at conferences. (Do you know any business that might like to be a sponsor?)
- \* Sports Massage and Community Service opportunities have been expanding. Some events are for charity donation, while others offer members the opportunity to earn cash. (Watch the monthly "Member News You Can Use" email, chapter website events, and Facebook to learn about these as they are announced.)

We offer quality continuing education at or even below cost to our members. It was with a heavy heart that the chapter has canceled the planned continuing education component of the Fall 2014 Conference. To be fiscally responsible with member funds, it is chapter policy that we cancel seminars in the event the lowest minimum of registrants is not met within the "early registration period." While this is disappointing, please also keep in mind that beginning March 2015, Wisconsin will be requiring continuing education for your massage license renewal. Any CEs taken prior to March 1, 2015 will NOT count towards your renewal in 2017. In 2015 watch for opportunities for CEs with Doug Nelson, Kathy Ginn, Amy Appel, and others!

The 2014 Fall Chapter meeting is still scheduled for August in Eau Claire. We would love to see you there. You can have a voice in deciding what Proposals and Position Statements our delegates support during the House of Delegates meeting at the National Convention. We will have a Keynote Speaker who can answer your questions about massage licensing. Members' dinner is free (See info in newsletter). Discuss possibility of pursuing changes in the licensing law to permit law enforcement to prosecute unlicensed therapists.

Social Media Committee is researching the feasibility of offering a live feed of the Fall 2014 meeting (or posting a highlight video online a few days after the meeting) This would offer members unable to travel to the meeting the opportunity to watch. However, voting on motions is limited to members physically present at the meeting site. Watch the website and monthly "Member News You Can Use" emails for announcements & details if this can come to life for us.

**Thank you for permitting me to serve.**

~ Lynn

# The Importance of Good Sleep

By Mya R. Rowe, LMT, NCTMB, LPN

Sleep, many never seem to get enough. Some maybe get too much. Why do we need it, and how do we get it? This article was written to help explain the importance of getting good sleep, and what to do if we are not waking up refreshed and rejuvenated.

Why do we need sleep?

Sleep is necessary for the body to restore and recharge. It is the time that our bodies and minds rest. There are many things that the body needs to do to recharge that are done mostly during sleep. Some of these major restorative functions in the body are muscle growth, tissue repair, protein synthesis, and growth hormone release. If we do not sleep, our bodies cannot restore its functions properly. Our immune systems become compromised. We become sleep deprived and run the risk of getting sick and run down.

What happens during sleep that is so important?

There are two different kinds of sleep, REM, or rapid eye movement and NREM, or non-rapid eye movement. Both types of sleep alternate in cycles. About 75-80% of your sleep occurs in the NREM cycle, which occurs in four stages. The first is very light sleep that only lasts a few minutes. The person will start to feel relaxed or drowsy, and their respiratory rate and heartbeat starts to slow. The second stage lasts about 10-15 minutes, and the person continues to decrease their respiratory and heart rate and their eyes are usually still. Stages three and four occur when the person starts their deep sleep. Stage three can only be differentiated from stage four by the delta waves that are produced in the brain. At this point the person is not affected by sensory stimuli. Skeletal muscles become very relaxed and this is when most drooling and snoring occurs. The other cycle of sleep, REM sleep recurs about every 90 minutes and lasts about 5-30 minutes. This is when the brain becomes more active and we dream. This is also when eye movement can be detected. REM is the important cycle of sleep where our body recharges. Levels of acetylcholine and dopamine increase and the areas of the brain that are used in thinking, learning, and organizing information are stimulated during this part of sleep.

How much sleep is enough?

Sleep requirements can be different for different people. It can also vary by age group. For adolescents, it is recommended that you get 9-10 hours of sleep. As you get older you may find that you only need about 7-9 hours, but that can vary from person to person. Some may only need 6 hours, where someone else might need 10. If you have a hard time concentrating, you become irritable, or you fall asleep during an activity that you normally should be able to stay awake for, then you may not be getting enough sleep. As you age and become an older adult, you will probably still only need about 7-9 hours of sleep, but you may tend to go to bed earlier and wake up earlier than what you did in your 20s and 30s.

What happens if I do not get enough sleep?

If you are diagnosed with a sleep problem, it is extremely important that you follow the medical advice of your health care providers to correct the problem. This may include using C-PAP or Bi-PAP machines, using nasal strips, or a mouth guard, or needing to take medication or even having surgery.

Going untreated with a sleep disorder can cause undue stress to the internal organs of the body, particularly the heart. People who suffer from untreated sleep disorders have an increased risk of heart disease, diabetes, high blood pressure and stroke. They also run the risk of having more accidents and putting other people at risk of harm.

What can I do to help me sleep?

Sleep does not come easy for many people. If you are having trouble falling to sleep and staying asleep, there are many things that can be tried before you reach for the sleeping pills. First, pay attention to what you are eating and drinking before bedtime. Avoid caffeine, nicotine and alcohol 4-6 hours before bedtime. Do not eat heavy meals before bedtime and avoid foods that cause indigestion. Don't fall asleep to the TV. TV colors and sounds are stimulating to the brain and make it harder for the brain to "turn off". Instead, try listening to soft music, preferably instrumental music with no lyrics. Music with lyrics can be stimulating to the brain, and therefore counterproductive. Another suggestion to help induce sleep is to keep your bedroom dark. Too much light is not conducive to sleep. Just like bats like quiet, cool, dark caves to sleep in during the day, your sleeping room should be dark, approximately 60-75 °F, and free of noise. If you are lying in bed and sleep is still absent after 30 minutes, get up and do something. Do not lie in bed tossing and turning for hours. Get up and do a quiet activity such as reading a book or listening to music, while keeping the lights low. Then come back and attempt sleep again. You will be much more likely to fall asleep the second time around. Many times sleepless nights are brought on by the stress in our life. Stress relieving activities such as massage, meditation, gardening, exercising, or journaling can help us reduce our stress and therefore allow us to sleep better at night.

How do I know if I have a sleep problem?

If you have tried behavior changes for an extended period of time and you have been unsuccessful, you may want to consult a professional. There may be other factors contributing to your sleepless nights. A health professional can help you determine if you have a sleep problem. They will ask you questions like, "Do you fall asleep during the day easily?" "Do you feel tired throughout the day?" "Do you wake up during the night, and how many times?" "Do you lie awake in bed for an hour or more before you can fall asleep?" If you answer yes to any of these, you may have a sleeping problem, and it is important that you talk to your healthcare professional immediately.

Resources: Fundamentals of Nursing. 9th Ed. Kozier, Erb, Berman, and Snyder. Pgs 1183-1195. <http://healthysleep.med.harvard.edu> <http://en.wikipedia.org/wiki/Sleep>

Mya Rowe is the owner of TLC Wellness Center in Neillsville, WI. She is a Wisconsin state licensed massage therapist, nationally certified therapist of massage and bodywork, a licensed practical nurse, and a member of the American Massage Therapy Association (AMTA). As an AMTA member, she serves as the Immediate Past President for the Wisconsin Chapter. She participates in continued education classes to stay current in the world of massage and body work, and she is also a student in the registered nurse program at MidState Technical College. Originally from Neillsville, Mya now resides in Granton, WI with her husband, Steve, on his family's century farm, Rowe Acres.



## AMTA-WI's 2014 Humanitarian Award Winner

The AMTA WI Chapter would like to congratulate Sr. Jean Paul as this year's Humanitarian Award Winner. Sr. Jean taught special education at the School Sister of Notre Dame of the Central Pacific Province. She has done all kinds of missionary work among the Yupik Eskimos in Emmonak, AK as well as among the Marshallese on the Island of Ebeye in the Kwajalein Atoll. Sr. Jean had a battle with breast cancer, her close friend took care of her clients during the time she needed off to have treatment. She would volunteer her time and work at Core in Milwaukee giving massages to people who could not afford them. In March of 2010 she asked her friend if she could take over working on the School Sister of Norte Dame and her other clients. She told me that she was asked to go to Laredo, Texas to work with a new Nun coming in to the order. She taught special education there as well. Sr. Jean had given up her business to do what her order had asked of her. The second time this has happened. She had started to go to school in the 1990's and was asked to go to the Islands. In Texas she decided to get her license to do massage. She got her license and started with the Sisters and worked above a hair salon doing massage. In June of 2012 her doctor noticed her cancer cells were elevated. They did some tests, and found cancer in her pancreas. She came back home to Milwaukee undergoing chemo and radiation. The cancer had shrunk, and they were going to do surgery but saw some spots and stopped. Sr. Jean was working on her poetry to get it published and just published her first poetry book. She is doing some massage at the School Sisters of Notre Dame for nothing just trying to get back in the swing of things. She also has been talking about getting enough CE's to keep her nationals. I don't know her what her prognoses is but she is looking really good. She is a very humble person and doesn't say much about her work.

We feel she deserves the Humanitarian Award, she has given freely and unselfishly to many different communities. She is a person that more of us should be like. She truly loves giving the gift of massage, not to make money but to help people feel better.

## AMTA-WI's 2014 Meritorious Award Winner

The AMTA Wisconsin Chapter would like to congratulate this year's Meritorious Award Winner, Tami A. Goldstein, WLMT, CST. Tami's inspiration in life is to make society aware of autism. Ten years ago she got into the bodywork field and opened her own business so she could work with this clientele after seeing how it helped her child. This year, she wrote and published a book called, [Coming Through the Fog](#), a story about her daughter's journey through autism using CranioSacral Therapy and Bodywork as a regular part of her multidisciplinary approach to getting her to functioning recovery. ([Coming Through the Fog](#) recently won a Readers Favorite International Book Award.)

Tami's advocacy efforts include not only speaking on the state and national level about autism and the therapies she used, (including CST, lymphatic drainage, visceral manipulation and Reiki) but volunteering her time to go to insurance appeals hearings and educational environments to help other families get coverage and services.

Her business, is made up of almost 40% of children on the autism spectrum and is up 35% since publication because few therapists know and understand autism. I'm so dedicated to autism awareness and the benefits massage/body workers can provide. She is currently waiting NCB CEU provider status so she can start teaching the course she has developed and written called "Massage/ Bodywork and Autism."

Through Tami's research, she has discovered that one in fifty children fall on the autism spectrum. The average cost of services is \$60,000.00 per year. She believes by being a massage therapist with an understanding of autism, you can effectively address clientele you may not otherwise have considered. Here is more information about her book and work.

For more information: [www.IAHP.COM/ATherapeuticTouch](http://www.IAHP.COM/ATherapeuticTouch) or [www.ComingThroughtheFog.com](http://www.ComingThroughtheFog.com)

## Member Benefit - Pop-Up Banners

One of the member benefits unique to AMTA Wisconsin Chapter is the use of professional Pop-Up Banners for your indoor events. We have 3 different styled banners - National Massage Therapy and Bodywork Week branded, General Benefits of Massage, and AMTA Membership. Simply contact our Display Chair, Tom Reich to reserve the banner you wish to use and arrange pick-up. Banners are free to use when you arrange pick-up/return from Fond du Lac, Oshkosh or Appleton, at the end of a chapter education conference, or you may pay actual shipping costs.

Member Andrea Muench, LMT used one of our banners during her March 2014 Headache Relief seminar with the Waupaca Christian Women's Connection Group. Here's what she had to say after the event:

"When I had that banner up for my presentation of about 30 women, it made my seminar more professional, gave me more credibility and educated the women that they can contact AMTA and find a licensed massage therapist in their area. Thank you AMTA for letting me borrow your beautiful banner."





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# Ethical Dimensions: The Power of Stillness

By Kathy Ginn L.M.T., NCTMB



Stillness is usually taken to imply an absence. "Be still" means stop being active. I would like to suggest being still is a positive experiential quality with its own vitality and aliveness. A most valuable gift we can offer our clients.

Relatively speaking, most of us reside in a yang landscape of excess and activity. We become restless when not constantly engaged in some activity. We seek diversion – distraction from solitude and quietude. Our minds, our mouths

and our bodies are busy. We are driven by doing, consuming and becoming. Can we simply sit still? Do we allow ourselves to be quiet, to listen and to simply notice? My point is not to place judgment, but to point to the fast paced environment we take as normal. If we cannot sit still with ourselves; can we truly be present to our clients?

As many of you know I often weave together the study of ethics with the study of self. Who is the "me" that enters the session room? Traditional healers and shamans often undergo a period of purification and concentration – sometimes hours, sometimes days before they are sufficiently ready to see their patient. The Christian mystics have taught us how to live a contemplative life. Much of our most profound work with clients is guided not by external assessment methods or our technique, but by intuitive knowing. To be capable of entering the heart of stillness with a client, we must first enter it within ourselves.

We often do not allow time to step outside of ourselves so that we may be an open vessel, capable of deeply receiving another human being in the stillness of our soul. We are already full when we step into our session room. There is usually another client scheduled soon after, our mind is already racing, our breath may be shallow and there is no time to waste. All too often we feel we are being paid to do something, and so we keep our hands moving & busy, stroke following stroke. Perhaps "less is more" is an alternative approach. Our body/mind can only take in so much information before it turns off - sensory overload.

Stillness is an opportunity, it is not an emptiness. Stillness is enough. I use stillness quite regularly with my clients. I offer education along with informed consent. I gently invite them into stillness through my voice, my touch, my presence. I listen and watch for the individual rhythm of their breath, listen to my intuition and slowly and gently enter their space. My touch is often subtle and my pace is slow. I remember my own humanity; I remember my own wounding.

Allow me to share with you a piece from Rachel Naomi Remen, M.D.: in this culture the soul and heart too often go homeless. Listening creates holy silence.

When you listen generously to people, they can hear truth in themselves, often for the first time. And in the silence & stillness of listening, you can know yourself in everyone.

Eventually you may be able to hear, in everyone and beyond everyone, the unseen singing softly to itself and to you."

There is so much more than muscle, bone, activity, energy flow, the physical aches & pains of our clients. Their spirit sings and if we hear their song we can sing along. There is incredible relief when one is seen and heard rather than being "done to." Slow down. Be Still and you will know.

Perhaps this is truly the Heart of Ethics Education!

Kathy 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 a Right Use of Power facilitator and Hakomi trained bodyworker. She served with the NCBTMB ethics committee for 8 years, and currently serves on the Board of the Right Use of Power Institute – located in Boulder, CO. She is currently on faculty at East-West Healing Arts Institute.

Kathy is an NCBTMB approved provider. She offers continuing education in Ethics and Business. Kathy also offers mentoring for those who seek her service.

Please visit her web-site @ [http://](http://www.ethicaldimensions.com)

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Open  
to ALL!

# **AMTA-Wisconsin Chapter Annual Fall Meeting**

**The Plaza Hotel & Suites**

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

**You are invited to join AMTA Wisconsin**

**Saturday, August 2, 2014 at 5:30 pm**

**For Dinner and Chapter Meeting**

**Dinner 5:30 – 6:30 p.m.**

**Semi-Annual Chapter Meeting 6:30 - 8:30**

**Meeting is Free and Open to all.**

Dinner is Free to chapter members who register by 5 p.m. 7/24/14 or \$ 25 each with later registration or at the door;

Non-members' and Guests' meals are \$30 each.

The meeting runs from 6:30 p.m. to 8:30 p.m. and includes:

- KEYNOTE SPEAKER , a representative of the Wisconsin Department of Regulation & Licensing who will present on the changes to Massage Licensing (including the new continuing education requirement)
- Awesome Door Prizes
- Discussion of proposed Position Statements & Recommendations
- Chapter news & committee updates
- Discussion on potentially pursuing an update to the legislation to permit law enforcement involvement in prosecuting unlicensed practitioners.

If you would like to join us for dinner prior to the meeting start, you must register in advance for dinner so we may let catering know the number expected, by July 24, 2014 @ 5:00pm.

To register for dinner visit:

<http://www.amtawi.org/events/2014/08/02/amta-wi-sponsored-events/annual-fall-chapter-meeting-dinner/>

5:30 – 6:30 Dinner provided for Members who register before 5 p.m. 7/24/14

At the Door: [\\$ 25/member](#); [\\$30/non-member](#)

6:30 – 8:30 Annual Chapter Meeting & Awesome Door Prizes

Hotel Information:

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

Individual room 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.

Any questions, comments or concerns regarding the conference please contact: Casey Guilfoyle, Education Chair Cell:

920-246-3474 Email: [caseyguilfoyle@gmail.com](mailto:caseyguilfoyle@gmail.com)





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## Wisconsin Legislative Updates

### Continuing Education Requirement for License Renewal to Begin Shortly

Beginning with the renewal period commencing on March 1, 2015, each Massage Therapist/Bodywork Therapist must complete 24 hours of continuing education, including two (2) hours of ethics, to renew a license.

Acceptable continuing education must cover topics within the scope of practice of massage therapy and bodywork therapy or related business practices. The topic of at least two (2) of the total continuing education hours in each biennium shall be ethics.

NOTE: Does not apply to the biennium when license was first issued or for first renewal of license. Source: <http://dsps.wi.gov/Default.aspx?Page=837b39e3-2284-4a64-98a6-5fe2e7ed2c4d>

Have Questions about the CE requirement for License Renewal?

Come to the Chapter Meeting August 2, 2014. Our Keynote Speaker will be Secretary Ross from the State of Wisconsin's Department of Safety and Professional Services. He will be available to answer any questions regarding the Wisconsin Massage Licensing law you may have.

### AMTA Members Saved the Wisconsin Massage Licensure Law

As many of you may recall, last year a committee in the Wisconsin Legislature was considering introducing a bill that would have rescinded state licensure of many professions, including Massage Therapy. AMTA-WI was notified early in the process by our Legislative Watch who guided us through the process of what was needed to protect the law we all fought so hard to obtain. We asked our members who were constituents of the legislators on that committee to contact them and voice support for maintaining licensure. As noted on the article on our website at <http://goo.gl/sCllcG>, the committee ultimately dropped the idea. Had the committee moved forward and actually introduced a bill, AMTA-WI would have mobilized, requesting all members take action themselves and also encourage their clients to do as well. Fortunately, that was not necessary.

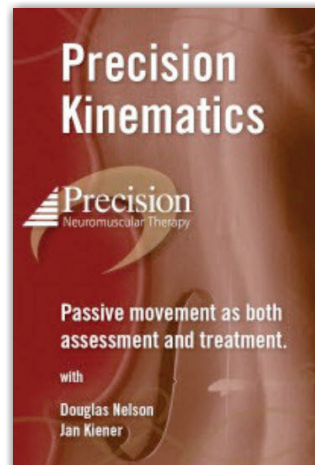
Thanks to therapists like you who support the AMTA Wisconsin Chapter through your continued membership and voluntary contributions, we are able to offer valuable benefits back to you, including the Legislative Watch that caught the delicensing movement in the early stages.



**September 24 – 28, 2014**  
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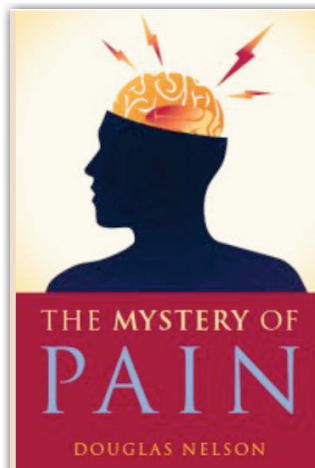
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# High Altitude Tips for 2014 National Convention Attendees

## Denver really is exactly one mile high.

Don't let anything you hear about the mile-high altitude scare you. The air is just thinner and dryer. In fact, many people with respiratory problems move to Denver for the benefits of the dry air. Just follow these simple tips and you will very likely not even notice the difference.

### DRINK WATER

Before your trip to Denver, and while you are here, drinking plenty of water is the number one way to help your body adjust easily to our higher altitude. The low humidity in Colorado keeps the air dry, like the desert, so you need about twice as much water here as you would drink at home.

### Monitor Your Alcohol Intake

In Denver's rarified air, golf balls go ten percent farther... and so do cocktails. Alcoholic drinks pack more of a wallop than at sea level. It is recommended that you go easy on the alcohol in the mountains and in Denver, as its effects will feel stronger here.

### Eat Foods High in Potassium

Foods such as broccoli, bananas, avocado, cantaloupe, celery, greens, bran, chocolate, granola, dates, dried fruit, potatoes and tomatoes will help you replenish electrolytes by balancing salt intake.

### Watch Your Physical Activity

The effects of exercise are more intense here. If you normally run 10 miles a day at home, you might try 6 miles in Denver.

### Pack for Sun

With less water vapor in the air at this altitude, the sky really is bluer in Colorado. But there's 25 percent less protection from the sun, so sunscreen is a must. Denver receives over 300 days of sunshine each year (more than San Diego or Miami). Bring sunglasses, sunscreen, lip balm... even in winter.

### Dress in Layers

Two days before your trip to Denver, check the weather and use this information to pack appropriately. Because Denver is closer to the sun, it can feel much warmer than the actual temperature during the daytime, but then become very chilly after sundown, particularly in the Spring and Fall. It is best to layer your clothing. Enjoy yourself!

"The stresses of the high-altitude environment include cold, low humidity, increased ultraviolet radiation, and decreased air pressure, all of which can cause problems for travelers.

The human body adjusts very well to moderate hypoxia, but requires time to do so. The process of acute acclimatization to high altitude takes 3-5 days; therefore, acclimatizing for a few days at 8,000-9,000 ft (2,500-2,750 m) before proceeding to a higher altitude is ideal. Acclimatization prevents altitude illness, improves sleep, and increases comfort and well-being, although exercise performance will always be reduced compared with low altitude. Increase in ventilation is the most important factor in acute acclimatization; therefore, respiratory depressants must be avoided. Increased red-cell production does not play a role in acute acclimatization."

## Acute Mountain Sickness

AMS is the most common form of altitude illness, affecting, for example, 25% of all visitors sleeping above 8,000 ft (2,500 m) in Colorado. Symptoms are those of an alcohol hangover: headache is the cardinal symptom, sometimes accompanied by fatigue, loss of appetite, nausea, and occasionally vomiting. Headache onset is usually 2-12 hours after arrival at a higher altitude and often during or after the first night. Preverbal children may develop loss of appetite, irritability, and pallor. AMS generally resolves with 24-72 hours of acclimatization."

### Tips for acclimatization:

Avoid alcohol for the first 48 hours.

Participate in only mild exercise for the first 48 hours.

### The Golden Rules

1. If you feel unwell, you have altitude sickness until proven otherwise
2. Do not ascend further if you have symptoms of altitude sickness
3. If you are getting worse then descend immediately

\* created by Dr David Shlim

### Bibliography:

The Pre-Travel Consultation Self-Treatable Conditions, P. Hackett, D. Shlim  
<http://wwwnc.cdc.gov/travel/yellowbook/2014/chapter-2-the-pre-travel-consultation/altitude-illness>

### High Altitude Tips

<http://www.denver.org/about-denver/high-altitude-tips/>

Advertise in the AMTA-WI  
Newsletters/Website and  
REACH over 2,000  
Massage Therapists!

\* Advertising Rates are CHEAP! \*

Full Page - \$175

1/2 Page - \$90

1/4 Page - \$50

1/8 Page - \$30

Classifieds - \$8 (20 words or less)

Website Advertising Also Available!

For all your advertising needs please contact:  
[www.amtawi.org/forms/contact/](http://www.amtawi.org/forms/contact/)



## Mission:

*Fostering professional potential through live interactions with experienced instructors, TIBIA satisfies a thirst for learning in which the expansion of technical skills is infused with personal and spiritual development.*

## CONTINUING EDUCATION

6225 University Avenue, Suite 210, Madison, WI 53705 • 608-238-7378 • [www.tibiainc.com](http://www.tibiainc.com)

### Aromatherapy

*Instructor: Karen Wegert*

#### **Raindrop Technique**

7 CE Hours

Oct 18 (Sat), 9a-5p

\$160 (\$140 if paid by 10/4/14)  
+ \$20 for Young Living oils if needed

### Body Psychology

*Instructor: Kathy Ginn*

#### **Somatic Awareness in the Session Room**

6 CE Hours

July 18 (Fri), 10a-5p

\$140 (\$120 if paid by 7/4/14)

### Business Development

*Instructor: Kathy Ginn*

#### **Developing & Utilizing Marketing Principles**

4 CE Hours

July 20 (Sun), 12-4p

\$100 (\$80 if paid by 7/6/14)

#### **Branding & Finding Your Niche**

4 CE Hours

Sept 14 (Sun), 12-4p

\$100 (\$80 if paid by 8/31/14)

#### **Practice Management Segment**

4 CE Hours

Nov 9 (Sun), 12-4p

\$100 (\$80 if paid by 10/26/14)

*Register for all 3 courses and save \$25*

### Crystals

*Instructor: Cheri Haines*

#### **Crystal Energy Balancing**

8 CE Hours

October 26 (Sun), 9a-6p

\$180 (\$160 if paid by 10/12/14)

### Deep Tissue

*Instructor: Leora Weitzman*

#### **Stretch Based Deep Tissue**

8 CE Hours

Dec 8 (Mon), 9a-6p

\$180 (\$160 if paid by 11/24/14)

### Eastern Bodywork

*Instructor: Cheri Haines*

#### **Meridian Massage\***

32 CE Hours

July 26 & 27 and Aug 9 & 10

(Sa/Su), 9a-6p

\$720 (\$640 if paid by 7/12/14)

+ \$10 materials fee

#### **The Essence of Qi: Jing Acutouch**

16 CE Hours

Oct 4 & 5 (Sa/Su), 9-6p

\$360 (\$320 if paid by 9/20/14)

+ \$5 materials fee

#### **Core Connection\***

16 CE Hours

Nov 1 & 2 (Sa/Su), 9a-6p

\$360 (\$320 if paid by 10/18/14)

+ \$5 materials fee

*\*Prerequisite: The Essence of Qi or its equivalent as approved by instructor*

### Ethics

*Instructor: Kathy Ginn*

#### **Ethics as Right Use of Power**

6 CE Hours

(including 2 hours of Standard V)

Sept 19 (Fri), 10a-5p

\$140 (\$120 if paid by 9/5/14)



#450059-06

### Massage

*Instructor: Leora Weitzman*

#### **Dismantling Tension Patterns**

7 CE Hours

Oct 27 (Mon), 2014, 9a-5p

\$160 (\$140 if paid by 10/13/14)

#### **Beyond Technique**

5 CE Hours

Nov 10 (Mon), 9a-3p

\$120 (\$100 if paid by 10/27/14)

### TIBIA's Signature Courses

*Instructor(s): Michaela Torcaso  
and/or Karen Wegert*

#### **Energy in Action**

16 CE Hours

Sept 6 & 7 (Sa/Su), 9a-6p

\$360 (\$320 if paid by 8/23/14)

#### **Foundation Workshop . . .**

*the power of choice*

16 CE Hours

Sept 20 & 21 (Sa/Su), 9a-6p

\$400 (\$320 if paid by 9/6/14)

#### **Intuitive Space\***

30 CE Hours

10 Wed eves beg. Sep 24, skipping

Nov 26 & ending Dec 3; 6-9p

\$900 (\$750 if paid by 9/10/14)

#### **Transformational Bodywork\*\***

8 CE Hours

Nov 3 (Mon), 9a-6p

\$240 (\$200 if paid by 10/20/14)

#### **Energy\*\***

8 CE Hours

Nov 22 (Sat), 9a-6p

\$240 (\$200 if paid by 11/8/14)

*\*Prerequisite: Foundation Workshop*

*\*\*Prerequisites: Foundation Workshop  
and Energy in Action*

## Community Service Massage Team - Making a Difference one Touch at a Time

You can be a part of these opportunities. If you are interested in any of these events, please contact our CSMT Chair, Mary Schweiger at [mindandbodyessentials@yahoo.com](mailto:mindandbodyessentials@yahoo.com) or by phone (262) 623-4900.

AMTA-WI Community Service Massage Team (CSMT) is once again partnering with the Wisconsin Alliance for Fire Safety to provide massage services during the Summer Camp for Burn Injured Youth. The fun starts on August 13th at 5pm when chapter volunteers meet at Camp Timberlee in East Troy. The campers enjoy the accepting touch as well as the laughter. The work the volunteer therapists do Wednesday night is not intended for therapy, but just making sure the kids feel accepted and honored. They deserve it!

Some volunteers will spend the night in the nurses' cabin. (Mary Schweiger sneaks in early to claim the superman sheets.) Thursday the 14th is set aside to work on the families and supporters, while raising donations. The goal is to raise \$200, so AMTA-WI can sponsor an event at the camp for the following year.

Chapter CSMT volunteers recently provided services at two events in support of Ribbon of Hope ([ribbonofhope.com](http://ribbonofhope.com)), an organization that serves as a financial, informational and emotional resource for individuals with breast cancer: the Stiletto Stroll on June 21st and a golf outing on June 23rd.

The Massage for Emergency Responders Team (MERT) which is now a part of our CSMT has a FREE TRAINING coming up on August 23rd! We want to thank Diane Pandl of the Institute of Beauty and Wellness in Milwaukee for offering us the space and Roxi DeTrude for teaching the class. Our team is already on the Volunteer Organization Actions in Disasters (VOAD) lists across our beautiful state. We need volunteers who would be willing to step up to work with the rescuers, not the victims, should Hartford have another tornado like in 2006, or to help if Jackson County has a larger flood than normal, or other locations should similar disasters occur.

Mary says, "My dream is that we ALL are on this very important team, and then never needed. My nightmare is that there will be a disaster and I won't have any therapists close enough to answer that call. We all know how to help a client calm down an angry muscle, we have assisted them in taming their wild energy, and sometimes through our touch we have given acceptance as they work through their own emotional drama. Some of our clients face their own level of disasters and give us a front row seat. To us though, we are just the channel, the medium, the "muscle interpreter." Let us band together and help on a little larger scale. I am already happy to call you my colleague, I'll be proud to call you my teammate."

Watch the website and chapter Facebook page for more events. And a reminder, if you would like to volunteer, have questions, or even an idea for a Community Service Event, give Mary a shout.

## 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!

Upcoming Events:

Brookfield, Madison, LaCrosse, Green Bay,  
Appleton, Fond Du Lac, &  
Milwaukee

## Classified Ads:

AMTA-WI will post a help wanted ad. 20 words or less will be posted for free!

Contact, for more information:

Terry Bauer, LMT

AMTA-WI Chapter Volunteer, Member at Large, Sponsorship Chair  
715-225-1964

[www.amtamembers.com/shaqat](http://www.amtamembers.com/shaqat)

[biker4jesus@sbcglobal.net](mailto:biker4jesus@sbcglobal.net)

### Calladara Spa seeking Massage Therapists: Lake Lawn Resort, Delavan, WI

Massage Therapists to join our established and team orientated day spa at beautiful Lake Lawn Resort. Open 365 days a year welcoming guests of the hotel as well as day guests and our valued community members. Calladara seeks licensed professionals that are ready to join our team. Work hard and have fun while you do, in a friendly and supportive environment. Competitive wages - hourly and commission.

Please contact Christine at [cshowalter@lakelawnresort.com](mailto:cshowalter@lakelawnresort.com), or call 262.725.9163. For resort information go to [www.lakelawnresort.com](http://www.lakelawnresort.com). Looking forward to answering your questions and having you come visit and see the beautiful spa and appreciate all the new equipment.

# Humanitarian Spotlight

Humanitarian *hu·man·i·tar·i·an* n. One who is devoted to the promotion of human welfare and the advancement of social reforms; a philanthropist.

AMTA-WI recognizes that many of our chapter members are active in supporting worthy causes through volunteering time, massage services, money, and/or tangible items. Every year, we honor one such member with the Chapter Humanitarian Award. We would like to acknowledge more of the activities you are involved in! Please send your volunteer stories and photos for us to share with all our members. The "write-up" doesn't need to be fancy, it could be as simple as a list of who you are, what cause or organization you supported, when and how. And no, your volunteerism does not have to be related to massage! You can reach with us at [amtawi@gmail.com](mailto:amtawi@gmail.com) or by mail to our chapter president, currently Lynn M Kutz, LMT: 1109 W 11th Ave, Oshkosh, WI 54902

This edition of Connecting Hands, we recognize two members - the winners of our Fall 2014 Education Scholarship: Kelsey Lyons and Laura Berndt.

## Humanitarian Spotlight - Laura Berndt, LMT

Drawn by the combination of horses, children & veterans, AMTA-WI Member, Laura Berndt teamed up with Trinity Equestrian Center in Eau Claire (<http://www.trinity-ec.com/>) starting in early 2013 to raise money for scholarships for their disabled veterans program & children/family program. Ongoing throughout the year she sets up chair massage events at local businesses, donating 50% of the session fees.

Laura also volunteers her services at the center's events, including "Caring for the Care-Givers" - a free event where the social workers of her area are pampered, and during their Horsepower for Veterans - Third Annual Motorcycle Run fundraising event. She is looking forward to volunteering at the fourth annual run as well on June 28, 2014.



## Are you interested in Sports Massage?

Contact AMTA-WI Sports Massage Chair:

Ronnie Artero Frederick, LMT

(414)324-6258

[rjartero@gmail.com](mailto:rjartero@gmail.com)

Many Upcoming  
Events Needing LMTs!

Pop-up Banner is Free for Member Use!

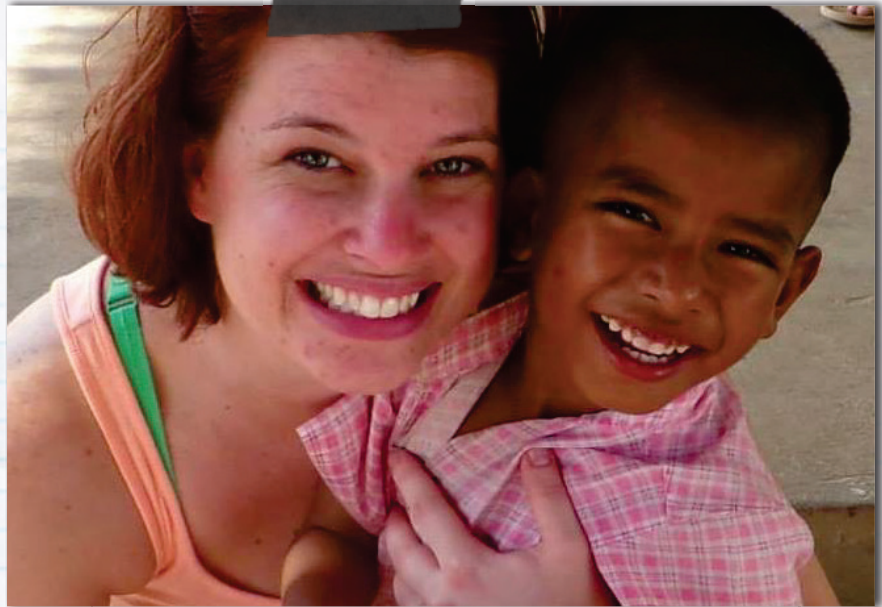


# CHANGING CAMBODIA

**KELSEY'S VOLUNTEERING EXPERIENCE TO CAMBODIA 2012 & 2014**

## Cambodia feels like a world away...

but part of my heart will always be there from now on. Just as many people do, I dreamed of changing the world. I started to look for meaningful projects to volunteer with and use the skills I was given, massage! I found "The Heart Touch Project," a non-profit group based out of California. The group funds their own way to Cambodia to volunteer their time, energy, and heart to the children at "New Hope for Cambodian Children" and the rural hospitals.



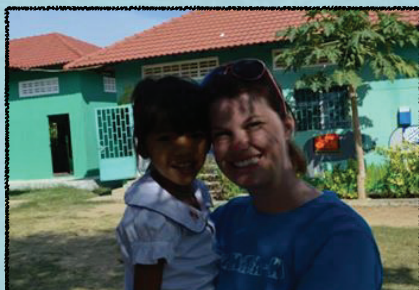
**Picture: Borimi and Kelsey in 2014**

Cambodia, like the US in the 1970s, is still learning about HIV/AIDS and the general population doesn't know how they would contract the virus. Because of this children that are positive are no longer touched, given up to the orphanage, and in some cases sold into sex trafficking.

**IN 2012 AND 2014**, I volunteered with these two organizations. For 2 weeks, I gave massages and hugs to 280+ AID/HIV children at New Hope for Cambodian Children's village. By touching these children, we show the general population that it is okay to touch and love them. Each year, I raised money for my journey by providing continuing education classes for Massage Therapists for a very affordable price, with no tangible benefits to myself.

For more information: [www.newhopeforcambodia.org](http://www.newhopeforcambodia.org) & [www.hearttouch.org](http://www.hearttouch.org)

**I MIGHT NOT HAVE CHANGED THE WORLD...BUT I CHANGED THE WORLD FOR 280+ CHILDREN!**



Suksay and I: Suksay lives at New Hope. She is HIV positive and is a very smart, fun, and adventurous 1st grade girl. She followed me around for 2 weeks! I'm wearing my AMTA-WI shirt.



Mr. Vey and I: Mr. Vey was in the TB Ward at the rural hospital. He had not walked in years because of his apparent arthritis in his knee. But after massage and new crutches from our group member, he walked!



Rothana and I: Giving massages to beautiful, smiling, loving Rothana was one of the highlights of my day. She is one beautiful soul!

# Win a FREE CE Seminar!

Each AMTA-WI Education Scholarship offers free Continuing Education at an upcoming chapter conference to two lucky Chapter Members.

## Spring 2015 Scholarship Contest Rules:

Answer the following 3 questions:

- \* What quote inspires you to further your knowledge and skills through continuing education, or might inspire others the same way?
- \* Who spoke or authored those words?
- \* In what way does the quote inspire you?

Submit a photo or image to accompany the quotation. The image may be one you took or created yourself, or a public domain image.. Include the source of the image.

Send your entry to [amtawi@gmail.com](mailto:amtawi@gmail.com) or mail to AMTA-WI Scholarship, 1109 W 11th Ave, Oshkosh, WI 54902

All entries must be received no later than 9pm January 16, 2015 regardless of delivery method so we may notify winners prior to the early registration deadline for Spring Conference.

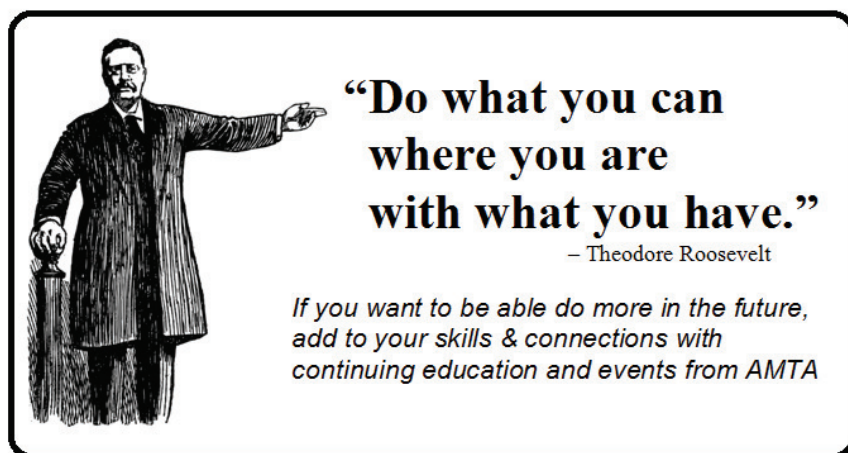
Only current AMTA Wisconsin Chapter members are eligible to enter.

Winners will be selected from a random drawing among all complete entries deemed appropriate for publication.

## What Happens to My Entry After the Contest?

A volunteer for the chapter will combine the quotes and images for use in print and/or online distribution, and include credit to the entrant.

Here is an example of quote from Theodore Roosevelt (sorry, this quote is not eligible for the contest now), and a public domain image (source: <http://openclipart.org/detail/168564/teddy-roosevelt-by-johnny-automatic-168564> ) which have been combined by the Chapter Social Media Committee, along with an added call to action.



## 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](http://amta.org), emailing [info@amtamassage.org](mailto:info@amtamassage.org), or calling AMTA 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](http://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. Cynthia "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, long time AMTA-WI member recently deceased, 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 through 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 philanthropist. 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 the wings. We will let people know if and when we need to do anything.

CSMT Report: Mary Schweiger reported that she would like to add MERT Training to the Education offerings. We are listed on VOAD (Volunteer Organizational Action in Disasters), the Milwaukee County Medical Disaster Team and the Red Cross in Milwaukee County. Mary asked the membership to contact her to sign up for this team and training in the near future. Mary also reported that she was asked by the Milwaukee County Medical Disaster Team to have at least 3 contacts listed with them and is looking for volunteers.

Education Report: Casey Guilfoyle reminded the membership that the next Education conference and “fall” meeting are August 1-3, 2014 at the Plaza Hotel and Suites in Eau Claire. She mentioned that the Early Bird registration fee would be going up soon. Casey reported that the Education Committee was working on the 2015 schedule and presenters. Because the National Convention in 2015 is so much earlier than other years, we are still working out the details of the “fall” 2015 conference, please watch the AMTA mailings for information.

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. Since then we have gotten some feedback and have decided that we need the input of the chapter. 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 Jacci Horstman and Cynthia “Sam”

Licht by the March 2, 2014 deadline, no nominations were taken from the floor

MOTION: Ellen Wittwer moved to vote the delegates in by acclamation. Kelsey Lyons seconded. 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 held 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.

Leave Your Mark

In the beginning, the Pencil Maker spoke to the pencil saying “There are 5 things you need to know before I send you out into the world. Always remember these and you will become the best pencil you can be:

- 1. You will be able to do many things but only if you allow yourself to be held in someone’s hand.
- 2. You will experience a painful sharpening from time to time, but this is required if you want to become a better pencil.
- 3. You have the ability to correct any mistakes you might make.
- 4. The most important part of you will always be what’s inside.
- 5. No matter what the condition you must continue to write You must always leave a clear, legible mark no matter how difficult the situation.”

The pencil understood, promising to remember, and went into the box fully understanding its Maker’s purpose.

Now, replace the pencil with yourself. Always remember these rules and never forget them. In this way, you will become the person you want to be.

- 1. No one goes through this life alone. Allow others into your life and at times allow them to hold you.
- 2. You will experience a painful sharpening from time to time by going through various problems, but you’ll need it to become a stronger person.
- 3. You will be able to correct mistakes you might make or grow through them.
- 4. The most important part of you will always be what is inside.
- 5. On every surface you walk, you must leave your mark.

~ Author Unknown



## Serving the Profession on the State Regulatory Board

Would you like to make a significant and ongoing impact on the massage therapy and bodywork therapy profession in Wisconsin?

The state regulatory board, officially called The Massage Therapy and Bodywork Affiliated Credentialing Board, which works closely with the Wisconsin Department of Safety and Professional Services in matters of licensing professionals, resolving public complaints and writing administrative rules (such as the continuing education requirement recently put into place) has several openings beginning July 1, 2014.

Each member of the 7-member Massage Therapy and Bodywork Therapy Affiliated Credentialing Board is appointed by the Governor's Office to serve for a 4-year term. Six of the seven members are required to be members of the profession and must have been in practice and licensed for at least 2 years. The time commitment is to attend 2 full board meetings a year and up to a few hours per month on smaller committees or case advising either via teleconference or in person. While the position is voluntary, there is a per diem for time spent and mileage is also compensated if you choose to attend meetings in person.

AMTA-WI highly encourages all interested members to submit an application. The application process is done entirely online: <http://walker.wi.gov/governor-office/apply-to-serve/boards-commissions/application>

If you have any questions please do not hesitate to contact Lynn Marie Kutz, AMTA-WI President.

## Chapter Elections in March 2015!

We invite you to join in the fun and business that occurs on the Board. In March of 2015 chapter members will be electing a 1st and 3rd vice-president, treasurer, 2 members-at-large, 3 delegates, and 5 alternate delegates. Please help our team of hard-working professionals grow our Chapter and raise our profession to new heights.

If you would like more information about positions, or to nominate a friend, colleague, or yourself, please contact the Commission on Candidacy Chair, Mary Schweiger at [mindandbodyessentials@yahoo.com](mailto:mindandbodyessentials@yahoo.com) or by phone (262) 623-4900.

## Class Review - Active Isolated Stretching with Roger McNear

By: Natalie Hert, LMT



I attended the AIS lower extremity seminar hosted by AMTA-WI and really enjoyed taking it. First, the instructor Roger McNear was able to explain the what and why questions about AIS in a very understandable way about AIS. Simply, that AIS is an active way to stretch muscles through receptive inhibition. When you activate the quadriceps muscle for example the reciprocal muscle, hamstring, is being stretched (think Sherrington's Law). These are slow controlled movements that are done actively with a gentle touch (8oz-1lb) of over pressure at the end range for 2 seconds. Then brought back to resting and done again for 10 repetitions so the body can remember. Each time the new length is increasing. The whole process is not complicated and is very effective. The new normal range improves greatly. It was very exciting to be able to see the huge gain in flexibility or end range.

I have been able to incorporate the techniques into my massage practice. Also two of my clients went on to purchase the books and DVDs by AIS creator Aaron Mattes to do the whole program at home 3 times per week. Both have reported that they can't believe how much this has helped them. I would recommend everyone to take this or any other AIS seminars that are offered. Its great work and an asset to everyone's practice.

President's Note: Dr Ben Benjamin also appreciates Active Isolated Stretching. On his website he offers a free webinar entitled 'Erasing Pain with AIS - an interview with Dr. Ben Benjamin' in which he encourages, "Give a free half-hour to all your clients with an AIS session before a [massage] session. Work some long days and you're gonna, maybe at least, increase your practice by one-third, maybe by half."

# 2014 EVENTS

## 2014 AMTA - WI Schedule of Events

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

07/11-13/2014	Pewaukee Multisport Weekend	Pewaukee, WI	Sports Massage Team
7/12-13/2014	Ride for AIDS Chicago	Elkhorn, 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
8/2/2014	BOD Meeting	Eau Claire, WI	Board of Directors
8/2/2014	Annual Chapter Meeting	Eau Claire, WI	OPEN
8/11/2014	Athleta Iron Girl Triathlon	Pleasant Prairie, WI	Sports Massage Team
8/22-24/2014	My TEAM Triumph Promises to Keep	Sun Prairie, WI	Sports Massage Team
9/7/2014	Ironman Wisconsin	Madison, WI	Sports Massage Team
9/17-20/2014	National Convention	Denver, CO	OPEN
9/28/2014	BOD Go-to Meeting	online	Board of Directors
10/19-25/2014	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	BOD 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 or opinions contained in this publication do not necessarily reflect those of the AMTA-WI Chapter.



Next Newsletter  
Deadline:

October 30, 2014

**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