
2017 Summer Newsletter

AMTA Wisconsin-Chapter

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Welcome Wisconsin Chapter Members,

I hope everyone is enjoying their families over this wonderful start to the summer. This time of the year has allowed me to slow down and relax a little. I have been fortunate enough to be able to attend an AMTA President's Training a few weeks ago. Wow, it was an eye opener. I didn't realize how much it would really affect me personally. I could see so many things in a whole new perspective. AMTA National Board of Directors referenced subjects including how to handle conflict, go with the flow throughout the upcoming structure changes, the how and why they make the decisions they do. Sometimes the changes don't seem right at the immediate time to us, the Members, but in the big picture they can make a positive difference. Then again, if there's a downward trend there will be another change in the works. So, sit tight!

Respectfully submitted by Mindy Murkley-Kruckeberg
AMTA WI-Chapter President

A Tribute to Toni Delgado, Past President

At the age of 68, Toni Delgado passed away August 13, 2016 at home in New Mexico with her soulmate, Kelly by her side.

Toni was a Spanish teacher in Greendale, WI when she attended the YMCA Milwaukee School of Massage, having Inez Van Winkle as an instructor. She acquired a master's in Education Psychology.

Toni was AMTA Wisconsin Chapter President from 1985-1988. Toni did an excellent job as President as well as making my transition to President easier. Starting in 1990, she pursued a course of study in Quantum Dynamics, meeting Kelly there and relocated to New Mexico.

Toni authored "Dancing with Death Thru Senility into Eternity", 2002 and "A Call to Mother's Grace and Gifts", 2007.

She is survived by her son and her partner Kelly.

Respectfully submitted by Carol Buckholtz, LMT, Past President
Wisconsin Chapter



Upcoming Events For 2017

August 18

Trivia Game and Pie Social

7p-10p: Hotel Mead

Wisconsin Rapids, WI

August 19

Education Conference:

Hotel Mead, Wisconsin Rapids, WI

CPR/AED Recertification

Session 1 8a-12p or

Session 2 1:30p-5:30p

Taking Care of Me 5 CE

9a-12p & 1:30p-3:30p

August 19

Chapter Meeting 6:30p

Hotel Mead, Wisconsin Rapids, WI

Delegate Team Presentation of
Recommendations and Position
Statements

Chapter Members have a chance to
give their feedback before the
Delegates represent WI in House of
Delegates at AMTA National
Convention.

September 14-16

AMTA National Convention

Pasadena, CA

The Chapter flourishes on new ideas from its members. We need members to help spark creativity. Our goal is to keep members happy. We want to take care of you. If you have a speaker, a class or even a modality in mind share it with one of us, we will see what we can arrange.

Proudly at your service,
The Board of Directors and Committee Members

Do I Need to Charge Sales Tax for Massage? Possibly....

While it is true that massage therapy services provided to humans is exempt from sales tax in Wisconsin, services provided to animals are not.

A representative from the Wisconsin Department of Revenue (DOR) explains that animals are tangible personal property and sec. 77.52(2)(a)10, Wis. Stats. (2015-16), provides that services to tangible personal property are subject to sales tax.

"Veterinary services," which are services that may only be performed by a veterinarian are not subject to tax. Services performed on animals that are not "veterinary services" are subject to tax, such as breeding, clipping, and grooming services.

If your practice includes services for animals, or other taxable activity such as retail sales, please ensure that you have a current Sellers Permit and are properly collecting and remitting sales tax to the state. You can learn more about Wisconsin Sales Taxes online at <https://www.revenue.wi.gov/Pages/SalesAndUse/Home.aspx>

Updates On Legislation Affecting The Massage Industry

Senate Bill 232 / Assembly Bill 260

This bill includes a provision for "Delegation of services" which would authorize a chiropractor to delegate certain services that are preparatory or complementary to chiropractic adjustments to various licensed health care professionals (working within the scope of his or her license, registration or certification) if the services are performed under the direct, on-premises supervision of the chiropractor. Currently, a chiropractor may delegate such services only to a chiropractic technician.

How does this affect Massage Therapists?

Our Government Relations Chair, Lynn Marie Kutz, states that her understanding and opinions of this Bill are as follows:

Currently, a Doctor of Chiropractic ("DC") can refer a patient for massage to an LMT (or other health care practitioner such as a PT). The massage therapist can exercise judgement in the treatment course, modalities, etc., may bill under his/her own license, and is ultimately responsible for the treatment and quality of the massage services provided.

My understanding of the differences is that in "delegation" the DC would have to be in the same facility, bill for the services under his/her license, maintain the client records and the LMT would potentially lose all control over treatment decisions and lose a bit of responsibility since "The chiropractor retains ultimate responsibility for the manner and quality of the service."

Positives: Could open more opportunities for employment of LMTs in Wisconsin. Could potentially increase availability of massage to consumers as most LMTs do not currently contract as preferred providers or bill insurance companies.

Potential downfall: Where a DC might otherwise refer a patient for massage where the practitioner may earn a larger percentage of the charges, s/he may opt to keep the client within their office.

<http://docs.legis.wisconsin.gov/2017/proposals/reg/sen/bill/sb232>

AMTA-WI 2017 Dates to Remember:

**BOD stands for Board of Directors *TBD means "to be determined"*

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: [Education Conference: Hotel Mead, Wisconsin Rapids, WI](#)

Friday, August 18, 2017

7-10p Pie Social, Games, Gear/Book Exchange & Tunes on the Terrace

Saturday, August 19, 2017: **Class information on p. 1**

12-1:30p **MANDATORY** Delegate Team Meeting

6:30-10p Chapter Meeting, Buffet Dinner 6p

- (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

House of Delegate

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 TBD 2017: Student Day

November 9, 2017: [Cystic Fibrosis Climb for a Cure](#)

November 11-12, 2017: Budget Meeting & Volunteer Development:

Location TBD

Why stay connected and How to reconnect...

**Benefits of "Opting In" to Electronic Mailings and Visiting AMTA
Wisconsin Chapter Website**

You can stay connected with Important Events such as:

- Chapter Membership Meetings
- Chapter Board Meetings
- Government Relations movements within the State
- Laws & Licensure
- Education Events
- Newsletters
- National Convention
- Membership Meet N Greets
- Online Elections (**New!**)
- Scholarship Opportunities
- Connections to Chapter Board Members
- Connections to Chapter Committee Chairs
- Volunteer Opportunities & Benefits

If you have "Opted Out" anytime in the past, *you* are the only one who can enhance the value of conversations with your association.



2018 Important Dates:

January 7, 2018
Chapter BOD Meeting
3-6pm Online

May TBD 2018
Milwaukee, WI
Spring Education Conference
Chapter Membership Meeting
with Election Results

July TBD 2018
Chapter Membership Meeting

August 8-11, 2018
[AMTA National Convention](#)
Washington, DC

"The meaning of life is to
find your gift.
The purpose of life is to
give it away."
— William Shakespeare

AMTA WI Chapter Volunteers

Elected Board Members

President: Melinda Murkley-Kruckeberg (715) 404-5248 mindymurkley@gmail.com
Board Member: Kelsey Lyons (608) 469-3378 Klyonsmassage@gmail.com
Board Member: Vacant *Volunteer needed*
Secretary: Stepha Ksionda (520) 609-4324 stephaksionda@yahoo.com
Financial Administrator: Marilyn Heckert (414) 491-1692 marilynheckert@hotmail.com

Delegates

Delegate: Casey Guilfoyle (920) 246-3474 caseyguilfoyle@gmail.com
Delegate: Jeffrey Montoya (414) 793-4828 jeff@ibw.edu
Delegate: Jacci Horstman (608) 633-3654 Jacci_03@hotmail.com
Delegate: Lynn Marie Kutz (920) 470-7488 lynnmkutz@aol.com
Delegate: Leah Strutz (920) 901-3573 lsstrutz@gmail.com

Please share your talents. Volunteers needed!
Thank you!

Committee Chairs

Advertising: *VACANT* *Volunteer needed*
Awards: *VACANT* *Volunteer needed*
Chapter Meeting Planning: Ronnie Artero Frederick (414) 324-6258 rjartero@gmail.com
CSMT: *Volunteer needed*
Display Unit: Marialyce Dorman (920) 954-1446 mbdorman1@yahoo.com
Education: Casey Guilfoyle (920) 246-3474 caseyguilfoyle@gmail.com
Government Relations: Lynn Marie Kutz (920) 470-7488 lynnmkutz@aol.com
Membership: Kelsey Lyons (608) 469-3378 Klyonsmassage@gmail.com
Newsletter: *VACANT* *Volunteer needed*
Online Election Coordinator: *Volunteer needed*
Scholarship: *VACANT* *Volunteer needed*
School Liaison: Jeffrey Montoya (414) 793-4828 jeff@ibw.edu
Social Media: *VACANT* *Volunteer needed*
Sponsorship/Corporate: Ronnie Artero Frederick (414) 324-6258 rjartero@gmail.com
Sponsorship: Laura Ellingboe (715) 579-7492 laellingboe@gmail.com
Sports Massage Team: Inactive
Website: Leah Strutz (920) 901-3573 lsstrutz@gmail.com

“As you grow older, you will discover that you have two hands — one for helping yourself, the other for helping others.” — Audrey Hepburn

AMTA-WI Chapter Membership Meeting Minutes

April 4, 2017 Lake Lawn Resort, Delavan WI

7:22p Meeting called to order by Mindy Murkley-Kruckeberg

Board Members, Committee Chairs and Delegates Present:

Mindy Murkley-Kruckeberg - President, **Casey Guilfoyle** - 1st Vice President/Education Chair, **Douglas Radtke** - 3rd Vice President/Head Delegate/Awards Chair, **Marilyn Heckert** - Treasurer, **Lynn Kutz** - IPP/Govt Relations, **JoAnn Jones-Holden** - Member At Large/Advertising Chair, **Leah Strutz** - Website, **Mary Schweiger** - COC & CSMT Chair, **Andrea Muench** - Delegate/Social Media Chair, **Sara Wendt** - Delegate/Sponsorship Chair, **Ronnie Artero Frederick** - Chapter Meeting Coordinator, **Jeffrey Montoya** - School Liaison, **Marialyce Dorman** - Display Chair, **Jacci Horstman** - Delegate

Assignment of Sergeant-At-Arms for this meeting is: Liz Woodworth-Zanto
29 Professional Members in attendance. Quorum of 15 needed.

Call for New Business

Motion: Lynn Kutz makes the motion to amend the agenda to have the Lobbyist presentation before the Treasurer's report. Casey Guilfoyle seconds.

Motion: Casey Guilfoyle moves to open discussion on presented chapter meeting agenda. Lynn Kutz seconds.

Motion: Casey Guilfoyle moves to accept the agenda with corrections. Lynn Kutz seconds.

All members approve.

Government Relations: Lynn Kutz, Guest speaker Alice O'Connor, AMTA WI State's Lobbyist

Alice addresses the AMTA-WI membership: Governor Walker has proposed a budget bill that dissolves the current massage therapy board and creates a board that combines massage therapists with radiologic technicians, physical therapists, occupational therapists, opticians, physician assistants, athletic trainers and more professions on one board. This bill needs to be stopped. Otherwise physical therapists, occupational therapists and other professionals would have a large say on the progress of our profession.

We as members need to make our voices heard by our legislators. We need our licensing board. We protect the public and know what our scope of practice is. This budget does not save the state money. Human trafficking is on the rise. Deregulation of our profession benefits human trafficking. Joint Finance Committee begins voting in May 2017. So, there is only a short time to make your voice heard. We plan to have a lobby day in Madison to reach these legislators. They need to see how important your profession is to you. If they do not hear from you, then they do not think you care about the changes. Have some of your clients write a letter or make a call on your behalf. Tell your legislators to stop Senate Bill 30. Tell the legislators that you would love to hear from your representative and what their stance is. Visit amtawi.org to find the link for your legislators.

Lynn Kutz addresses AMTA-WI members:

Lynn is planning to create a legislative advocacy website for members. She wants to update local "Massage Establishment Regulations" in force throughout Wisconsin. 2017 Assembly Committee on Regulatory Licensing Reform is meeting to roll back regulation and continuing education for professions. SB43/AB47 the "Trustworthy Credentials Bill" has been introduced which could make it a criminal offense to lie on license application for any profession. The AMTA-WI Chapter Board unanimously voted to support this measure. The board also supports Will Neitzel Senior Policy Advisor, who reached out for our chapters comment on a

“Statement of Scope” for our profession. AMTA-WI Chapter joined a coalition with 7 other professions in opposition of the Wisconsin Budget Bill (Assembly Bill 64/Senate Bill 30).

Motion: Casey Guilfoyle moves to approve August 28, 2016 AMTA-WI Chapter Meeting Minutes. Lynn Kutz seconds. Discussion

Motion: Ellen Hess makes a motion to accept minutes as written. Jacci Horstman seconds. 6 nays regarding approval of the August 28th chapter meeting minutes. Discussion.

Motion: Marilyn Heckert makes motion to accept minutes as corrected. Mary Schweiger seconds. All members approve.

Treasurer’s Report: Marilyn Heckert and Mindy Murkley-Kruckeberg review and discuss Budget with membership.

Motion: Casey Guilfoyle moves to approve the budget as revised. Lynn Kutz seconds. All approve. Door prizes awarded to members throughout the AMTA-WI Chapter meeting.

Social Media: Andrea Muench presents US Open Wellness Team Director Dr. Jeff Poplarski’s video and overview of social media activity.

New Business Awards Presentation: Douglas Radtke

Awards presented for board members who will no longer be board members due to the National changes of the board structure.

Awards presented to: IPP - Lynn Kutz; 1st VP - Casey Guilfoyle; Member at Large - JoAnn Holden; Member at Large - Terry Bauer (not present); 3rd VP - Doug Radtke.

Lynn will remain Government Relations Committee Chair. Casey Guilfoyle will remain as Education Committee Chair. Doug Radtke remains a Board member, Awards Chair and Head Delegate.

Standing Rules: Proposed Changes-review, discussion and vote

AMTA National wants the AMTA-WI Chapter Board to discuss these proposed changes to AMTA-WI Chapter members.

Mary Schweiger moves to accept standing rules as proposed. Lynn Kutz seconds. All approve.

[WISCONSIN proposed SRs.docx](#)

Goal: Appoint an AMTA-WI member to Chair online AMTA-WI Chapter elections. This will be reported upon at Fall 2017 AMTA-WI Chapter meeting.

Newsletter-Carol Buckholtz expresses disappointment regarding the Spring AMTA-WI newsletter. The Board values Carol’s views and opinions and will try to improve for future newsletters. AMTA-WI needs a Newsletter Chair. Contact Mindy, our Chapter President, or a Board member to express interest in this position.

Nominations and Elections- Chapter Board Positions (minimum nominations met)

Mary Schweiger discusses AMTA National’s increased roles over AMTA-WI Chapter, such as changes within board structure.

Board Election: Commission on Candidacy Received application from Marilyn Heckert for Financial Administrator, and application from Doug Radtke for Board Member. No nominations taken from floor as minimum number of applications received.

Motion: Mary Schweiger makes a motion to elect Douglas and Marilyn to their positions through acclimation. Second by Casey Guilfoyle. All members accept acclimation.

Election Results:

- A. Financial Administrator - Marilyn Heckert
- B. Board Member - Doug Radtke

Secretary - Special Election Mindy Murkley-Kruckeberg taking nominations from the floor since it has not been presented within 30 days of the AMTA-WI Chapter meeting.

Motion: Mary Schweiger makes a motion to elect Sara Wendt to finish the 1 year term of Secretary. Janell Moskonas seconds. No other nominations

Mindy Kruckeberg makes a motion to elect Sara Wendt as Secretary through acclimation. Second by Lynn Kutz. All members accept acclimation.

Election for Delegates - 3 positions open

Commission on Candidacy received applications from Casey Guilfoyle, Jeff Montoya, Jacci Horstman, Leah Strutz

Election Results: Casey Guilfoyle, Jeff Montoya, Jacci Horstman

2017 Delegate Roster - Doug Radtke, Andrea Muench, Casey Guilfoyle, Jeff Montoya, Jacci Horstman

Election for Alternate Delegates:

Sara Wendt nominates JoAnn Holden as an alternate delegate. JoAnn accepts nomination.

Marilyn Heckert nominates Lynn Kutz as an alternate delegate. Lynn accepts nomination.

Lynn Kutz nominates Vicki Gongarek. Vicki declines

Election for Alternate Delegate results

2017 Alternate Delegate Roster (in order of votes received)

1. Lynn Kutz 2. Leah Strutz 3. JoAnn Holden

Officers Installation - Oath of Office

Committee Reports:

Committee reports supplied to membership in written form at each table.

Advertising: JoAnn Jones Holden

Awards: Douglas Radtke

Chapter Meeting Planning: Ronnie Artero Frederick

Community Service Massage Team: Mary Schwieger

Display: Marialyce Dorman

Education: Casey Guilfoyle

Membership: Kelsey Lyons

Newsletter: Seeking Volunteer

Scholarship: Sara Wendt

School Liaison: Jeff Montoya

Sponsorship Corporate: Ronnie Artero Frederick

Sponsorship Exhibitors and Contributions: Laura Ellingboe

Sports Massage Team (inactive): Ronnie Artero Frederick

Contributions: Lynn Kutz

Website: Leah Strutz

Adjourn

9:44p Mary Schweiger moves to adjourn. Marilyn Heckert seconds. All approve.

April 4, 2017 Chapter meeting minutes approved by AMTA-WI Board **4/23/17** as recommended by AMTA National for timeliness of the standing rule approval process.



AMTA Wisconsin Chapter

*August Education Event
Saturday, August 19, 2017*



451 East Grand Avenue
Wisconsin Rapids, WI 54494

AMERICAN RED CROSS CPR/AED RECERTIFICATION



AnnMarie Kolb, LMT

8:00a – 12:00p – Session 1

1:30p – 5:30p – Session 2

Class limit: 6 per Session

Cost: \$40.00

**Lunch on Your Own ~ Dinner included with all
registrations.**



American Red Cross

Together, we can save a life



TAKING CARE OF ME ~ 5CE

Gina McDonald, LMT

*Massage Envy Team Development for
Wisconsin*

9:00a – 12:00p

1:30p – 3:30p (Class cont'd)

Class limit: 20

Cost:

\$100.00 – Members and Enrolled Students

\$125.00 – Non-members

We will discuss and review:

- Benefits and ways to make trades happen
- Self-care routines and tools to help maximize efforts
- Healthy behaviors/foods that help bring relief to the body
- Good body mechanics
- Basics of the massage session



CHAPTER DINNER 6:00p

Dinner included with all Class Registrations

CHAPTER MEETING 6:30p

~HOUSE OF DELEGATES (HOD)~

~Position Statements & Recommendations ~ Fantastic Door Prizes ~

Must be Present to Win!

AMTA Wisconsin Chapter



Evening Social

Friday, August 18, 2017

7:00p – 10:00p

TRIVIA NIGHT

**PLEASE JOIN US
FOR A FUN AND RELAXING EVENING
AT HOTEL MEAD!**

*Trivia Game - Pie Social
Tunes on The Terrace - Cash Bar*

AnnMarie Kolb, LMT ~ AMTA CPR CE Provider ~ Ann Marie began teaching Red Cross CPR in 1994. She has been an instructor in Eau Claire, Madison and the Greater Milwaukee area. For the past two years AnnMarie has been teaching CPR for AMTA-WI. AnnMarie works as a LMT at the Wisconsin Athletic Club Northshore in Glendale, Wisconsin. A mom of three active children, Ann Marie states, "When I am not watching my kids run, swim, play soccer or baseball, or do gymnastics, I enjoy running, knitting, scrapbooking and reading in my spare time."

Gina McDonald, LMT, NCBTMB CE Provider ~

"My promise to you - With 20 years in the massage field, I have seen it all. Let me help you work for many more years to come without self-injury. I love to help massage professionals continue in their path to success and wellness."



August 2017 Education Event Registration Form cont'd

PRICING Please Register Soon ~ Space is Limited	Name: Address: Email: Phone: AMTA Member #: _____	✓
\$40	CPR/AED Recertification Class Limit: 6 per Session (includes Friday Social & Saturday Dinner) 2 sessions: 8a-12p or 1:30p-5:30p ~ CHOOSE ONE	
\$100	Taking Care of Me 5 CE All AMTA Members & Enrolled Students (includes Friday Social & Saturday Dinner)	
\$125	Taking Care of Me 5 CE Non-Members (includes Friday Social & Saturday Dinner)	
\$30	Dinner Buffet ~ Vegetarian options available Please register for dinner if NOT taking a class	

PLEASE MAKE CREDIT CARD PAYMENTS on our website at: www.amtawi.org

Make Checks Payable to: AMTA-WI Chapter **Check # _____**
Total Amount Paid: \$ _____

Please mail registration form and payment to: MUST BE POSTMARKED by **8/4/17**
Casey Guilfoyle, Education Chair 7080 Lower Road, Sobieski, WI 54171

Hotel Reservations: Hotel Mead 451 East Grand Avenue Wisconsin Rapids, WI 54494
(715) 423-1500 by **July 18, 2017**. Please mention AMTA-WI Chapter to receive discounted rate of
\$85.00 single/double \$99.00 triple/quad occupancy.

What is the conference refund /cancellation policy? Full refund minus \$30.00 admin fee.
No refunds will be issued for cancellations **less than 72 hours** prior to the event.

Any questions, comments or concerns regarding the conference, please contact:
Casey Guilfoyle, Education Chair Cell: 920-246-3474 Email: education.amtawi@gmail.com

ADA assistance is available upon request.
Please notify Education Chair with special dietary needs.



The AMTA Self-Care Wave!

AMTA-WI is rocking it! Our Summer 2017 programming includes a Self-Care unit. As you may already be aware, your BOD invited Gina McDonald of Massage Envy to present "Taking Care of Me." Coincidentally, self-care is a leading focus of AMTA National Convention in Pasadena, CA.

Shaun T, world-renowned health and fitness professional known best for his Insanity workouts, will address the AMTA Membership at National Convention. Check out his YouTube video addressing AMTA Members [here!](#) Learn more about [Shaun T.](#)

AMTA 2017 National Convention

Register by July 27 to Save Up to \$89 Plus Be Entered to Win Tickets to Disneyland!
September 14-16, 2017 | Pasadena, California

The AMTA 2017 National Convention is the largest and most prestigious conference in the massage therapy community, featuring inspiring speakers, continuing education, networking and the newest products at the Pasadena Convention Center.

When you register for the AMTA 2017 National Convention before the July 27 Early Bird Deadline, you can save up to \$89 plus be entered to win one of two pairs of tickets to Disneyland.

