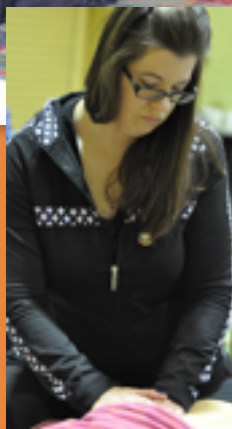
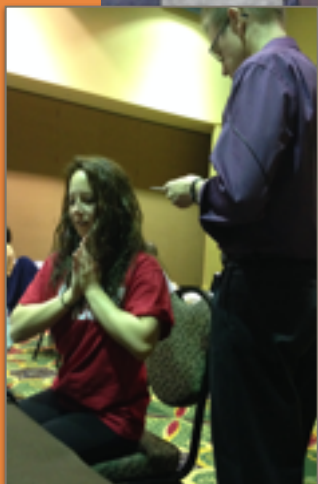


# Connecting Hands

New Board of  
Directors for  
AMTA-WI  
Chapter. See  
Next page for  
names and  
details.



Left to Right: Jacci Horstman and Jesse Walters during Doug Nelson's class. Casey Guilfoyle directing registration for classes.



Kathy Ginn's Ethics Class



Student, Megan Oliver, performing hands on during Doug Nelson's class

**Thank you all that  
attended our March  
2015 AMTA-WI  
Education  
Conference!**

## In this Issue:

Ethical Dimensions 4 AMTA-WI Education Conference 7-9 Meeting Minutes 17-18 2015 Event Schedule 19

**Plus Much More Information**

AMTA Wisconsin Chapter

Spring 2015

[www.amtawi.org](http://www.amtawi.org)



## AMTA - WI Chapter Officers

### **PRESIDENT**

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lynnmkutz@aol.com

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myarowe@yahoo.com

### **FIRST VICE - PRESIDENT**

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### **SECOND VICE - PRESIDENT**

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### **THIRD VICE - PRESIDENT**

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### **TREASURER**

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### **MEMBERS - AT - LARGE**

Jacci Horstman, LMT Jaccihorstman@gmail.com  
Liz Lehr, LMT belehr@charter.com

### **DELEGATES**

Jacci Horstman, LMT (Head Delegate)  
Cynthia "Sam" Licht, LMT  
John Botsford, LMT  
Ken-Adi Ring, LMT  
Sara Wendt, LMT

### **ALTERNATE DELEGATES**

Marialyce Dorman, LMT  
Donna Sarafin, LMT  
May Rowe, LMT  
Mindy Murkley-Kruckeberg, LMT

### **COMMITTEES CHAIRS:**

Community Service Massage Team (CSMT)  
Mary Schweiger, LMT (262) 623 - 4900  
mary@mindandbodyessentials.net

### **SOCIAL MEDIA & DISPLAY**

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### **EDUCATION**

Casey Guilfoyle  
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### **FINANCE**

Mindy Murkley-Kruckeberg, See Above

### **AWARDS**

Mindy Murkley-Kruckeberg, See Above

### **SPORTS MASSAGE**

Ronnie Artero Frederick, LMT (414) 324 - 6258  
rjartero@gmail.com

### **COMMISSION ON CANDIDACY**

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### **MEMBERSHIP CHAIR**

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### **Vacant Chair Positions:**

Government Relations

Newsletter

School Liaison

Sponsorship

Website

Contact AMTA-WI President or

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

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

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



2015 is off to a great start for AMTA-WI! I would like to thank all members who joined us in March for the Membership Meeting with Elections, Networking, Vendor Marketplace and continuing education. It was a pleasure to meet you.

Next year the AMTA National Convention will be here in Milwaukee, and we are getting excited!!! If you have never attended before, I HIGHLY recommend you place October 25-29, 2016 on your calendar and in your budget to join us. Chapter leadership has already begun to prepare for our role as Host Chapter. This year, several of our board members will be participating as volunteers "job shadowing" with the PA Chapter so we can learn the ropes of Host Chapter and be better prepared to offer you and other participants the convention experience of your life. Next year we will be seeking volunteers to assist us with activities such as Host Chapter Booth, Quiet Room, Host Event, Table Rental, Massage for Attendees.

Lynn Marie Kutz, LMT  
President, AMTA-Wisconsin Chapter

Spring has sprung. The flowers riz.  
I wonder when my next massage is...



find a therapist near you at [facebook.com/AMTA.Wisconsin](https://www.facebook.com/AMTA.Wisconsin)

This is one of many images available from the chapter for AMTA-Wisconsin Members to use in their own marketing. Visit [amtawi.org](http://amtawi.org) and click on the Photos link near top right of page to view the "Massage Images to Share" and other albums.



# Meet & Greet at Lakeside St Coffee House: Madison, WI

Article by: Ken-Adi Ring, LMT

Meet and Greet Meetings have been springing up all over Wisconsin and around the country for many organizations. I started hearing about them for our industry of Massage Therapy a couple of years ago but never quite made it to one. After a little research, I thought we could organize one; so my wife, Sally and I recently hosted a Meet and Greet for Massage Therapists in Madison, WI. It was held at the Lakeside Coffee House in our neighborhood of Bay Creek, named after Monona Bay and Wingra Creek. The Lakeside St Coffee House along with our great community has been a well-kept secret, and is recently being discovered.

Not being new to organizing events, I thought it would be fun getting other massage therapists together, connecting, and getting to know our Madison area massage community a little better. My exposure to date was having been to such socials at Massage Therapy conventions and years ago being an active member of the Madison Massage Exchange. I went to the [amtawi.org](http://amtawi.org) and got in touch with Kelsey Lyons who was handling such "Meet and Greet" events in our AMTA Wisconsin Chapter. She was very helpful in leading me through the protocols of arrangement. I then arranged the date and time with Kate Burmeister, owner of the Lakeside Street Coffee shop. Kelsey sent out notifications to the South Central Wisconsin area Massage Therapists and social media connections and let me know the count. It was relatively smooth and easily managed. Kate's Lakeside Staff was very accommodating of our group.

When we arrived at Lakeside Coffee, Sunday afternoon around 3pm, they had "reserved" signs on the tables for us and some folks were already there engaged in an interesting conversation and others were trickling in to the beautiful space on the lake. There is a terrific view, through the Lakeside facing windows, of Bernie's beach, Lake Monona Bay and the Capital skyline greeted us across the bay. The ensuing discussion had a spiritual context and much was said about having a prayerful and forgiving attitude when entering into a healing massage session with your client. Daren, Nanette, Kirsten, Rolfe, Karen, Christine, Sally, and I were there having a beautiful time in our first "Meet and Greet" where bluegrass and strings music was wafting in and out of our conversation from the other room. Lakeside St Coffee House Wine and Beer Bar has a music jam almost every Sunday afternoon.

Two thoughts of foremost interest were; on the one hand the political future of the AMTA and its licensing representation in our state introduced by Karen and the other side of the coin was the sacredness of our work with clients. In the former nothing was solved but simply introduced. In the latter the idea and practice of prayer was introduced by Daren. A lively discussion ensued. I am reminded of Ho'oponopono prayer which is of Hawaiian Kahuna derivation I was introduced with Aunt Margaret in Kona, Hawaii in the 80s and since here and at Unity of Madison. It is a Hawaiian healing practice which means 'to make things right' and is largely centered on forgiveness and gratitude. The intention is on feeling as well as saying these words "I'm sorry, I love you, please forgive me, I thank you", in this way taking the responsibility for ourselves, our community and the world we create. We agree that some kind of prayerful consideration be made as we go to touch someone therapeutically. I feel the very act of touching another person is sacred in this work. To bring that to the work magnifies the results.



## Meet & Greets to Coming Up!



### LaCrosse

April 13 3:30-4:30

Coffee Cabin

### Brookfield

2nd Sunday

6:30-7:30pm

Panera Bread

### Madison

April 12 3-5pm

Lakeside St Coffee

House

### Mequon

April 19 & March

22 3-4pm

Outpost

**More to be added! Watch events at [amtawi.org](http://amtawi.org) and [facebook.com/AMTA.Wisconsin](https://facebook.com/AMTA.Wisconsin)**

# Ethical Dimensions: Serving with Power & Heart

By: Kathy Ginn, L.M.T., NCBTMB Approved

## Provider

### Power as Relational Energy



I hope this time finds you well and your practice thriving. We again find ourselves entering into the season of spring. Spring is a season that offers new blossoms, anticipation, mystery and always a quality of letting go and entering in. Many of you know the core of my teaching is Ethics as Right Use of Power. I find the subject of Power to be an intriguing, broad and deep exploration; an exploration that is life -long.

It is becoming increasingly clear that all life is about relationships, and all relationships involve a kind of connectedness around energy forces. We exist because we are part of one great energy field. The roots of power are embedded at infancy. We are all born utterly powerless, entirely dependent upon the love and care of our care givers. This state of powerlessness lasts over several months. Powerlessness is the experiential ground from which emerges the earliest sense of self. It is powerlessness which gives birth to our need of power. It is in the developmental years we learn about self and the dynamics of control, boundaries, and power. This translates into our relationships as we journey through life. And this same self who was born into infancy is the same self which shows up in the therapeutic relationship. The ways in which we connect, relate, and use our power were influenced by those early years.

Often in my Ethics class I begin by asking two questions; "how many of you want power in the therapeutic relationship?" and "what do you know about your power?" Perhaps because it is a question that is not often asked in everyday life, the response is usually one of curiosity. Thus the exploration begins. The power differential is inherent in any therapeutic relationship. The power differential is amplified by the physical aspects of our work. **Power** is the ability to act or to have an effect. **Influence** is how we interact with others to invite change and have an effect. **Role Power** is the increased power that accompanies a professional role. This is what creates the power differential within the therapeutic relationship. How we influence our clients and how we are influenced by our clients will be a force for either good or harm. All directed power represents a force of some kind, and thus the question; will our power be a force that empowers or disempowers those involved? Can we learn to use our Power with skill and wisdom? **Right Use of Power** promotes safety and trustworthy relations with our clients. The dynamics of the power differential within the therapeutic relationship are often quite complex. It is

important we explore our blind spots, along with understanding that good intentions are often not enough. How we use our professional & role power is a necessary exploration. This is the heart & soul of ethics education.

\*I recommend the following book written by Cedar Barstow:

**The Right Use of Power; The Heart of Ethics  
A Resource for the Helping Professional**

**May we continue to Learn, Grow and Live in Peace!**

Kathy

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

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**NCBTMB Approved Provider #399967-00**

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## Come Grow With Us! 2015 Continuing Education Offerings

### **The Massage Therapist's Aromatherapy Starter Kit – Wednesday, April 8, 2015, Sunday, May 3, 2015 or Tuesday, August 4, 2015 - \$150**

Aromatherapy is the science and art of using essential oils to benefit the body and environment. This 8- hour class will give you background into aromatherapy and introduce you to the properties of 10 essential oils and 5 carrier oils. You will be able to safely blend these oils into various products to use for your massage therapy practice. You will enjoy adding this important work to your professional toolbox.

### **Fascial Yielding – Tuesdays, April 14 & 21 or Tuesdays, August 11 & 18, 2015 - \$250**

This class gives you 16 continuing education hours of training in fascial techniques which are a form of soft tissue therapy intended for pain relief, increasing range of motion and balancing the body. This class gives you hands-on techniques to be able to add this important work to your skill set.

### **Infant Massage – Tuesday, September 22, 2015 - \$110**

Want to help parents bond with their newborns? Come find out about this fun modality! This class gives you 4 continuing education hours of training in infant massage.

### **Deep Pressure - Why, When, How? – Tuesday, November 11, 2015 - \$110**

This class gives you 8 continuing education hours to refine and increase your proficiency in massage therapy pressure control. You will learn the latest science behind this work, hands-on demonstrations and guided practice using deeper pressure for both therapist and client safely. You will enjoy adding this essential knowledge and skill to your massage practice.

### **Using Tools Effectively – Tuesday, December 1, 2015 - \$110**

This class gives you 8 continuing education hours to understand and practice using tools in massage work. It includes background on tools to help MTs, hands-on demonstrations and guided practice using a variety of tools. There will be a huge variety of tools to try so you can find those that work comfortably for you. This will be a fun day of experimentation and practice to become comfortable using tools to save your body and provide effective work for your clients.

**Check out our website Continuing Education page for all the details –  
[www.wsmt.org](http://www.wsmt.org)**

**Or call us 262-250-1276 or email us [info@wsmt.org](mailto:info@wsmt.org) and we'll answer all your questions and send you a registration form!**

# What is Volunteering?

Being a Volunteer is someone who gives service freely to something they believe in, without expecting payment or items of monetary value in return. Their actions are often described as “altruism activity”, which they intend to promote goodness or improve someone’s quality of life.

At the same time, volunteering can produce wonderful benefits for the Volunteer. Such as self-worth, lifting your spirits, respect, and leaving you a sense of knowing that you made a positive difference in someone else’s life. And the best part about this, is you are doing these acts from your heart and own free will.

AMTA-WI Chapter is always looking for Volunteers. Have you ever asked yourself, why? Well, our Chapter needs many different types of talents and skills to maintain efficiency. Examples are: writing, editing, good communication skills, and great computer skills. Most important being able to brainstorm and compromise when needed to ensure the Chapter’s wellbeing. The best part is you don’t have to have all of these skills because the next person may have one you would like to develop. In asking for help, they will be willing to give you the guidance you need. It doesn’t matter if you are super outgoing or super quiet. Your opinions and suggestions matter!

If you are thinking if you should Volunteer for your Chapter or not: Give it a try! We support each other by training and one on one sessions as they are needed. You can make a difference in helping our profession thrive and increase awareness to the communities we live in and worldwide. We all have the same drive, “Massage Therapy” and is extremely beneficial for people in so many ways. We would like to be recognized as professionals and strong team members in the medical field so we can be integrated and provide our many Modalities which in turn will provide comfort to all people. Together we will create an Outstanding Team within our and outside Our Chapter.



Respectfully submitted by,  
Mindy Murkley-  
Kruckeberg, LMT  
AMTA WI-Chapter 3rd V.P.  
Awards & Finance Chair,  
Committee Volunteer for  
Education  
& Sponsorship



**“Volunteerism is the voice of the people put into action. These actions shape and mold the present into a future of which we can all be proud.”**

**THANK YOU for volunteering to help shape the future of the AMTA WI Chapter!**

## Wisconsin Massage Law Highlight: Informed Consent for Treatment

Submitted by Lynn Marie Kutz, LMT

### **Statute 460.11 Practice requirements.**

(1) A license holder may not practice massage therapy or bodywork therapy on a client unless the license holder first obtains the informed consent of the client and has informed the client that he or she may withdraw the consent at any time.

**Administrative Code MTBT 1.02(11)** "Informed consent" means a client's voluntary, knowing and understood agreement to the service to be provided by the massage therapist, bodywork therapist, temporary licensee, or student. Informed consent requires, at a minimum, that the licensee has provided information about the risks and benefits of the service to be provided that a reasonable person in the client's position would need before making an informed decision concerning the service. All of the following apply to informed consent:

- (a) Informed consent shall be documented in writing.
- (b) A client may withdraw informed consent verbally or in writing at any time before a service is completed.
- (c) Informed consent shall include an understanding that the client may, upon request, have a chaperone present while massage therapy or bodywork therapy services are provided.
- (d) No service or part of a service may be provided without the client's informed consent or after informed consent has been withdrawn.

In the administrative code outlining Unprofessional conduct:

**MTBT 5.01(6)** Practicing massage therapy or bodywork therapy on a client without first obtaining the written informed consent of the client and informing the client in writing that he or she may withdraw the consent at any time.

**Takeaway:** I suggest you review your informed consent for treatment practices to see if they comply with the laws. Many massage therapists include informed consent as part of their Health Intake form rather than as a separate document. Are there any changes or updates you will be making to your consent forms?

Note: Links to current state massage laws are available online at [amtawi.org/faq](http://amtawi.org/faq)





# Fall 2015 CE Day Registration Form



**FREE TO WISCONSIN AMTA MEMBERS & STUDENTS**

**MUST BE REGISTERED BY 6/24/15**

**After 6/24/15 ALL REGISTRATIONS are \$250**

*(CE Day is provided as a courtesy of your AMTA-Wisconsin Chapter)*

**Friday, July 24, 2015 Evening Social HOTEL MEAD in Wisconsin Rapids**

<b>EVENT TIME</b>		<b>RSVP Friday Social</b>
7:00 pm – 10:00 pm	<b>PLEASE JOIN US FOR A FUN AND RELAXING EVENING AT HOTEL MEAD!</b> Pie Social, Book Exchange, Vendor Marketplace, Tunes on The Terrace	<b>Number Attending:</b>

**Saturday, July 25, 2015 Morning and Afternoon Sessions**

<b>TIME</b>	<b>Class</b>	<b>Instructor</b>	<b>✓ ONE Morning Class Selection</b>
8:00 am - 11:00 am	Ethics as Right Use of Power 3 CE	Kathy Ginn, LMT, BCTMB	
8:00 am - 12:00 pm	CSMT - Emergency Responder Training	CSMT ER Trainer	
8:00 am - 12:00 pm	CPR/AED Recertification	Red Cross Instructor	
<b>11:00 am - 1:00 pm Lunch on Your Own ~ Vendor Marketplace Open</b>			
<b>TIME</b>	<b>Class</b>	<b>Instructor</b>	<b>✓ ONE Afternoon Class Selection</b>
1:00 pm - 5:00 pm	Sports Massage 4 CE	Kelsey Lyons, LMT, BCTMB & Ronnie Artero Frederick, LMT, TA	
1:00 pm - 5:00 pm	CSMT - ER Division Disaster Drill	CSMT ER Trainer	
1:00 pm - 5:00 pm	CPR/AED Recertification	Red Cross Instructor	
<b>5:00 pm – 6:30 pm VENDOR MARKETPLACE OPEN!</b>			





## Fall 2015 CE Day Registration Form Contd.



5:30 pm – 6:30 pm	CHAPTER DINNER Dinner included for Saturday's Registrants \$25/Non Registered Members \$30/Non Registered Non-Members & Guests	Dinner Fee
6:30 pm – 10:00 pm	<b>CHAPTER MEETING ~House Of Delegates (HOD)</b> <b>POSITION STATEMENTS &amp; RECOMMENDATIONS</b> <b>Fantastic Door Prizes ~ Must be Present to Win!</b>	

<b>PRICING</b>	Please Register Soon as Space is Limited	✓
<b>FREE</b>	WI Chapter Members & Enrolled Students IF REGISTERED BY 6/24/15 AMTA Member #: _____	
<b>\$100</b>	Neighboring AMTA Members before 6/24/2015 (includes Friday Social, up to 7 CEs, plus Saturday Dinner) AMTA Member #: _____	
<b>\$200</b>	Non-Members before 6/24/2015 (includes Friday Social, up to 7 CEs, plus Saturday Dinner)	

**\$250 for ALL registrations after June 24, 2015**

**PLEASE MAKE CREDIT CARD PAYMENTS** on our website at: [www.amtawi.org](http://www.amtawi.org)

Make Checks Payable to: AMTA -WI    Check # \_\_\_\_\_    Total Amount Paid: \$ \_\_\_\_\_

Please mail registration form and payment to: MUST BE POSTMARKED by **6/24/15**

**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 3, 2015**. Please mention AMTA-WI Chapter to receive discounted rate of \$84.00 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](mailto:education.amtawi@gmail.com)

ADA assistance is available upon request.



**Ethics as Right Use of Power** 3 CE Hours NCBTMB Approved with Kathy Ginn  
Saturday, July 25, 2015 8:00 - 11:00 a.m.



3 CE Hours valid for Wisconsin Massage License Renewal

**Ethics as Right Use of Power-Bringing compassion to power.**

Power is the heart of ethics. This course guides each participant into a deeper understanding and connection with your relationship with power and the impact this has on the therapeutic relationship. Power is relational energy and impacts all we do. Class begins by exploring your habits and tendencies around power; exploring the source of your power. We continue with discussing cultural messages about power and the different qualities of power. We will distinguish between personal power and role power- can we fly with both personal and role power in balance? We will then transition into exploring specific dynamics of the therapeutic relationship to include; dual role relationship, discriminate self-disclosure, ethical decision making, impact and intention, three aspects of fostering clarity and accountability with clients and discussing non-ordinary states. The class weaves self-reflection, lecture, art and music, along with time for open discussion.

*\*Right us of Power is the foundation of Kathy's ethics courses. It will be woven through-out her other educational offerings.*

**Sports Massage** 4 CE Hours NCBTMB Approved with Kelsey Lyons  
Ronnie Artero Frederick, TA  
Saturday, July 25, 2015 1:00 - 5:00 pm



4 CE Hours valid for Wisconsin Massage License Renewal

**Sports Massage**

This class is for Massage Therapists who enjoy giving sports massage and are looking for more in-depth learning. We will go deeper into the mechanisms of injuries, specific muscle movements, and advanced stretching. We'll examine how massage can improve athletic performance, not just as a perk treatment after an event but as a regular routine for athletes. Theory will be coupled with demonstration and practical application.



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## CranioSacral Therapy 1 (CS1)

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Milwaukee, WI Jul 16-19, 2015  
Lansing, MI Oct 8-11, 2015

## CranioSacral Therapy 2 (CS2)

Columbus, OH May 28-31, 2015

## SomatoEmotional Release 2 (SER2)

Minneapolis, MN Nov 12-15, 2015

## Adv. 1 CranioSacral Therapy (ADV1)

Minneapolis, MN Jun 1-5, 2015

## CST for Longevity: Reversal of the Aging Process (CSLRAP)

Minneapolis, MN Jun 1-5, 2015

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AMTA-WI Chapter's Wonderful Awards!

# Why Should You Learn and Do Sports Massage?

By: Kelsey Lyons, LMT, NCBTMB approved provider



Maybe you studied Sports Massage in Massage School years ago. Maybe your Massage School didn't have Sports Massage. Maybe you need a refresher on what Sports Massage actually is. Maybe you're looking for new techniques to "upgrade" your Sports Massages?

If any of those are you, then you need to come to the FREE (for all AMTA-WI members by early release date) Continuing Education class coming July 25 in Wisconsin Rapids, WI.

So what is Sports Massage? To me, Sports Massage can be for an athlete in training, before, during, or after an event; but it doesn't have to stop there! What if someone is just starting a new walking program? Or maybe they are starting yoga? Sports Massage doesn't just have to stop at athletes! In fact, I just performed a "Sports Massage" on my client who is not an athlete but has Muscular Sclerosis (M.S.). The idea behind choosing these techniques is that they help facilitate blood flow and joint mobility; both of which are very important to M.S. clients. This client is a perfect example of using the tools and techniques to massage "outside of the box." Sometimes we, Massage Therapists, get stuck on the name of the technique instead of using whatever is best for that client. Cross out the name and do whatever works!

Sports Massage will add to your practice, maybe everyday for some Massage Therapists, maybe once a year of others. But having techniques in your toolbox as a Massage Therapist will NEVER be a bad thing EVER!

## About the Educator

I'm Kelsey Lyons, Owner and Educator at Eightfold Path Massage, LLC. I'm an approved provider of continuing education for the NCBTMB. I got my Massage Therapy Degree in 2005, NCBTMB Certified Massage Therapist, and followed by a BS in Human Services. I have been teaching Massage Therapy since 2006. Currently, I'm an Instructor of a Massage Therapy Program in LaCrosse, WI. And work as a Massage Therapist at Mayo Clinic. I am a Professional Member, 2nd Vice President, and Membership Chair for the American Massage Therapy Association, in Wisconsin.

I truly love being a massage therapist, and am passionate about the many benefits that massage therapy can offer. As a provider (and a junkie) of continuing education, I have spent many years learning from the best to be able to create unique, interesting and thought-provoking classes for professional, licensed massage therapists. I am passionate about making continuing education classes that are very affordable for Massage Therapy and health-care practitioners. It's important to not break the bank when you are learning!! NCBTMB PROVIDER # 451837-12

## Government Relations - Animal Massage

The Wisconsin Veterinary Medicine Association (WMVA) is in the process of drafting proposed legislation regarding both massage and chiropractic services for animals. Thank you to all members who replied to our call for information about your practice as it relates to animal massage. At the current time, it appears that the WMVA will be moving forward with the requirement that animal massage be limited to providers who are Licensed Massage Therapists working under the supervision of a vet. If this occurs, it would NOT be blanket permission for all LMTs to provide animal massage as one would still be limited to providing services within their qualifications and education. AMTA-WI will continue monitoring this issue.

Scholarship Contest Winner: Bonnie Dittmer, LMT

The quote to the right helps remind Bonnie "to do things, such as education, to better myself in order to make a difference in my practice, my community, my world."

*Give me a place to stand,  
and I will move the world*

~ Archimedes through Ian Hill



Massage Continuing education can move your world  
Visit [amtawi.org](http://amtawi.org) to learn about seminars & events available to you





## CONTINUING EDUCATION

6225 University Avenue, Suite 210, Madison, WI 53705 • 608-238-7378 • www.tibiainc.com

### Advanced Anatomy & Pathology

*Instructor: Dr. Lisa Witzke*

#### **Lower Extremity**

16 CE Hours

April 25 & 26 (Sa/Su), 9a-6p

\$325 (\$280 if paid by 4/11/15)

+ \$50 supply fee paid to instructor

NCBTMB Provider #554

### Aromatherapy

#### **Raindrop Technique**

7 CE Hours

Apr 18 (Sat), 9a-5p ~ or ~

Aug 22 (Sat), 9a-5p

\$160 (\$140 if paid two weeks prior)

+ \$20 for Young Living oils if needed

### Body Mechanics & Psychology

#### **Happy Working Body**

4 CE Hours

Mar 14 (Sat 1-5) or Jul 17 (Fri 9a-1p)

\$100 (\$80 if paid two weeks prior)

#### **Somatic Awareness in the**

#### **Session Room**

6 CE Hours

Sept 18 (Fri), 10a-5p

\$140 (\$120 if paid by 9/4/15)

### Business Development Series

#### **Practice Management Segment (#5)**

4 CE Hours

Apr 17 (Fri), 1-5p

\$100 (\$80 if paid by 4/3/15)

#### **Power of Purpose & Mindset (#1)**

4 CE Hours

June 20 (Sat), 8:30a-12:30p

\$100 (\$80 if paid by 6/6/15)

### Crystals

#### **Crystal Energy Balancing**

8 CE Hours

Aug 5 & 12 (Wed), 5-9p

\$180 (\$160 if paid by 7/22/15)

### Deep Tissue

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

8 CE Hours

Mar 21 or Sep 26 (Sat), 9a-6p

\$180 (\$160 if paid two weeks prior)

### Eastern Bodywork

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

16 CE Hours

May 6, 13, 20, 27 (We), 5-9p ~ or ~

9/19 & 20 (Sa/Su), 9a-6p

\$360 (\$320 if paid two weeks prior)

+ \$8 materials fee paid to instructor

#### **Tender Touch\***

16 CE Hours

Oct 1, 8, 15, 22 (Thu), 5-9p

\$360 (\$320 if paid by 8/20/15)

+ \$8 materials fee paid to instructor

### Jin Shin Do®

#### **Fundamentals of Acupressure**

14 CE Hours

Oct 3 & 4 (Sa/Su), 9a-5p

\$310 (\$280 if paid by 9/19/15)

+ \$8 materials fee paid to instructor

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

16 CE Hours

Oct 10 & 11 (Sa/Su), 9a-6p

\$360 (\$320 if paid by 9/26/15)

+ \$8 materials fee paid to instructor

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

### Ethics

#### **Right Use of Power**

6 CE Hours

May 8 (Fri), 10a-5p

\$140 (\$120 if paid by 4/24/15)

#### **Professional Power & Boundaries**

6 CE Hours

Aug 21 (Fri), 10a-5p

\$140 (\$120 if paid by 8/7/15)

#### **Power of Communication & Presence**

6 CE Hours

Nov 1 (Sun), 10a-5p

\$140 (\$120 if paid by 10/18/15)

### Massage

#### **Muscle Whispering**

4 CE Hours

Apr 20 (Sat 1-5) or Jul 17 (Fri 2-6p)

\$100 (\$80 if paid two weeks prior)

#### **Dismantling Tension Patterns**

7 CE Hours

Oct 16 (Fri), 9:30a-5:30p

\$160 (\$140 if paid by 10/2/15)

### TIBIA's Signature Courses

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

*the power of choice*

11 CE Hours

Apr 10 & 11 (Fr/Sa), 6-9p & 9a-6p

~ or ~

Sept 11 & 12 (Fr/Sa), 6-9p & 9a-6p

\$350 (\$300 if paid 2 weeks prior)

#### **Energy in Action**

8 CE Hours

April 22 (Wed), 9a-6p ~ or ~

May 8 (Sat), 9a-6p

\$240 (\$200 if paid 2 weeks prior)

#### **Energetic Alignment\*\***

4 CE Hours

June 20 (Sat), 1-5p

\$100 (\$80 if paid by 6/6/15)

*\*Prerequisite: Foundation Workshop*

*\*\*Prerequisite: Energy in Action*

### **Claire Marie Miller Seminars**

*Instructor: Kimberly Schultz*

#### **Integrative Reflexology®**

24 CE Hours

June 4-6 (Thu-Sa), 8:30a-5:30p

\$445 (\$400 if paid by 5/7/15)

#### **Nurturing the Mother®**

#### **Fertility Massage Specialist**

24 CE Hours

June 7-9 (Su-Tue), 8:30a-5:30p

\$495 (\$450 if paid by 5/8/15)

NCBTMB Provider #049535-00



# Massage Marketing - Swag Bags

**WHAT:** A Swag Bag is a “goodie bag” filled with valuable merchandise offered as a gift to event attendees as an incentive for attending or to reward loyal customers.

**WHY:** Everyone loves swag. People get excited about discovering what is in them. When they are exceptional, they create a buzz that extends through social circles. Customers remember the thoughtfulness and have a greater sense that your brand cares about them

**WHEN:** Swag bags are a simple and perfect addition to your next massage practice open house, to gift to new clients, and to thank loyal customers at the holidays.

## **CONTENT IDEAS:**

### The Bag itself

You could go low end, even a brown paper lunch bag could suffice.

Mid-Range, you could order custom imprinted plastic bags, though these usually don't hang around very long being tossed or recycled relatively quickly.

High-end will hit your pocket-book a bit more but will have an indefinite lifespan giving regular reminders that you are available for business – custom-imprinted reusable totes (these can run from as low as 84¢ up to \$). Be sure to include your business name and at least one method to contact you in the imprint if you go personalized.

### Your Marketing Materials

Your business card, brochure, flyer, coupon, special offer

### Imprinted Promotional Items

Business card magnet, nail file, massage tool, relaxation cd, magnetic chip clip, stress ball, sticky calendar for computer screen, mini desk calendar, lip balm with an sticker that lists your business

### Samples

These can be samples of items you sell or use in your practice, for example – Biofreeze will ship free sample packets to therapists who sell their products.

### Door Prize Ticket

You could have winning tickets pre-drawn and they match their number to see what they won, or have them need to be present for drawing.

Or it could be the drawing slip that they are required to put their name and contact info on, perhaps even a short 3 question survey and a notice if they are required to be present at drawing time or if winners will be notified.

### Cross-Promotional Items

This one takes a bit more time and effort, but other than gas if you drive around (and remember business mileage is a deductible business expense), won't hit your pocketbook, and could potentially add to it.

Ask other local or complementary businesses for items to include.

You could offer free inclusion when the business offers a sample, even charge a nominal amount for including literature without a goodie offered. Be prepared to tell the business how many bags will be distributed and for what purpose. You could even hit them up for a donated item to be used as a door prize.

Here's a few ideas that I have snagged:

Discount on acupuncture

Free visit to a chiropractor

Free bowling passes

Coupon for a free rose from a local florist

Ten-day pass to a gym

Buy-one get-one restaurant coupons

Discount card from health food store

Free loaf of bread coupon from the bakery

Leftover goodie bags from local charity walk or

run – I asked if I could have some of their many leftover bags, and tucked those bags inside mine. In one case, after a pet walk I received twenty bags, not enough for all the bags I offered – so I set my bags that included those aside and noted they were for pet owners and included an additional offer of my own for a complimentary 10-minute furry pet massage with any in-home session for the owner. A huge hit!

IN CONCLUSION, the idea is to have fun. If you have more ideas, comments, or experiences about swag bags, we'd love to hear your comments! Visit this article on our blog [amtawiblog.weebly.com](http://amtawiblog.weebly.com) to add to the conversation.

Article author [Lynn Marie Kutz, LMT](#) has been a self-employed therapist for over 20 years, and proclaims that AMTA-WI Meet & Greet's are a great way to hear about marketing experiences of other LMTs.



## CALL FOR POSTER ABSTRACTS

The Massage Therapy Foundation is pleased to assist the American Massage Therapy Association (AMTA) with the 17th annual poster session which will be held during the AMTA National Convention in Pittsburgh, Pennsylvania from August 19-22, 2015. We encourage you to submit a poster for consideration to be part of this important event. For more information click [here](#).

# Community Service Grants

Mar 17, 2015

Community Service grants are awarded to charitable organizations that provide massage therapy to people who currently have little or no access to such services.

This program is designed to promote working partnerships between the massage therapy profession and community-based organizations.

The maximum award is \$5,000 for a one-year project period. These grants are available for organizations or affiliates of organizations that have been in existence for at least one year in the respective state or province; are tax-exempt under schedule 501(c)(3) in the U.S., non-profit charitable organization in other countries; currently provide some therapeutic or other service programs to the community; and have designated a qualified staff member to oversee the program.

We are pleased to announce the 2014 Community Service Grantees.  
Massage for Survivors of Human Trafficking  
Andrew Holbein  
New Orleans Community Outreach  
Incorporating Massage Into Paralysis Rehabilitation  
Christopher Kagen

Pushing Boundaries  
Lend a Hand, Therapeutic Innovations for Veterans  
Kathy Brewer  
Veterans Helping Veterans Now  
Click [here](#) to read how the program has helped others.  
Massage Therapy for Survivors of Torture and Trauma  
Karen Hanscom  
Advocates for Survivors of Torture and Trauma

Our 2015 Community Service Grant process is now open with a deadline of Wednesday, April 1st, 2015 at 11.59pm CST.

## APPLY FOR A COMMUNITY SERVICE GRANT HERE

[View the 2015 Community Service Grant guidelines.](#)  
[Community Service Grant Ethics review form](#)  
[Photo Release Form](#)  
[View the past MTF Community Service Grant winners.](#)  
For more information, please contact:  
Christine Daskais, Foundation Associate at  
[cdaskais@massagefoundation.org](mailto:cdaskais@massagefoundation.org) /847-905-1667  
or  
Gini Ohlson, Executive Director at  
[gohlson@massagefoundation.org](mailto:gohlson@massagefoundation.org)/847-905-1520

## AMTA 2015 National Convention

### Registration is now open!

#### PITTSBURGH, PENNSYLVANIA | AUGUST 19-22

Join your massage therapy community for inspiration, rigorous education, networking and products to help you succeed. Register early to save \$89 and receive the widest selection of classes.

#### Five Reasons to Attend

1. [Experience quality education.](#) Explore CE sessions featuring hands-on techniques, the latest research and tips to help your business thrive.
2. [Explore Pittsburgh.](#) Be invigorated by the sights and culture of our host city which was named one of Conde Nast Traveler's "Top Places to Visit in 2015."
3. [Come together.](#) Network with leaders in the massage therapy profession and like-minded peers.
4. [Stay on top of trends.](#) Try new products and stock your practice with essentials in our extensive Exhibit Hall.
5. [Connect with educators.](#) Take part in social events and education developed specifically for massage teachers and the unique challenges they face.

[Register now!](#)

Get ready for National  
Convention in  
Milwaukee, WI 2016!!!

Learn ... John F. Barnes'

# Myofascial Release

Approach

Research  
verifies the  
principles that have  
been taught the past  
40 years by  
John F. Barnes, PT.



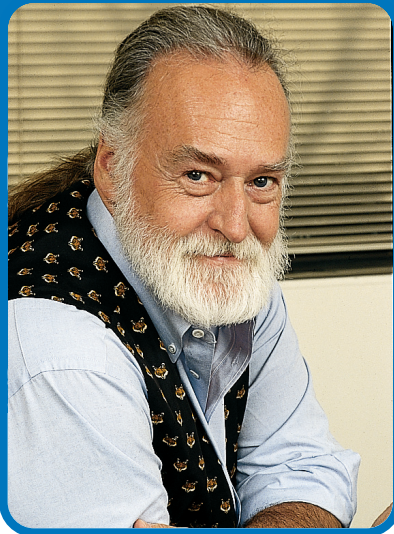
Pain



Function



Income



**John F. Barnes, PT, LMT, NCTMB**  
International lecturer,  
author, and authority on  
Myofascial Release



**FASCIAL-PELVIS**  
Madison, Wisconsin  
*June 12-14, 2015*

Register Today — Call **1-800-FASCIAL**  
Visit our Website at **www.MyofascialRelease.com**



## Sports Massage Team 2015 Event Line Up

May 17, 2015 - CellCom Marathon

Lambeau Field, Green Bay, WI

Time: 7:30a

Seeking 20-25 LMTs/Students to volunteer in massage tents  
and Elite runners tents. If interested contact AMTA member  
Teresa Sawyer directly at 205.478.5246 or email  
teresaksawyer@gmail.com.

July 18-19, 2015 - Scenic Shore 150

Hosted annually by Leukemia and Lymphoma Society

Day 1: 75-miles ride north from Mequon to Manitowoc. Day

2: Final 75-mile stretch toward Door County, ending in

Sturgeon Bay. Interested LMTs (no students please) contact

Katherine O'Keeffe at 414.704.1783 or email

kokeeffe2001@yahoo.com. This is a paid event.

**Are you interested in  
Sports Massage?**

Contact AMTA-WI Sports Massage Chair:

Ronnie Artero Frederick, LMT

(414)324-6258

rjartero@gmail.com

**Many Upcoming  
Events Needing LMTs!**





**With an earnest heart,  
become a leader of compassion.**

~Daisaku Ikeda, SGI President

Becker Scholarship

[Image was created with original photo by Britte' Anchor Of Los Angeles, CA]

## Scholarship Contest Winner: Julie Fischer-Becker, LMT of Racine, WI

The quote to the left inspires Julie to further her knowledge and skills through continuing education:

Julie explains why the quote inspires her:

In our state, massage is defined as an art and science. What I also see, in my fellow professional massage therapists, is the single minded determination to do something for the sake of others. The beauty of continuing education, is to continue to bring to the client/patient, leading edge practices, from which to benefit. Our profession is all about what we bring to the table. With compassion, we want to bring the BEST combination of art and science. The path that leads to the BEST practices, is continual investment and renewal in current education. With so many modalities to become expert in we professional massage therapists have abundant opportunities to bring our best selves, our compassionate selves, to the table (chair, bedside, et al.)



## Massage Therapy Foundation Chapter Challenge

Launched March 7<sup>th</sup> the Chapter Challenge is an opportunity to "Build A Stronger Foundation" by expanding the reach of the Massage Therapy Foundation's mission, programs and benefits to massage therapist.

AMTA Chapters across the country are competing to see who can raise the most donations for the MTF, with a goal of at least \$1 per member. Your personal contribution to the Foundation is tax deductible as a charitable donation.

All personal donations designated to the Chapter Challenge will have their gift amount added to the overall chapter total. Bonus - Donate \$25 or more and you can request an MTF 25th anniversary pin.

You may make a personal donation online at <https://donatenow.networkforgood.org/1428681> and check the box below "If you have a special purpose for your donation" to designate your donation to the chapter Challenge. You may also donate by check payable to the Massage Therapy Foundation mailed -Attention Terri Bruce, 500 Davis Street, Suite 950, Evanston IL 60201 and make a note to designate your contribution towards AMTA-Wisconsin Chapter Challenge.

Concluding August 22<sup>nd</sup> at the AMTA National Convention in Pittsburgh, chapters raising \$6,000 or more will be offered the opportunity to name a 2016 Community Service Grant.

Wisconsin has over 2100 members, if we each donated an average of just \$3, we could name one of those grant recipients. Our Chapter President, Lynn Marie Kutz has kicked us off with a \$25 donation, and will increase her donation by ten cents for each AMTA-WI member who also make a personal donation.

For an update on how our chapter is doing visit <http://www.massagetherapyfoundation.org/chapter-challenge/>



## AMTA-WI Chapter Meeting Minutes

Draft of Meeting Minutes to be approved at July's Chapter Meeting

AMTA-Chapter Meeting Minutes - Draft for Approval  
Marriott West, Madison, WI  
March 7, 2015

Meeting called to order at 7:02 pm, by Lynn Kutz, President

Lynn Kutz assigned Sarah Goebel to be the Sergeant at Arms.

Board and Committee Members present: Lynn Kutz-President, Casey Guilfoyle-1st VP/Education Chair, Kelsey Lyons-2nd VP/Membership, Mindy Murkley-Kruckeberg-3rd VP/Finance Chair, AnnMarie Kolb-Secretary, Marilyn Heckert-Treasurer, Melissa Emmons-Barbour -Member At Large, Mya Rowe-Immediate Past President, Ronnie Artero Fredrick-Sports Massage Team, Teri Bauer-Member At Large, Tom Reich - Display/Social Media

Quorum: 59 professional members present. Quorum: 30

Call for New Business: Lynn Kutz asked the membership if there was any new business to add to the agenda. Marilyn Heckert requested adding updating budget line item titles to the new business.

Approval of the Agenda: Lynn Kutz called for a vote on approval. All approved.

Approval of August 2014 Minutes. MOTION: Cynthia Licht moved to approve the minutes from August 2, 2014 at Eau Claire Chapter Meeting as presented. Jaci Horstman second. All approved.

### ELECTIONS of Board Members

Lynn Kutz reported that Mary Schweiger, Commission on Candidacy, is absent due to an illness. Kutz will run the elections in Mary Schweiger's absence. Commission-on-Candidacy received one application/nomination for 1st VP: Casey Guilfoyle, one application/nomination for 3rd VP: Mindy Murkley, and one application/nomination for Treasurer: Marilyn Heckert by the application deadline. Called for objections to the nominations, there were none. MOTION: Sandy Tamel moved to accept the nominations on the floor. Ken Adi Ring seconded. All approved.

No applications were received for position of Member At Large. Election is open to Nominations from the floor: Cynthia Licht nominated Liz Lehr, Liz Lehr accepted. Mindy Murkley nominated Melissa Emmons. Melissa Emmons declined. Jill Anderson nominated Jaci Horstman. Jaci Horstman accepted. MOTION: Sandy Tamel moved to accept the nominations on the floor. Kelsey Lyons seconded. All approved.

Oath of Office: Lynn Kutz swore in all Board Members.

Nominations and Elections of Delegates: Commission on Candidacy received one nomination/application after the deadline. Nominations open from the floor. Lynn Kutz called for nominations for the two year delegate term. Jill Anderson nominated John Botsford, who accepted. Cynthia Licht nominated Sarah Goebel who declined. No further nominations. MOTION: Sandy Tamel moved to accept the nominations on the floor. Bonnie Dittmer seconded. All approved.

MOTION: Lynn Kutz moved to approve the Submission of Proposed Recommendation to the House of Delegates that the Board commission creation of a model Journalist/Media Education

Package for chapters to send authors and publishers in response to negative representation of Massage Therapy in Media. Mya Rowe seconded. Discussion. All approved. Motion passed.

MOTION: Lynn Kutz moved to approve the Submission of Proposed Recommendation to the House of Delegates recommending that the Board study feasibility of offering complimentary online CE for members. Kelsey Lyons seconded. All approved. Motion passed.

Nominations and Elections of Alternate Delegates: No applications were received by Commission on Candidacy prior to deadline. Nominations open from the floor. Called for nominations. Ken-Adi Ring nominates Alan Weld, who declined. Nancy Rezmer nominated Marialyce Dorman, who accepted. Mya Rowe nominated Donna Kuhn, who declined. Cynthia Licht nominated Donna Sarafin, who accepted. Sarah Wendt nominated herself. Mindy Murkley-Kruckeberg nominated Ruth Gosselin, who declined. Mya Rowe nominated Dawn Skadowski, who declined. Marilyn Heckert nominated Nancy Rezmer, who declined. Mya Rowe nominated herself. Mindy Murkley-Kruckeberg nominated herself. Ken-Adi Ring moved that we accept these nominations. Carol Buckholz seconds. All approved Motion passed.

Alternate Delegate Vote Results: #1 Sarah Wendt (48 votes, 26 votes tie-breaker vote), #2 Marialyce Dorman (48 votes, 22 votes tie-breaker), #3 Donna Sarafin (46 votes), #4 Mya Rowe (38 votes), and #5 Mindy Murkley-Kruckeberg. (29 votes).

Darlene Campo introduced herself as a member of the State of Wisconsin Massage Therapy Credentialing Board. She reported that there are vacant seats and that 15 to 20 therapists have applied to these positions. She asked if any of those applicants had questions to seek her out this weekend.

Treasurers Report: Marilyn Heckert posted the Year End Budget/Expense report.

MOTION: Lynn Kutz moved that the AMTA-WI Chapter pursue a revision to the legislative bill and update to the massage therapy and bodywork licensing law, Chapter 460, seeking to:

-Update the scope of practice to include:

\*Stretching during a session (or at a minimum active, passive and assisted Swedish gymnastics-movement of the body part through normal range of motion).

\*Kinesiotaping

\*Instruction for home care.

-Law enforcement provisions would be strengthened

-Spa services, such as body wraps, facials and scrubs would be permissible for licensed massage therapist who had successfully completed additional training for those services as specified by rule of the Massage Therapy Licensing Board. Approves \$21,000 expenditure within Government Relations budget in each of FY 2015/16 and FY 2016/17 for lobbyist fee to develop and advance the proposed legislation during the current 2-year Wisconsin legislative session. Kelsey Lyons seconds.

MOTION: Sandy Tamel moved to separate this motion into two separate motions. Carol Buckholtz seconds. Discussion. 31 Ayes. Motion approved.

Revised MOTION: Lynn Kutz moved to Approve \$21,000 expenditure within Government Relations budget in each of FY 2015/16 and FY 2016/17 for lobbyist fee to develop and advance 17

## AMTA-WI Chapter Meeting Minutes

the proposed legislation during the current 2-year Wisconsin legislative session. Mya Rowe seconded. Discussion took place.

MOTION: John Botsford motioned to amend the motion under consideration adding: "contingent upon the approval of the proposed legislation". Seconded. Ayes have the motion. Motion to amend the motion approved on voice vote.

Revised MOTION: Approve \$21,000 expenditure within Government Relations budget in each of FY 2015/16 and FY 2016/17 for lobbyist fee to develop and advance the proposed legislation during the current 2-year Wisconsin legislative session contingent upon the approval of the proposed legislation. Ayes have the motion. Nays heard. Motion Approved on voice vote.

MOTION: Lynn Kutz moved that the AMTA-WI Chapter pursue a revision to the legislative bill and update to the massage therapy and bodywork licensing law, Chapter 460, seeking to:

-Update the scope of practice to include:

\*Stretching during a session (or at a minimum active, passive and assisted Swedish gymnastics-movement of the body part through normal range of motion).

\*Kinesiotaping

\*Instruction for home care.

-Law enforcement provisions would be strengthened

-Spa services, such as body wraps, facials and scrubs would be permissible for licensed massage therapist who had successfully completed additional training for those services as specified by rule of the Massage Therapy Licensing Board. Sarah Wendt approved. Discussion.

MOTION: Cynthia Licht moved to amend the motion under consideration, in the paragraph on spa services to strike the word facials. Kristin Winters seconded. Discussed. Ayes have the motion. Motion Approved on voice vote.

Revised MOTION: AMTA-WI Chapter pursue a revision to the legislative bill and update to the massage therapy and bodywork licensing law, Chapter 460, seeking to:

-Update the scope of practice to include:

\*Stretching during a session (or at a minimum active, passive and assisted Swedish gymnastics-movement of the body part through normal range of motion).

\*Kinesiotaping

\*Instruction for home care.

-Law enforcement provisions would be strengthened

-Spa services, such as body wraps, and scrubs would be permissible for licensed massage therapist who had successfully completed additional training for those services as specified by rule of the Massage Therapy Licensing Board. Sarah Wendt approved. Discussion. Ayes have the motion. Motion approved.

2015/16 Fiscal Year Budget: Marilyn Heckert presented the chapter with the proposed budget.

MOTION: Casey Guilfoyle moved to approve the budget as presented. Kelsey Lyons seconded. Discussed. All approved.

Committee Reports:

Awards: Mindy Murkley-Kruckeberg reported on our Humanitarian and Meritorious winners from 2014. She reported that there are 3 nominations for Meritorious for 2015 and one for Humanitarian. Mindy Murkley presented the outgoing Board Members Terry Bauer and Melissa Emmons-Barbour with gifts to thank them for their service to the chapter.

MOTION: Sandy Tamel moved to extend the meeting for 10 minutes. John Botsford seconded. Approved.

Community Service Massage Team: Lynn Kutz reported that Mary Schweiger has been working hard setting up events. These are on the website.

Display: Lynn Kutz for Chair Tom Reich, reminded the chapter that displays are available for member use for events.

Education: Casey Guilfoyle thanked everyone for coming to the conference this weekend. She reminded everyone of the July Chapter Meeting in Wisconsin Rapids that will include a Pie Social and FREE CE classes on Friday and Saturday July 23 & 24, 2015. November 9 & 10, there is a Veteran Massage class in Appleton. Casey Guilfoyle called for volunteers to join Education committee.

MOTION: to extend meeting by ten minutes. Seconded. Approved on Voice vote.


Government Relations: Lynn Kutz informed the Chapter that there is a watch proposed on Animal Massage legislation. She also reported that Gov. Walker in his Budget is proposing a 4 year massage license period with CE reporting to remain at 2 years, and Education Approval Board (EAB) being eliminated and oversight responsibilities would be shifted to the Consumer Protection staff over at the Wisconsin Dept of Agriculture Trade & Consumer Protection. This is part of Governor Walker's agency consolidation initiative. School Regulation would not cease, though, if the Governor's proposal passes both houses.

Remaining new business items tabled until next Chapter Meeting. Remaining Committee Reports will be published in a future newsletter or posted on amtawi.org.

MOTION: Carol Buckholtz moved to adjourn the meeting. Ken-Adi Ring seconded. All approved.

Meeting adjourned at 9:10pm by Lynn Kutz, President.

Respectfully submitted by AnnMarie Kolb, Secretary.



**Congratulations to all  
those that won our  
AMAZING prizes at  
our March Conference!**

## 2015 AMTA - WI Schedule of Events

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

June 22, 2015	Early Bird Deadline - National Convention Registration	National	OPEN
July 18-19, 2015	Scenic Shore 150 Bike Tour	Manitowoc, WI	Sports Massage Team
July 20, 2015	Registration closes for National Convention & Chapter Leadership Training	National	OPEN
July 24, 2015	AMTA-WI Board Meeting 1-4pm	TLC Wellness Center, Neillsville, WI	Board of Directors
July 24, 2015	Social Event 7-10pm	Hotel Mead, Wisconsin Rapids, WI	OPEN
July 25, 2015	FREE CE Day for Sports Massage, Ethics, MERT Training	Hotel Mead, Wisconsin Rapids, WI	OPEN
July 25, 2015	Chapter Meeting 6:30-8:30pm	Hotel Mead, Wisconsin Rapids, WI	OPEN
August 12-13, 2015	Burn Injured Youth Camp	Milwaukee, WI	CSMT
August 17-18, 2015	Chapter Volunteer Orientation Program	Pittsburgh, PA	Volunteers
August 19, 2015	Chapter Leadership & Delegates Meeting	Pittsburgh, PA	OPEN
August 19-22, 2015	AMTA National Convention	Pittsburgh, PA	OPEN
October 10-11, 2015	Budget Meeting & Volunteer Development	TBD	Board of Directors
October 25-31, 2015	National Massage Therapy Awareness Week	Nationally	OPEN
November 9-10, 2015	Massage Therapy for Veterans Class	Appleton, WI	OPEN
February 11-12, 2016	AMTA School Summit	Pasadena, CA	OPEN
March 1, 2016	Deadline for Nominations - Chapter Meritorious & Humanitarian Awards	Wisconsin	OPEN
March 2016	Fight for Air Climb	Milwaukee, WI	Sports Massage
October 26 - 29, 2016	AMTA National Convention	Milwaukee, WI	OPEN



Congratulations to our Newly Elected Board of Directors, Delegates, & Alternate Delegates!



Thank you to Terry Bauer and Melissa Emmons for your dedications and hard work with our AMTA-WI Chapter. You will be missed!



## 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.



## Newsletter Deadlines:

February 28 (April Issue)  
May 31 (August Issue)  
October 30  
(Winter/December Issue)

## Volunteers Needed:

**BURN CAMP 2015**  
**August 12 & 13, 2015**  
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