

# Connecting Hands



The American Massage Therapy Association Wisconsin Chapter  
Volume 15-03

Promoting Wellness Through Massage  
Summer 2008



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## What a Day

There is a different feel to this morning. It is Saturday and, although I enjoy my usual weekend espresso and French toast, I know I will not have the day off. I am going to work. My drive is longer and I must stay attentive because instead of my normal short and easy back-roads jaunt to work, I am heading to the city on the freeway. It's okay. The traffic is light on Saturday morning.



Mary McCluskey

People here need my skills badly. One client has been in a fire and his hands and back are scarred from the burns. His young body is physically healed, but the

*continued on page 5*

## Don't Delay Space is Limited

Send in your registration for NMT or Reflexology in August, both classes are limited to 60 participants. Also make your reservations at Chula Vista, the special room rate will expire by the end of July. Each room will accommodate up to six people for the special price of \$169.00 which includes a water park pass for each person in the room. (Two night minimum stay) See pages 14 & 15 for more information.

## Massage Therapy Licensing Bill First Draft

See page 18 for the first draft of the licensing bill that resulted from a series of town hall meetings and therapist input. Your input is still needed so read the draft and submit your ideas and thoughts to Betsy Krizenesky by August 1, 2008 to express your thoughts in person. Betsy's contact information is inside the front cover of this issue.

## Phoenix Bound?

Planning on attending the National Convention in Phoenix this September? Contact Amy Remillard (262 549-2362) prior to the convention as she will be coordinating a Wisconsin Chapter Member dinner during the convention.

On June 3, 2008, Colorado became the 40th state (including the District of Columbia) to regulate the profession of massage therapy!

Attend the AMTA-WI Chapter Meeting  
Saturday August 23 at 12:30pm  
Chula Vista Resort, Wisconsin Dells  
Lunch at 12 pm

Network with your fellow therapists,  
connect with old friends and make  
some new ones.

Vote on Delegate proposals. Discuss  
the progress of the Licensing initiative  
and more.

For full text of the rationale of the five  
House of Delegates proposals please  
refer to the AMTA National website  
amtamassage.org go to Chapter  
Center/House of Delegates/AMTA rec-  
ommendations. Contact Kay Peterson  
if you would like the wording sent to  
you as a hard copy.

## AMTA - WI Chapter Officers

### PRESIDENT

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## The AMTA Purpose

The purposes 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 this Article and to undertake such other desirable activities as the Board of Directors may determine.

## Connecting Hands

This newsletter is a quarterly publication of 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.

## Committee Chairs

### DELEGATES '08 Convention

Shane Granzow 608-320-9376

PJ Mattson 262-787-08000

Ann Sinisi 920-251-0084

Carol Birkett 715- 843-7792

Lynnee Schmidt 920-336-5231

### DELEGATES '09 Convention

Michael Rude 262-884-8059

AnnMarie Kolb 414-247-0908

Robin Brauner 715-379-0900

Marty Ferris 715-297-4747

Kathleen Treffert 414-443-1356

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ken-dorothy@wi.rr.com

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jonathanwaltonbodyworker@yahoo.com

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Mary McClusky 262-250-1276

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### LAW & LEGISLATION

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## Important Contact Information

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414-299-9201

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

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Evanston, IL 60201-4444

Toll Free Phone: 877-905-2700.

Fax: 847-864-1178

Website: [www.amtamassage.org](http://www.amtamassage.org)

Email: [info@amtamassage.org](mailto:info@amtamassage.org)

For address changes, insurance questions, etc.

Wis. Dept. of Regulation & Licensing

1400 E. Washington Ave.

PO Box 8935

Madison, WI 53708-8935

Fax: 608-267-0644

608-266-2112 Automated line for credential applications

608-266-7482 For complaint forms

Website: <http://drl.wi.gov> (new web address)

To check law updates, licensee status, etc.

Wis. Educational Approval Board

PO Box 8696

Madison, WI 53708-8696

Phone: 608-266-1354

Fax: 608-264-8477

To verify a school's status, make reports

National Certification Board

1901 South Meyers Road suite 240

Oakbrook Terrace, IL 60181-5243

800-296-0664 for applications

Website: [www.ncbtmb.com](http://www.ncbtmb.com)

For application downloads, updates, etc

## A Message From The President

Summer is here and everyone is busy vacationing with family and friends. Currently I am vacationing in Alabama celebrating a good friend's new baby girl. This visit has been unique because I have been able to work with her husband, a retired principal dancer and currently a choreographer for a performing arts school. I had the pleasure of being able to observe his classes, work with the dancers, and question what massage therapy means to a ballet dancer. The ballet dancers practice 6-8 hours per day during the work season to keep their bodies in peak performance and massage therapy is an integral part of many of the dancers training routine. Most of the dancers receive a massage once per week during training and the day of a performance. Many stated that they become less fatigued and less sore if they receive regular massage. They also commented that they appreciate massage of the "calf" muscles and "mid-back" the most. It was interesting to work with these young dancers (ages 12-19) to reiterate how profound, dynamic, and beautiful the human form and movement is. Sometimes it's good to step outside the norm of your normal practice to rediscover why you chose this magnificent profession. I'm glad I did.

This summer, step outside the norm and rediscover what massage therapy means to you. Come join us for our August, 2008, Education in Wisconsin Dells. For further information and to fill out a registration form please see page 15. Hope to see you there!

The yearly Chapter Volunteer Orientation Program (CVOP) is being held from July 10-13. This AMTA National program focuses on training a few members from each chapter on chapter volunteer roles and responsibilities particular to the AMTA and is beneficial for anyone wanting to learn more about leadership, teamwork, and commitment.

Mark your calendars and secure your hotel reservations for the 2008 National Convention in Phoenix, AZ. This will be held September 16-22. Contact your chapter delegates if you want to be heard.

Enjoy the summer and hope to see you at the August Educational Session.

Believe, imagine, and dream,  
Amy

### Newsletter Committee Chair

Kay S. Peterson

Layout/Design

Mike Rude

Editorial Committee

Board of Directors

Deadlines

November 30 (January Issue)

February 28 (April Issue)

May 31 (July Issue)

August 31 (October Issue)

Submissions will be accepted by email at:

[essentialmassage@sbcglobal.net](mailto:essentialmassage@sbcglobal.net) & [mikerude@mac.com](mailto:mikerude@mac.com)

Advertisement should be sent in PDF format by email to the above addresses.

Typed or handwritten submissions are also welcome, they should be mailed to:

Essential Massage  
4330 Golf Terrace #209  
Eau Claire, WI 54701

### Advertising Rates

Full Page - \$175      1/2 Page - \$90

1/4 Page - \$50      1/8 Page - \$30

Classifieds & Personals - \$8, (20 words or less)

Professional Networking- FREE to all AMTA members and Chapters.



# Blue Sky



## SCHOOL OF PROFESSIONAL MASSAGE & THERAPEUTIC BODYWORK

- OUR PROGRAMS EMBRACE A HOLISTIC APPROACH TO THERAPEUTIC MASSAGE
- FEDERAL FINANCIAL AID IS AVAILABLE FOR THOSE WHO QUALIFY
- FULL OR PART-TIME OPTIONS, STARTING IN SEPTEMBER & MARCH
- INSTITUTION ACCREDITED BY THE COMMISSION ON MASSAGE THERAPY ACCREDITATION (COMTA)
- APPROVED FOR VETERANS BENEFITS FOR THOSE WHO QUALIFY

### CONTINUING EDUCATION SEMINARS NCBTMB Approved

JULY - NOVEMBER 2008

#### Specialty Classes

Business Mastery\*, July 11-13, Grafton  
 Lomi Lomi I & II, August 1 - 3, Grafton; November 14 - 16, Grafton  
 Lomi Lomi III, November 17, Grafton  
 LaStone Massage Therapy, September 26 - 29, Grafton; October 24 - 27, DePere  
 Lymphatic Massage, October 4, Grafton; November 1, Grafton  
 Reiki, Energy and Bodywork, October 24 - 26, Grafton; November 7 - 9, DePere  
 Cancer AIDs and Post-Mastectomy Massage, November 21 - 23, Grafton

#### Herbs and Aromatherapy

Herb for Relaxation & Stress Relief\*, October 17, Grafton  
 Aromatherapy and Essential Oils for Bodyworkers, October 19-20, Grafton  
 Advanced Aromatherapy, October 21, Grafton

#### Precision Neuromuscular Therapy

Spine and Thorax, July 25 - 27, DePere; August 8 - 10, Grafton  
 Upper Extremity, September 19 - 21, Grafton  
 Lower Extremity, October 10 - 12, Grafton  
 Head and Neck, November 7 - 9, Grafton

#### Small Animal Massage

Introduction to Small Animal Massage, September 26 - 28, Grafton; October 10 - 12, Grafton  
 Small Animal Anatomy, November 14 - 16, Grafton  
 Small Animal Massage: Evaluation and Ethics, December 5 - 7, Grafton

#### Animal Communication

Intensive Animal Communication Workshop: Awakening Your Abilities\*, August 15 - 17, Grafton

\* not NCBTMB Approved at this time

**Seminar Registration:**  
 Administration Office  
 N5821 Fairway Drive  
 Fredonia, WI 53021  
 262-692-9500

**Greater Milwaukee**  
 1930 Wisconsin Avenue, Lower Level  
 Grafton, WI 53024  
 262-376-1011  
 Grafton Open House: 6pm  
 July 17th, August 7th  
 November 6th, December 4th

**Madison**  
 2001 West Beltline Highway Suite 202  
 Madison, WI 53713  
 608-270-5245  
 Madison Open House: 9:30am  
 July 19th, August 9th  
 November 8th, December 6th

**De Pere**  
 2200 American Boulevard  
 De Pere, WI 54115  
 920-338-9500  
 De Pere Open House: 6pm  
 July 16th, August 6th  
 November 5th, December 3rd

**Financial Aid Informational  
 Meeting following the  
 Open House. Reserve your  
 seat today!**



## Gaia's Touch Stone Massage Workshops

[www.gaiastouch.com](http://www.gaiastouch.com)



### Gaia's Touch Heated Stone Massage

A fun, interactive two day hands on experience where massage therapists learn a full body hot stone massage routine.

- Traverse City, Michigan August 10th & 11th, 2008
- Bloomington, Illinois October 10th & 11th, 2008
- Davenport, Iowa October 25th & 26th, 2008
- Green Bay, Wisconsin December 13th & 14th, 2008

### Gaia's Touch Advanced Stone Massage

Massage Therapists will learn neuromuscular techniques augmented by the use of hot and cold stones to facilitate a decrease in pain and an increase in function for clients suffering from the following conditions of the upper body: Thoracic Outlet Syndrome, Carpal Tunnel Syndrome, Rotator Cuff Injury, Whiplash, Headaches and Cervical Strain.

- Sycamore, Illinois September 5th & 6th, 2008
- Milwaukee, Wisconsin September 27th & 28th, 2008
- Des Moines, Iowa November 15th & 16th, 2008

### Gaia's Touch Stone Massage Workshops

Presenter: Kay S. Peterson NCBTMB #448416-00

Business Office: Essential Massage  
4330 Golf Terrace, Suite 209  
Eau Claire, WI 54701

Email: [essentialmassage@sbcglobal.net](mailto:essentialmassage@sbcglobal.net)

Telephone: (715) 835-2746

Website: [www.gaiastouch.com](http://www.gaiastouch.com)

Meets CE requirements for Illinois, Iowa, Michigan & Wisconsin



trauma has left him stoically quiet. He breathes shallowly at first, but he melts into the table as my hands move carefully over his muscles.

Another client lifts heavy boxes all day for her job. Her arms hurt. I can tell she dressed up to see me because, from her very professional appearance, I wouldn't have guessed that she works in a warehouse. Today her neck, shoulders, and forearms get fresh blood supply and well-deserved rest.

I am encouraged to brush up on my Spanish. Communicating with each client has never been more important to me because now I have to work at it. I am amazed at how much I can communicate nonverbally and with my limited Spanish. Never before have my palpatory skills and intuition about my work been more useful to me. I make a mental note to create a Spanish cheat sheet for my reference.

The two appointments fly by quickly as there is so much work to do in each one. I am focused and strong, giving my gifts of health, skill, and caring to each client.

Both clients express gratitude. The young man healing from the fire is quiet, while his parents almost cry, as they hug me in thanks.

I add my notes to the others in the files and I don't know if I'll see these people again. But I know I really made a difference today for them, and I contributed as part of the team who will try to help.

I drive home a different way and stop at the natural food store to stock up, but also to treat myself to something tasty and healthy. I feel deep satisfaction for using my massage skills today purely to benefit someone else in need.

This morning was different indeed. I went to work as a volunteer massage therapist. My clients could not have paid my usual rate, but they needed me just the same. I am thankful to have been the one to help them today. I have always said this is great work to do and then you get paid too! Today this is just great work to do and I am happy to rest in that alone.

Mary McCluskey, BS, MA, WCMT

Director the Wisconsin School of Massage Therapy

Volunteer Massage Therapist

Core el Centro

A Natural Healing Center in the heart of Milwaukee's Hispanic neighborhood.

If you are interested in volunteering at CORE/El Centro please contact: Jillian or Jayne at CORE/El Centro

414-384-2673

[www.core-elcentro.org](http://www.core-elcentro.org)

[info@core-elcentro.org](mailto:info@core-elcentro.org)

## Ethical Dimensions

Is self-care an ethical issue? Does lack of self care disrupt our ability to be present with our clients? Are we uneducated in rest? What does nourishment feel like? When do we know we are headed for burn-out? How do we care for ourselves inside & outside the therapeutic relationship? How do we define the *therapeutic self*? Take a moment, allow yourself to pause and sit with these questions.

For many of us not a day goes by without our being called



upon to help one another ~ at home, at work, on the street, wherever. We do what we can. Yet so much comes up to complicate this natural response. As helping professionals we tend to focus our energies and attention toward service and care of others to the detriment of our own care. Out of our deep commitment to service and healing, we frequently

forget that when we are burned out our clients won't be getting the level of professional care we are capable of offering. In their book; *How Can I Help*, authors Ram Dass & Paul Gorman address the state of burn out. They share the following. *Helping out can get heavy. The care of others starts to be real work. A growing burden of personal responsibility leads to exhaustion and frustration. We feel we are putting out more than we are getting back. And are we making any difference anyway? We get tired of being with needy people, and embarrassed or guilty about feeling that way. As our heart begins to close down, joy and inspiration give way to apathy and resignation. There arises a range of emotions and responses we've come to call burnout. Having started out to help others, we're somehow getting wounded ourselves. What we had in mind was expressing compassion. Instead, what we seem to be adding to the universe is more suffering ~ our own ~ while we are supposedly helping.*

I believe many massage therapists and bodyworkers can relate to the above words. Is it possible that nothing may be more important in all this, than being gentle with ourselves? Finding and exploring our own rhythm, learning the value of recognizing our own limits, and acknowledging our own needs may be a worth while pursuit. We understand that to have compassion for others we must have compassion for ourselves.

With all this said along with continued respect for our ongoing work; is caring for ourselves an ethical issue? Is this a

worth while topic to explore? I believe it is! I invite you to explore this topic of self care with me. By offering mutual support, insight, and methods for change~ we can continue to heal the world one client at a time.

Kathy will be offering her class: *Ethics as Self Care ~ Caring for yourself Inside and Outside the Therapeutic Relationship* at the upcoming AMTA -WI Chapter Educational Conference August 22-24, 2008 in the Wisconsin Dells.

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

Kathy Ginn, WC.M.T.; NCTMB

[www.ethicaldimensions.com](http://www.ethicaldimensions.com)

[kathy@ethicaldimensions.com](mailto:kathy@ethicaldimensions.com)

\*I invite you to send in your questions/concerns you may have regarding the dynamics of the therapeutic relationship with your clients. I will address what I can in each issue of Connecting Hands. Please send to my e-mail address.

### Professional Ethics for the Massage Therapist & Bodyworker

*This class provides the participant with National Certification  
required CEU's for Professional Ethics  
(6 contact hours)*

**DATES:**      **October 19<sup>th</sup>**   - Milwaukee  
**Location**

**November 8<sup>th</sup>**   - Madison Location

**TIME:**        **10 a.m. - 5 p.m.**

**TUITION:**    \$110.00 in advance  
                     (\$125 day of class)

**REGISTER ONLINE:** [www.ethicaldimensions.com](http://www.ethicaldimensions.com)

**Or Contact:**

**Kathy Ginn**  
**(608) 334-8592**

email: [kathy@ethicaldimensions.com](mailto:kathy@ethicaldimensions.com)

**Supervision and Case Consultation Offered**  
For Details Visit Kathy at [www.ethicaldimensions.com](http://www.ethicaldimensions.com)  
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## Scholarship Winner

*Here is the winning submission for the scholarship for the August Conference. Thank you to each and every one that submitted an essay. It was hard to pick the best one since everyone was well written. Congratulations Tim. Enjoy the work shop.*

### How a Workshop Energized My Life and Practice

*by Timothy L. Ziffer, LMT, NCTMB*

In July 2006, when I was in my second year of practicing massage therapy, my work consisted primarily of a combination of therapeutic and relaxation massage in a three-doctor chiropractic clinic. While I enjoyed my work and recognized its beneficial nature, I questioned how long I could stay satisfied and challenged in this environment. I felt somewhat limited.

That is when an invitation came in the mail to attend the Upledger Institute's workshop on Craniosacral Therapy (CST). This alternative therapy involves a subtle, manual movement of the spinal and cranial bones in an effort to get the central nervous system in line. Something

inside me told me that this was not an experience I should let pass. As I educated myself on the basic premises of CST, I was quite intrigued. I decided to register for the three-day workshop.

As I prepared for the seminar by reading the required materials, I became more and more excited about what I was learning. It all made perfect sense to me, and I felt that CST would be the modality that would help propel my skills—and my profession—to new levels. As it turned out, those three days of lecture and hands-on learning will stay in my mind as a defining moment in my massage therapy career. I soaked up the information and came out of the workshop feeling empowered, with a new set of skills for my repertoire. I was energized by the knowledge I'd acquired. I immediately began incorporating CST methods into my sessions and was invigorated by the positive results that both my clients and I observed.

Thanks to that workshop, I now have yet another tool to complement the techniques I was already using. CST has contributed to an expansion of my skills and an opening of my mind. The result is that I approach not only my work but my life, as well, with a renewed enthusiasm. I'm grateful I was able to partake in such a constructive learning experience.

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12 contact hrs

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*"Janine Lex has a wonderful ability to synthesize information and demonstrated a great mix of confidence, humor, current research and compassion." Viki Lorraine, Assistant Professor, Eastern Virginia Medical School*

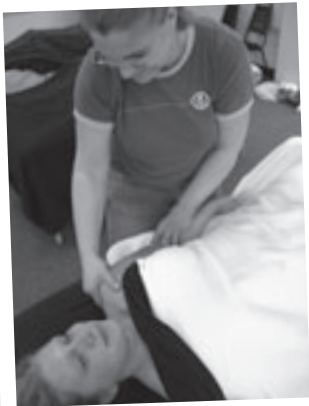
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To register for this class, contact Hannah at 414-372-4345 or [hannah@lakeside.edu](mailto:hannah@lakeside.edu).

**Date:** Fri., July 11–Sun., July 13, 2008

**Location:** Lakeside's Milwaukee Campus

**Hours:** 24

**Cost:** \$360

**Cost to Lakeside Graduates:** \$270

## Certified Infant Massage Teacher Training:

Learn infant massage techniques, benefits of infant massage and relevant research facts, how to adapt massage for infants with special needs, application for this knowledge and skill for use in group and private instruction. This is not a hands-on-baby course. Baby dolls are used to practice and demonstrate strokes. For more information, visit [www.LittleKidz.com](http://www.LittleKidz.com) for registration, or email [madison-training@LittleKidz.com](mailto:madison-training@LittleKidz.com).

**Date:** Fri., July 25–Sun., July 27, 2008

**Location:** Lakeside's Madison Campus

**Hours:** 24

**Cost:** \$650

## Infant Massage Class **free!**

Relieve stress for infants and caregivers, aid colic relief and promote healthy digestion, aid growth and development, soothe your baby and have fun. RSVP with your name, infant's name, and days attending (you may attend one or all days) and phone number. In this class only you will be touching your baby. Demonstrations will be done using dolls. Babies should be between 3 weeks old and crawling age. For more information, visit [www.LittleKidz.com](http://www.LittleKidz.com) for registration, or email [madison-training@LittleKidz.com](mailto:madison-training@LittleKidz.com).

**Date:** Sat., July 26–Sun., July 27, 2008

**Location:** Lakeside's Madison Campus

## Certified Pediatric Massage Therapist Training

Learn pediatric massage adaptations and nurturing touch techniques, benefits of pediatric massage, and contraindications to pediatric massage in the hospital and other healthcare settings. This training will include CPMT certificate after attending the two-day course, verified practicum hours, and an in-class exam. For more information, visit [www.LittleKidz.com](http://www.LittleKidz.com) for registration, or email [madison-training@LittleKidz.com](mailto:madison-training@LittleKidz.com).

**Date:** Sat., August 2–Sun., Aug. 3, 2008

**Location:** Lakeside's Milwaukee Campus

**Hours:** 16

**Cost:** \$450

## Shiatsu: Developing Technique and Application

**special rate**

Special introductory rate of only \$175 for 16 continuing education hours! This course, held from 8am-5pm each day, is designed to give therapists the opportunity to learn and experience Shiatsu bodywork, both the technical skill for hands-on acupressure work and the fundamental theories for application. In addition to five element theory, participants will learn the pathways of the major energy channels and appropriate techniques for addressing the channels throughout the body. Participants will be guided in methods for developing skill as well as ample time to experience this bodywork. This course is suitable for all levels of massage training. The instructor for this class, Dora Fronek, has been a bodywork instructor with Lakeside School of Massage Therapy for 6 years and has developed this course specially for therapists to develop their skill in the application of this dynamic bodywork. Please dress comfortably for bodywork and bring linens for yourself. Contact Dora at 414-372-4543 or [dora@lakeside.edu](mailto:dora@lakeside.edu) for registration. Due to the special rate offered, the graduate discount does not apply for this course.

**Date:** Sat., Sept. 20–Sun., Sept. 21, 2008

**Location:** Lakeside's Milwaukee Campus

**Instructor:** Ruth Werner, LMP, NCTMB

**Hours:** 16

**Cost:** \$175

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Contact Jerilyn Jones, Director of Education, [jerilyn@lakeside.edu](mailto:jerilyn@lakeside.edu), 414-372-4345

**Milwaukee** 414-372-4345  
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[milw\\_info@lakeside.edu](mailto:milw_info@lakeside.edu)

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MASSAGE THERAPY

**Madison** 608-274-2484  
6121 Odana Road, Madison, WI 53719  
[madison\\_info@lakeside.edu](mailto:madison_info@lakeside.edu)

## Ten Easy To Do Political Campaign Activities



An excellent way to build a positive relationship with the legislators from your area is to be active politically. The types of activities you can do include:

- Have your family members, friends, relatives, business colleagues and neighbors sign the nomination papers that candidates need. Typically only 20 signatures on each nomination paper is needed. Plus you get to connect with your candidate when you call to request a set of the nomination papers, and again when you personally drop the papers off.
- Offer to display a lawn sign at your home. Candidates for the State Assembly and State Senate are delighted by requests for lawn signs. You can then meet with your candidates again when you pick up the sign, or when he/she drops it off to your home.
- Write a short letter to your local newspaper, praising the candidate for their excellent work on an issue or subject of interest or concern to you. It doesn't really matter what the issue is, as long as your comments are positive. You can even share a copy of your letter, after you have sent it but before it is printed, with your legislator/candidate. That way they know you are active on their behalf, even if your letter is not published.
- Attend a candidate forum in your area. Introduce yourself (again) to the candidates and provide them with your business card. If you are so included, pose a relevant question at the forum that they can respond to.
- If your neighborhood has a social gathering or block party, invite your preferred candidate to attend. Then be attentive and introduce the candidate to your friends and neighbors at the get-together for a stated period of time.
- If you are a member of a community organization, invite the candidate to be your guest for the next meeting. Then introduce them to others in attendance.
- Offer to do a "lit-drop" in your neighborhood for your can-

didate. It involves distributing campaign literature, usually at your convenience. Typically it takes less than an hour to do in your subdivision or neighborhood, and it is much appreciated. You then get to meet with your candidate when you pick up the literature, and you can call them later to tell them you successfully completed the task.

- Offer to stuff envelopes for mailings to voters. You can either do this at the candidate's campaign headquarters (often, that is their home) for a couple of hours, or you can pick up several boxes and do them at your home, in front of the TV. Either way, you are being very helpful and are making important connections with your candidate.
- Call the candidate and ask if you can cook hotdog's, brats or burgers at a campaign event. Alternatively, see if they would like you to bake brownies, cupcakes or another treat for either a campaign event or for volunteers to eat during an active day.
- Contact your candidate and offer to be a driver or campaign "go-fer" for an evening or a Saturday morning or afternoon. You maybe delivering campaign signs to homes, be picking up printing materials, going to the post-office or even driving the candidate to a speaking event. This can provide you with valuable time to interact with the candidate!

One can be politically active without committing a lot of time (or money) to the effort. Rather, a little bit of activity every-so-often is recognized and appreciated by candidates. Make a commitment to yourself to do your small part to make participatory democracy serve the public interest!

Tony Driessen  
Quarles & Brady LLP  
ahd@quarles.com  
414/277-5759 (Milwaukee)  
608/283-2493 (Madison)

The physician must be  
experienced in many things,  
but most assuredly in rubbing.

*-Hippocrates, The "Father of Modern Medicine"*

## ***The Best Place to be a Massage Therapist***

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Massage Envy is currently looking for therapists in your area. We are looking for therapists interested in part/full-time work. We have consistent schedules and flexible hours, bonuses and full benefits available at participating locations. If you are looking for a fun and positive work environment and are tired of waiting hours between massage appointments, then come join our team.

Massage Envy is the largest and most rapidly advancing provider of therapeutic massage in the nation. Our goal is to touch as many people as possible with the healing effects of professional, therapeutic massage--over 6 million and counting!



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*Mequon - 262 241-3689*

*Greenfield 888 458-8885*

*Or apply directly online at [www.MassageEnvy.com](http://www.MassageEnvy.com)*





## Hello fellow MT's!

As of June 2008 the Wisconsin Chapter of the AMTA is 1,737 members strong. For more information on member benefits and resources to support you in your practice go to the AMTA-WI website at [www.amtawi.org](http://www.amtawi.org) and the AMTA National website at [www.amtamassage.org](http://www.amtamassage.org).

Please welcome the following members who have joined the AMTA-WI Chapter in the past 3 months:

Terry Bauer	Eau Claire
Joleen A. Delker	Sheboygan
Kenya C. Evans	Milwaukee
Sarah M. Hagen	Milwaukee
Michelle Hanson	Eau Claire
Matthew Kenneth Koeser	Madison
Katie Kruzela	Milwaukee
Amy Nicholas	Delevan
Lisa Omstein	Eau Claire
Darlene Paudler	Onalaska
Kristie L. Ponce	Wisconsin Rapids
Annette R Souter	Milwaukee
Lisa Stocco	Wauwatosa
Tria Wedge	Eau Claire

Abigail L. Weimer  
Breeda A. Willis  
Louise Xiong  
Waibing Yang

Milwaukee  
Stevens Point  
Eau Claire  
Eau Claire

## Letter to the Editor

Thank you for allowing me to use this platform to welcome and congratulate the new Board members. I have had the privilege to meet and work with the WI AMTA Board for the past year in the context of Ethics and Leadership. They have worked extremely hard and with great passion and commitment. I have been witness to their immense growth as individuals and a group. I can say with honor and great enthusiasm, WI AMTA Board is dedicated, committed and ready to serve its members and the profession as a whole. The board is empowered, inspired, focused and directed! You as members can feel very proud of your current Board and trust their highest intentions to offer and deliver quality and honorable leadership.

Warmest Regards,  
Kathy Ginn  
W.C.M.T.; NCTMB

## Wells & Associates Wellness & Education Center, LLC Continuing Education Classes



### July

- 12 Lymphatic Basics - 6 hrs
- 13 Manual Lymphatic Drainage for Neck, Face & Head - 6 hrs
- 19-20 Gaia's Touch Heated Stone Massage - 14 hrs

### August

- 1 Ethics for Bodyworkers - 6 hrs

### September

- 5 Ethics for Bodyworkers (Standard V for Illinois Licensure) - 2 hrs
- 6-7 Gaia's Touch Advanced Stonework - 14 hrs
- 13 Manual Lymphatic Drainage for Arms, Chest & Abdomen - 6 hrs
- 14 Manual Lymphatic Drainage for Legs & Feet - 6 hrs
- 19-21 Day-Break Geriatric Massage Level II - 17 hrs
- 27-28 Reiki II - 14 hrs

### October

- 3 Spa Treatments Without a Shower - 6 hrs
- 4-5 Face Toning Massage - 14 hrs
- 6 Cold Stone Therapy for Migraine Headaches - 6 hrs
- 19 Ethics for Bodyworkers - 6 hrs

407 West State Street, Suite 5, Sycamore, IL 60178

To register or for more information visit [www.wellsedu.net](http://www.wellsedu.net) or call 815-761-2854



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INTEGRATIVE THERAPEUTIC TECHNIQUES

INTRO TO MYOFASCIAL

JIN SHIN DO

MASSAGE FOR INDIVIDUALS WITH CANCER

PROFESSIONAL ETHICS

REIKI

SPORTS MASSAGE

TRIGGER POINT

THE FOUNDATION WORKSHOP:

FREEING THE POWER TO HEAL

\* THIS WORKSHOP IS REQUIRED FOR CERTAIN LICENSES

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ENERGETIC RAPPORT

ENERGY 1 & 2

INTUITIVE GUIDANCE TRAINING

TRANSFORMATIONAL BODYWORK

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PHONE: 608.238.7378 FAX: 608.238.7379 WEB: TIBIAMASSAGESCHOOL.COM

## August 22 – 24, 2008 Wisconsin Dells AMTA-WI Chapter Education Conference Huge Member Discounts

**All Instructors are NCBTMB Approved Providers of Continuing Education**

### **Integrative Reflexology with Claire Marie Miller 20 CEs Class Limit - 60**

**AMTA-WI Member price \$225.00 Regular Price \$350**      [www.integrativereflexology.com](http://www.integrativereflexology.com)

This main course will teach you foot, hand, and ear reflexology basics and techniques.

You will follow the 4-theory approach to reflexology: structural alignment, zones, oriental meridians, and proprioceptors. This technique is easy to use with the whole hand approach, making it gentle on thumbs. You will also learn about the cautions and contraindications to reflexology, as well as proper standing and structural alignment exercises. Anatomy of the lower leg and foot: bones, muscles, and actions. We will also help you to work with infants, children, pregnant mothers, the elderly, and the terminally ill. And as a bonus, we include the history of reflexology and ways to help you market reflexology.

**Certification Requirements**

- \* Each participant will locate all reflex points on the feet of the instructor and demonstrate basic reflexology technique
- \* Completion of an in-class written exam
- \* Completion of ten one hour reflexology sessions which equals 10 CEs (optional/additional price)
- \* 20 classroom/CE hours
- \* Total of 30 hour CEs and certification
- \* \$50 Certification fee

### **Precision Neuromuscular Therapy for the Spine& Thorax Class Limit - 60 with Doug Nelson 19 CEs**

**AMTA-WI Member price \$225.00 Regular Price \$395**      [www.nmtmidwest.com](http://www.nmtmidwest.com)

What then comprises truly effective soft tissue work for pain? To truly create change, one must understand the system that creates the pain to intervene effectively. This requires a really deep understanding of functional anatomy and neurophysiology. Our goal is that when a client presents with specific back pain symptoms, PNMT has given you the tools to begin to unravel the mystery of the presenting pain and connect the pieces into a coherent and solvable puzzle. PNMT Spine and Thorax will teach you to see, touch, and understand the truly magnificent role that the complex series of muscles we call "the back" is. At the end of the training, you will never see the spine in the same way.

**How is PNMT different than any other work? There are several ways:**

- The pressure used is much less. Many approaches use heavy pressure to address muscular problems, which is not only hard on the therapist but counter-productive. Like effective communication, success depends on clarity, not volume.
- The thoroughness of PNMT requires that the areas addressed be limited. Since we cannot treat everything so thoroughly, choices must be made to narrow the field. We use a variety of testing and verification to limit our work to the place of greatest need and impact.
- Measurement is vital. We try to quantify every aspect of our treatment. While this helps us to fine-tune the effectiveness of our work, it is also exactly what other health care providers need to see we get lasting results that can be documented.

### **Ethics as Self Care with Kathy Ginn 6 CEs**

**AMTA-WI Member price \$50.00 Regular Price \$110.00**      [www.ethicaldimensions.com](http://www.ethicaldimensions.com)

Caring for yourself both inside and outside the therapeutic relationship

This course will invite the participant to explore Self Care as an aspect of ethics and right use of power. This class offers the participant two lenses to look through - one view will explore therapist's self care inside the therapeutic relationship. The second view will explore self care outside the therapeutic relationship. The following skills and disciplines will be explored as topics of study: personal care and lifestyle habits, self care attitudes, maintaining balance to prevent over working and burnout, supervision and support, increase awareness in tracking skills, protocol for professional habits, increase awareness around personal limitations and ethical edges, tracking for impact and intention and much more! This course promises to offer a learning experience that provides information along with practical tools that will guide and inspire the participant to a greater understanding and awareness of how to work within the often confusing and fragile dynamics of the client/therapist relationship. Kathy's approach is humanistic, inspiring and engaging to the work of ethical awareness and accountability. Kathy's intention is to allow the study and exploration of ethics to come alive. (Kathy presented this class at the 2005 AMTA National Convention)





*American Massage Therapy Association  
Wisconsin Chapter*

**FALL CHAPTER MEETING & EDUCATION CONFERENCE**

**August 22-24, 2008  
Chula Vista Resort  
4031 River Road  
Wisconsin Dells, WI 53965  
(1-608-254-8366)**

**\$169 per night for the suite. Up to 6 people per suite, includes waterpark pass for all guests Reserve by July 22, 2008 for special rates!**

**Friday - Sunday**

Friday 8/22/08 - 8am Registration Class hours 9am - 12pm, 1pm - 5pm  
Saturday 8/23/08 - 8am Registration, Class hours 9am - 12pm, 2pm - 6pm  
Sunday 8/24/08 - 8am Registration, Class hours 8am - 12pm, 1pm - 3pm  
Lunch is included for participants on all days.

**Integrative Reflexology • Friday - Sunday  
with Claire Marie Miller 20 CEs Limit 60**

AMTA-WI Member price \$225.00 Regular Price \$350.00

**Precision NMT for the Spine and Thorax • Friday - Sunday  
with Doug Nelson 19 CEs Limit 60**

AMTA-WI Member price \$225.00 Regular Price \$395.00

**Ethics as Self Care • Saturday Only  
with Kathy Ginn 6 CEs**

AMTA-WI Member price \$50.00 Regular Price \$110.00

<b>Friday-Sunday 8/22-8/24/08</b>	<b>Before 7/25/08</b>	<b>After 7/25/08</b>
_____ PNMT AMTA-WI Member or student	\$225.00	\$245.00
_____ PNMT non-member	\$395.00	\$415.00
_____ Reflexology AMTA-WI Member or student	\$225.00	\$245.00
_____ Reflexology non-member	\$350.00	\$360.00
<b>Saturday 8/23/08</b>		
_____ Ethics AMTA-WI Member or student	\$50.00	\$70.00
_____ Ethics non-member	\$110.00	\$130.00

**Saturday August 23, 2008**

**Chapter Luncheon/Meeting \$15.00**

\_\_\_\_\_ AMTA-WI Member Attending  
lunch and meeting only.

\_\_\_\_\_ Guest of AMTA member

**This meal is included in the registration  
fee for course participants.**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City \_\_\_\_\_ St. \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone: \_\_\_\_\_ AMTA Member No. \_\_\_\_\_  
Amount \_\_\_\_\_ Payment Method \_\_\_\_\_  
Visa/MC # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
(Make sure your **billing address** for this card is printed above on the address line)  
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Mail to:

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(715) 299-3488

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## JULY / AUGUST

### ADVANCED CRYSTAL HEALING (PREREQUISITE OF BEGINNING CRYSTAL HEALING CLASS)

*With Diane Bloom, Certified TAOMCHI Teacher*

**Wednesdays, July 9 & 16, 2008 | 6:30p - 9:30p | 6 CE Hours | Fee \$90**

In this second class in the series, you will experience the Initiation Layout and learn how to do the layout on others. You will be taught about the different types of crystals and their functions and basic stone layouts. You will also be given the opportunity to trade crystal and stone healings with your classmates in a very hands-on class.

### HOLISTIC AROMATHERAPY AND THE ART OF BLENDING

*With Scott Dalsbo*

**Sunday, July 13, 2008 | 8:30a - 5:30p | 8 CE Hours | Fee \$150 (includes \$25 material fee)**

This class is an overview for Holistic Aromatherapy covering approximately 48 of the most widely used Essential Oils in Aromatherapy today as they apply to Holistic wellbeing. Various methods of application with proper dilutions and carrier oils are covered including: topical massage, hydro-therapy baths, foot baths, inhalation, room diffusers, and sprays, as well as creating custom blends for specific client needs. Other topics will include distillation, quality and purchasing, handling and storage, and client safety with essential oils. We will also do a scent evaluation in which we will look carefully at each of the 48 essential oils and how they relate to the Holistic wellbeing of Body, Mind & Spirit. Materials will be provided to create three blends at the end of the class.

### EMOTIONAL FREEDOM TECHNIQUE

*With Yandaya Kutondo, PhD*

**Saturday, July 20, 2008 | 9:00a - 12:00p | 3 CE Hours | Fee \$50**

Emotional Freedom Technique combines the gentle tapping of acupressure points with a psychological "tuning in" to a problem. Within minutes this simple procedure releases energy blocks and the negative symptoms they cause. Since EFT creates changes at an energetic level it can treat almost any physical, mental, or emotional issue.

### MANUAL MUSCLE BALANCING

*With Dr Herbert Kuehnemann, DC*

**Thursday, July 24 & August 21, 2008 | 5:30p - 9:30p | 8 CE Hours | Fee \$120**

These two classes will review muscle anatomy and function from a clinical perspective for the massage therapist. Muscle balancing topics will include postural analysis, body in distortion patterns, Touch for Health proprioceptive reflexes, anatomy trains, and trigger points. The first class, on July 24, will focus on the lower body and the second class, on August 21, will focus on the upper body.

### ORTHO-BIONOMY: PHASE FOUR FOR EXTREMITIES (NO PREREQUISITES)

*with Morel Stackhouse, Registered Advanced Instructor with the Society of Ortho-Bionomy International®*

**Saturday, July 26 | 10:00a - 6:00p | Sunday, July 27 | 9:00a - 5:00p | 14 CE Hours | Fee \$285**

**EARLY BIRD DISCOUNT of \$50 if you register on or before June 26, 2008**

Phase Four for Extremities cover the history, philosophy and basic concepts of Ortho-Bionomy. In this class you will observe and practice specific techniques for releasing imbalances in the hands, arms, shoulder girdle, feet, and legs. These techniques result in the release of pain and neuromuscular tension patterns and promote an expanded range of motion, increased circulation, and a greater sense of well-being. Ortho-Bionomy techniques are highly effective, easy to learn, easy on your body, and combine well with other bodywork and complimentary healing systems.

### HEALING CHI KUNG

*With Jo Gross, WCMT 5660-46, BFA*

**Thursdays, July 31, August 7, 14, & 21, 2008 | 1:00p - 3:00p | 8 CE Hours | Fee \$120**

Chi Kung (energy work) has many therapeutic values. It can be practiced as an exercise regimen, meditation or massage (Shiatsu, Acupressure). Jo would like to share some particularly healing techniques with you.

### REIKI I & ENERGY HEALING

*With Diane Bloom, Certified TAOMCHI Teacher*

**Mondays, August 4 & 11, 2008 | 6:00p - 9:00p | 6 CE Hours | Fee \$90**

After a soothing, guided meditation, each student will be attuned to the level of Reiki I practitioner. You will learn the hand positions and be able to do hands-on healing work after the first class. You will also learn about the functions of the seven main chakras and how each one affects your life. Learn how to recognize and "feel in to" the energy of each chakra while doing hands-on healing. Also covered will be the basics of energy healing. You will have an opportunity to both work on someone in the class and have a Reiki session done on you.

### HUNA

*With Yandaya Kutondo, PhD*

**Saturday, August 9, 2008 | 9:00a - 7:00p | 8 CE Hours | Fee \$120**

Huna is a powerful and transforming system of practices, energy work, and more. It is a process that empowers, matures, heals, balances and simultaneously evokes us physically, emotionally, mentally and spiritually. Huna is the modern label given to the ancient healing and spiritual shamanism of Hawaii. It is believed to be as old as 35,000 years and is a part of the original teachings of peoples of the earth centered in Hawaii.

**Register by Phone with a Debit/Credit Card****To Register by Mail: Send Check & Registration to:**

Milwaukee School of Massage/ Continuing Education Program/ 830 E. Chambers Street/ Milwaukee, WI 53212

**Make check payable to:** Milwaukee School of Massage. Registration deadline is 4 days prior to class date. A \$20 non-refundable fee will be charged for cancellation after the deadline

Name _____	Address _____		
City _____	State _____	Zip _____	Phone _____
Email (optional) _____	Fee Enclosed \$ _____		
Registering for Class(es) _____	Dates _____		

MSM is a small, intimate school. Our maximum enrollment per class is 14 students. We recommend you plan to register at least two weeks before the class is offered.

**For more information or to register by phone please contact:**

Laura Lenz, NCTMB  
(414) 530-0949 - msmced@yahoo.com  
[www.milwaukeeschoolofmassage.com](http://www.milwaukeeschoolofmassage.com)

## REVISITING THE STATE CODE BOOK GROUNDS FOR DISCIPLINE #2 (ETHICS CLASS)

With Wanda M. Beals, MSSW, WCMT 125-046, NCTMB

**Monday, August 18, 2008 | 10:00a - 1:00p | 3 CE Hours | Fee \$45**

We will examine the second half of the state code Chapter RL 94 Grounds for Discipline for massage therapists and bodyworkers. This review will be followed with identifying behaviors that may be in violation of these grounds. In closing, we will develop strategies to improve practice compliance and/or care fronting colleagues who may not be in compliance.

## SEPTEMBER / OCTOBER

### HOLISTIC AROMATHERAPY AND THE ART OF BLENDING

With Scott Dalsbo

**Saturday, September 20, 2008 | 8:30a - 5:30p | 8 CE Hours | Fee \$150 (includes \$25 material fee)**

This class is an overview for Holistic Aromatherapy covering approximately 48 of the most widely used Essential Oils in Aromatherapy today as they apply to Holistic wellbeing. Various methods of application with proper dilutions and carrier oils are covered including: topical massage, hydro-therapy baths, foot baths, inhalation, room diffusers, and sprays, as well as creating custom blends for specific client needs. Other topics will include distillation, quality and purchasing, handling and storage, and client safety with essential oils. We will also do a scent evaluation in which we will look carefully at each of the 48 essential oils and how they relate to the Holistic wellbeing of Body, Mind & Spirit. Materials will be provided to create three blends at the end of the class.

### UNIVERSAL FORCES THAT ARE RADIATED BY PRIMORDIAL ENERGY (FIRST IN A SERIES OF THREE)

With Peig Myota, BSN, MSW

**Monday, September 22, 2008 | 10:00a - 1:00p | 3 CE Hours | Fee \$50**

In this class we will discuss radiation and how the primordial teachings reach our planet. Participants will learn about the specific universal forces that are radiated by primordial energy, and how we can use primordial energy to further human evolution. Participants will also learn about the connection between the primordial elements and the physical world. Prerequisite of either the first series of classes taught by Peig Myota, or advanced energy work related to spiritual healing.

### ORTHO-BIONOMY: POSTURE AND POST TECHNIQUES (PREREQUISITE OF ONE PHASE FOUR CLASS)

with Morel Stackhouse, Registered Advanced Instructor with the Society of Ortho-Bionomy International®

**Saturday, September 27 | 10:00a - 6:00p | Sunday, September 28 | 9:00a - 5:00p | 14 CE Hours | Fee \$285**

Posture is how we live in our bodies. These habits of use have a profound affect on the patterns of musculoskeletal tension within the body. In this class we will explore various postural patterns and their affect on spinal balance. You will learn: techniques and exercises for promoting balanced posture within your own body and for working with clients, techniques to work with spinal curvatures and scoliosis, and post-techniques for the pelvis, spine and ribcage. Post Techniques focus on assessing and releasing areas of tension as well as integrating the work done in a session.

### BENEVOLENT TOUCH

With Mary McCanna, WCMT 2373-046 - Please note: Class will be held at St. Ann Center, 2802 E. Morgan Ave., Milwaukee

**Tuesday, September 30, 2008 | 9:00a - 1:00p | 4 CE Hours | Fee \$60**

Learn how you can enhance the quality of life for those with Alzheimer's Disease, other forms of dementia, special needs, or sensory loss due to aging. This workshop will provide you with the skills to give positive tactile contact to these people...enhancing their feelings of security and belonging, reducing agitation and anxiety, and even the need to wander away.

### DEALING WITH DIFFICULT CLIENTS / SELF CARE

With Wanda Beals, MSSW, WCMT 125-046, NCTMB

**Sunday, October 12, 2008 | 1:00a - 5:00p | 4 CE Hours | Fee \$60**

We will identify what makes a client difficult. Following this, we will develop strategies to manage the problematic people in our lives. It will be a lively, fun exploration of our comfort zones.

### THE ASPECTS OF THE HUMAN SOUL AND SOUL PATHOLOGY (SECOND IN A SERIES OF THREE)

With Peig Myota, BSN, MSW

**Monday, October 27, 2008 | 10:00a - 1:00p | 3 CE Hours | Fee \$50**

In this class we will discuss the connection between the human soul and primordial radiation. Participants will learn how the soul uses DNA to control the functions of the human body and how the soul transforms during the process of spiritual development. Peig will also discuss how birth trauma affects the soul, causes of soul fragmentation and how mental illness can be related to soul pathology. How dreams affect the soul and the spiritual cause of nightmares will also be discussed. The third class in the series will be held on November 24, from 10am to 1pm.



## CHAPTER 460 MESSAGE THERAPY AND BODYWORK THERAPY

460.01 Definitions.  
460.02 Certificate required. 460.03 Applicability.  
460.04 Duties of department.  
460.05 Certification of massage therapists or bodyworkers.  
460.06 Examinations.  
460.07 Display of certificate; expiration and renewal.  
460.09 Reciprocal certificate.

460.10 Continuing education.  
460.11 Practice requirements.  
460.12 Duty to make reports.  
460.13 Advertising.  
460.14 Disciplinary proceedings and actions.  
460.15 Penalties.  
460.17 Local regulation.

**Cross Reference:** See also chs. RL 90, 91, 92, 93, and 94, Wis. adm. code.

### 460.01 Definitions. In this chapter:

- (1) "Certificate License holder" means a person granted a certificate license under this chapter.
- (2) "Council Board" means the massage therapy and bodywork council therapy board.
- (3) "Manual action" includes holding, positioning, rocking, kneading, compressing, decompressing, gliding, or percussing the soft tissue of the human body or applying a passive range of motion to the human body.
- (4) "Massage therapy or bodywork therapy" means the science and healing art that uses manual actions to palpate and manipulate the soft tissue of the human body, and adjunctive therapies, in order to improve circulation, reduce tension, relieve soft tissue pain, or increase flexibility, and includes determining whether massage therapy or bodywork therapy is appropriate or contraindicated, or whether a referral to another health care practitioner is appropriate. "Massage therapy or bodywork therapy" does not include making a medical or chiropractic diagnosis.
- (5) "Physician's office" has the meaning given in s. 101.123 (1) (dg).
- (6) "Sexual contact" has the meaning given in s. 939.22 (34).
- (7) "Sexual intercourse" has the meaning given in s. 948.01 (7) (a).
- (8) "Adjunctive Therapy" means the use of a device that stimulates and enhances a manual action, and the external application of water, heat, cold, lubricants or other non-prescription topical agents.

**History:** 2001 a. 74.

**460.02 — Certificate License required.** (1) Except as provided in s. 460.03, no person may provide massage therapy or bodywork therapy, designate himself or herself as a massage therapist or bodyworker therapist, or use or assume the title "massage therapist and bodyworker bodywork therapist" or "massage therapist" or "bodyworker bodywork therapist" or any title that includes "massage therapist, or bodywork therapist," or "bodyworker," or append to the person's name the letters "M.T.," "C.M.T.," "B.T.," "B.W.," or "C.B.W.," or use any other title or designation that represents or may tend to represent that he or she is certificate licensed under this chapter, unless the person is certificate licensed under this chapter.

(2) The board shall by rule establish requirements for temporary licenses for new graduates of massage therapy and bodywork therapy schools. These requirements may include disclosures to clients and supervision needed. Any temporary license shall be in effect no more than 6 months and may not be renewed.

**History:** 2001 a. 74.

**460.03 Applicability.** A certificate license under this chapter is not required for any of the following:

(1) A person holding a license, permit, registration, or certification granted by this state or the federal government who engages in a practice of massage therapy or bodywork therapy within the scope of his or her license, permit, registration, or certification and who does not imply that he or she is certificate licensed under this chapter.

(2) A person who is authorized to practice massage therapy or bodywork therapy in another state or country and is providing a consultation to or demonstration with a certificate license holder.

(3) A person who does only the following, providing that the services are not represented or implied to be massage therapy or bodywork therapy:

(a) Manipulates the soft tissues of the human body and limits that manipulation to the hands, feet or ears; or

(b) Is recognized by or meets the established standards of either a professional organization or credentialing agency that represents or certified the practice based on an adequate level of training, demonstration of competency, and adherence to ethical standards and:

(1) Uses touch, words and directed movement to deepen awareness of existing patterns of movement in the body as well as to suggest new possibilities of movement; or

(2) Uses touch to affect the energy systems, acupoints or Qi meridians (channels of energy) of the human body; or

(3) Uses touch and movement education to effect change in the structure of the body while engaged in the practice of structural integration.

**History:** 2001 a. 74.

**Cross Reference:** See also chs. RL 90, 91, 92, 93, and 94, Wis. adm. code.

**460.04 Duties of department board.** (1) The department shall board may assign a unique certificate license number to each person certificate licensed under this chapter.

(2) The department board shall promulgate rules that establish all of the following:

(a) Standards that govern the professional conduct of certificate license holders in practicing massage therapy or bodywork therapy. The standards shall prohibit a certificate license holder from having sexual contact or sexual intercourse with a client.

(b) Criteria for approving a training program for purposes of s. 460.05 (1) (c) 1. Rules promulgated under this



paragraph shall require the training program to consist of at least 600 classroom hours.

(c) Requirements and procedures for obtaining the informed consent of a client under s. 460.11 (1) and for making a report required under s. 460.12 (1).

(d) A definition of "sexually oriented business" for purposes of s. 460.11 (3).

(3) In addition to any other procedure under ch. 227 relating to the promulgation of rules, when promulgating a rule under this chapter, other than an emergency rule under s. 227.24, the department shall do all of the following:

(a) Submit the proposed rule to the massage therapy and bodywork council at least 60 days before the proposed rule is submitted to the legislative council staff under s. 227.15 (1).

(b) Consider any comments on a proposed rule made by the council, if the council submits the comments to the department within 30 days after a public hearing on the proposed rule under s. 227.18 or, if no hearing is held, within 30 days after the proposed rule is published under s. 227.16 (2) (c).

(c) Include, in the report submitted to the legislature under s. 227.19 (2), any comments on the proposed rule submitted by the council under par. (b) and the department's responses to those comments.

(4) When promulgating emergency rules under s. 227.24, the department shall provide a copy of the rules to the council prior to publication of the rules in the official state newspaper.

**History:** 2001 a. 74.

**Cross Reference:** See also chs. RL 90, 91, 92, 93, and 94, Wis. adm. code.

**460.05 Certification/Licensing of massage therapists or bodyworkers/bodywork therapists.** (1) The department shall grant a certificate/license as a massage therapist or bodyworker/bodywork therapist to a person who satisfies all of the following:

(a) The person is 18 years of age or older.

(b) The person has graduated from high school or attained high school graduation equivalency as determined by the department of public instruction under s. 115.29 (4).

(c) The person submits an application for the certificate/license to the department/board on a form provided by the department/board.

(d) The person pays the fee specified in s. 440.05 (1).

(e) Except as provided in sub. (2), the person submits evidence satisfactory to the department/board that he or she has done all of the following:

1. Graduated from a school of massage therapy or bodywork approved by the educational approval board under s. 38.50 or completed a training program approved by the department/board under the rules promulgated under s. 460.04 (2) (b).

2. Completed at least 6 classroom hours in the laws of this state and rules of the department relating to the practice of massage therapy or bodywork therapy in a course of instruction approved by the department/board.

(f) The person passes the examinations under s. 460.06.

(g) The person submits evidence satisfactory to the department/board that he or she has in effect malpractice liability insurance coverage in an amount that is not less than \$1,000,000 per occurrence and \$1,000,000 for all occurrences in one year.

(h) The person has not been convicted of any of the following:

1. An offense under s. 940.22, 940.225, 944.15, 944.17, 944.30, 944.31, 944.32, 944.33, 944.34, 948.02, 948.025, 948.08, 948.09, 948.095, or 948.10.

2. An offense under federal law or a law of any other state that is comparable to an offense under subd. 1.

(2) The department/board may waive a requirement specified in sub. (1) (c) if a person establishes, to the satisfaction of the department/board, that he or she has education, training, or other experience that is substantially equivalent to the requirement.

(3) The department/For a one-year period after this legislation has become law, the board shall grant a certificate/license as a massage therapist or bodyworker to a person who satisfies the requirements specified in sub. (1) (a) to (d), (g), and (h) and who includes with the application specified in sub. (1) (c) bodywork therapist to a person who submits an application to the board, on a form provided by the board, that describes the person's education, training, and experience in the practice of massage therapy or bodywork therapy, and includes evidence satisfactory to the board of all of the following:

(a) Evidence satisfactory to the department that, during the 2-year period after March 1, 2003, the person was actively engaged in the practice of massage therapy or bodywork:

(b) An attestation that the person only recently became aware of the requirements of this chapter:

(1) That the person is 18 years of age or older,

(2) That the person graduated from high school or attained high school graduation equivalency as determined by the department of public instruction under s. 115.29 (4),

(3) That the person:

(a) Was actively engaged in the practice of massage therapy or bodywork therapy for 10 years or more (an average of 10 hours per week); or

(b) Passed a nationally administered and psychometrically sound examination, such as the National Certification Exam for Therapeutic Massage, the National Certification Exam for Therapeutic Massage and Bodywork, the Asian Bodywork Therapy Examination or the Massage and Bodywork Licensing Examination; or

(c) Was actively engaged in the practice of massage therapy or bodywork therapy for 3 years or more (an average of 10 hours per week), and successfully completed a special 200-hour licensure program offered by a massage therapy school approved by the educational approval board.

(4) That the person has in effect malpractice liability insurance coverage in an amount that is not less than \$1,000,000 per occurrence and \$1,000,000 for all occurrences in one year.

(5) That the person has not been convicted of any of the following:

(a) An offense under s. 940.22, 940.225, 944.15, 944.17, 944.30, 944.31, 944.32, 944.33, 944.34, 948.02, 948.025, 948.08, 948.09, 948.095, or 948.10.

(b) An offense under federal law or a law of any other state that is comparable to an offense under subd. 1.

**History:** 2001 a. 74; 2005 a. 22, 25, 254, 277.

**460.06 Examinations.** The department/board may not grant a certificate/license under this chapter unless the applicant passes the national certification/licensure examination for therapeutic massage and bodywork therapy that is a nationally administered, psychometrically sound exam that is offered by the National Certification Board for Therapeutic Massage and Bodywork or an examination relating to the practice of massage therapy or bodywork that is administered by a national board that is accredited by the National Commission for Certifying Agencies; the National Certification Commission for Acupuncture and Oriental Medicine or the Federation of State Massage Therapy Boards; or a



substantially equivalent examination approved by the departmentboard.

The departmentboard shall promulgate rules that also require an applicant to pass an examination on state laws and administrative rules governing massage therapy or bodywork therapy.

History: 2001 a. 74 s. 16.

#### **460.07 Display of certificatelicense; expiration and renewal.**

(1) Each person who is certified/licensed under this chapter shall conspicuously display the certificate/license in the place of business where he or she practices massage therapy or bodywork therapy so that the certificate/license can easily be seen and read.

(2) The renewal dates for certificates/licenses granted under this chapter are specified under s. 440.08 (2) (a). Renewal applications shall be submitted to the departmentboard on a form provided by the departmentboard and shall include all of the following:

(a) The renewal fee specified in s. 440.08 (2) (a).

NOTE: Par. (a) is amended eff. 7-1-09 by 2007 Wis. Act 20 to read:

(a) The renewal fee determined by the departmentboard under s. 440.03(9)(a).

(b) If applicable, proof of completion of continuing education under s. 460.10.

(c) Evidence satisfactory to the departmentboard that the applicant has in effect malpractice liability insurance coverage in an amount that is not less than \$1,000,000 per occurrence and \$1,000,000 for all occurrences in one year.

History: 2001 a. 74; 2007 a. 20.

**460.09 Reciprocal certificatelicense.** Upon application and payment of the fee specified in s. 440.05 (2), the departmentboard shall grant a massage therapist or bodyworker-certificate/bodywork therapist license to a person who holds a similar certificate/license in another state or territory of the United States or another country if the departmentboard determines that the requirements for receiving the certificate/license in the other state, territory, or country are substantially equivalent to the requirements under s. 460.05.

History: 2001 a. 74.

**460.095 School and instructor requirements.** Massage therapy schools that are located in Wisconsin shall

(1) Include Wisconsin laws and administrative rules into their required curriculum. The schools shall certify to the board that their graduates have passed the state jurisprudence exam that is required by s. 460.06.

(2) Have instructor qualifications as follows:

(a) For those teaching anatomy, physiology, kinesiology and pathology:

1. Professional training and experience in a health related field and two years of experience; or

2. Two years of post-secondary education and training.

(b) For those teaching theory and practice courses:

1. State license as a massage therapist or bodywork therapist; and

2. Two years experience as a practicing professional or formal education and training to be an instructor.

**460.10 Continuing education.** The departmentboard may promulgate rules establishing requirements (including qualifications for continuing education providers) and procedures for a certificate/license holder to complete no more than 24 hours of continuing education programs or courses of study to qualify for

renewal of his or her certificate/license. The departmentboard may waive all or part of any requirement established in rules promulgated under this section if it determines that prolonged illness, disability, or other exceptional circumstances have prevented a certificate/license holder from completing the requirement.

History: 2001 a. 74.

**460.11 Practice requirements.** (1) A certificate/license holder may not practice massage therapy or bodywork therapy on a client unless the certificate/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.

(2) A certificate/license holder shall keep confidential any information that a client in confidence gives to the certificate/license holder and any other information that the certificate/license holder obtains about a client in the course of practicing massage therapy or bodywork therapy that a reasonable person in the client's position would want kept confidential, unless the information is otherwise required by law to be disclosed or the client specifically authorizes the disclosure of the information.

(3) A certificate/license holder may not, whether for compensation or not, practice massage therapy or bodywork therapy for a sexually oriented business, as defined by the departmentboard by rule.

History: 2001 a. 74.

**460.12 Duty to make reports.** (1) A certificate/license holder shall submit a report to the departmentboard if he or she has reasonable cause to believe that another certificate/license holder has committed a crime relating to prostitution under ss. 944.30 to 944.34 or has had sexual contact or sexual intercourse with a client. If the report relates to sexual contact or sexual intercourse with a client, the report may not identify the client unless the client has provided written consent for disclosure of this information.

(2) The departmentboard may use a report made under sub. (1) as the basis for an investigation under s. 460.14 (1). If, after an investigation, the departmentboard has reasonable cause to believe that a certificate/license holder has committed a crime, the departmentboard shall report the belief to the district attorney for the county in which the crime, in the opinion of the departmentboard, occurred.

(3) If, after an investigation, the departmentboard determines that a report submitted under sub. (1) is without merit, the departmentboard shall remove the report from the record of the certificate/license holder who is the subject of the report.

(4) All reports and records made from reports under sub. (1) and maintained by the departmentboard, district attorneys, and other persons, officials, and institutions shall be confidential and are exempt from disclosure under s. 19.35 (1). Information regarding the identity of a client with whom a certificate/license holder is suspected of having sexual contact or sexual intercourse shall not be disclosed by persons who have received or have access to a report or record unless disclosure is consented to in writing by the client. The report of information under sub. (1) and the disclosure of a report or record under this subsection does not violate any person's responsibility for maintaining the confidentiality of patient health care records, as defined in s. 146.81 (4) and as required under s. 146.82. Reports and records may be disclosed only to the departmentboard, and the appropriate staff of a district



attorney or a law enforcement agency within this state for purposes of investigation or prosecution.

(5) (a) In this subsection, "violation" means a violation of any state or local law that is punishable by a forfeiture.

(b) A certificate~~license~~ holder shall submit a written report to the department~~board~~ if he or she is convicted of a felony or misdemeanor, or is found to have committed a violation, in this state or elsewhere, and if the circumstances of the felony, misdemeanor, or violation substantially relate to the practice of massage therapy or bodywork therapy. The report shall identify the date, place, and nature of the conviction or finding and shall be submitted within 30 days after the entry of the judgment of conviction or the judgment finding that he or she committed the violation. If the report is submitted by mail, the report is considered to be submitted on the date that it is mailed.

History: 2001 a. 74.

**460.13 Advertising.** A certificate~~license~~ holder may not advertise that he or she practices massage therapy or bodywork therapy unless the advertisement includes his-~~or-her-certificate~~ number-and-a statement that the certificate~~license~~ holder is a "certified~~licensed~~ massage therapist and bodyworker~~bodywork~~ therapist" or "certified~~licensed~~ massage therapist" or "certified bodyworker~~licensed~~ bodywork therapist."

History: 2001 a. 74.

**460.14 Disciplinary proceedings and actions.** (1) Subject to the rules promulgated under s. 440.03 (1), the department~~board~~ may make investigations and conduct hearings to determine whether a violation of this chapter or any rule promulgated under this chapter has occurred.

(2) Subject to the rules promulgated under s. 440.03 (1), the department~~board~~ may reprimand a certificate~~license~~ holder or deny, limit, suspend, or revoke a certificate~~license~~ under this chapter if it finds that the applicant or certificate~~license~~ holder has done any of the following:

(a) Made a material misstatement in an application for a certificate~~license~~ or for renewal of a certificate~~license~~.

(b) Subject to ss. 111.321, 111.322, and 111.335, been convicted of an offense the circumstances of which substantially relate to the practice of massage therapy or bodywork therapy.

(c) Advertised in a manner that is false, deceptive, or misleading.

(d) Advertised, practiced, or attempted to practice under another's name.

(e) Subject to ss. 111.321, 111.322, and 111.34, practiced massage therapy or bodywork therapy while his or her ability to practice was impaired by alcohol or other drugs.

(f) Intentionally made a false statement in a report submitted under s. 460.12 (1).

(g) Engaged in unprofessional conduct in violation of the standards established in rules promulgated under s. 460.04 (2) (a).

(h) Engaged in conduct while practicing massage therapy or bodywork therapy that jeopardizes the health, safety, or welfare of a client or that evidences a lack of knowledge of, inability to apply, or the negligent application of, principles or skills of massage therapy or bodywork therapy.

(j) Violated this chapter or any rule promulgated under this chapter.

(2m) Subject to the rules promulgated under s. 440.03 (1), the department~~board~~ shall revoke a certificate~~license~~ under this chapter if the certificate~~license~~ holder is convicted of any of the following:

(a) An offense under s. 940.22, 940.225, 944.15, 944.17, 944.30, 944.31, 944.32, 944.33, 944.34, 948.02, 948.025, 948.08, 948.085, 948.09, 948.095, or 948.10.

(b) An offense under federal law or a law of any other state that is comparable to an offense under par. (a).

(3) The department~~board~~ may restore a certificate~~license~~ that has been suspended or revoked on such terms and conditions as the department~~board~~ may deem appropriate.

(4) ~~Before taking any action under this section, the department shall consult with the council and consider any recommendations of the council.~~

History: 2001 a. 74; 2005 a. 277.

**460.15 Penalties.** ~~(1) Except as provided in sub. (2), any~~Any person who violates this chapter or any rule promulgated under this chapter shall forfeit not more than \$1,000 for each violation.

~~(2) A person who violates s. 460.02 shall forfeit not more than \$500 for each violation. Each day of continued violation of s. 460.02 constitutes a separate violation.~~

History: 2001 a. 74.

**460.17 Local regulation.** A city, village, town, or county may not enact an ordinance that regulates the practice of massage therapy or bodywork therapy by a person who is issued a certificate~~license~~ by the department~~board~~ under this chapter. No provision of any ordinance enacted by a city, village, town, or county that is in effect before February 1, 1999, and that relates to the practice of massage therapy or bodywork therapy, may be enforced against a person who is issued a certificate~~license~~ by the department~~board~~ under this chapter.

History: 2001 a. 74 s. 19.

## Attention Fellow AMTA Members

I am reaching out to you for help in finding candidates for awards. There are so many talented therapists out there, and I would like to recognize those that go above and beyond. If someone comes to mind, please email his or her name. I will be giving out at least five awards in August, but would like to give more if I get some more nominees.

My email is stressrelief1@juno.com

Please get me the names as soon as possible. Thank you so much for your help in this matter. it gives me great pleasure to recognize those "special" therapists.

Thanks,

Ellen Wittwer, Awards Committee

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- 🕯️ Craniosacral Techniques (45 hours) ..... Wednesdays, September 3 - December 10
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# BOD Minutes

AMTA-WI Board Meeting  
February 22, 2008  
Madison, WI – Marriott Madison West

Meeting called to order at 8:22pm by Amy Remillard.

Board Members and Committee Chairs present: Amy Remillard (President), Kay Peterson (1st VP/Newsletter Editor/Education), AnnMarie Kolb (Secretary), Betsy Krizenesky (Immediate Past President/ Law & Legislation Chair).

## Board/Committee Reports

Approval of minutes. MOTION: Betsy Krizenesky moved to approve the minutes from the January 19, 2008 meeting. AnnMarie Kolb seconded. All approved.

President/Membership: Amy Remillard reported that there are 1532 professional members, 12 schools, 178 students and 4 supporting members. 1726 total members.

Education: Amy Remillard reported that 83 people will be attending this weekend's education conference. David Kent has been great to work with and is excited to be here to present.

1<sup>st</sup> VP/ Newsletter: Kay Peterson gives Mike Rude much praise for getting his first newsletter out on time and how beautiful it looks. Kay and Mike are planning to take photos at the conference for the newsletter.

Treasurer: Amy Remillard reported that the budget is ready to present at the chapter meeting tomorrow. Outgoing Treasurer, Marty Ferris will be there to give the current balance numbers.

Immediate Past President/Law & Legislation: Betsy Krizenesky reported that there are town hall meetings in process. Many of the attendees are non-massage therapists and other members of the Wisconsin Massage Licensing Coalition.

## OLD BUSINESS

Discuss job descriptions and finalize. Amy Remillard presented the committee chair job descriptions for corrections.

## NEW BUSINESS

There was no new business presented.

MOTION: Kay Peterson moved to adjourn the meeting. AnnMarie Kolb seconded. All approved.

Meeting adjourned at 9:48pm by Amy Remillard.  
Respectfully submitted by AnnMarie Kolb, Secretary.

AMTA-WI Annual Chapter Meeting  
Saturday, February 23, 2008  
Madison, Wisconsin – Marriott West Madison

Welcome & Board Introductions

The meeting was called to order at 12:19pm by Amy Remillard.

Board Members and Committee Chairs present: Amy Remillard (President), Kay Peterson (1st VP/Newsletter Editor), AnnMarie Kolb (Secretary), Marty Ferris (Treasurer), Betsy Krizenesky (Immediate Past President/Law & Legislation), Lynn Kutz (Display Unit), Dorothy Sack (Scholarship), Sara Smiley-Robbins (Membership) and Jonathan Walton (Sports Massage Team).

Determine a Quorum: Total 49 professional members present, therefore 25 professional members are necessary for a quorum.

Approval of Minutes: John McMahon moved to approve the September 9, 2007 Chapter Meeting minutes as published in the Winter 2008 issue of the Connecting Hands. Shane Granzow seconded. All approved.

## Officer and Committee Chair Reports

President - Amy Remillard reported the conference is going well. Amy reported the fall conference is August 22-24, 2008 in Wisconsin Dells at Chula Vista Resort. The presenters are Claire Marie Miller, Kathy Ginn and Doug Nelson.

Amy Remillard presented the AMTA-WI Chapter Volunteer Rules of Engagement that the current Board of Directors put together. Amy reported that most chapters in the AMTA have something like this in use.

1<sup>st</sup> VP/Newsletter – Kay Peterson reported that she has enjoyed working with Mike Rude on the newsletter. Kay reported that with all the changes to the newsletter, it still got out on time. The deadline for the next newsletter is February 29, 2008. The next issue will be mailed out the first week of April, 2008.

Treasurer/Finance–Marty Ferris reported that we have \$61,139.62 in the check book. We have \$17,334.78 in the Raymond James account. The Tri City CD is \$94,604.44, US Bank seven day CD \$12,569.95, and there is a US Bank CD at \$63,557.61.

Immediate Past President/L&L–Betsy Krizenesky reported that the Wisconsin Massage Licensing Coalition Town Hall meetings are going well. We have held about 30 to date, there is one tonight and they are scheduled through April. In May, we will meet with our lobbyist and start writing the first draft of our new law. This will be published in the July 2008 Connecting Hands. We hope to present the law to legislature in January of 2009. Membership – Sara Smiley-Robbins reported that we have 1532 professional members, 12 schools, 178 students and 4 supporting members. 1726 total members.



### Committee Chairs

Display Unit - Lynn Kutz reported that you can borrow the unit for free, there is a small refundable deposit. Her contact information is in the Connecting Hands Newsletter.

Scholarship Chair – Dorothy Sack asked for submissions for the scholarship essay contest. The deadline is June 1, for the August 2008 Conference.

MOTION – Kathleen Treffert moved to change the name of the Renate Egeness Scholarship to the AMTA-WI Chapter Scholarship. Ken Ring seconded. Discussion. Lynn Kutz called the question. Jonathan Walton seconded. Motion not approved.

Renewal of the \$20 chapter fee - Betsy Krizenesky reported that it is time to vote on the renewal of the current chapter fee. The standing rule is that we vote on this every 2 years and the current fee goes toward our law and legislation efforts exclusively.

Motion – Shane Granzow moved to approve the continuation of the \$20 chapter fee. Ellen Wittwer seconded. Approved.

### Election of Officers

Amy Remillard introduced the Supervisor of Elections, Cyndi Fine. Cyndi asked for the nominations of President, 2<sup>nd</sup> VP and Treasurer.

President nominations - Kay Peterson nominated Amy Remillard to remain our President, Ellen Wittwer seconded. There were no other nominations. Amy Remillard won uncontested.

2<sup>nd</sup> VP – Carol Birkett nominated Ellen Wittwer, who accepted. Robin Brauner seconded. Lynn Kutz nominated Shane Granzow. Ken Ring seconded. Per written ballot, Ellen Wittwer is our new 2<sup>nd</sup> Vice President.

Treasurer – Shane Granzow was nominated by Ellen Wittwer. Karen Hoyem seconded. There were no other nominations. Shane Granzow won uncontested.

Oath of office – Amy Remillard, Ellen Wittwer and Shane Granzow were sworn into office by Cyndi Fine.

Introduction of the Delegates for 2008 - Amy Remillard introduced PJ Mattson, Ann Sinisi, Shane Granzow, Carol Birkett and Lynnee Schmidt. They will represent AMTA-WI at the National Convention September 17-20, 2008 in Phoenix.

Election of Delegates for 2009 – The following people were nominated for the position of chapter delegate: Ken Ring (accepted), Dorothy Sack (declined), Kathleen Treffert (accepted), Robin Brauner (accepted), Marty Ferris (accepted), Mike Rude (accepted), Ann Sinisi (accepted), PJ Mattson (declined), Cyndi Fine (declined), Karen Hoyem (declined), John McMahon (declined), AnnMarie Kolb (accepted). Per written ballot, the following will represent AMTA-WI September 23-26, 2009 in

Orlando, FL: Mike Rude, AnnMarie Kolb, Robin Brauner, Marty Ferris, Kathleen Treffert. Ken Ring and Ann Sinisi are 1<sup>st</sup> and 2<sup>nd</sup> alternates.

Budget Approval: Amy Remillard presented the proposed budget for the fiscal year of 2008/2009.

MOTION: Mike Rude made a motion to approve the budget as printed. Robin Brauner seconded. After a brief discussion, all approved.

Door prizes were drawn.

MOTION: PJ Mattson moved to adjourn the meeting. Mike Rude seconded. All approved.

Meeting adjourned at 1:47pm by Amy Remillard.  
Respectfully submitted by AnnMarie Kolb, Secretary.

### AMTA-WI Board Meeting

April 20, 2008

Madison, WI – Best Western Inn Towner

Meeting called to order at 12:55pm by Amy Remillard.

Board Members and Committee Chairs present: Amy Remillard (President), Kay Peterson (1st VP/Newsletter Editor), Ellen Wittwer (2<sup>nd</sup> VP/Awards), Shane Granzow (Treasurer), AnnMarie Kolb (Secretary), Betsy Krizenesky (Immediate Past President/Law & Legislation Chair).

### Board/Committee Reports

Approval of minutes. MOTION: Ellen Witter moved to approve the minutes from the February 22, 2008 meeting. Shane Granzow seconded. All approved.

President: Amy Remillard reported on the AMTA Chapter President's meeting and the AMTA-National Board of Director's meeting in March in Chicago. Amy learned a lot and looks forward to meeting with all the Presidents in September at the National Convention to learn more.

Amy Remillard and Sara Smiley-Robbins attended the Department of Regulation and Licensing event that displayed photos of the various professions the department regulates. They spoke with Secretary Jackson, Larry Martin, and Jeff Scanlan about the massage coalition and licensing for massage therapists.

Amy announced that the Chapter Volunteer Orientation Program will be in Evanston, IL July 10 – 13, 2008. Shane Granzow is planning on attending; Sara Smiley-Robbins and Ellen Wittwer would also like to attend.

1<sup>st</sup> VP/ Newsletter: Kay Peterson reported that invoices have been sent for the April issue, these include three past due accounts. The newsletter was mailed April 4, 2008 on schedule. The April issue was 28 pages this seems to be the average for the past few years. It is Mike Rude's second issue with another

excellent job done, thank you Mike.

With this issue the awards committee added a column that recognizes members who have reached a landmark year, this list is received from the national office in March, so anyone whose anniversary falls after the date we receive it will not appear in the April issue. The anniversary is marked from your join date, not necessarily your renewal date. If you feel this is your year to be recognized your name will most likely appear in the October issue. We can not retroactively recognize those who marked their anniversary in 2006 or earlier as this is a new program from our new awards chair Ellen Wittwer.

Next deadline is May 31, 2008 for the July issue.

2<sup>nd</sup> VP/Awards: Ellen Wittwer talked about the National Awards deadline and who she would like to nominate. She is also working on State Chapter awards, like mentioning various landmark years of AMTA membership in the Connecting Hands.

3<sup>rd</sup> VP/Membership: AnnMarie Kolb reported for Sara Smiley-Robbins that there are 1553 professional members, 12 schools, 193 students and 2 supporting members. 1742 total members as of April 1, 2008.

Shane Granzow reported that he and Sara have gone into schools to talk about AMTA. Amy Remillard reported that she has also gone to some schools.

There is an online student recruitment center on the AMTA-National website in the Chapter Center, then Student Recruitment Center to get information for students.

Treasurer: Shane Granzow reported that we have \$17,411.70 in the Raymond James CD and as of March 31, 2008 we have \$62,980.99 in our checking account. Shane is working with AMTA-National with our accounting. Shane distributed travel expense forms and general expense forms. He reminded all that they can be found on the AMTA-National website in the Chapter Center. He is hoping to get the forms on the AMTA-WI website and is working on the Delegate reporting forms.

Immediate Past President/Law & Legislation: Betsy Krizenesky reported the first phase of Wisconsin Massage Licensing Coalition town hall meetings that have been held around the state from September, 2007 to April, 2008 is completed. There were a total of 231 attendees; with a significant proportion of students, school owners and representatives of various related professions that could potentially be affected by the upcoming legislation. In addition, 13 questionnaires were mailed or faxed directly to me.

One of the meetings was conducted at the Educational Approval Board in Madison, by Pat Sweeney. There were 27 present, representing all but 3 of the private massage schools in the state. Pat drafted a summary of the meeting in letter form that we can use during our legislative efforts as evidence of unity of opinion among the private schools.

Betsy is in the process of contacting with the four Wisconsin Technical College System schools that have therapeutic massage programs, as well as the WTCS legislative director. They are Madison, Chippewa Valley, Western and Indianhead Technical College Districts.

Invitations to the legislative draft meeting on May 6 with our lobbyist were mailed out via postcard to the 66 people that have expressed an interest since July 2007 in serving on the coalition committee. So far 11 have responded that they will be attending. We will be finalizing the details of the first draft of the bill, which will be published in the July 2008 Connecting Hands, on the AMTA-WI Chapter website and sent to ABMP to post on their website, as well.

### OLD BUSINESS

Policy manual: Amy Remillard wanted to discuss disciplinary procedures for the Chapter Rules of Engagement. MOTION: Shane Granzow moved that we come up with disciplinary procedures for the Chapter Rules of Engagement. Betsy Krizenesky seconded. Amy Remillard tabled the motion until the June meeting.

### NEW BUSINESS

May 6<sup>th</sup> Coalition Meeting: Betsy Krizenesky presented the materials for the Board to review, pertaining to the upcoming coalition meeting. She solicited Board opinions on all seven main issues to be addressed.

Roles of Board of Directors: Shane Granzow asked that we as a board be more visible to the members. Discussion took place. Look for the Board to be more visible at upcoming Chapter events.

MOTION: Kay Peterson moved that funding from the L&L account be directed toward AMTA-WI Board members to take the Massage Therapy & Body worker Licensing Exam for legislative exam research purposes. Shane Granzow seconded. Approved.

MOTION: Ellen Wittwer moved to adjourn the meeting. Shane Granzow seconded. All approved.

Meeting adjourned at 3:24pm by Amy Remillard.

Respectfully submitted by AnnMarie Kolb, Secretary.

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## Why Licensing?

by Betsy Krizenesky, WCMT, NCTMB

AMTA-WI Chapter Law & Legislation Chair, Wisconsin Massage Licensing Coalition Chair

[Krizenesky@aol.com](mailto:Krizenesky@aol.com), 920-725-0224

Over the past year since the AMTA-WI Chapter did a massive, statewide survey and held dozens of town hall meetings across the state, I have had the privilege of hearing from nearly 1,500 of my colleagues in the massage therapy and bodywork profession. You have shared your thoughts and feelings about the awesome work we all do and I thank you for investing time and energy in this most important feedback process.



Betsy Krizenesky

Many of the comments, both written and verbal, have been passionate; mostly for and a few against the idea of requiring a state license of everyone practicing massage and bodywork therapy in Wisconsin. In the heat of such discussions it is easy enough to forget that passing a law that regulates an entire profession is by definition a consensual process.

The initiative for professional regulation always comes from the profession itself; it is not a matter of the government suddenly imposing unwanted supervision of honest professionals. The process of getting such a law passed is purposely long and full of hoops to jump through. A bill must move through various committees; then come before the full Assembly and the Senate for a vote; then a couple more committees; before it finally lands on the Governor's desk for signature. Each of these legs of the trip can take days, weeks or even months. And sometimes bills simply don't make it through at all.

In fact, for a legislative proposal to even get introduced to the legislature for deliberation, written surveys are taken, town hall meetings are held and representatives of the profession meet to vote on the contents of a proposal. Only then is a first draft written, which is then submitted back to the profession for comment. Once the draft receives majority approval of potentially affected professionals, numerous constituent contacts must be made of many legislative representatives, both State Assembly Representatives and State Senators. At this point a bill draft stands a chance of moving into the legislative arena for consideration. This assures that all affected members of the profession have a chance to be represented via their legislators.

After this full year of hearing from my colleagues in Wisconsin, I have come to realize that *getting fully licensed as a profession is by far the clearest way that we demonstrate our respect for the trust our clients put in us as professionals*. They trust us with their health. We, in turn, demonstrate that we deserve that trust by meeting training and accountability standards that were created by the whole profession in Wisconsin.

Please take some time to read and comment on the summary and first draft of our bill that are included in this newsletter and encourage your colleagues to do the same.

## Wanted: Your Comments!

On May 6, 2008, the Wisconsin Massage Licensing Coalition Committee had its first face-to-face meeting at Quarles & Brady, LLC in Milwaukee to discuss and vote on the contents of the first draft of the massage therapy and bodywork bill. Present were the following members of the massage therapy and bodywork profession: John Anderson, Joy Anderson, Suzanne Filut, Jerailyn Jones, Betsy Krizenesky, Inna Mazur, Mary McCluskey, Carole Ostendorf, Julie Peterson, Laura Sebastian and Joel Siefert. The meeting convened at 10 am and ended at 3:45 pm.

The committee deliberations took into account the feedback from the many Town Hall meetings held throughout the state since September, 2007; input from the EAB approved massage therapy and bodywork schools; ABMP legislative policy; input from the WTCS schools; related modalities; and that of the AMTA-WI Chapter leadership. The first draft, which is attached, will be published in the July 2008 issue of Connecting Hands and on the AMTA-WI Chapter website. It will also be sent to ABMP, the various schools and potentially affected modalities for distribution and comment. This initial comment period will last until August 1, 2008. Please send all comments on the attached bill draft in writing to Betsy Krizenesky, Wisconsin Massage Licensing Coalition Chair, 325 N. Commercial St, Suite 100, Neenah, WI 54956, Fax 920-725-0224, [Krizenesky@aol.com](mailto:Krizenesky@aol.com). Questions are welcome in writing or by phone at 920-725-0224.

After suggested revisions have been taken into consideration, the text will be sent to the Wisconsin Legislative Reference Bureau to be put in official format and comments from related professions in Wisconsin will be sought. Following that there may be a second official draft done. Estimated introduction to the Wisconsin Legislature is January 2009.

In the meantime, we are in a critical phase to get members of the profession connected with their state legislators, most of whom

*continued on page 27*



are up for election in Fall 2008. The first phase of this is to get volunteers to request and circulate nominating papers by the first week in July for all Assembly Representatives and those Senators in even numbered districts. Legislator contact information is available at: <http://waml.legis.state.wi.us/>

The following is a summary of the decisions made on contents of the first draft of the bill, which are changes or additions to the current certification law, Wisconsin Statutes Chapter 460. The most important issue is the change from title to practice regulation. In the bill draft, printed in this newsletter, the language that is proposed to be eliminated has a line through it. That which is being added is double underlined. For a multicolored version of this, go to [www.amtawi.org](http://www.amtawi.org) and download a copy.

- 1) Scope of practice additions
  - a) "The use of devices that mimic and enhance manual actions"
  - b) "The external application of water, heat, cold, lubricants or other topical agents"
- 2) Grandparenting Clause (window of opportunity 1 year)
  - a) 10 years experience (an average of 10 hours per week) OR
  - b) Passage of a nationally administered, psychometrically sound exam: one of the two NCE exams, the AOBTA exam or the MBLEx OR
  - c) 3 years experience (an average of 10 hours per week) AND completion of a special 200-hour licensure program offered by an EAB approved school
- 3) Hours of Formal Education Required for New Licensees  
Minimum of 600 (status quo)
- 4) Written Exam for New Licensees  
Passage of a nationally administered, psychometrically sound exam: one of the two NCE exams, the AOBTA exam or the MBLEx
- 5) Continuing Education Required for Renewal of License  
24/hours per renewal cycle with Board determining what constitutes valid provider hours
- 6) Exemptions for Practitioners of Related Modalities  
In addition to our current two "exemptions", 460.03 Applicability (1) (2)
  - 3) A person who restricts manipulation of the soft tissues of the human body to the hands, feet or ears.
  - 4) Furthermore, nothing in this Article shall be construed to prevent or restrict the practice of any person in this state who does the following, provided that their services are not designated or implied to be massage or massage therapy.  
Practitioners must be recognized by or meet the established standards of either a professional organization or credentialing agency that represents or certifies the respective practice based on an adequate level of training, demonstration of competency, and adherence to ethical standards:
    - a) Uses touch, words and directed movement to deepen awareness of existing patterns of movement in the body as well as to suggest new possibilities of movement
    - b) Uses touch to affect the energy systems, acupoints or Qi meridians (channels of energy) of the human body
    - c) Uses touch and movement education to effect change in the structure of the body while engaged in the practice of structural integration
- 7) Massage School Instructor Qualifications  
For those teaching Anatomy, Physiology, Kinesiology and Pathology:
  - 1) Professional training and experience in a health related field AND two years of experience  
OR
  - 2) Two years of post-secondary education and training
 For those teaching Theory and Practice courses
  - 1) State License as a Massage Therapist or Bodywork Therapist  
AND
  - 2) Two years experience as a practicing professional OR formal education and training to be an instructor

Additional issues:

- 8) The establishment of a massage therapy and bodywork regulatory board.
- 9) Temporary Licenses for new graduates for 6 months, with details to be determined by the Board
- 10) Inclusion of MBLEx in statutes as a psychometrically sound exam
- 11) Change Title Bodyworker to Bodywork Therapist but leave both as protected titles
- 12) Incorporate the state jurisprudence exam into the required curriculum of the schools, with the schools certifying to the Board that the graduates passed the exam
- 13) CE provider qualifications to be determined by the Board
- 14) Elimination of the requirement that any advertising include the license holder's license number.

# *Calender*

August 22-24

AMTA-WI Chapter Fall Educational Conference Chula Vista, Wisconsin Dells

NMT by Doug Nelson, Reflexology by Claire Marie Miller

September 17-20

AMTA National Convention Phoenix, AZ

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