

# AMTA-NE represents you in Washington, DC!



## 2018 AMTA National Convention Review

the connecting  
the stroke

## Fall/Winter 2018 Newsletter

### 2018 AMTA National Convention

#### HERE'S WHAT HAPPENED IN WASHINGTON DC AUGUST 6TH-11TH

##### Convention Happenings

Each year, before the National Convention begins, all chapter volunteers are invited to participate in Chapter Volunteer events. This year, your state chapter volunteers were very busy from Sunday through Wednesday with meetings. Amber Fader and Briana Cudly attended Chapter Volunteer Orientation Program (CVOP).

Tuesday, all state chapter presidents had a meeting. This event is great to network with other presidents, ask questions about topics or ideas that they have done with their state chapter, and learn better ways to be a leader. One of the presentations was about the five factors of a great leader which included: openness, honesty, trust, reciprocity, compromise. Another presentation/discussion was on how to simplify your chapter life. This included the use of technology, policy manuals, social media, and best practice strategies. We also can attend the National Board of Directors meeting. The main agenda item everyone is listening for is the convention location/date for the years ahead. 2019 we will be in Indianapolis, IN. 2020 we will be in Arizona. 2021 will be in Tampa, FL.

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## President's Message



### Hello!

Well, our first snowstorm was upon us, so now we are all prepared for winter, right?!? I know my kids made sure to find all their winter gear which not all of it was there unfortunately – but it didn't stop them from playing in the snow!

I have three words that have stuck in my mind recently. Creating. Collaborating. Cultivating.

All year we have been celebrating 75 years of the AMTA organization. 75 years ago, a few brave, forward-thinking individuals had a vision and created what is now AMTA. Maybe 75 years ago it was as simple as creating a sense of community amongst other massage therapists. Since then it has evolved into so much more. My hope is that everyone in this industry takes the time to sit back at times and go through 'creating' modes. This will help us stay fresh with our minds and stay out of a rut.

Collaborating. No matter how great your business is or how busy you are, the need for collaboration always exists. Working together, thinking together, growing together...so many great things are created when we gather amongst other massage therapists and other healthcare professionals. Options are limitless with how

to collaborate; maybe some of you are mentors to other young LMTs and are passing on your wealth of knowledge. Or some of you may work in clinics or hospitals alongside other healthcare professionals. There are so many ways to collaborate.

Cultivating. We always must think beyond the now. The future of massage is being created by you and me. We are cultivators when we educate our clients, family, and friends. AMTA is cultivating more relationships through research, with insurance companies, educating the public and government officials on pain management and the opioid crisis. Many great advances are being cultivated locally and nationally.

I hope you feel proud as an AMTA member, because I believe we are doing all three of these words: creating, collaborating, cultivating. Keep up the good work!!

Enjoy the upcoming holidays and we will see you once again in 2019!

Becky Ohlson, MEd, ATC, LMT  
AMTA-NE Chapter President  
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# Convention Happenings Continued



On Wednesday, all chapter volunteers got together in the morning to learn together and discuss topics that are presented to us by our National volunteers. We listened to presentations on resiliency and a new chapter advancement initiative.

Later in the afternoon, the Assembly of Delegates met. Wednesday was a very busy evening with the President's Reception, at which all Chapter Meritorious award winners were recognized. After that, we went out to the ballfield to watch the Washington Nationals take on the Atlanta Braves. This event was sponsored by the Massage Therapy Foundation.

Kickoff for convention was Thursday morning. But before we went to listen to our keynote speaker, Bert Jacobs; we had breakfast together with all the Nebraska members. This was a great way to bring us together as a state and experience a part of the convention together. The members who joined us were: Maggie Hernandez, Amanda Rawson, Jack Chatmontri, and Kimberly Adams Johnson. We were thrilled to meet new faces, get to know more about each other, and we could then keep in touch with each other the rest of the convention.

Bert Jacobs, co-founder of Life is Good, was very entertaining and had a great takeaway on positivity; and he's a great frisbee thrower!!

Then the exhibit hall opened up for lots of giveaways, drawings, freebies, new products to try, free massages to receive....tons of great opportunities.

Workshops filled up the rest of the convention days, with plenty of opportunities to take in some local attractions, try out new restaurants and foods, and enjoy the experiences!

## Chapter Volunteer Orientation Program 2018

In August, Briana Cudly and I had the opportunity to attend

the Chapter Volunteer Orientation Program (CVOP) at the AMTA National Convention in Washington D.C.

We spent a day and a half learning what it means to be a volunteer and how to do it to the best of our abilities, specifically where AMTA is concerned. A lot of information was covered in that short period of time including how to be effective leaders, the characteristics of effective chapter teams and chapter programs. For me, the two most important takeaways from this workshop were the purpose of chapters and how they provide for their members and branding-what is our image and identity within the community.

In the past year, as I have become more involved with our chapter through volunteering, I have gained a better insight and appreciation for what AMTA does for me as a massage therapist and the profession. With this new insight, we will apply our knowledge to our state chapter by: encouraging more members to be involved at all levels, finding opportunities for growth, recognizing the members for their contributions to our profession, and get the entire chapter excited about our future.

In a similar vein, I feel that having a strong, positive image and identity for AMTA-NE is very important. What do people think when they see or hear our name somewhere? What do you think? Are you proud to be an a member of the AMTA-NE chapter? This is an area I hope we can improve upon as chapter volunteers, putting to good use the information that was presented at CVOP. It was an informative and enlightening experience and I'm excited to try to put these ideas into action to make our chapter stronger than ever.

**Amber Fader**

**Chapter Secretary, Honors/Awards Chair**



## Assembly of Delegates Meeting

The inaugural meeting of the Assembly of Delegates (AOD) took place August 8th, 2018, attended by elected delegate, Mitchell Lowry-Lee. The Assembly of Delegates now serves as the “think tank” on relevant issues concerning Massage Therapy across the Nation. This year the Assembly of Delegates discussed the following position statements in order to recommend them to the National Board for consideration.

The following position statement was proposed by the AMTA-North Carolina Chapter:

### Proposed Position Statement:

“It is the position of the American Massage Therapy Association that massage therapy may help reduce pain associated with osteoarthritis of the knee.”

Specificity seemed to be the main point discussed regarding this statement. A few delegates commented that as the study showed it was performed with Swedish massage and actually had a dosage study with it, they felt it should be more specific. Many, however, felt that it was already too specific and, as such, was not as valuable a position statement for the general member of the AMTA or the profession.

The Osteoarthritis of the Knee position statement topic proposal passed the Assembly of Delegates and as such will be sent on to the National Board of Directors as an agenda item with a motion that the statement be considered for assignment to a position statement workgroup for further evaluation as to the availability of current research to this topic.

The following position statement was proposed by the AMTA-Colorado Chapter:

### Proposed Position Statement:

“It is the position of the American Massage Therapy Association (AMTA) that massage therapy may be beneficial for pediatric populations within the hospital setting.”

This statement also had a lengthy discussion on the specific language around “in the hospital setting”. Some

Delegates could not understand how a position statement so specific could benefit them or our profession in any setting other than what was listed. Others suggested that, as the rationale talked more about “reducing environment-induced anxiety in pediatric populations within the hospital setting,” it might warrant being more specific as we could tie it into the research already documented by the AMTA position statement on massage and stress.

Discussion ensued around enhancing the statement to include infants and questioning whether or not there was enough supporting research to allow for two (2) position statements; one (1) for a hospital setting and one (1) for the general non-hospitalized pediatric client.

The Pediatric Massage in a Hospital Setting position statement topic proposal passed the Assembly of Delegates and as such will be sent on to the National Board of Directors as an agenda item with a motion that the statement be considered for assignment to a position statement workgroup for further evaluation as to the availability of current research to this topic. There are a few comments for the workgroup that will be included in the Action section of this report. These comments will accompany the agenda item that will be submitted to the board for consideration.

\*\*\*\*

During my time as HOD, Now AOD Delegate, I have met some great members across the nation that are dedicated to advancing the profession. If you are interested in the delegate position, the position will be up for election in 2019 as my term will conclude. It is a great way to advocate on behalf of your local association.

It has been a honor representing you all

**Mitchell Lowry-Lee**

**AMTA-NE Board Member/ AOD Delegate**

*See you next year, in Indianapolis  
October 24th-26th, 2019.*



# Government Relations

I am writing this after election results came in to have a better idea of what MIGHT be in store for us in the upcoming year. I highlight the word "might" because we just have no way of knowing until January. We did ask members to contact their local candidates for legislature, unfortunately we had zero response from membership, so the upcoming topics are a bit fuzzier than they may have otherwise been.

With the re-election of Gov. Ricketts, we are predicting a continuation the process of the last two years. We will not have anything concrete until January, but we expect to have multiple bills affecting massage therapy, education and taxation as the main topics. The committees will look drastically different in the new session, even incumbent senators could be on different committees, so again we will have to wait and see if this works out in our favor...or not. We will continue to advocate for and educate about massage therapy as an important piece to integrative healthcare.

I am looking for 3-5 volunteers to help on the Government Relations Committee. These volunteers would help contact members and senators, possibly attend some hearings, and other tasks. The time commitment for committee members would be fairly low and most of the tasks can be done at home or in your office. Contact me at [briana.cudly@amtane.org](mailto:briana.cudly@amtane.org) with questions or to join.

Please keep your eyes posted on our Facebook page, website, and your email boxes. We will need all hands on deck once again this January.



**Have you visited AMTA Nebraska's website lately?**

**Check it out at [www.amtane.org](http://www.amtane.org)**

# National Massage Therapy Awareness Week



Your state chapter celebrated NMTAW in two ways.

We hosted our first ever tailgate party on October 20th!! The Minnesota and Nebraska chapters co-hosted this event. The Nebraska Cornhuskers played against the Minnesota Golden Gophers.

At the tailgate, we offered taco soup and many other yummy treats. We handed out small gel packs to neighboring tailgaters to help spread the word about massage therapy. Many recipients were happy to receive these and we had some interesting conversations too! We hope to try a social event like this again in the future; if an event like this or something similar is of interest to you, please contact any elected volunteers. We love new ideas, getting to meet other members and creating more networking avenues! We can't wait to do this again next year! Go Big Red!

We also went to the capitol building on Tuesday, the 23rd, and handed out several items to all the senators, governor, Lt. governor, and attorney general. We gave them a copy of the fall edition of the Massage Therapy Journal, the AMTA publication, "Massage Therapy in Integrative Care & Pain Management" which provides the latest research on the value and efficacy of massage. (This booklet is available to everyone as an education tool and demonstrates potential cost savings and health benefits of utilizing massage in health care and pain management treatments. It is available on the AMTA website). We included a summary, which highlights a few important items within the publication that we thought were more relevant for our state.

The last item we gave them was a gel pack. This had our state logo with website information included on it.

Most of the senators were out of the office, but the office staff was happy to pass it on to the senators (although some were really eyeing the gel pack!!) We hope that the information we handed them will be valuable information to them as they discuss more issues with healthcare and education.



# AMTA-NE 2019 State Convention



**Location: Holiday Inn Omaha Southwest, 3650 S. 72nd St Omaha, NE 68124**

**Dates: April 5th - 7th, 2019**

## INSTRUCTORS:



### **Dr. Joe Muscolino**

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

**Saturday, April 6th:** Orthopedic Assessment and Palpation Assessment and Body Mechanics for Deep Pressure Massage for the Neck

**Sunday, April 7th:** Orthopedic Assessment and Palpation Assessment and Body Mechanics for Deep Pressure Massage for the Thoracic Spine and Rib Cage

These classes are open to other healthcare professionals: PTs, OTs, DCs, ATCs, Yoga, Pilates, and fitness instructors.



### **Gina Green, LMT**

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

**Friday afternoon, April 5th:** Ethics Class

**Saturday, April 6th:** Fascial Fluidity - sensing fluid flow through the various fascial tracks in the body. Learning to use intention and attention to move fluid through dehydrated or injured areas in the body. Creating softness and relaxation for the client.

**Sunday, April 7th:** Meridian Massage - learning which meridian controls specific groups of muscles and how to apply your massage skills systematically to provoke healing in the body.

## 2018 Cadaver Workshop



*Save the Date:  
July 12th and  
13th, 2019*

Our cadaver workshop for 2018 was successful. We had 15 participants, 1 participant was a PTA and 1 came from Kansas, along with many others from across the state of Nebraska. Everyone was impressed with the UNK classroom and lab; and the staff at UNK was awesome! We had a great time with our social event, held at Cunningham's Journal.

Hope to see you in 2019!

## Save the Date:

***May 5th, 2019 for Lincoln Marathon***

Wade Alberts is coming back to Lincoln for more sports education on May 4th. More details to come!  
If interested in helping out with the sports committee, please contact Chancee Nolan.

Chancee Nolan  
Sports Chair

[chancee.nolan@amtane.org](mailto:chancee.nolan@amtane.org)



# Honors & Awards Recap



## 2018 Meritorious Award Winner Kim Adams Johnson

Seen here receiving her award  
from

Joan Nichols  
AMTA National President



In April, the AMTA-NE chapter awarded Kimberly Adams Johnson the Chapter Meritorious Award. Kimberly was recently honored, along with other State Chapter Meritorious Award winners, at the AMTA National Convention in Washington, D.C. in August.

We asked Kim to give us some insight into what drives her to continue working to improve the massage therapy profession. Now, we would like to take the opportunity to share with you what we learned about Kim.

Kim has been a Licensed Massage Therapist for almost 18 years. She has served on the Federation of State Massage Therapy Boards (FSMTB) Board of Directors for 3 years. Kim has been on the policy committee, the Continuing Education Task Force, the License Renewal Committee, as well as the Human Trafficking Task Force.

She has served on the Nebraska State Board of Massage Therapy for 10 years and most recently was serving as the Chairperson of the Board. When asked how she got started volunteering for the massage board, Kim replied, "I always remember hearing people say that 'someone needed to do things', so I decided to be that someone. I wanted to help effect change within the massage profession and help make Licensed Massage Therapists more recognized as a viable alternative healthcare profession."

We asked Kim for any advice she may have to give the young professionals and here was her response. "Get to know your peers and get out there and volunteer. Our profession still has a tenuous foothold when it comes to legitimacy and we need all our voices to speak as a united front to help secure that foothold. Whether it's helping with the AMTA, serving on the Nebraska State Board of Massage Therapy or testifying at Legislative hearings; make your voice heard. Collaborate with your peers. Don't look at the Licensed Massage Therapist down the street as competition, look at them as an ally. We all bring something different to the table, so learn from your peers and network. That is one of the most valuable tools that I have gained, is the power of networking. Also, stay informed. There's that old saying that knowledge is power. That is so true. The more educated we are when speaking to our peers and opponents will help with our overall impression."

Kim has many memories and even a great memory of travel to and from the National Convention in DC. You'll have to stop and ask her about that!! Overall, she is very grateful for the opportunities and experiences that developed through her years of service and is especially grateful for the people she has met and still has lasting friendships with.

Amber Fader, AMTA-NE Honors/Awards Chair

### Reminder:

Nomination forms are available online. You can nominate a peer or colleague at anytime!!

At [www.amtane.org/honors-and-awards](http://www.amtane.org/honors-and-awards)

# Membership



*Please welcome Amanda as your Membership Chair!*



Amanda Rawson, LMT - Oxford, Nebraska

I learned about AMTA when I was in massage school, but I didn't know what it could do for me until I attended my first national convention. Overtime, I started to see how volunteering can make a huge difference in the success of a program and I became a believer. I am so excited to be a part of something bigger and give my time and energy to promoting massage therapy and advancing the massage therapy industry. It is an honor to have this opportunity to serve this industry and you.

-Amanda Rawson, LMT

# Welcome New Members

Raymond Champion - Omaha

Melanie Cornelius - North Platte

Miguel Dominguez - Omaha

McKensie Downey - Kearney

Jordan Eickhoff - Omaha

Jessica Groff - Bellevue

Nicole Heileman - Lincoln

Jessica Hitchler - Lincoln

Anay Hobson - Omaha

Chloe Kleymann - Omaha

Emily Larson - Lincoln

Haley Lofquist - Omaha

Lorie Nendza - Bellevue

Zen O'Connor - Lincoln

Jamie Richardson - Omaha

Kari Smith - Bellevue

Molly Stolley - Lincoln

Stenette Sturdivant - Omaha

Nicole Vavra - Gretna

Lindsey Vesely - Bellevue

Natalie Walton - Norfolk

Leah Wayman - Papillion

Michelle West - Ashland

Trieste Wortman - Kearney

Please extend a warm welcome to our new members of the AMTA-NE chapter. We are grateful you chose to be a part of the most TRUSTED and RESPECTED name in massage therapy! You are a part of our Nebraska community and we are all here for each other. We hope to see you in the future at our chapter events!

## 2018 AMTA-NE Calendar of Events

January 13th	Board meeting	Lincoln, NE
January 27th	Snow date for board meeting	Lincoln, NE
April 5th - 7th	Spring Convention	Omaha, NE
May 4th/5th	Sports workshop/Lincoln Marathon	Memorial Stadium/ Lincoln, NE
July 12th/13th	Cadaver Workshop	UNK/ Kearney , NE
October 20th - 26th	National Massage Therapy Awareness Week	Nationwide
October 24th - 26th	AMTA National Convention	Indianapolis, IN

Visit our website at [www.amtane.org](http://www.amtane.org) for more updates on calendar of events!

**Have some ideas for the chapter to incorporate into your membership experience?? Join us for our Board Meeting on January 13th, 2019. In this meeting, we discuss our budget and gather ideas for upcoming year(s). We'd love to hear from you either in person or feel free to email us your idea. Location: TBA**



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