



amta  
american **massage therapy** association™  
— WISCONSIN CHAPTER —

## Connecting Hands

April 22, 2020

[Financial Resources for Massage Therapists](#)

[FREE Massage CE Credits](#)

[COVID-19 Federal Relief](#)

[AMTA Updates on COVID-19](#)



### AMTA WI Chapter Elections Close Today



Voting closes Wed. April 22, 2020.  
Make sure you log in and cast your vote!

We have at least one person running for each position.  
Your vote matters!

Please check your email for the voting survey, from "American Massage Therapy Association (vote@simplyvoting.com)". It was sent your email address that we have on file.

Thank you to all who are running for a position and thank you to all who voted!

Mary Schweiger, LMT  
WI/MT-Chapter of the AMTA online election coordinator

### 2020 AMTA - WI Chapter Position Descriptions

[President](#)

[Board Member](#)

[Secretary](#)

[Delegate](#)



# AMTA WI Chapter Board Meetings

## **Wisconsin Chapter Annual Meeting**

The annual meeting is usually held at the Spring State Convention.

This year, the May 2020 Annual meeting will be online, using GoToMeeting.

More details including the date and time, will be announced shortly.

All are welcome to join the discussion at the AMTA WI Chapter Board Meetings.

- July 12, 2020 4pm-6pm
- September 13, 2020 4pm-6pm
- November 8, 2020 4pm-6pm

To attend by Go To Meeting:

<https://global.gotometing.com/join/889735813>

Or by phone call 1-872-240-3412 access code 889-735-813



## Is Massage Nature's Sleep Aid?

by Matt Alderton

In a world where sleep has become such a precious commodity, could the prescription for better slumber be touch instead of a pill?



"When the body's in pain, it will often lock down an area. The ligaments and tendons around the area will have a reduced ability to stretch, and that isolates the area. One of the things those areas really need is increased blood flow, but what you actually end up getting is ischemia, which propagates the problem," Leopold explains. "Massage forces blood flow into the area and reduces ischemia."

"There isn't a lot of hard evidence [that massage stimulates the parasympathetic nervous system] because studies of that nature are very complicated and very invasive," Leopold says. "What we do know is that any time you put the body into a relaxed state, there is a large cascade of 'relaxation hormones' that sets a better stage for sleep. And massage clearly is shown to have relaxing properties."

In fact, studies have shown that fascia is rife with sympathetic nerve endings,<sup>10</sup> and that myofascial release may reduce anxiety.<sup>11</sup> "Fascia absolutely is an inroad by which a massage therapist can influence the sleep cycle of their client," Williams says. "There's still a lot we don't know, but once you understand that fascia exists—that it's a living, breathing structure that gives feedback to the nervous system—you can start to conceptualize how fascial manipulation might have a positive physiological impact."



# "Government Affairs & Communications" Important Resources

## **WEDC Small Business 2020 Program**

Assistance will be available to Wisconsin-based Community Development Financial Institutions (CDFIs), to provide grants to their existing loan clients; to help mitigate business-related cash flow issues, in response to the Covid-19 outbreak.



### [List of All 23 CDFIs in Wisconsin](#)

Approved CDFIs will make program grants (up to \$20,000) available to for-profit businesses meeting the following:

- Current loan recipient in good standing as of 3/1/20 with the approved CDFI
  - or its collaborating CDFIs
- 20 or fewer PT/FT employees
- Greater than \$0 but less than \$2 million in annual revenues
- Preference should be given to service and retail businesses

### [WEDC Program Information](#)

## **The Wisconsin Department of Workforce Development**

### [Frequently Asked Questions](#)

## **The Department of Labor**

Guidance on the Families First Coronavirus Response Act.

### [Employer Paid Leave Requirements](#)

## **Small Business Administration (SBA)**

- [Small Business Guidance & Loan Resources](#)
- [Economic Injury Disaster Loans \(EIDLs\)](#)

Low-interest loans for businesses and non-profits impacted by Coronavirus.

### [WEDC, State and Federal Business Resources](#)

A comprehensible list of resources that assist Wisconsin citizens, and are aimed at maintaining the viability of the companies upon which our economy depends.

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### **Federal Deposit Insurance Company (FDIC)**

FDIC provided guidance to banking institutions and consumers affected by COVID-19. They encouraged financial institutions to work constructively with borrowers and customers in affected communities.

[How We're Helping!](#)

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### **Statewide COVID-19 Website**

Gov. Evers' office launched a website that aggregates information and resources throughout state including:

- [COVID-19 Volunteer Program](#)
  - [Religious Gatherings and Services](#)
  - [DVA Assistance to Needy Veterans Program](#)
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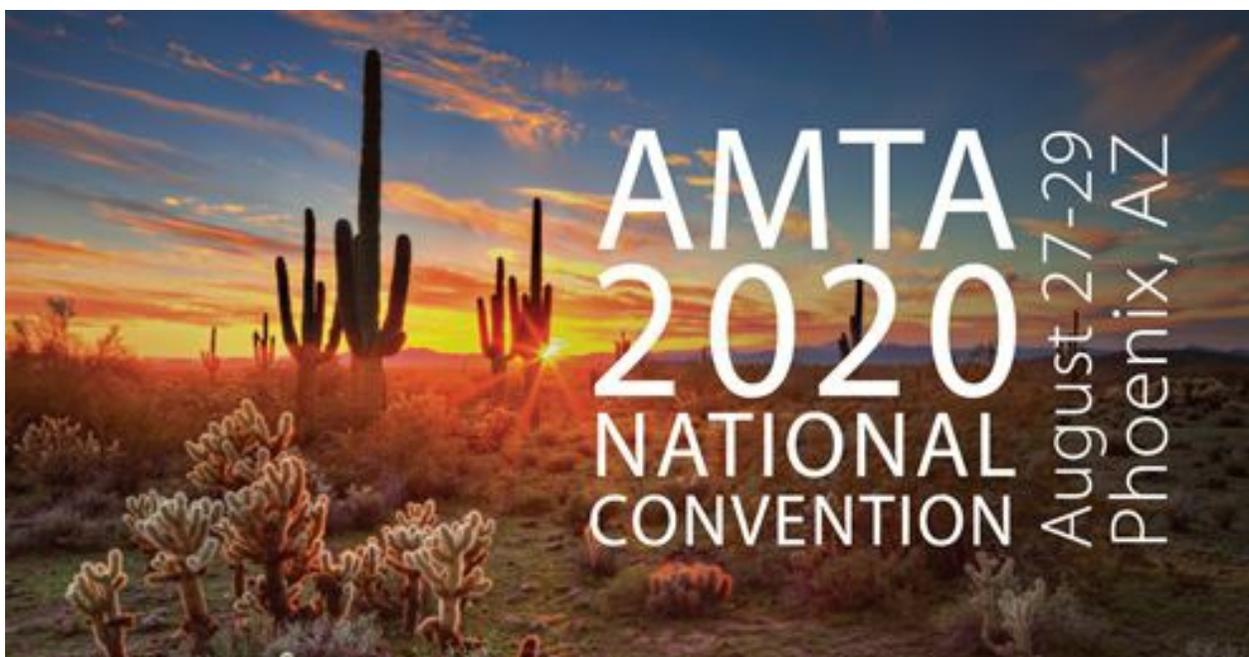
### **Wisconsin Department of Justice**

Report any fraud, scams or price gouging at [datcp.wi.gov](http://datcp.wi.gov).

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**Centers for Disease Control:**  
[Coronavirus latest updates](#)

**Wisconsin Department of Health Services:**  
[COVID-19 Outbreaks in Wisconsin](#)



Don't Miss Keynote Speaker Michael Phelps.

The Most Decorated Olympian Of All Time!

Registration is now OPEN!



# AMTA WI Education Committee Update

## AMTA WI State Convention

Save the date  
Jan 22-24, 2021

To be held at:

Holiday Inn Hotel & Convention Center  
4601 Calumet Avenue  
Manitowoc, WI 54220  
920-682-6000



## Tax Resources for your Massage Therapy Business

### [Video Course: Taxes for Massage Therapists 2 CE Credits](#)

Understand how the Tax Cuts and Jobs Act of 2017 affect your taxes. Learn what defines a business entity, how to file, and common tax deductions for massage therapists. **\$30.00 members** / \$50.00 nonmembers

### [Taking Care of Your Taxes for Massage Therapists 3 CE Credits](#)

Learn a few pointers that will help take the pain out of filing your taxes, including the benefits of timely record keeping, preparation of accurate income tax returns and managing information to more successfully run your business.

**\$45.00 members** / \$75.00 nonmembers

### [TurboTax - Federal Free Edition - Member Benefit](#)

Get your biggest tax refund, guaranteed! TurboTax provides you with step-by-step guidance so you can have confidence your taxes are done right.

### [Tax Tips | Massage Therapy Journal](#)

Read on to learn about the basics of keeping good records, as well as the

information you'll need to make tax time a breeze.

For additional information, take advantage of the resources at [irs.gov](https://www.irs.gov).



AMTA Wisconsin Chapter

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[AMTA Wisconsin Board of Directors](#)

Submit newsletter articles by End of Day May 15th

