



For the Love of Animals...



NORTHWEST SCHOOL
OF ANIMAL MASSAGE

...and Because Change is Good.

Maybe you're someone stuck in an unfulfilling career. Maybe you're a massage therapist, or a vet tech looking for ways to expand your current practice. Or maybe you're someone who simply loves animals. No matter the motivation, the skills developed through the Northwest School of Animal Massage will bring a lifetime of positive change, for you and the animals.



At the Northwest School of Animal Massage, you can join others from around the globe who have discovered new career opportunities with tangible rewards through our animal massage training courses.

The school offers both large animal massage (horses and livestock) and small animal massage (dogs, cats) certification courses in either distance-learning or classroom-based formats. In addition, students can explore advanced training programs, or satisfy continuing education needs through our many seminars and products.

NWSAM was founded on three guiding principles:

1. To foster compassion for the animal community
2. To provide a higher standard of education for our industry
3. To nurture the continued growth of our student body

The faculty members at NWSAM are professionals with extensive fieldwork and teaching experience. Each faculty member brings their own unique talents to the curriculum. Your learning experience is enhanced by field trips and guest speakers (veterinarians, trainers, breeders). We constantly strive to create the highest standard for our profession. Our animal massage courses even include a business and ethics discussion to help you launch your new career.

When you join the NWSAM team, you become part of a group dedicated to serving the animal, the profession and the industry.

NWSAM is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education Approved Provider (Category A). The school is licensed by the Washington Workforce Training and Vocational Board and the Oregon Board of Education.



Meet NWSAM Director: Lola Michelin

Lola Michelin has been changing the landscape of animal massage for over 20 years. The keys to her success are built into our programs.

- Compassion
- Intuition
- Precision
- Professionalism

Building bridges that last is the legacy that Lola will leave behind in this industry. Famous for forging animal health care teams and for her work with the legislature, Lola has brought a standard to the profession that was previously unrecognized. Most significant are the long list of people who seek her out as a therapist, mentor, and guide.

NWSAM now gives you the opportunity to learn from one of the massage field's finest professionals.





The Distance Learning Option:

- Students selecting this option study at their own pace from home, using the standard course materials.
- Each student is paired with an online instructor. The online instructors are the same instructors who teach our classroom-based courses. Instructors answer questions, grade the exercises and monitor general progress.
- Quizzes and exercises are taken online or via mail. *Additionally*, at the completion of the distance-learning portion of the course, students may enroll in a 5-day practical to continue their learning in a hands-on environment.

The Classroom-based Option:

- Students selecting this option receive similar training while attending our class over 13 days (generally taught over 4 weekends).
- Class size is limited.
- A minimum of 2 instructors are present. Course includes field trips, guest speakers and plenty of daily hands-on practice.

Additional Courses

- We offer two advanced programs for graduates of our animal massage certification course.
- We also offer training in a variety of subjects, including business development, aquatic therapy, aromatherapy and more.

Continuing Education Workshops

- Animal lovers attend our workshops to enhance the bond with their pets at home.
- Professionals from other aspects of the animal health care industry (groomers, farriers, technicians) can learn animal massage techniques to add value to their existing services.



Our Distance Learning Program For Animal Massage Practitioner Certification

In order to meet the busy schedules of many of our students, we provide distance learning courses in both large and small animal massage. These courses are the equivalent to classroom-based courses.

Your Curriculum

The course is divided into 5 self-paced sections of study:

- Behavior and Handling
- Anatomy and Physiology
- Kinesiology and Biomechanics
- Massage Techniques
- First Aid

Each section includes a workbook chapter (40-60 pgs each), hands-on exercises and a quiz. After completing each section, you will submit the exercises and the quiz (online or mail). You'll also receive anatomy illustrations, flash cards and access to other study aids.





Your Instructor

Each distance learning student is assigned an instructor. The distance learning instructors are the same instructors who teach our on-site classes, so you can be assured of the same quality learning experience. You can contact the instructor via email or phone as needed, and your instructor will respond quickly, usually in the same day.

Your Practical Session

After completion of Section 5, you are encouraged to attend a 5-day practical workshop. Check www.nwsam.com for dates and locations.

The practical session is very focused on hands-on work, reinforcing the techniques you have studied throughout the course. Class size is limited and you will have contact with a variety of animals.

Unable to Attend the Practical?

Students enrolled in the distance learning program who successfully complete both the distance-learning portion and the five-day practicum within 6 months will receive a Certificate of Achievement.

Students enrolled in the distance learning program who successfully complete the distance-learning portion of the course within 6 months but do not attend the five-day practicum within 6 months will receive a Certificate of Completion only.

Employment & Career Opportunities

The animal massage profession is in an extremely exciting period of growth and is emerging as a viable full-time career for many.

Pricing

Animal massage generally mirrors human massage in price, with a range of hourly rates, depending on the experience of the provider. Additional charges for specialized treatment or travel may increase the billable value of the session. However, while a human massage commonly lasts one hour, the duration of the massage session when working on an animal is largely determined by the animal's comfort and attention.

Market growth

Animal massage is increasingly accepted as a viable treatment modality in animal wellness. Entrepreneur Magazine (Dec. 2003) called "upscale pet services" one of the hottest business markets for 2004. Additionally, the massage industry as a whole continues to gain acceptance throughout the country. A natural progression of this successful market will include animal massage.

Employment

Animal massage therapists have a variety of employment prospects in either self-employment or as a provider for another business. Self-employed animal massage practitioners may choose to focus solely on animals, or add to their existing practices. Businesses such as groomers, pet sitters, veterinary clinics, kennels, zoos and others are adding massage to their list of services provided. Many successful animal massage practices have been built by focusing on these markets.

While the profession as a whole is growing and career prospects look good for many, an individual's success in the field of animal massage will be dependant on a number of factors, including education, technique, and entrepreneurial instinct.



A close-up, slightly blurred photograph of a dog's face, showing its eye, ear, and snout. The image is overlaid with a semi-transparent teal color that serves as a background for the text on the left side of the page.

Let's Get Started!

You have read about the exciting field of animal massage and the programs we offer to help you get started in this exciting industry. Space in each class is limited, so enroll early to reserve a seat.

Resources

We have provided important information, including class schedules, in the pocket on the next page. Still have questions? Review our website at www.nwsam.com, e-mail us at info@nwsam.com or call toll-free at 877-836-3703.

Tuition

There are two payment options for our certification classes, full payment or financing.

Financing

We offer a simple financing plan, which allows you to get started with a minimal initial payment, and have the entire program paid off in one year. More information on the financing program, including an application and automatic deduction form, can be found in the pocket on the next page.

How to enroll

There are three convenient ways to enroll in any class at NWSAM:

- **Online:** Visit www.nwsam.com/catalog.html and select the course of your choice. Payment can be made via credit card and enrollment is processed on the same day.
- **Phone:** Call us at 877-836-3703. Within minutes, our customer-service staff can process your application and payment and have your materials ready to ship.
- **Mail:** Send the application found in the pocket on the next page. Include tuition payment and a financing application (if applicable).

We look forward to helping you get started in animal massage!



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www.nwsam.com 877.836.3703