

Advanced Bodywork And **Massage Institute**



CATALOG

Ethical Massage Practitioner Certificate Program
&
Advanced Bodywork Practitioner Certificate Program

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The intent of this catalog is to provide basic information about the Advanced Bodywork and Massage Institute for those who may be interested in our curriculum. Its contents are subject to change without notice. Statements in this catalog do not represent any irrevocable contract between the school and its students. No portion of this catalog may be copied without written permission.

Ethical Massage Practitioner™

Certificate Program is approved by
The State Board of Career Colleges and Schools
03-11-1692T

Advanced Bodywork Practitioner™

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The Story of Life

The story of life begins and ends with circulation. All living things depend on circulation for *life giving oxygen and nutrients*. In humans, the heart pumps and life giving oxygen and nutrients are delivered to all cells of the body, and life goes on.

Three Ponds



On a road in this area, there are 3 ponds on the same street which can all be seen from the car as you drive by.

In the spring, all three ponds have clear pristine water in them. I have seen animals coming to drink from all three in my journey down this road. I have seen deer, ducks, and other water fowl dunking their heads underwater to catch frogs and small fish. It's quite evident that life of all kinds abounds in these three ponds which are each healthy ecosystems.

In late spring and early summer, the owner of the first two ponds turns on a jet-like fountain which sprays the water 10-12 feet up to aerate the water and maintain a healthy clean pond all summer. The water sprays function like the heart of a human, maintaining a fresh supply of oxygen to the cells of the body.

In the early summer, the third pond starts to turn green with algae. No more oxygen remains in the water. The pond becomes so clogged with the green algae floating on the surface that shortly, the pond is completely covered over by the green slime. Without a pump to aerate the water, as in the other two ponds, the third area is suffocated beneath the blanket of green algae and life beneath it stops altogether.

Circulation in the Human Body

Circulating in the human body is miles and miles of tubes called arteries and veins and lymphatic vessels. These various tubes run up and down all over the body doing their job of delivering fresh oxygen and nutrients to all the cells of the body, as the heart beats and creates circulation, like the fountains in the ponds.

Stress is Like Algae

Stress affects different people in different ways. The source of the stress also can be different. Stress can be caused by trauma to the physical body, like car accidents or falling down the stairs. Stress can be caused by worry, grief, anxiety, fear or any other strong negative emotion. Stress can be caused by mental fatigue or unresolved problems that never seem to end. Stress can be caused by psychological shock, as in the death of a spouse or the breakup of an important relationship, or too much month at the end of the money. This list can go on and on, but what stress causes in the human body is disharmony, chaos, pain and immobility.

Introduction



The Advanced Bodywork and Massage Institute was founded in 1996.

Our school offers 2 full certificate programs both authorized and registered by the State 'Board of Career Colleges and Schools in Columbus.

The Ethical Massage Practitioner Certificate program is completed:

in 4 months

1 day per week.

This program teaches an awesome general massage for stress reduction and relaxation, which is about 80% of what takes place in the real world.

Our Advanced Bodywork Institute Certificate Program is completed in six (6) months at either one full day per week, or two (2) evenings during the week. This program is NOT massage, but rather a way to loosen the body and ease the pain in people who cannot be helped by general massage. This class teaches a new way of stretching the body and is not taught in massage therapy schools.

In essence, you can become a highly skilled and marketable health practitioner in less than one year, for a fraction of the cost of the programs offered elsewhere.

The main goal of our school from its beginning has been to offer programs to people with good hearts and proper intent. Attending our school is an awesome way to break into the massage/bodywork industry.

Thank you for taking a moment to look through our catalog. We hope the information you find here will enlighten you on your journey to becoming a Practitioner with Purpose.

Sincerely,

Jeff Kates, LMT, BA

Founder

Advanced Bodywork and Massage Institute

History of Massage

No one seems to really know for sure how long people have been doing massage. There is some hard historical evidence that massage has been around since the dawn of recorded time.

The ancient Egyptians recorded the use of massage on some of their pyramids and obelisks. The Egyptians are also known for perfecting the use of scented oils for massage, perhaps the very first aromatherapy treatments.

In the ancient Hebrew culture, women were taught the art of massage. One daughter of a family was trained in massage so she could work on the rest of the family.

In India, the ancient healing art of Ayurvedic medicine developed. In Ayurvedic tradition, a daily self-administered massage using sesame oil is an integral part of health maintenance. Ayurvedic physicians of this era would do massage for entire families and were held in high esteem for their healing skills.

The gladiators of ancient Rome who survived the killing spectacle of the Coliseum received massage to speed healing to their wounds, so they could fight again sooner. An of course, massage was enjoyed by the Roman emperors and nobility as part of their luxuriant lifestyle.

Ancient Chinese writings speak of the healing art of massage. In time, these early massage traditions gave rise to Shiatsu, Acupressure and Acupuncture, methods of healing still in use today after thousands of years.

Hippocrates, the Greek father of modern medicine believed that all physicians should be skilled in the art of rubbing, or massage.

In Europe and Asia today, nearly every country has its own massage traditions and methods handed down from generation to generation. In some European nations, massage is an integral part of their medical practice and is used routinely in doctors' offices and hospitals.

For example, in Germany, all citizens are required by law to take the "cure" every two years. The "cure" is a two-week stay in a spa-like setting run by the government, which emphasizes rest, relaxation, hydrotherapy and massage. This is the German way of practicing the old adage that an ounce of prevention is worth a pound of cure.

Some believe that massage is purely instinctive based on certain observations of human behavior. Perhaps the natural instinct to hold or rub a wounded or painful area is the genesis of massage. This is purely speculation, but it makes sense. For example, when a baby gets something in its eye, it will cry and rub its eyes. The tears and rubbing wash out the eye and the baby feels better. No one had to tell the baby to do that; it is purely instinctive.

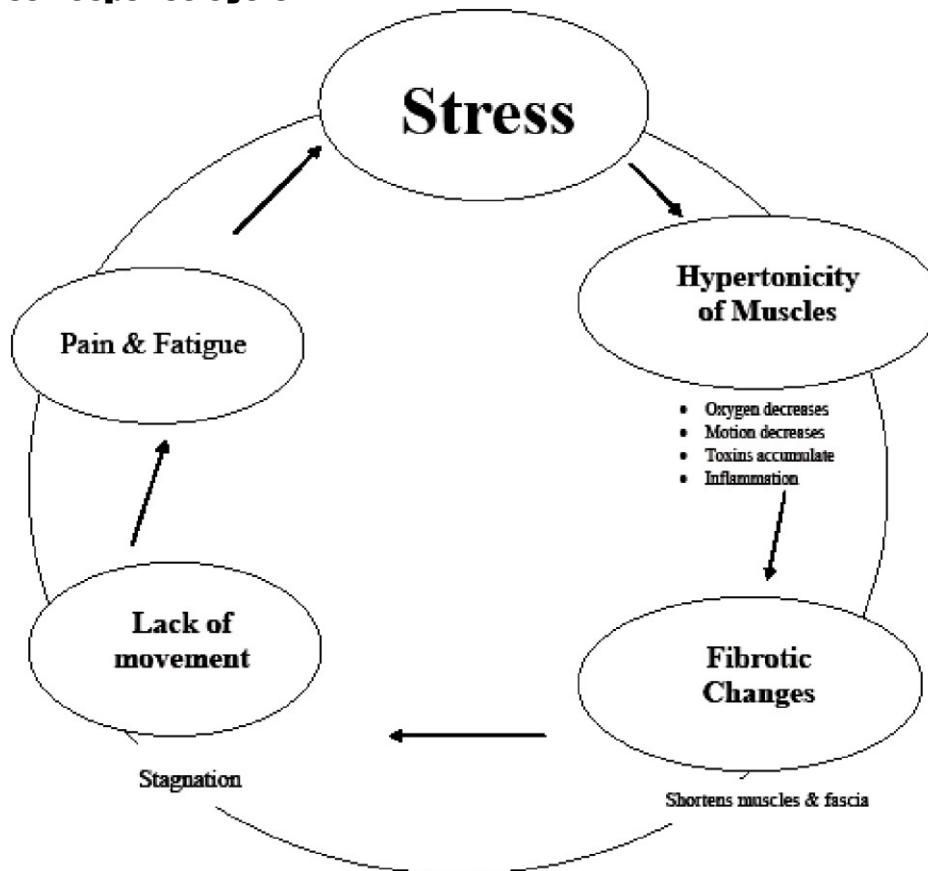
When you accidentally bang your knee against a hard object, what do you automatically do? You grab the painful area and hold or rub it until the pain subsides. Touching and rubbing are instinctive. Massage is structured touch.



Stress in America

Stress is cited as a non-specific disease factor in 75-80% of all serious illnesses or debilitating conditions, such as back pain. Back pain is the No. 1 reason people go to see their doctors. In most cases, the back pain is not due to an accident. It is caused by unrelieved stress. When unchecked or unresolved, the body reacts to stress in the following pattern:

The Human Stress Response Cycle



All people are subject to stress and anxiety, but the American lifestyle in particular has become a real pressure cooker for many. This stress and anxiety is caused in part by the American dream of wealth and success.

Statistics on Stress:

Foundation for Integrated Research in Mental Health, 2007

- Globally, more than 3 out of 5 doctor visits are for stress related problems.
- Globally, 23% of women executives and professionals, and 19% of their male peers, say they feel super-stressed.

American Psychological Association, 2005.

- Forty-three percent of adults suffer adverse health effects from stress.
- Two-thirds of all office visits to family physicians are due to stress-related symptoms.
- Sixty-four percent of Americans say they are taking steps to reduce stress in their lives.
- Stress is linked to the six leading causes of death—heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide.

The signs and symptoms of stress are too numerous to mention. They can affect virtually any part of the body and produce physical, mental, and emotional symptoms. In fact, the results of some studies report that 85 percent of diseases have stress-related factors.¹ Thus, problems in the entire body and many disease states can be a result of stress.

¹ Niwa Y, et al. *Protection for Life: How to Boost Your Body's Defenses against Free Radicals and the Aging Effects of Pollution and Modern Lifestyles*. Wellingborough: Thorsons Publishers; 1989:9.

More Facts:

- 75% of the general population experiences at least “some stress” every two weeks (National Health Interview Survey).
- Half of those experience moderate or high levels of stress during the same two-week period.
- Millions of Americans suffer from unhealthy levels of stress at work. (A study several years ago estimated the number to be 11 million--given events since that time, this number has certainly more than tripled--studies in Sweden, Canada, and other Westernized countries show similar trends.)
- Stress contributes to heart disease, high blood pressure, strokes, and other illnesses in many individuals.
- Stress also affects the immune system, which protects us from many serious diseases.
- Tranquilizers, antidepressants, and anti-anxiety medications account for one fourth of all prescriptions written in the U.S. each year.
- Stress also contributes to the development of alcoholism, obesity, suicide, drug addiction, cigarette addiction, and other harmful behaviors.

Sources:

1. Healthy People 2000, U.S. Department of Health and Human Services.
2. “Prevention of Work-Related Psychological Disorders”: A National Strategy Proposed by the National Institute for Occupational Safety and Health (NIOSH), *American Psychologist*, Vol. 45, No. 10, October 1990.

Prepared and distributed by The Health Resource Network, Inc., a non-profit health education organization.



The Winds of Change

A growing number of people are becoming increasingly wary of medications and standard Western medicine in general. Many are no longer able to see the doctor(s) they are comfortable with because of drastic changes taking place in the delivery of healthcare in America. There are many people who have no insurance or lost their insurance coverage due to various reasons.

Therefore, people are seeking other solutions to cope with the stress of modern living. Herbal and homeopathic remedies are becoming more widely used. People are meditating, taking breathing classes, Yoga and other stress-reducing techniques.

An increasing number of people are discovering that a general massage, like Swedish, is the perfect answer for stress reduction, because it actually addresses the problem that stress causes, which is muscular tension, inflammation and a lack of mobility, which leads to pain; then the cycle repeats itself if uninterrupted.

By far, what most people want is a good general massage to relax and relieve stress. Only about 10-20% of the massage business is directed toward specific work for disorders due to injuries or car accidents. In other words, 80% of the business in the massage industry is general massage for stress reduction and relaxation, which is exactly the type of treatment you will be learning in the Advanced Bodywork and Massage Institute.

Massage as a Profession

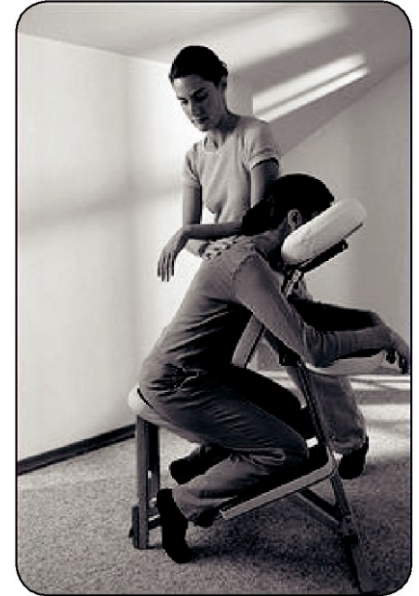
There is a broad range of employment opportunities in the massage field: athletic clubs, health resorts, hotels, day spas, cruise ships, private offices, house calls or any place that fulfills the needs of the health-conscious.

Chiropractic and doctor's offices, and hospitals have embraced massage as a means of complementary medicine (techniques that enhance the human body's natural healing process, i.e., massage, Reiki, Polarity, Reflexology, Acupuncture, etc.) Massage has even been introduced into corporate America with seated chair massage to reduce workplace stress and lack of productivity.

The massage field is also ideal for those who want to open their own massage business. Some massage practitioners have had the opportunity to offer massage in shopping malls, airports, health fairs, and other venues.

In recent years, the popularity of massage has become a viable way to make a good living or adding extra dollars to one's income. In fact, many people start out in massage part time and their businesses expand into full-time.

It is predicted that massage will soon be offered in many new places by people with a little imagination, the desire to own their own business and the drive to bring their vision into reality.



Massage Myths and Misconceptions

1. You must be licensed by the State Medical Board to do massage of any kind in Ohio.

FALSE. According to State Law, there is a distinct difference between massage therapy, and general massage. Massage therapy treats a specific disorder of the human body. In the past, clients with a specific medical diagnosis from a doctor such as a herniated disc could only be worked on by therapists licensed by the Ohio State Medical Board.

Massage for stress reduction and relaxation does not require a license, and is not governed by the Ohio State Medical Board. The Advanced Bodywork and Massage Institute is governed by the State Board of Career Colleges and Schools in Columbus.

2. If you are licensed, health insurance will pay for your client's treatments.

There are rare instances where private insurance pays for massage. However, insurance companies that pay for this service are the exception rather than the rule. Many insurance companies still do not even cover chiropractic treatments, let alone massage.

3. You cannot get insurance to protect yourself against lawsuits unless you are a licensed massage therapist.

FALSE. Excellent affordable insurance IS available to anyone with any formal training in massage. We will recommend several companies that issue coverage at a student rate on the first day of class.

4. You cannot open your own business unless you are a licensed massage therapist.

FALSE. Many of our graduates are enjoying success in their own businesses working from home, doing house calls, in retail settings, leasing space in medical offices and even contracting with corporations for chair massage.

Ethical Massage Practitioner Certificate Program (E.M.P.)

Ethical Massage Practitioner Certificate Program (E.M.P.)

Our Ethical Massage Practitioner (E.M.P.) Certificate Program was pioneered by our school and was the first of its kind in Ohio. It is a 105-hour, 4 month course and is registered and authorized by the State Board of Career Colleges and Schools.

Curriculum

- Swedish Massage
- Polarity
- Reflexology
- Anatomy & Physiology
- The Kates Method
- Body Mechanics

Swedish Massage

Swedish Massage is a very relaxing, effective method for reducing stress, inflammation, increasing mobility, thereby, and reducing pain. This class provides instruction in the standard techniques for administering Swedish massage.

Proper body mechanics are also taught to allow practitioners of all body types and sizes to use their leg strength and body weight to deliver a deep effective massage without hurting themselves.

During the first half of this course, students will be working on classmates to perfect techniques. During the second half, people from the neighboring area come in for the students to practice with. This provides training for a wider variety of body types and the experience of working on newly acquainted people.

Polarity

Polarity is very similar to systems called Therapeutic Touch and Reiki, which are widely taught. Nurses in other countries use Therapeutic Touch for many types of patients. This gentle healing system is used both before and after surgery, with the net result being better surgical outcomes and faster recovery.

Polarity uses the body's own electromagnetic field to balance energy in clients. Polarity is not associated with any belief or religious system. Anyone with the proper intent can administer Polarity.

Reflexology

This treatment focuses on zones in the feet and hands that have reflexive beneficial effects on various parts of the body. For example, there are zones in the feet that when massaged, may bring relief for a stomach ache or a headache. Reflexology is a distant cousin of acupuncture, as they both work according to Eastern philosophies on an invisible electronic force called "chi".

Anatomy and Physiology

The depth of the Anatomy and Physiology taught will be limited to what is actually needed to know in order to avoid hurting someone accidentally. Students will be taught how to avoid sensitive areas of the human body. Instruction is also given on how to take a written, confidential medical history of clients to learn if they have medical conditions (contraindications) that may prohibit them from having a Swedish Massage.

The first rule of massage is "DO NO HARM" therefore; this course equips students with the tools needed to keep clients safe and sound.

The Kates Method

This class is an introduction to the Kates Method course taught in the Advanced Body Work Program. Students will learn the basic concepts and benefits of adding this pain-relieving technique to their practice.

Body Mechanics

It does not take strength or size to do a good deep massage. However, it does take certain techniques which allow you to use your leg strength and body weight rather than arm strength. If you do not use proper body mechanics, in about 2 years, your wrists, hands, neck and back will be worn out and painful, and you will be out of the business.

Combining Techniques

In addition to learning Swedish Massage, Polarity and Reflexology, students will be taught how to combine these separate techniques. When done properly, the combination of these three skills becomes far more powerful and effective than any single technique. Combining these very different types of treatments into a flowing, cohesive blend requires training, skill and lots of practice. But the end result of this effort will be a massage that will keep clients coming back for more and lots of personal referrals.



After being in the EMP class for only 3 weeks, my feelings about the school were deeply rooted. Once I witnessed the passion and sincerity of Jeff, Scott and Debbie, I knew the knowledge between these three gifted people had to be shared with the rest of the world. I actually saw my classmates develop into stronger, empowered people, who will never be the same. The culture and spirit of this school is so special that students not only learn a business, but they learn a whole new way of living and caring for others.

Deborah S. Johnson, EMP
Class of April 2010

Advanced Bodywork Practitioner Certificate Program (A.B.P.)

Advanced Bodywork Practitioner Certificate Program (A.B.P.)

The advanced bodywork techniques of the ABP program are not massage or massage therapy. These techniques are always applied to the whole body rather than focusing on a specific disorder. Science confirms our belief that all parts of the body are inner-connected in different ways to all other parts of the body. Therefore, focusing on one area where the client feels pain usually a waste of time and effort because there is ALWAYS more to it.

Like a giant iceberg you can see only the top of it, while 90% remains under the water. The same is true of pain in the human body. That is why our treatments are always systemic, head to toe, and do not focus on just one painful area.

The human body is created with a wonderful ability to heal itself. This Healer within knows exactly how to reduce stress, increase mobility and thus, relieve pain. The ABP program teaches you how to understand and work with the Healer within. Our combination of techniques “loosens the body and eases the pain, painlessly”.

The American life style which is long on work and short on rest and relaxation inhibits one from responding properly to their physical, mental and emotional needs for rest, relaxation and stress reduction. So stress accumulates within the body causing pain and disease. This is primarily due to tight muscles, fascia and other connective tissues. This tightness decreases circulation and results in a decreased ability in the body to release toxins and the lack of oxygen and other nutrients inhibits the body from healing. To understand this process more completely go to page 7 to see the Human Stress Response Cycle.

Curriculum

- Kates Method
- Palpation Skills
- Strain/Counterstrain
- Myofascial Release
- Structural Integration

Kates Method

The Kates Method is a way to “loosen the body and ease the pain”. In other words, the Kates Method views immobility, areas that are stuck and not moving properly, as the real cause of pain, not the other way around.

When these areas loosen up, the pain is eliminated or greatly reduced by the return of normal circulation which carries in fresh oxygen and nutrients, and carries away inflammation and toxins.

The Kates Method can be learned easily and quickly, and can be used by any healthcare practitioner, or anyone who wants to help family or friends.

Palpation Skills

Palpation skills can be defined as “intelligent touch”. With some practice and supervised training, students can learn to locate areas of tightness, immobility or spasms in clients. With the techniques taught in this course, students choose from one or a combination of ABWAMI techniques to eliminate or greatly reduce the problem area.

Unlike the Kates Method, the other techniques taught in the ABP certificate program require “palpation skills” to one degree or another to locate problem areas. Palpation skills are necessary to proceed with the remainder of the skills taught in the ABP certificate program.

Strain/Counterstrain (The Fold 'n' Hold Method)

Strain/Counterstrain was first developed by Dr. Lawrence Jones, DO. There is also a book about it called "Muscle Pain Relief in 90 Seconds" by Dr. Dale Anderson, DC.

Dr. Jones experimented with the idea that a strain of the muscles in one direction which causes pain can be released or undone by applying an equal force in the OPPOSITE DIRECTION of the original injury. Thus, came the term Strain-Counterstrain. Students will be taught these world-renowned techniques which include proper body positioning and timing.

Myofascial Release

The human body is partially made up of a group of different varieties of types of tissues which are generally called soft tissues. This would include skin, muscles, tendons, ligaments and fascia.

Myofascial Release was discovered by John F. Barnes, PT, LMT, NCTMB.

This technique uses gentle sustained pressure and has been a very effective modality for the treatment of pain for over 50 years.

With the guidance of a skillful instructor you can learn the basics and with practice become highly skilled at Myofascial Release.

Structural Integration

Simply put, structural integration is a way to assess a person's posture and spinal alignment using no tools except the trained eye. At first, to learn the technique, we will be using a special footboard and a plumb bob (like a leveler) usually used by bricklayers to assure the walls they are building are straight. But after some practice with that, it becomes easy to spot when someone's posture or spinal alignment is off, just by looking at them.



But since we know that muscles ONLY PULL, it is easy to key in on the problem areas by observation. Students will become far more efficient practitioners because the structural integration skills will help students zone in on a tight, immobile area and release it, instead of wasting time on things that do not need attention. This skill and efficiency will lead to many client referrals.

Endorsement

Advanced Bodywork Practitioner Program

People are always looking for jobs to make ends meet, but more so to find something worthwhile, rewarding and well remunerated, if they are lucky enough to land one.

I am one such person who, as an author and single parent, while trying to spend time promoting my books, needed time off from writing and a way to earn extra money. Little did I realize that having a much-needed massage after so many years of writing, bent over a computer, my licensed massage therapist (LMT) would have me embark on that very same field of work. After inquiring about what it would take to become a massage therapist or practitioner, my LMT, Jason Roskelly, sent me to Jeff Kates to be trained. Upon completion of the training, I would be guaranteed a position to work on his clients, as well as use his facility to work on my own clients.

I had no expectations other than a way to earn some good money and at the same time relieving people of muscle tension. What a way to earn a living! But little did I know that as of day one of the course, I would be en route to becoming not only qualified, but enlightened to other techniques, and incredible ones at that, namely, the Kates Method for muscle mobilization without pain. Wow, I thought, God there's more to massage than meets the eye! The more I learned the more I wanted to specialize. Once I embarked into the real world of relieving people's aches and pains I began to become not only adept at the techniques, combining the Kates Method, energy work and massage at the same time, but creative to boot and eager to learn more.

Jason soon started sending special cases to me, ones that were beyond his skills. Even he became interested in learning from observing what I was achieving. Not long after, Jeff got his Advanced Bodywork Practitioner course accepted by the Ohio State Board of Colleges and Schools! I wanted to do it. Not only was I accepted on the course, I got involved in co-writing a book about Jeff along with Debbie Craven and Scott Kapela, both instructors at the school. On top of that, Jeff decided to have me do the course with Debbie and Scott in order for the book to be written, and to put me in a position to demonstrate, which will be done when launching its promotion, and future seminars.

The Advanced Bodywork Practitioner program is an exciting way to mobilize immobile muscles without pain. I am exceedingly privileged to be the first to be qualified along with Debbie Craven and Scott Kapela. It is a course that everyone should learn, particularly LMT's. In fact, I have persuaded, without difficulty, two LMTs to take the course, and I haven't even gotten started! WOW! The world of muscle pain sufferers are in for relief beyond their belief.

—Alyson Denny, Author of the Killian Star Series, Fantasy Novels

The Courage to Change

The hardest thing in the world is to believe in ourselves.
And fear is the biggest destroyer.
It binds us from freedom.
It steers us away from the truth, and what we can accomplish.
Find courage, and your life will change.

—Alyson Denny, CSM/ABI Graduate 2010

Faculty and Staff



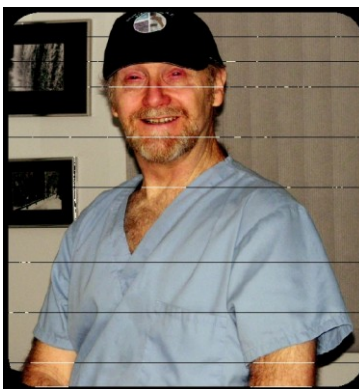
Jeff Kates, LMT, B.A.

Jeff Kates is the Director of the Advanced Bodywork and Massage Institute. He graduated from the Florida School of Massage in Gainesville, Florida. Jeff has been in private practice in the Cleveland area since 1984. During his many years of experience, he has learned many different techniques from his teachers who employed very advanced body work skills.

Jeff also developed The Kates Method. The Kates Method is essentially a new way of stretching and is far more effective than any other. It can be learned by health professionals or individuals who only wish to work on friends and family. He has taught classes and seminars on many different subjects. His teaching style makes learning very easy due to his ability to simplify complex ideas and make them readily understandable.

Besides his own successful practice, Jeff has worked in a variety of business settings. Some of these include the Ritz Carlton – Cleveland, the Marriott Hotel – Beachwood, Progressive Insurance, health and fitness clubs, and community recreation centers. Jeff brings invaluable business skills to the school curriculum.





Scott Kapela, LMT, EMP

Scott Kapela is the Curriculum Director and graduate of the Advanced Bodywork and Massage Institute (2000). He has since graduated from Harmony Path in 2004 and has become a LMT in the State of Ohio. He holds a B.B.A. from Kent State University.

He has augmented his training by attending seminars: Kates Method, Ortho-Bionomic, Polarity, Lomi Lomi, Cranial Sacral Therapy, Myofascial Release, Reiki and Healing Touch for Animals.

Aside from instructional capacities, Scott has volunteered at multiple Relay for Life events sponsored by the American Cancer Society, the Triathlon in Cleveland, and various athletic events.

Scott has enjoyed a private practice as well as working with chiropractors and salons/spas. He brings with him an array of managerial and technological skills, as well as being a highly competent and caring instructor.



Debbie Craven, EMP

Debbie Craven, EMP is a graduate and part-time instructor of the Advanced Bodywork and Massage Institute. She received certification as a Reflexologist in 2002 from the International Institute of Reflexology and is a Reiki Master/Teacher.

Debbie maintains a private practice, The Relaxation Station, in Chardon Ohio.

Tuition

	Ethical Massage Practitioner	Advanced Bodywork Practitioner
Length of Program	4 months (Starting either Fall, Winter or Spring.)	6 months (Starting Summer, Winter)
Class Schedule*	Wednesdays or Saturdays (9-5)	Sundays 9-5:00 pm
Tuition	\$2400 (course materials included)	\$3800 (course materials included)
Payment Options	In full: 4 pmts of \$600 ea; 3 pmts of \$800 each or ½ down with monthly equal pmts on remaining balance. Whichever option is chosen, all payments due by 15th of the month. <i>NOTE: All payment plans must be pre-approved by school director and other plans are available.</i>	The entire ABP program can be taken or only the parts that interest students. Call for schedule and fees. Whichever option is chosen, all payments due by 15th of the month. <i>NOTE: All payment plans must be pre-approved by school director and other plans are available.</i>
Forms of Payment Accepted	Cash, check, money order, credit card, credit application for financing with 10% down.	Cash, check, money order, credit card, credit application for financing with 10% down.

Tuition Refund Policy

For the purpose of defining Tuition Refund Policy based on the amount of education received by the student, the class duration of 4 months (EMP Program) or 6 months (ABP Program) will be divided into equal monthly increments:

Month	EMP Program	ABP Program
1	Official withdrawal before the end of the first month student obligation = 25% of tuition plus registration fee.	Official withdrawal before the end of the first month student obligation = 20% of tuition plus registration fee.
2	Official withdrawal before end of second month, student obligation = 50% of tuition plus registration fee.	Official withdrawal before end of second month, student obligation = 40% of tuition plus registration fee
3	Official withdrawal before end of third month, student obligation = 75% of tuition, plus registration fee.	Official withdrawal before end of third month, student obligation = 60% of tuition, plus registration fee.
4	Official withdrawal before end of fourth month, student receives no refund of any kind	Official withdrawal before end of third month, student obligation = 80% of tuition, plus registration fee.
5 & 6		Official withdrawal before end of third month, student obligation = 100% of tuition, plus registration fee.

The official withdrawal date for refund purposes is the last date of recorded attendance. Any correspondence regarding cancellation and settlement of tuition refunds between the school and student, including banks, collection agencies, attorneys or any other third party representing the school, must clearly acknowledge the existence of the cancellation and settlement policy of the school as stated in this document.

If promissory notes or contracts are used, sold or discounted to third parties, the school will still comply with the cancellation and settlement or refund policies outlined herein.

The school shall not negotiate or assign any promissory instrument received in payment of tuition or other charges without first endorsing the document stating: “Any holder takes this instrument subject to the terms and conditions of the contract which gave rise to the debt evidenced thereby.” This provision is subject to Federal Trade Commission and other state laws and regulations.

In the case of student illness or accident, death in the family, or other circumstances beyond the control of the student, the student shall be entitled to special consideration and the school may settle the account for an amount which is less than that noted by the school's established policy (See Table Pg. 19).

Collection procedures used by the school must be consistent with the laws and rules applicable thereto.

Other Tuition Info

1. The tuition charges for the program(s) of instruction is documented in the school Catalog, as well as the Enrollment Application. NOTE: Tuition fees cannot be discounted in any manner.
2. The Enrollment Application will be given to the potential student and must be completed and signed. The student must also indicate that he/she has read and fully understands the Enrollment Application.
3. An Enrollment Application signed by the student, parent or legal guardian may be cancelled within five calendar days of signing, provided the school is notified of the cancellation in writing. The school will promptly refund any tuition fees collected. Such refund shall be made no later than 30 days after written notification.
4. The tuition fee is for instructional purposes only. Any additional fees, if any, for activities, books, equipment, shall be stated separately from the tuition.

General Information

Entrance Requirements

All applicants must be 18 years of age or older and furnish proof of a high school education or G.E.D. Applicants who will be 18 within one year of admission will be considered with written approval of a parent or legal guardian.

Graduation Requirements

All students are required to complete a minimum of 100 class hours and have an overall grade average of no less than 80%. A certificate will not be issued until these criteria are met, as well as all understood financial obligations.

Placement Services

Our school receives calls from businesses looking for massage personnel. We keep a record of these businesses and will be happy to help them out by referring qualified graduates.

In addition, our staff has been in the business long enough to personally know the owners of some established practices in the Greater Cleveland area and beyond.

While we cannot guarantee placement in a job after graduation, we certainly will do all we can to assist in the process.

We are here to help those who want to succeed in the massage industry. That is our job and our commitment to the industry, and to you.

Student Conduct

All students must have an ongoing interest in obtaining the knowledge necessary to complete the course successfully. The school reserves the right to dismiss any student when appropriate codes of conduct are violated. This could mean lack of effort, failure to study, inappropriate class behavior, disruption of class, or inappropriate attitude. We will not allow one disruptive student to ruin the experience of his or her classmates.

Students will be expected to maintain standards of professional conduct consistent with those of the massage profession. The classes offered will emphasize the standards for ethical massage. These standards will be observed at all times. Violations of the standards of ethical massage are grounds for dismissal.

Students will be working on other students and the public as part of their practical hands-on training. Subjects may be partially clothed when receiving their massage, but may also be fully undressed. Proper draping procedures are part of the training and will be observed at all times to ensure privacy and comfort for the subject.

Make-Up Policy

If a student misses his/her assigned class day for a valid day, the hours can be made up on an alternate class day with the permission of the Director. Absence from class without contacting the school may result in being dismissed until the next trimester to make up missed days.

Directions to the School

1. From 271 take 422 East to the Harper Road exit.
2. Turn south onto Harper Road. The Nestle/Stouffers building should be on your right. If not turn around.
3. Continue on Harper, which becomes Cochran Road, until the 4th traffic light.
4. The intersection just prior to the one you want is Solon Road with a company named "Swagelok" on the right hand corner.
5. At the 4th traffic light turn left onto Carter Street.
6. As you turn onto Carter "Great Lakes Cold Storage" is on your left and the building "Cleveland School of Massage" is directly across the street.
7. Turn right into the first driveway on the right. Come on in!

It's All Up to You!

If your decision for choosing a career in the massage industry is for any of the following reasons, then you DO NOT need to be licensed in the State of Ohio:

1. If you want to do general massage, not therapy.
2. If you are drawn to helping people.
3. If you already back rubs for friends or family and think you might want to do that for a living, or part-time.
4. If you want to do work that is rewarding and meaningful on a personal level.
5. If you want your own business where you are the boss.
6. If you would like to gain control of your time and life.
7. If you would like to work in business settings such as health clubs, resorts, spas, cruise ships, hotels, chiropractic offices, hospitals, etc.
8. If you want to make far better than average money for your efforts.

The list could go on and on. You may have other valid reasons for wanting to learn massage that are not listed here. What is really important at this stage is for you to think carefully about your goals and act accordingly. We will be happy to discuss your goals with you and clarify any questions you may have.

Previous ABWAMI Classes



Class time at its best!



Graduation Dinner at Jeff's favorite spot!



**Winter 2010 Graduating Class
(with Jeff and Scott)**

Desiderata

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all persons, speak your truth quietly and clearly; and listen to others, even the dull and ignorant; they too have their story.

Avoid loud and aggressive persons; they are vexations to the spirit. If you compare yourself with others, you may become vain and bitter, for there will always be greater and lesser persons than yourself. Enjoy your achievements as well as your plans.

Keep interested in your career, however humble. It is a real possession in the changing fortunes of time. Exercise caution in your business affairs; for the world is full of trickery. But let this not blind you to what virtue there is. Many persons strive for high ideals and everywhere life is full of heroism.

Be yourself, especially do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is perennial as the grass.

Take kindly the counsel of the years, gracefully surrendering the things of youth. Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be gentle with yourself.

You are a child of the Universe. No less than the trees and stars. You have a right to be here and whether or not it is clear to you, no doubt the Universe is unfolding as it should.

Therefore, be at peace with God. Whatever you conceive Him to be and whatever your labors and aspirations, in the noisy confusion of life, keep peace with your soul.

With all its sham, drudgery and broken dreams, it is still a beautiful world. Be careful, strive to be happy.

—Found in Old St. Paul's Church, Baltimore, MD, dated 1692.

Contact Information

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