



Hello,-

It's Summertime. During this time of year, many of us go to trade shows, dog shows and outdoor events, like adoptathons, charity runs, county fairs, and local Metropark festivals. Have you thought about the impression your booth is making and whether it is simply informational or welcoming to potential clients? Read about the Seven Suggestions for a Successful Booth, right here, in this newsletter?

In this newsletter, there are examples of how members market their skills, by submitting and getting published articles in major magazines. Ann Tarvin, C.M.T., H.T.P recently had her article "Specialized Career Path Keeps Dogs Happy, Healthy Canine Massage." in MASSAGE Magazine, December 2015.

We have a story of how members access "alternative" forms of bodywork, and how that can change the destiny of their practice. Dr. James W. Davis BCHHP discovered how acupressure enabled his dog to recover from epilepsy.

This is a lesson for all of us. There is more to what we do than we have learned, so far. We have the choice to limit our practice or be open to everything that can enhance our practice. Not every method works for every practitioner. When we are open to experimenting, we can find the ones that are synergistic with our practice styles.

What we feel as a muscle knot can be a trigger point, a referral point, an acupoint, a synergistic point, an access to a meridian, a scar in the tissue, a recent bruise, a chronic disease, a holding pattern, a memory, an armoring against touch, and any combination of these. There are several ways to identify shifts during palpation. One is to feel the muscles relax. Another is to feel the articulating bones slide into adjustment. Others, are to notice changes in skin tightness, sponginess, and temperature. In cranial sacral, myofascial work, and TCM, we feel for changes within the pulses within the tissues.

When you take the pulse of your practice, what kind of reading do you get? Are you promoting your business as effectively as you could? Have you updated your personal page on the IAAMB website? Have you connected with, networked with other members in your area? How are you marketing your business? If you feel your business is not progressing as you would like, sometimes the support, encouragement, and suggestions from like-minded, like-intentioned people, will help you break through to the next level.

That's one of the reasons for being a member of the IAAMB/ACWT.

Have a great and successful summer season.

Your president,

Jonathan Rudinger

## Welcome New Members

Student Members\*

### James Davis

Native Sun Cosmic Health For Animals  
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Holistic Dog Training, Canine Massage,  
Bodywork and Water Therapy, Sports and  
Competition Massage, Animal Reiki  
Practitioner, Post-Surgery Care, Healing  
Touch, Chinese Acupressure, One-on-One  
Obedience Training, Palliative Care and  
Support

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Canine Rehabilitation Hydrotherapy,  
Resistant Pool Hydrotherapy, Underwater  
Treadmill Proprioception Exercises,  
Therapeutic Exercises physical Agents and  
Electrotherapeutic Modalities Including  
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Myofascial, Sports Massage and  
Accupressure

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[www.thewagnerranch.com](http://www.thewagnerranch.com)  
Equine and Canine and Human Massage and  
Body Work

## Indigo "My Destiny"



(Indigo is the mutiny color Akita-Shepherd Mix her mate is Charmwood a Grey Wolf).

I was working as an Addictions Therapist at a Holistic Treatment Center that focused on Humans. It was not a coincidence, it was destiny.

Indigo's seizures were decreasing; however, they were ever present. I

began collaborating with a colleague, A Nurse Practitioner. She invited me to her home and we had some interesting discussions on the work we do as Clinicians. She introduced me to her German Shepherd. I showed her pictures of my Shepherds. And at that moment I started my journey.

I owe that in part to my colleague; however, there was and still is, a powerful force that guided me and continues to do so. I began to embrace my God-given gift. I studied, Theories Anatomy, Psychology, Pathology, Health; the list is endless. And, I felt there was something missing. I engaged Dr. Wilson, and after moments I felt the "Gestalt" of a magical moment.

Indigo developed seizures at age 2. They were frequent, 2 x per week. She was prescribed Valium. It did not control the seizures, and she became more disoriented. So I discontinued using it, and informed her Vet. I researched various reasons seizures occur. Vaccines and mold were at the

top of the list. Most would think its a Organic Brain Disorder.

I began using the Acupressure Points that balance the Liver and Spleen, also Stomach 36, a powerful Point that dispels antigens.

I monitored the time that the seizures occurred. It was around 1:00 am, the precise time frame when the blood was flowing through the Liver. It was a 2 hour window. I applied Acupressure GV, CV, and ST36. Indigo immediately stopped seizing. Indigo lived to be 13 and did not experience any Epilepsy in 11 years. It was Indigo that gave me strength and the tenacity to continue my path to fulfill my Destiny.

What a Gift!

Native Sun Cosmic Health for Animals  
Gordonsville, VA  
[jchinamed@gmail.com](mailto:jchinamed@gmail.com)  
Dr. James W. Davis BCHHP (Board Certified Holistic Health Coach Practitioner) has been a member of the IAAMB May 2016.

### In This Newsletter

President's Message

New members

Indigo "My Destiny", Article, Dr. James W. Davis, BCHHP

Whole New World of Pet Therapy With a Pawsitive Touch, article, Dana Chick

Seven Suggestions for a Successful Booth, article, Jonathan Rudinger

PREP schools at a glance

School Calendar for July – November 2016

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President, Editor Jonathan Rudinger

Vice President Anastasia Rudinger

Membership Administrator Beth Farkas

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## Whole New World of Pet Therapy With a Pawsitive Touch



My 9-yr-old cat, Blue, has chronic, painful hips. It started about 6 months ago when she stopped being able to jump up on the bed. She was a little more vocal when being picked up, and didn't want to play with her housemates.

We brought her in to see our vet, and after doing x-rays, found some rough aging changes in her hips that were pretty 'ouchy'. We started supplements, pain medication, and cold-laser therapy, which helped a bit. She was definitely more comfortable, but hated the cold laser. And trust me, when your cat doesn't like something (even though it helps), everyone knows about it.

Then we found Dana. Dana Chick, CAMT is the owner of A Pawsitive Touch, LLC, a local business specializing in pet bodywork and energy therapy. Based in Denver, CO, Dana operates mostly out of her home office, but also travels to clients who may have a harder time coming to her. Her experience as a veterinary technician (and orthopedic surgery with her own pet) fueled her desire to pursue her training in bodywork, massage and energy application tPEMF and Photonic Light. After receiving her Certification in Animal

Massage Therapy, she opened A Pawsitive Touch in 2015.

### Our Therapy Session



Our first session was an extraordinary experience. After getting a little background on Blue and her recent veterinary history, we chatted about our goals and the areas that we wanted to focus on. In the meantime, Blue is happily wandering around the office, getting acquainted. Relaxing pet-oriented music is playing, tones & sounds specifically meant for our furry family to relax to.

As Dana started, she focused on helping Blue to relax on the table. It didn't take much, since my cat was soaking up as much attention as she could get. Focused massage from nose to tail gave Dana an idea of where the main problem areas were. Of course Blue was a little more sensitive around her hips, but at that point she was happy and comfortable. After a little massage, Dana brought out her Photonic Light. As a veterinary

technician myself, I love seeing new 'toys' like these. Instead of rolling it across her hips and spine as one would do with a cold laser, she found specific points on Blue's body for the light to gently penetrate, helping to decrease inflammation and provide pain relief.

Our first session took about an hour, but that time varies depending on the pet. "Dogs and cats are used to being petted, but they're not used to focused, intentional touch," said Dana, "The first session is to help introduce them to that feeling. After the 2nd or 3rd session, they're usually in my lap or right next to me waiting to get started!"



As a vet tech you have good days and not-so-good days. These are my days now, and they're all wonderful! Some parents will watch the session and get a little teary at how well their pet is responding. That's when I get goose bumps. It's a beautiful thing. - Dana

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Dane Click has been a member of the IAAMB since October 2015.



### Join us on Facebook

The IAAMB is on Facebook. And, the messaging is active. Join us.

Share your story. Here are the links:

<http://www.facebook.com/pages/International-Association-of-Animal-Massage-and-Bodywork-IAAMB/364441440968>

and <http://www.facebook.com/#!/group.php?gid=325731216422&ref=ts>

**Seven Suggestions for a Successful Booth,  
Jonathan Rudinger, PetMassage™  
Institute, IAAMB/ACWT President**

**To Market, To Market**

Now is the perfect time to market your animal massage and bodywork practice. There are so many venues from agility competitions to county fairs; the opportunities are endless.

Animal massage and bodywork are becoming ever more popular. Most dog events there is somebody massaging to enhance the lives of dogs, somewhere. Maybe it is you. Maybe your booth could use a little help.

You have walked through shows and seen the booths. Some are well thought out –well designed and well funded, some, not so much. If you were looking for your competition, were you able to find them easily? If you had difficulty locating their booths that means that their booths had not been designed well; at least not well enough to get your attention. And, you were looking for them!

In the world of trade shows, dog shows, agility shows, and outdoor marketing events like adoptathons, rescue fundraisers, and community park events, there are a lot of messages vying for attention. Your booth, and the message it promotes, can make or break your attempt at marketing and exposure.

Here are some suggestions to create a successful trade show booth and how to make friends and influence animals and their people. To make the most of your events, the keys are: clearness of message, simplicity of design, consistency, and the image that is your intentional creation.

A great and effective booth does not have to cost an arm and a leg. It is all about the planning, design, and execution. The booth objectives are to attract attention and entice passers by to feel the need to talk with you.

For that to happen, the energy you project must be positively uplifting. People who see your booth need to feel an immediate emotional connection with you and what you are

promoting. Your guests need to recognize immediately that you offer that special something they need that will enhance their lives and the lives of their dogs. Your booth is an extension of you. So, from this perspective, it is difficult to separate the booth from the boothee.



**1. Mark Your Territory**

The first thing you need to do is define your space. A pop up tent is a good start. A quick online search 10' x 10' shows tents from \$50 and up. You can pay a bit more and order one with your logo and message emblazoned on it. Your tent can have a back, sides, curtains, mosquito netting, lights, air conditioning, and sound systems. Your only limitations are your budget, how easy it is to transport and set up, and how much the thing weighs.

**2. Plan the Layout of Your Booth**

The amount of space you will have will limit what you can do with your booth. Find out what the dimensions are. Each show is different; though your allotted space is usually 10 feet wide and 8 – 10 feet deep. Once you know how much space you have, map out the square feet in your office and set up a mock booth. Visually decide what you can fit into the space. Walk around in it to make sure you are not bumping into things, knocking them over.

**3. It's a Small World After All**

Within your tent you can create your own little world. Your world will be a reflection of who you are, as edited by you. Your space will be unique. Just like you. And just like you, it is original and special. Your booth must stand out from the crowd and scream, "Hey,

look here. There is something – and someone- wonderful here you need to see."

Need inspiration? [Pinterest](#) is a great platform to use for checking out some amazing trade show display examples.

**4. Create Pieces You Can Reuse**

It can be expensive to put together a good looking trade show booth. Think of it as an investment that you will be able to derive value from for several years. Design multifunctional items that you can use at future events, or even in the office.

Years ago, we had a large 4 x 4 black and white outdoor banner printed. Between shows, it is the primary graphic in our school's reception area. At indoor events, the banner is suspended from traditional trade show drape piping or mounted with Velcro tape on a black fabric panel. Outdoors, we suspend the same banner that has grommets, between trees, or between pillars in pavilions. Back in 1998 we designed a freestanding frame and had made at a local machine shop. The frame, made of steel and PVC pipes can be assembled or disassembled by one person in five minutes. When it's broken down, it's stored and transported in a small canvas golf bag. We still use it.



Our banner, our free standing frame, our tables, our chairs, our display cases for brochures are all easily packable and transportable. We also have sturdy reusable boxes for shipping books, videos, brochures and all the extras we take, such as

extension cords, measuring tape, duct tape, packaging tape, bags, terrycloth towels, and display stands. I always bring a ceramic mug, too. I do not like drinking coffee from paper or Styrofoam cups. My little concession to comfort.

#### 5. Message Specific

In all instances, your booth needs to give the message that visitors are welcome-and encouraged-to "enter here." Getting someone to commit by entering your space with their body is a healthy step toward making a sale. Have you noticed how difficult it is to swipe a credit card from ten feet away? Place interesting, intriguing, products or information in the back of the booth where they have to enter to get to it. Shake hands. Make eye contact.

Simplicity. Elegance. Grace. Style. Honesty. Genuineness, Confidence and poise. These are the qualities that attract people. These, while maintaining your professionalism are key. You just have to be yourself; and put your amazingly best foot forward.

Does each detail in your booth project these values? Do your choices of booth design project the serious demeanor of professionalism? When designing your booth, remember: you are setting the scene for a performance. You are staging an event. Everything is supposed to work for you; nothing detracts.

Attracting attention is important. That's why you are there. You could get attention by dressing up in a clown suit and twisting balloons. That's attention; but, how can that possibly suggest the value and fundamental need animals have for quality bodywork? Does the image you are projecting suggest that you have dedicated yourself and trained for this profession and that what you provide is an important part of animal wellness maintenance and rehabilitation? Is that the impression you want people to have after they've left you?

What is the purpose for your booth? Again, it is all about having a clear, simple message. Your booth could be purely informational. It could be a temporary sales room to promote and market your products, such as private

sessions, instruction, books, videos, tables, charts, oils, essences, and apparel. Your booth could be a temporary mobile clinic in which you provide canine massage. Your booth could be a combination of the three.

#### 6. Keep it Light and Hairy

**FUN** - You may be there for business, but your booth doesn't have to be all business and no play. Visitors are often laden with heavy burdens. They are seeking you out because their animals have a situation that has not been resolved by other means.

Listen carefully, don't make assumptions, speak impeccably, choosing your words carefully, and give them the best advice you can and most importantly, keep it light and cheerful. Your guests may not remember what you said. They will remember how they felt when they left your booth. Make sure that they felt comforted, honored, listened to, heard, and assured with confident and competent guidance.

Honesty is essential. It is absolutely appropriate to tell them that you do not know what they are talking about. It is your choice. If you feel they would be good clients and you would like to continue the discussion, offer to do some homework and get back to them.

And while you are keeping it light, pay close attention to your body language. You know, of course, that 85% of person-to-person communication is non-verbal. So, use all the same calming techniques with people as you would with dogs. Smile, make honest eye contact (but don't stare or roll your eyes-- ever), keep your hands out of your pockets, and keep breathing, stay hydrated and maintain a healthy blood sugar with occasional snacks. Your sincerity, augmented with your purposeful and intentional non-verbals will send the correct message and get you your fans.

#### 7. Get #Social

We are still big believers in the power of a great website. Websites are constantly evolving. They change as you change. They reflect who you are and what you do. A static site suggests that you are not growing. Updating is essential. Our PetMassage™.com



website is reviewed and edited every week. Use your website to promote where and when you will be exhibiting and available. For added coverage post photos and their links to your Facebook page.

Everyone and their mother is on some form of social media, and usually more than one. Use this to your advantage by building social media into your trade show exhibit experience.

Follow and use the official trade show event hashtags in your posts - both during and leading up to the event.

#### Now, Do It

Your booth is a projection of your energy. Several years ago at a convention for after school programs, our PetMassage™ for Kids was the only program that addressed the natural loving connection, potential bond, and safety methods for children and their dogs. Our humanistic agenda and approach was in high contrast to the hundreds of booths promoting math, science, and computer programs, that visitors just wanted to hang out with us. The entire show, it was standing room only in our little 10 x 10 booth. They said they "just wanted to be in our energy." Their words, not mine!

Now you've got what it takes to have a sensational booth. Go take what you've learned, build your perfect showcase and have a wildly successful show season!

**Be featured in our next Newsletter!**

We'd like to hear your stories. What experiences impassioned you in your practice? Would you like to share them?

Your article may be just what our members need to revitalize their practice!

We'd be proud to publish your case study.

**Articles and photos for our next issue must be submitted by September 21, 2016**

Text requirements: 500-1000 words  
Photo: you with an animal client

**Advertise** in the IAAMB/ACWT:  
2016 newsletters

1. Promote your school.
2. Promote your company/products.
3. Promote your books and DVDs.
4. Promote your practice.
5. Support our organization.

For details to request your ad placement and workshop listings, Email Beth at [info@iaamb.org](mailto:info@iaamb.org)

There is a definite deadline: **All ads must be received by the IAAMB/ACWT and paid for by September 21, 2016.**

**Opportunities to GET INVOLVED!**

If your state does not have an animal owners' rights group there are experienced and available people around to help you start one. Contact any of the following animal owner's rights organizations:

Colorado [www.caaor.org](http://www.caaor.org)

Florida [www.faaor.org](http://www.faaor.org)

Illinois <https://www.facebook.com/Illinois-Animal-Rights-Alliance-America-177734995633571/>

Minnesota contact: Kelly Murphy [kemurphy00@yahoo.com](mailto:kemurphy00@yahoo.com)

New Jersey [www.saddlebrookridge.com/LEGAL.htm](http://www.saddlebrookridge.com/LEGAL.htm)

Wisconsin contact Polly Remick [wiaaor@earthlink.net](mailto:wiaaor@earthlink.net)

North Carolina: Sue King [www.companionchi.com/ncacat.html](http://www.companionchi.com/ncacat.html)





## IAAMB/ACWT Preferred Educational Providers

The IAAMB/ACWT sees as an important part of its mission the promotion and development of the industry of animal massage and bodywork, which includes our educators, practitioners, and prospective students.

IAAMB/ACWT Preferred Educational Providers are educators of animal massage, acupressure, bodywork, and energy work that have had their coursework approved by the IAAMB/ACWT Education Review Board. Only Preferred Educational Providers have the opportunity and privilege to be listed on the IAAMB/ACWT School web page, advertise in quarterly newsletters and conferences, and have their programs listed in IAAMB/ACWT School Calendars.

### These are your IAAMB/ACWT Preferred Educational Providers

Abundant Life Massage, Inc.  
Angel's Animals  
Brandenburg Massage Therapy LLC  
Chien-Zen  
Escent-Oil Balance and Circle Star Farms  
The International Center for Anthrohippology  
KynoCompleet  
La Paw Spa  
Northwest School of Animal Massage  
Ojai School of Canine of Massage  
PetMassage™ Training and Research Institute  
Rocky Mountain School Animal Acupressure and Massage  
T's K-9 Water Therapy Consulting



The following are descriptions the schools prepared for the IAAMB/ACWT website.

#### **Abundant Life Massage, Inc.**

Hands-on, 100-hour, NCBTMB/IAAMB approved Canine Massage Therapy Certification program designed by a licensed educator/licensed massage therapist. Canine Massage Therapy Certification Level 2. This 100 hour program will prepare students to take the NCEAAM - National Certification Exam for Animal Acupressure and Massage.

Florida Board of Massage Therapy CE Broker Instructor #85-1823278  
MA#35953, WI#2466-146, MM#23426, NCBTMB Approved Provider  
#451463-10

Location: 665 S. Orange Ave., Ste #8  
Sarasota, FL 34236  
Ph: 941-554-6789

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

Contact: Jennifer Funk  
IAAMB/ACWT PREP since 2012

#### **Angel's Animals - Holistic On-Line Courses**

On-line courses in Equine and Canine

Kinesiology Taping and Animal Neuro-myofascial Release Technique. These courses were developed by Dr. Angelique Barbara. Dr. Barbara has been passionate about animals her entire life and has spent the majority of her life studying animals (both in the classroom and in the field). Dr. Barbara started developing courses to spread her knowledge with others in 2010. Since that time, her seminars have grown, both in number and popularity. She strives to provide each participant with the most up to date knowledge, clear and accurate information, easy to read literature with quality, colored photos and individualized attention. Certifications available in all courses with additional exams, fees and case studies. On-line courses are available in all countries. .

[dr.angeliquebarbara@gmail.com](mailto:dr.angeliquebarbara@gmail.com)

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

Contact: Angelique Barbara, M.S., D.C  
IAAMB/ACWT PREP since 2015

#### **Brandenburg Massage Therapy**

4 day intensive hands on training and certification program in both Canine and equine massage therapy. This program features small class sizes (no more than 3 students per session) and the maximum individual instruction.

The course includes instruction in basic anatomy, physiology and muscle function, ethics and business development. A distant learning program for canine massage therapy (certification) is also being offered.

Location: 610 Hickory St.  
Martins Ferry, OH 43935

Ph: 740-633-6639 or 740-359-4009

[becky@horseanddogtherapy.com](mailto:becky@horseanddogtherapy.com)

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

Contact: Becky Brandenburg  
IAAMB/ACWT PREP since 2010

### **Chien-Zen**

Established in 2008, Chien-Zen is the first Canine Massage School in France. Our goal is to promote and make known canine massage for the well-being of animals. We specialize in a variety of clinical massage modalities: Foundation workshop - Energetic Workshop – Trigger Point Therapy – Therapeutic & Holistic old dog massage – Shiatsu initiation – Canine Athlete – Learn to develop the Touch – Pauline Arnt, instructor and founder is a pioneer in Canine Massage in France since 2007. She works with the blind dog school in Paris (France) and veterinarians. She has published two instructional books available in French on Amazon "J'apprends à masser mon chien" and "J'apprends à masser mon vieux chien". She is also President of the Association "[Les Masseurs Canins](#)". Créée en 2008, Chien-Zen est le 1er organisme de formation professionnel au massage canin en France. Notre but est de promouvoir et faire connaître le massage canin pour le bien-être des animaux. Nous proposons différents modules de formations aux personnes désireuses de devenir des professionnelles du bien-être canin : Les techniques fondamentales – Le travail en énergétique – Les Points Gâchettes – Techniques spécifiques pour les vieux chiens – Initiation au Shiatsu – Techniques spécifiques pour chiens sportifs – Apprendre à développer son Toucher. Pauline Arnt, la directrice pédagogique, est pionnière du massage canin en France (2007). Elle intervient à l'ECGA et travaille en accord avec les vétérinaires. Elle a publié deux guides pratiques sur le Massage Canin, disponibles sur Amazon « J'apprends à masser mon chien » et « J'apprends à masser mon vieux chien » Elle est également la présidente de l'association « [Les Masseurs Canins](#) »

Location: Paris & Juan les Pins, France  
Ph: 00 33 1 6 32 24 03 27  
Tel: 06.32.24.03.27  
[Pauline.arnt@gmail.com](mailto:Pauline.arnt@gmail.com)  
[www.massagecanin.fr](http://www.massagecanin.fr)  
Contact: Pauline Arnt  
IAAMB/ACWT PREP since 2015

### **Escent-Oil Balance**

97 hour Certified Animal Raindrop Practitioner program and a 210 hour Instructor program in Animal Raindrop Technique. These trainings are hands-on with class size limited to allow for adequate supervision. Established in 2010, Escent-Oil Balance is the only school to provide professional training and certification in the application of therapeutic grade essential oils through the Animal Raindrop Technique. This certification process is also recognized by CARE Int'l and The Natural Therapies Certification Board.

Mailing Address: 37905 Wiggins Rd,  
Hempstead, TX 77445  
Ph: 979-826-8636  
Fax: 979-826-8424  
Contact: Candace Hoke  
IAAMB/ACWT PREP since 2011

### **The International Center for Anthrohippology**

Equissage Texas. Equine Sports Massage Therapy (CESMT) 5-day on-site certification program course. The Equissage Equine Sports Massage Therapy Certification Program is an intense course that will cover all aspects of sports massage on the equine athlete and prepare you for a career as an equine health care professional. The coursework takes place Monday through Friday at our Equissage facility at the Cordillera Equestrian Center in Boerne, Texas. We spend a lot of time in the classroom, and many hours in the barn demonstrating and practicing the strokes and the sequence.

Mail: PO BOX 4004  
Bergheim, TX 78006  
[www.equissagetexas.com](http://www.equissagetexas.com)  
[sara@equissagetexas.com](mailto:sara@equissagetexas.com)  
[info@equissagetexas.com](mailto:info@equissagetexas.com)  
Ph: 210-710-3019  
Contact: Sara Berry (Lead Instructor)  
IAAMB/ACWT PREP since 2012

### **KynoCompleet**

KynoCompleet is a young and enthusiastic school for canine massage. We offer courses on different levels, from workshops for loving pet owners to specialized courses to become a certified canine massage therapist. Workshops: canine sports massage, massage for stressed dogs, massage for rescue dogs,

massage for senior dogs, massage for puppies and adolescents, balance and coordination, children's program, canine behaviour, training for instructors, etc. Certified courses: triggerpoint therapy, canine taping, movement and physiotherapy, anatomy, physiology, nutrition, first aid, massage for pups and adolescents, massage and pregnancy, massage for hip and elbow problems, aroma therapy, acupressure, energy work, and many more Certified Massage Therapist: all-round massage, sports massage, shiatsu. We also offer online/home schooling. Our teachers are certified professionals, who have a lot of experience in fieldwork and teaching experience. You and your dog are in capable hands. *Our goal is to provide the highest quality, more insight and knowledge to both loving pet owners and canine professionals: men & dogs in balance...*

Elise Jansen - LMT  
Joyce van Oudheusden - LMT  
KynoCompleet  
Provincialeweg 85  
4909 AG Oosteind  
The Netherlands  
Website: [www.kynocompleet.nl](http://www.kynocompleet.nl)  
(in Dutch)  
Email: [info@kynocompleet.nl](mailto:info@kynocompleet.nl)  
Tel: 0031-619114081  
IAAMB/ACWT PREP since 2016

### **La Paw Spa Academy of Canine Aquatic Studies**

Offering a 50 hour and 100 hour certification program in canine water therapy. These training opportunities are completely hands on. Fully committed to sharing all that she has learned, Cindy Horsfall of La Paw Spa offers enthusiastic support, insight and a wealth of personal experience to anyone wishing to learn more about the wonderful world of canine hydrotherapy.

Mailing Address: 325 E Washington Street #237 – Sequim, WA 98382  
Location: Sequim, WA 98382  
Ph: 425-222-9663 / 360-582-9663  
Fax: 360-681-8440  
[cindy@lapawspa.com](mailto:cindy@lapawspa.com)  
[www.lapawspa.com](http://www.lapawspa.com)  
Contact: Cindy Horsfall  
IAAMB/ACWT PREP since 2010

### **Northwest School of Animal Massage**

Established in 2001, the Northwest School of Animal Massage is the only school to provide professional training in maintenance, performance and rehabilitation massage for both small and large animals. NWSAM is also the exclusive provider of Manual Ligament Therapy™ training for both the equine and canine. Our blended learning programs combine online training with hands-on resident practicums in 15 locations across North America and overseas. Financing and military spouse funding are available. For more information please contact us today. At the Northwest School of Animal Massage the Future is in Your Hands.

Mailing Address: P.O. Box 670, Fall City, WA 98024  
Ph: 1-877-836-3703 | Local: 206-463-1425  
Fax: 206-463-1459  
[info@nwsam.com](mailto:info@nwsam.com)  
[www.nwsam.com](http://www.nwsam.com)  
Contact: Lola Michelin  
IAAMB/ACWT PREP since 2011

### **Ojai School of Canine Massage**

The Ojai School of Canine Massage is a NBCAAM and IAAMB approved school offering both a 200 hour Canine Massage onsite certification program (100 onsite hours and 100 online hours) and a 200 hour Canine Massage Distance Education certification program.

Our goal is to provide professional training, of the highest quality, in Canine Massage Therapy. Our comprehensive courses are designed to provide each student with the most current information available in the field of Canine Massage. We prepare our students to enter the workforce as professional certified Canine Massage Therapists. Our programs offer training for pet lovers, groomers, dog walkers, Vet Techs, private practice, and those interested in working with animals. Classes are limited in size allowing for a more personalized educational experience. Our classes provide, first and foremost, an environment of safety and well being (emotional and physical) for both our animal clients as well as their guardians. From here, we offer a comprehensive education in

Canine Massage including Anatomy/Physiology, Meditation, Swedish massage, Acupressure, Myofascial Release, Trigger Point therapy, TTouch, Sports massage, Energy work, and more.

Classes are taught by Nick J. Scott, Co-founder and Instructor of the Ojai School of Canine Massage for more than 16 years. He created and is featured in his Instructional DVD, Therapeutic Holistic Dog Massage.

Mailing address: P.O. Box 1263  
Location: Ojai, CA 93024  
Ph: 805-640-9798  
[osomhealth@gmail.com](mailto:osomhealth@gmail.com)  
[www.ojaischoolofmassage.com](http://www.ojaischoolofmassage.com)  
Contact: Nick J. Scott, LMT, Instructor  
IAAMB/ACWT PREP since 2010

### **PetMassage Training and Research Institute.**

As one of the pioneers and leaders of the canine massage industry, Jonathan Rudinger is often interviewed for his perspective. Recently, he was a featured guest of **Dr. Karen Becker on Dr. Mercola's – Healthy Pets Newsletter**. The link to the Skype interview video *Remove Disease from Your Pet's Body Using Only Your Hands* is on: [www.petmassage.com](http://www.petmassage.com)

The PetMassage Institute is dedicated to excellence of instruction in the canine massage industry. PetMassage™ began offering workshops in 1997. Since then it has held over 300 week long, professional level canine massage workshops and provided distance learning training for thousands more pet care professionals, pet parents, and children. PetMassage™ is accredited by the NCBTMB (since 2000), the IAAMB/ACWT as a PrEP (since 2010) for canine bodyworkers, and RAIVE (since 2012) for RVTs.

PetMassage™ is a modality of canine massage. Its techniques and protocols are derived from a diverse collection of massage forms and EnergyWork practices, all contextualized in the most evolved versions of animal behavior. PetMassage™ training focuses solely on the skills and factual information that you will need to

develop a confident and successful practice.

PetMassage™ offers four levels of professional level workshop training: Foundation level PetMassage™, Advanced level PetMassage™, PetMassage™ WaterWork™, and PetMassage™ Instructor Training and Licensing to operate satellite schools. Hands-on workshops are conducted with instructor and founder, Jonathan Rudinger, at The PetMassage™ School in Toledo, Ohio. Learning what to feel and how to respond to what you experience, can only be learned hands-on with a mentor to show you. PetMassage™ workshops include hands-on instruction, and each workshop includes a set of home study modules. The combined Foundation (F) and Advanced (A) home study courses include basic canine anatomy (F), canine pathology and medical terminology (A), Energy work with dogs (A), confident dog handling in canine massage (F), body and gait mechanics (F), creating and marketing a canine massage business (F), and independent research (F).

PetMassage™ home study courses cover the cognitive content that can be taught without instructor oversight. The original PetMassage™ media includes books (paperback and Kindle), DVDs Audio CDs and Audio file download . PetMassage™ instruction is directed to the canine massage professional, pet owners, veterinary technicians, and other canine care professionals. There are also children's curricula that are used in scouts, after school and camp programs.

Mailing address: 2950 Douglas Road Toledo, OH 43606  
[www.petmassage.com](http://www.petmassage.com)  
[info@petmassage.com](mailto:info@petmassage.com)  
Ph: 800-779-1001  
Outside the US 419-475-3539  
IAAMB/ACWT PREP since 2010

### **Rocky Mountain School of Animal Acupressure & Massage**

on-site certificate programs in Canine and Equine Acupressure and Massage, as well as, elective courses: Reiki, Animal Communication, PetTech CPR, Aromatherapy and Essential Oils for Animals. Correspondence certificate programs

are also available in Canine Massage and Acupressure. Financing options available!

Founded in 2003, [Rocky Mountain School of Animal Acupressure Massage](#) (RMSAAM) one of the first schools to become approved and regulated for offering *technical* continuing education credits Veterinary Professionals Registry of Alternative and Integrative Veterinary Medical Education (RAIVE) Provider # 2013-4: All RMSAAM faculty members are educated professionals with extensive training, fieldwork and teaching experience. All of our instructors are required to obtain professional teaching credentialing by the state of Colorado. Each teacher brings their own experiences and approach to the classroom, while abiding by RMSAAM's strict set of teaching standards and curriculum, to create a dynamic environment, consistent program, and the highest of standards for our profession. RMSAAM has two locations at the base of the Rocky Mountains, and one in Florida. All campuses are inspirational settings for learning the art of massage and acupressure for animals. RMSAAM is approved and Regulated by the Colorado Department of Higher Education, Division of Private Occupational

Schools and approved by the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) as a continuing education Approved Provider #719; Florida Board of Massage Therapy, Approved Provider #50-11390; Registry of Alternative and Integrative Veterinary Medical Education (RAIVE) Provider # 2013-4: Offering **Technical** Continuing Education Credits for Veterinary Professionals.

We are dedicated to upholding the highest standards of practice in the industry. For this reason, students seek out our program from around the country and around the world. For the animal lover or professional, RMSAAM is your school for success.

*Our mission is to promote and enhance the well-being of animals around the world through responsible and comprehensive educational programming, classes and certificate programs.*

Mailing Address: PO Box 1470  
Elizabeth, CO 80107  
Campuses: Elizabeth, Longmont, and Cape Coral, FL  
Ph: 303-660-9390 / 1-866-903-6462  
Fax: 303-379-4494  
[information@rmsaam.com](mailto:information@rmsaam.com)  
[www.rmsaam.com](http://www.rmsaam.com)

Contact: Jenny Rukavina  
IAAMB/ACWT PREP since 2010

**T's Water Therapy Consulting**  
60 hour, 8 day training course in canine water therapy/exercise certification. Certification upon completion of course. Course includes methods for in and out of the water. Course instruction with Veterinarian, Reiki and Watsu experience. This course will guide each participant with hands on training as well as verbal for a variety of situations for handling canines in the water as well as skills participants will need for each individual canine. Instructor has owned and operated her own Water Therapy Facility with success. Class is limited in size to provide for individual direction and supervision to enhance each class participant. T's Water Consulting also offers consulting for new businesses or existing business in Water Therapy Facilities including logistics and operations as well as training of personnel.

Location: 10925 Hartley Road Suite E,  
Santee, CA 92071 (San Diego)  
Ph: 619-822-3223  
[tinassysk9@gmail.com](mailto:tinassysk9@gmail.com)  
[www.ts9watertherapyconsulting.com](http://www.ts9watertherapyconsulting.com)  
Contact: Tina Trainor  
IAAMB/ACWT PREP since 2015

Let your fellow members and everyone else know  
**who** you are,  
**what** you do,  
**why** you do it, and  
**how** you work  
to help your animal clients!

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New rates/sizes per issue:

- \$20 for business card ad
- \$35 for ¼ page
- \$70 for ½ page
- \$95 for a FULL PAGE!

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Product Discounts, Liability  
Insurance, Conferences, and  
other Benefits

## SCHOOL CALENDAR July - November 2016

**August 2016**

12-17	La Paw Spa	The Heart of Canine Hydrotherapy Level Two	Sequim, WA	<a href="http://www.lapawspa.com">www.lapawspa.com</a>
18-22	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes Anatomy and Marketing home study courses	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
19	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica Bernhoffer	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>

**September 2016**

10-23	Ojai School of Canine Massage	200-hour onsite Small Animal/Canine Massage Course	Ojai, CA	<a href="http://www.ojaischoolofmassage.com">www.ojaischoolofmassage.com</a>
17	PetMassage™ Training and Research Institute	PetMassage for Dog Lovers Mini Workshop	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
17	PetMassage™ Training and Research Institute	Dog Handling and Leadership Skills for the Dog Owner	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
22-26	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes Anatomy and Marketing home study courses	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
23	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica Bernhoffer	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
23 - October 2	La Paw Spa	The Heart of Canine Hydrotherapy Level One and Two Combined	Sequim, WA	<a href="http://www.lapawspa.com">www.lapawspa.com</a>

**October 2016**

17-21	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop includes Medical Terminology, Canine Physiology, Kinesiology and Pathology for the Canine Massage Practitioner home study course	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
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**November 2016**

10-14	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes Anatomy and Marketing home study courses	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
11	PetMassage™ Training and Research Institute	Dog Handling in Canine Massage with Monica Bernhoffer	Toledo, OH	<a href="http://www.petmassage.com">www.petmassage.com</a>
11-20	La Paw Spa	The Heart of Canine Hydrotherapy Level One and Two Combined	Sequim, WA	<a href="http://www.lapawspa.com">www.lapawspa.com</a>



Have you created an amazing YouTube videos?  
Share them with your fellow members.  
Post it on the IAAMB Facebook page.  
**BROADCAST YOURSELF.**  
Put a link to it.  
Feedback, comments and collegial support  
are always helpful.

<http://www.facebook.com/#!/IAAMB>

As a Corporate Member of ABMP, IAAMB/ACWT members can get more than “Just Insurance”.



- Occurrence-form coverage, which ABMP pioneered in 1993 as a member benefit protects members from late-filed claims.
- The highest insurance limits available in the field — the profession's best value in liability coverage. Ours are the highest aggregate coverage's available — \$3 million professional liability (malpractice), another \$3 million general liability (slip and fall) and yet another \$3 million products liability.
- Legal defense coverage, \$100,000 premises fire-damage coverage for renters and no charge for obtaining an additional insured endorsement if requested by a member employer or landlord. All this is covered by our basic membership fee.
- A courteous, expedient, well-trained professional staff when members count on ABMP most — when a claim has been made.
- Optional insurance programs — low-cost optional business personal property insurance can insure massage tables and other office possessions.
- Exclusive member discounts — including a low-cost credit card program to make a practice credit-card friendly, tax services, office supplies, computer supplies, wireless services and products, travel/lodging and car rental, professional subscriptions and resources, a legal support program, health programs, a members-only credit card and more.



IAAMB /ACWT Member  
Incentives, Discounts & Benefits

PetMassage™ Training and Research Institute offers 5% member discount for

- PetMassage™ Foundation and Advanced Workshops and home study courses
- All PetMassage™ products. [www.petmassage.com](http://www.petmassage.com)



RMSAAM (Rocky Mountain School of Acupressure and Animal Massage) offers a 10% discount off tuition for all members. Rocky Mountain School of Animal Acupressure and Massage: Offers 20% off the following products:

- *BASIC CANINE MASSAGE INSTRUCTIONAL DVD*. 33 minutes \$24.99 (list price) + S/H.
- *CANINE ACUPRESSURE BOOK*. A reference for professionals, a learning guide for enthusiasts and a workbook for students, \$54.95 (list price) + \$8.00 S/H and insurance.

2950 Douglas Rd. Toledo, OH 43606 USA [www.iaamb.org](http://www.iaamb.org) 800.903.9350 419.464.8922