

President's message July 2013

Hello member,-

While working on a short article for a magazine in their Industry Innovations section, I realized that our "industry" is based on – and can only function – with constant and perpetual innovation.

Our clients live in a world of spontaneity. Their survival depends on their ability to respond to their environments. Bodies and minds are in constant motion mode: appraising and assessing, processing what they can recognize while questioning and avoiding what they cannot.

The massage and bodywork that they receive is processed through these filters. They can easily accept what they recognize; and question, and shy from, what they interpret as feeling or appearing hostile or foreign.

Animals who've never had a professional bodywork treatment often need some extra time and TLC for orientation. They need to understand what a bodywork session is and what it is not. Their session is not grooming. It is not a vet exam. It is not daycare or playtime.

What a bodywork session is, is a time and place to surrender control and allow the natural health-reviving tendencies of the body to be massaged and stimulated.

This is not news to us. It may be news for our clients, who may never have experienced the physical and emotional shifts that are expressed during a session. Of course they know what petting feels like. And they know what stretching feels like. They only know their bodies within the limited sensory experience they have had.

I am continually pleased and amazed at the expression on the faces of the dogs I work with at the ends of their sessions. Those goofy smiles, the sleepy eyes, the flexibility of the skin and coat, the freer mobility in the joints and tails all indicate a state of enhanced ease and comfort. I describe it as contented bewilderment.

What is so bewildering, so unusual, so strange? My sense is that it is the animal's new awareness of his/her body. Awareness that it is alive. It is breathing, circulating, tight, flexible, sore, warm, cool, stuck, and especially interconnected and purposefully wellness directed.

This is the animal's temple. It is where its past, present and future, body and spirit, miasmas and potentials reside. What an awesome concept for our animal clients to recognize! What an awesome honor it is for us to be the facilitator of their G&D, growth and development.

So, when my clients intimate that they are on the edge of concern or questioning what I am doing, I need to quickly innovate. I need to recognize that there is a shift in the energy the dog is projecting. I need to notice the signals within the tiny changes in respiration, tightening of the mouth or eyes, color and quality of moisture of the tongue, and shifts in weight.

I also need to notice any shifts within my own body. Am I holding my breath? Are my body mechanics correct? Am I straining or off balance? Am I absolutely present?

For my innovation to affect our combined industry, I must observe our collective experience and figure out a way to make it work for both of us. Figure out a way to enhance it in such a way that the dog and I both feel safe and comfortable and wellness directed.

One way that I have learned, and recently relearned, is the imperative to become the leader. The leader is the one with the slower heart rate. The leader is the one who will be able to maintain his/her cool and assume control during any real or imagined situations that involve scary monsters.

The leader owns everything and offers permission for the follower to participate and have access to property. The leader owns the doorway, the floor, the yard, the table, the water bowls, the food, the treats, and yes, the toys. Even the middle of the bed.

The leader does not greet the followers as soon as he/she enters a room. The followers are expected to separate, allowing space for the leader to walk and wait until they are acknowledged and invited to approach. The leader owns the space.

The leader spends a few minutes prior to the session, to initiate the newbie into the rites and rituals of accepting massage and bodywork. The leader gets the dog to acknowledge their different roles, invites the dog onto the leader's table, and then begins the bodywork, expecting respectful table manners.

Your assumption of the role of leader could be confusing for dogs who are used to being the leader in their own homes. Often the innovation is a shift of perspective; altering the entire experience.

Staying in "touch,"

Your President,
Jonathan Rudinger

Welcome New Members Student Members*

Beverly G. Adams

Blue Ridge Therapeutic Massage
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Canine Massage

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Massage Therapy, Pet Rehabilitation
and In home pet care

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Small Animal Massage

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Victor, ID
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Rehabilitation Services for Canines

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Wellness Center, LLC
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dogsgoneswimming@gmail.com
www.dogsgoneswimming.com
Small Animal Massage Warm Water
Swimming for Therapy, Rehabilitation,
Exercise/Weight Loss, Arthritis, Learn to
Swim and Acupuncture

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Happy Spirit Pet Massage
Ballston Spa, NY
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Dog and Cat Massage, Dog Brushing,
Dog and Cat Bathing, Limited
Boarding/Pet Sitting

Kathryn Frost*

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Woofs & Hoofs Animal Massage
Helchteren, Belgium
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Canine/Equine Massage
Therapist/Osteopath

Ines Ifarraguerri

Shanti Holistic Dog Therapy
Guaynabo, Puerto Rico
shantidog@live.com
Aromatherapy, Reiki and Massage
Therapy

Savannah Aliy Jackson

Prana Quantum Inc
Swall Meadows, CA
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www.HorseProphet.com
Horse Biomechanics, Physiology,
Meridian Points, Acupressure,
Chiropractic-like Methods, Myofascial
Release and Nutrition

Mary Last

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[www.facebook.com/HandsOnEquineSer
vicesInc](http://www.facebook.com/HandsOnEquineServicesInc)
Equine Sports Massage, Myofascial
Release, Natural Horsemanship, Basic
Horse Care and Horse Handling and
Safety

Denise Lawler, CCMT

Unconditional Love, LLC
Littleton, CO
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Canine Massage

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Sweet Karma Massage
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Canine and Feline Massage

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Equine Bodywork, Massage, Myofascial
Release, Proprioceptive Rebalancing,
Movement Retraining

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Equine Acupressure to Facilitate Natural
Healing

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Canine Massage

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For The Love of Dogs, LLC
Prospect, CT
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Canine Massage Therapy, Small Animal
Massage Therapy, Animal Reiki, Pet
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Service & Dog Training
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Pamela Stanner

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ZahnLady@aol.com
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Canines, Healing Touch for Animals and
TTouch for Horses and Dogs

Tanya VanderHammen Bryan

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Care

Passionate Pet Parents

By Cathy Bickerstaff



Bouji is a sweet little 14 ½ year old blonde all American dog with passionate parents. One day she couldn't stand very well. She tottered around if she moved at all. Her head was at an odd angle. Was it idiosyncractic vestibular syndrome or a stroke? Days passed and she didn't improve. Everyone assumed stroke. A week or more passed. Bouji received subcutaneous fluids because she couldn't drink enough on her own. She also received acupuncture trying to stimulate the neuro pathways.

A volunteer dog walker from Humane Society of Memphis and Shelby County remembered another volunteer who did pet massage and told the pet parents. The passionate pet parents were not ready to let Bouji go so they called me. I cried the first time I met her because she looked so pitiful. It was heart wrenching watching as she tried to stand or move at all.

Bouji and I have been working together twice a week for 3 months. While Bouji is not 100% she has come a long way. Her passionate pet parents say that she is hard of hearing, but I wonder. One day I brought my table in without saying anything to Bouji since she appeared to be asleep. When the table legs rattled Bouji perked up and started walking toward the table. Another day when I arrived, Bouji was awake. I called out, "Miss Bouji, are you ready for your massage?" Bouji met me half way. On another occasion, I had quietly set up the table, but when I turned on the music Bouji perked up and headed toward the table.

It is not my imagination that Bouji enjoys the massage and looks forward to them. The passionate pet parents have watched her respond and her status improve. Bouji cooperates with stretches and appears to really enjoy the face work as well. Without Bouji's passionate pet parents she might have crossed over the rainbow bridge already. Now, Bouji still enjoys life with her passionate pet parents and a good massage twice a week.



Cathy has been a member of the IAAMB since June 2012

Cathy's Canine Complements
Bartlette, TN
www.cathyscaninecomplements.com

Remember-ship

To you who have renewed your membership:

Thank you for your continued interest and support.

With your membership, the IAAMB and IAAMB/ACWT

continues

to grow, develop, and support our industry.

Have you created an amazing YouTube video?
Share 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>



The Role of Emotions in Massage

By Jeanna Billings



I was recently massaging a beautiful dog who, according to his guardian, appeared to be having some back pain, to the point that he was no longer his usual bouncy self or able to clear

his agility jumps. While performing skin rolling on the dog, I noticed that the skin along his spine was loose and pliable—except in the mid-back area. I continued to work, noticing that no matter what technique I used, that one area of skin remained tightly adhered to the dog's musculature. In talking with the dog's guardian, I mentioned that this particular area correlates with the solar plexus chakra, the emotional center, and asked if there had recently been any emotional upsets in the dog's life? She replied that the dog's furry best friend had recently passed away. As she said the words, the dog turned his soulful brown eyes my way and I said to him, "I'm so sorry you lost your friend. You must miss him very much."

In that instant, the dog's mid-back skin suddenly became pliable and soft in my hands. His guardian was amazed at the difference! She contacted me the next day and said it was like having a different dog! The spring was back in his step and he no had back pain. He was also able to successfully clear his agility jumps!

It was a timely reminder that we must sometimes look beyond the physical and remember that emotions can play a role manifesting symptoms in the physical body. The simple act of acknowledging this dog's grief at losing his best friend enabled him to 'let go' of the physical pain he was holding in his solar plexus.

If you have an animal that appears to have no physical reason for pain or tightness, talk with the animal's guardian to discern if the animal is grieving. If the answer is 'yes', be sure to acknowledge the animal's loss. Our animal friends need our love and compassionate understanding in these times as in no other, and this can only enhance the massage experience.

Jeanna has been member of the IAAMB since October 2010

Shaman's Spirit

www.shamansspirit.net

Join us on Facebook

We have two IAAMB pages on Facebook.

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>

Friend us (when did "friend" become a verb?).



Here's another way for you to 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 10, 2013

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

The IAAMB/ACWT: What's in it for me?

Visit www.iaamb.org

Learn about our
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Did you hear about that school?
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At Rocky Mountain School of Animal Acupressure and Massage (RMSAAM), we offer a wide range of courses in animal massage, acupressure, reiki, essential oils, animal communication and more. RMSAAM's reputation for quality is unsurpassed. We are recognized around the world for our top-notch curriculum, experienced instructors, published educational materials, and high industry standards.

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NEW DVD
NEW WORKSHOP
NEW DISTANCE LEARNING COURSE

Dog Handling in Canine Massage

Host: Jonathan Rudinger, PetMassage Founder

Instructor: Monica West, PetMassage Practitioner, Canine Behaviorist



For an effective practice, you must be creatively capable of working with a large variety of dogs and dog situations.

While most of the dogs that are brought to you for canine massage will be easy to work with, other dogs may have behavioral issues which might make touching them or even looking at them, precarious.

These dogs may be sore, irritable, confused, or disoriented. Their blood chemistries may be out of balance. They may be presenting the signs and symptoms of old age. They could be in rehabilitation from injuries or surgery. They may be lacking social skills. Or, they might just be used to being the alpha member of their home pack and having their way.



For your physical and spiritual safety, and for the safety of the dogs you massage, you must understand and "speak" "canine." This is the universal language of nature...the language of yoga. When you stay in the present and speak through yoga breathing, posture, and focus, dogs get it. Understand the code. Declare yourself as pack leader. For the half-hour you are sharing your lives, earn the dogs' respect and invite cooperation on their terms.

This DVD, workshop, and Distance learning course takes you through several possible dog handling scenarios during the canine massage session offering insights and demonstrations of skills. There are four parts to the DVD: Introduction and the yoga connection, skills and concepts, field trip to the ASPCA, and a review conversation between Jonathan and Monica.

These dog handling skills are essential for your practice. They will enhance your influence with dogs *and* their pet parents. With more confidence you will be able to offer your canine massage service to more dogs, and in a greater variety of situations.

Increase your canine demographics and your income.

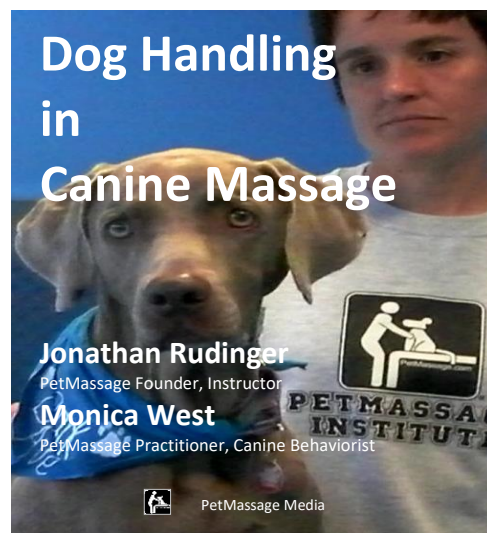
- *Dog Handling in Canine Massage* DVD by itself: 62 minutes \$25.00
- *Dog Handling in Canine Massage** 4 hour on-site workshop \$165.00 (Includes DVD)
- *Dog Handling in Canine Massage*: Distance learning course \$165.00 (Includes DVD and test for certificate of course completion)

*This hands-on workshop is the first half-day of the Foundation and Advanced PetMassage workshops and is included in workshop fees. We encourage everyone, whether your training was with PetMassage or another agency, to learn these essential perspectives and skills. You are welcome to register for these workshops and take the class even if you are not taking the rest of the workshop. If you cannot attend a hands-on workshop, you can get the next best thing: order the DVD.

“This workshop incorporates the concepts of yoga into dog handling! This is a dimension to our PetMassage workshops that was much needed. I encourage everyone who has already taken a canine workshop to learn these skills. You are welcome to attend even if you have not previously attended PetMassage courses. These 4-hour hands-on class will be the first day of each Foundation and Advanced workshop.”

-Jonathan Rudinger, PetMassage Founder

Order your DVD or Register to attend this workshop at www.petmassage.com or call 800.779.1001



In This Newsletter

President's Message

New Members

Articles by: Cathy Bickerstaff and Jeanna Billings

School Calendar for July 2013 – December 2014

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www.iaamb.org

President, Editor Jonathan Rudinger

Vice President Anastasia Rudinger

Membership Administrator Beth Farkas

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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.

Animal Spirit Healing & Education Network

Brandenburg Massage Therapy LLC

DearLife Animal Health™, LTD

Equissage Texas, LLC

Escent-Oil Balance and Circle Star Farms

La Paw Spa

Northwest School of Animal Massage

Ojai School of Massage

PetMassage™ Training and Research Institute

Rocky Mountain School Animal Acupressure and Massage

SCHOOL CALENDAR July 2013-December 2014

July 2013

Date	School	Course	Location	Link
1-7	Ojai School of Massage	200-hours, 12 ½ day Intensive Holistic Small	Ojai, CA	www.ojaischoolofmassage.com
4	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
8	Rocky Mountain School of Animal Acupressure and Massage	PetTech CPR	Elizabeth, CO	www.rmsaam.com
8-13	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com www.rmsaam.com
9	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Elizabeth, CO	www.rmsaam.com
9	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 1	Elizabeth, CO	www.rmsaam.com
13	Rocky Mountain School of Animal Acupressure and Massage	Large & Small Animal Acupressure 2 Day Refresher	Longmont, CO	www.rmsaam.com
15	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Elizabeth, CO	www.rmsaam.com
15	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 2	Elizabeth, CO	www.rmsaam.com
18-22	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com
19	Rocky Mountain School of Animal Acupressure and Massage	Animal Reiki Practitioner	Elizabeth, CO	www.rmsaam.com
21	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 3	Elizabeth, CO	www.rmsaam.com
27-28	PetMassage™ Training and Research Institute	Tellington TTTouch® Introductory Workshop with Sage Lewis	Toledo, OH	Call for Details 800-779-1001

August 2013

Date	School	Course	Location	Link
1	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
5	Rocky Mountain School of Animal Acupressure and Massage	Pet Tech CPR	Elizabeth, CO	www.rmsaam.com
5-9	PetMassage™ Training and Research Institute	PetMassage WaterWork Canine Water Massage Workshop	Toledo, OH	www.petmassage.com
6	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 1	Elizabeth, CO	www.rmsaam.com
6	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
12	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Elizabeth, CO	www.rmsaam.com

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12	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 2	Elizabeth, CO	www.rmsaam.com
14-19	La Paw Spa	The Heart of Canine Hydrotherapy Level Two	Sequim, WA	www.lapawspa.com
15	Rocky Mountain School of Animal Acupressure and Massage	Large and Small Animal Acupressure Level 1	Longmont, CO	www.rmsaam.com
15.-19	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com
18	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 3	Elizabeth, CO	www.rmsaam.com
23	Rocky Mountain School of Animal Acupressure and Massage	Large and Small Animal Acupressure Level 2	Longmont, CO	www.rmsaam.com

September 2013

Date	School	Course	Location	Link
3	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Cape Coral, FL	www.rmsaam.com
5	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
8	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Cape Coral, FL	www.rmsaam.com
9	Rocky Mountain School of Animal Acupressure and Massage	Pet Tech CPR	Elizabeth, CO	www.rmsaam.com
12.-16	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com
10	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Elizabeth, CO	www.rmsaam.com
10	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 1	Elizabeth, CO	www.rmsaam.com
12	Rocky Mountain School of Animal Acupressure and Massage	Large and Small Animal Acupressure Level 1	Longmont, CO	www.rmsaam.com
13	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Cape Coral, FL	www.rmsaam.com
16	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Elizabeth, CO	www.rmsaam.com
16	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 2	Elizabeth, CO	www.rmsaam.com
20	Rocky Mountain School of Animal Acupressure and Massage	Animal Reiki Practitioner	Elizabeth, CO	www.rmsaam.com
20	Rocky Mountain School of Animal Acupressure and Massage	Large and Small Animal Acupressure Level 2	Longmont, CO	www.rmsaam.com
22	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 3	Elizabeth, CO	www.rmsaam.com
25-Oct 4	La Paw Spa	The Heart of Canine Hydrotherapy Level One and Two Combined	Sequim, WA	www.lapawspa.com

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27	Rocky Mountain School of Animal Acupressure and Massage	Advanced Massage for the Canine Athlete	Elizabeth, CO	www.rmsaam.com
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October 2013

Date	School	Course	Location	Link
1	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Cape Coral, FL	www.rmsaam.com
3	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 1	Elizabeth, CO	www.rmsaam.com
6	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Cape Coral, FL	www.rmsaam.com
7-19	Ojai School of Massage	200-hours, 12 ½ day Intensive Holistic Small Animal Massage Program	Ojai, CA	www.ojaischoolofmassage.com
8	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 2	Elizabeth, CO	www.rmsaam.com
8	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 1	Elizabeth, CO	www.rmsaam.com
11	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Cape Coral, FL	www.rmsaam.com
12	Rocky Mountain School of Animal Acupressure and Massage	Animal Communication	Elizabeth, CO	www.rmsaam.com
14	Rocky Mountain School of Animal Acupressure and Massage	Canine Massage Level 3	Elizabeth, CO	www.rmsaam.com
14	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 2	Elizabeth, CO	www.rmsaam.com
19	PetMassage™ Training and Research Institute	Animal Communication with Jeanna Billings	Toledo, OH	Call for Details 800-779-1001
20	PetMassage™ Training and Research Institute	Canine Chakra Balancing with Letha Cupp	Toledo, OH	Call for Details 800-779-1001
21	Rocky Mountain School of Animal Acupressure and Massage	Equine Massage Level 3	Elizabeth, CO	www.rmsaam.com
21-26	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com

November 2013

Date	School	Course	Location	Link
7-11	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com

December 2013

Date	School	Course	Location	Link
6-9	PetMassage™ Training and Research Institute	Instructor Training for PetMassage Satellite School	Toledo, OH	www.petmassage.com

February 2014

Date	School	Course	Location	Link
20-24	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com

March 2014

Date	School	Course	Location	Link
13-17	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com
21-24	PetMassage™ Training and Research Institute	Instructor Training for PetMassage Satellite School	Toledo, OH	www.petmassage.com

May 2014

Date	School	Course	Location	Link
19-24	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com

June 2014

Date	School	Course	Location	Link
5-9	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com
16-20	PetMassage™ Training and Research Institute	PetMassage WaterWork Canine Water Massage Workshop	Toledo, OH	www.petmassage.com

July 2014

Date	School	Course	Location	Link
17-21	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com

August 2014

4-8	PetMassage™ Training and Research Institute	PetMassage WaterWork Canine Water Massage Workshop	Toledo, OH	www.petmassage.com
15-18	PetMassage™ Training and Research Institute	Instructor Training for PetMassage Satellite School	Toledo, OH	www.petmassage.com

September 2014

Date	School	Course	Location	Link
18-22	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com

October 2014

Date	School	Course	Location	Link
20-25	PetMassage™ Training and Research Institute	Advanced Canine Massage Workshop	Toledo, OH	www.petmassage.com

November 2014

Date	School	Course	Location	Link
6-10	PetMassage™ Training and Research Institute	Foundation Canine Massage Workshop includes distance learning modules of Anatomy and Marketing	Toledo, OH	www.petmassage.com

December 2014

5-8	PetMassage™ Training and Research Institute	Instructor Training for PetMassage Satellite School	Toledo, OH	www.petmassage.com
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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!

Market yourself and your business!

**ADVERTISE IN THE IAAMB/ACWT
NEWSLETTER**

New rates/sizes per issue:

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

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

Florida www.faaor.org

Illinois www.iaaor.org

Minnesota contact: Kelly Murphy kemurphy00@yahoo.com

New Jersey www.saddlebrookridge.com/LEGAL.htm

Wisconsin contact Polly Remick wiaaor@earthlink.net

North Carolina: Sue King www.companionchi.com/ncacat.html



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

- all workshops (not including Instructor’s Licensing Program)
- all PetMassage™ products. 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 & insurance.
- *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 & insurance.

