



2012 Course Catalog

training compassionate professionals since 1969



WELCOME!

Thanks for your interest in the San Francisco School of Massage & Bodywork.

The San Francisco School of Massage & Bodywork (SFSM) is one of the oldest and most respected massage schools in the country and has been training highly skilled massage & bodywork professionals since 1969. We offer a vastly qualified and diverse teaching staff, many of whom are graduates of the school. All of our instructors are dedicated to providing an exceptional curriculum that satisfies the criteria for certification in the state of California. We take pride in the flexibility of our programs, which are designed to meet the needs of our students juggling a variety of personal and professional responsibilities. SFSM's location gives students an opportunity to experience the excitement of San Francisco, steps away from national landmarks, historical districts, and great food.

Whether you are pursuing massage therapy as a career or for self fulfillment, it is an exciting time to be entering the field. Massage and bodywork is increasingly recognized as an integral part of holistic healthcare. Therapists are employed in a wide variety of settings including sports clinics, chiropractic offices, hospitals, hospices as well as the more traditional health clubs, resorts, spas and yoga studios. In addition, many bodywork professionals enjoy self employment with flexible schedules and vast earning potential. Whatever path you choose, SFSM pledges to support your growth and make learning fun!

We invite you to attend an informational open house to take a tour of the school and learn more about our programs, workshops, schedules, and tuition. Please call or visit our website, **sfschoolofmassage.com** for more information. We look forward to hearing from you.

~ Gary Witt CMT, certified Rolfer
school director



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PROGRAM OVERVIEW

The San Francisco School of Massage & Bodywork, a private institution, offers over 800 hours of training and is approved to operate by the Bureau for Private Postsecondary Education. Classes are typically taken in 125, 250 and 500-hour program blocks to accommodate the needs and schedules of a variety of students. Certifications can be earned in as little as two weeks or up to one year, depending on your choice of program. Our program offerings are flexible to meet the needs of a diverse student population.

Training at SFSM begins with level 1 certification in either the *Fundamentals of Massage* (125 hours) or *Zen Shiatsu Massage* (125 hours) programs. Both courses provide a solid foundation for entry-level employment within the scope of the City of San Francisco and other California municipality regulations. Building upon the knowledge and skills obtained in the level 1 certificate programs, the *Advanced Massage* (125 hours) and *Bodywork Therapist* (250 hours) programs, as well as our Continuing Education workshop series, provide students with opportunities to gain additional skills, experience, and competence.

The San Francisco School of Massage & Bodywork also offers a 250-hour *Massage Practitioner* and 500-hour *Massage Therapist* program. Both programs are designed to give the student all the hours and course work needed to begin and maintain a successful career in massage and bodywork. All of SFSM's programs and/or workshops can be combined in a variety of ways to fulfill the 250 and 500-hour California certification requirements.

Unless otherwise indicated, all classes are held at The San Francisco School of Massage & Bodywork, 475 Valencia Street, San Francisco, California, 94103.

INDIVIDUAL CERTIFICATE COURSES

[Level 1: *Fundamentals of Massage*]

125 HOURS

MISSION:

In this entry-level course, students will learn the foundations of therapeutic massage, gaining essential skills and mastering an assortment of massage techniques, all within the classic Swedish massage framework. The *Fundamentals of Massage* course is offered in two formats: An ongoing flexible schedule, and a 15 day full-time intensive schedule. Classes consist of a short lecture, demonstration of techniques, and an instructor-guided practice session in which students have the opportunity to practice on one another. Emphasis is placed on proper body mechanics, communication skills, and developing self-awareness as a practitioner. At the end of the program, students will then be able to apply, practice and refine newly learned techniques through participation in SFSM's student massage clinic.

OBJECTIVES:

- **Massage Theory and Technique** - Instructors demonstrate and explain the art and science of Swedish and other massage styles.
- **Hands-On Learning** - Students work on one another in supervised classroom practices.
- **Anatomy and Physiology** - Active exploration of the body and its function.
- **Business and Ethics** - Learn proper communication essential for business and client relations.
- **Marketing and Regulations** - Covers the basics of marketing your services and obtaining a license.
- **Body Mechanics** - Emphasizes proper use of the body while performing a massage.
- **Student Massage Clinic** - Participation in SFSM's supervised community massage clinic.

GRADUATION REQUIREMENTS:

- Written examination, 70% correct or better score to pass.
- Final Practical Examination consisting of a full-body massage on a designated staff member.
- Complete 105 hours of in-class instruction and hands-on practice.
- Complete and document a minimum of 5 practicum (practice) massages outside of class.
- Complete 20 clock hours in the SFSM Student Clinic.
- Complete Anatomy Coloring Book assignments as listed in the anatomy section of this manual.

Two different scheduling formats are available for this course:

- 1 The 125-hour Ongoing Format:** Students can design a flexible schedule, choosing the classes they need for certificate completion, during the times most compatible with their work and family life. Classes are three hours long, offered on Tuesdays, Wednesdays and Thursdays from 2-5pm and/or 6:30-9:30pm. The entire course can be completed in as little as eight weeks, with the majority of students taking about four months to finish.
- 2 The 125-hour Intensive Format:** Classes meet for eight hours each day over a two-week duration with two mid-week days off. This course is ideal for students who have a free block of time which they are wish to commit to the study of massage therapy while building camaraderie with a small group of peers. Advanced registration is highly recommended.

INDIVIDUAL CERTIFICATE COURSES

[Level 1: *Zen Shiatsu Massage*] 125 HOURS

MISSION:

A rigorous 125-hour course of study lasting approximately 12 to 14 weeks, classes consist of lecture and demonstration, followed by guided practices. This level 1 course is offered several times a year. Shiatsu is a deep, invigorating, style of massage developed over millennia and brought to western shores in the 20th Century. "Shiatsu" literally means "finger pressure." Similar to acupressure, shiatsu harmonizes the body's energy by applying thumb and palm pressure to 14 major energy channels (meridians). Shiatsu promotes self-healing, provides long-lasting stress relief and relaxation, and restores the body's energy to its natural state of homeostasis. A typical Shiatsu session is both relaxing and energizing as the therapist employs pressure while moving about the body in a rhythmic, flowing sequence. All major muscle groups are stretched and all joints in the body are mobilized, restoring energetic harmony and a sense of bodily awareness. Students work together throughout the program, developing camaraderie and competence as they practice on one another in and outside of class. At the end of the program, students will then be able to apply, practice and refine newly learned techniques through participation in SFSM's student massage clinic.

OBJECTIVES:

- Techniques for addressing all 14 major meridians in a 60 or 90-minute, whole body session performed traditionally on a mat.
- An understanding of energy movement, skills for determining imbalances and strategies for harmonizing Qi in individually-tailored massage sessions.
- Basic principles of Traditional Chinese Medicine (TCM), including meridians, their associated organs and important acu-points.
- Fundamentals of human anatomy and kinesiology.
- Body mechanics for working safely and with ease, relying on use of body weight rather than muscular strength.
- Cultivation of mindfulness, breath awareness (for practitioner and client) and therapeutic touch.
- Basic marketing and business management skills to begin a career as a Shiatsu Therapist.

GRADUATION REQUIREMENTS:

- Complete all hours of the required classroom curriculum.
- Complete all assignments in the Anatomy Coloring Book as directed by the instructor.
- Perform and document all required practice sessions outside class during the course.
- Complete and pass a written Anatomy Exam covering the muscles & bones.
- Present a personal project on the final day of the course. This can be on the theme of the Five Elements, Yin/Yang theory, Meridians or a similar aspect of the shiatsu course.
- Complete a written Shiatsu exam covering Shiatsu theory and the meridians.
- Complete a hands-on practical final exam in class. You will complete a full Shiatsu session demonstrating all the techniques of prone and supine positions as taught in class.
- Complete 20 clock hours in the SFSM Student Massage Clinic.
- If you do not pass your practical final, your instructor will make recommendations for classes for you to take to bring you work up to the quality expected of a graduating student.

[Level 2: *Advanced Massage*] 125 HOURS

Prerequisite: Certification in Fundamentals of Massage or equivalent.

MISSION:

SFSM's level 2 advanced Massage course elevates basic massage skills to the next level. Professional proficiency is achieved through deeper study of subjects introduced in the basic fundamentals courses. The 125-hour Advanced Massage course is ideal for graduates of the Fundamentals of Massage program, as well as the practicing therapist who is seeking a deeper understanding of the body. This course threads muscle function with deep tissue palpation and visual assessment, and enhances communication and marketing skills. At the mid-way point in this course, students will be able to apply, practice and refine newly learned techniques through participation in SFSM's student massage clinic. Students who graduate from this certificate program will leave with enhanced confidence and knowledge that will serve them in the pursuit of a successful practice in massage therapy. Classes are held on Tuesdays and Thursdays from 6 to 9:30pm and three to four Saturdays from 9 to 6pm. The entire program takes approximately 10 weeks to complete.

OBJECTIVES:

- **Kinesthetic Awareness** - Students will examine the relationship between muscle function in regards to daily tasks and common complaints from clients. Palpating familiar muscles determines their direction and action. With practice, you will be able to identify variations of muscle patterns.
- **Massage Technique** - Students will utilize new knowledge of posture and muscle function to inform their massage work, applying strokes and new deep tissue techniques with a specifically therapeutic intent and approach. By utilizing this increased awareness of muscle function and structural anatomy, students will be better able to tailor sessions specific to each client. New deep tissue and myofascial techniques will enable students to address specific areas of tension in muscles to facilitate the release of holding patterns, pain, and dysfunction.
- **Deepening Mindfulness** - Our clients deserve our undivided attention. Each week we will explore awareness and meditative practices that will be woven throughout the course through in classroom and at home assignments that will enhance, support, and expand students' abilities to be totally present with clients, their work, and themselves.
- **Building Professional Visibility** - Students will explore the possibilities of several professional situations as well as marketing and practice building techniques, cultivating essential skills from networking with other health professionals to basic record keeping, including exposure to working in a clinical setting through participation in SFSM's student massage clinic.

GRADUATION REQUIREMENTS:

- **Attendance:** You are expected to attend all classes. The Advanced Massage Course is an hours based certificate program. A total of 125 hours are broken down into 105 classroom hours and 20 SFSM Student Clinic hours.
- **Student Clinic:** Completion of 20 hours in SFSM Student Clinic (Five - 4 hour shifts).
- **Assignments:** Please complete all reading assignments before class. Reading assignments are listed by class on the class schedule.
- **Kinesiology Project & Oral Presentation:** A hands-on, written, and oral assignment allowing you to explore anatomy on a more intimate plane and gain confidence speaking in anatomical terms. Presentations will be in class to your fellow classmates.
- **Referral List:** Part of professional visibility project to develop your network of professionals that can provide support, to you and your clients.
- **Make-up Assignments:** Completion of all make-up assignments if applicable.

INDIVIDUAL CERTIFICATE COURSES

[Level 3: *Bodywork Therapist*] 250 HOURS

Prerequisite: Certification in Fundamentals of Massage and Advanced Massage or equivalent.

MISSION:

SFSM's *Bodywork Therapist* course is designed for bodyworkers who are ready to advance their skills to a higher level. Professional proficiency is achieved through deeper study of subjects introduced in the level 1 and level 2 courses.

In the competitive marketplace, any massage practitioner soon recognizes the absolute necessity of having superior skills to differentiate themselves from the masses. The *Bodywork Therapist* course offers students already holding their *Fundamentals of Massage* certificate and *Advanced Massage* certificate a clear path to reaching that higher level while at the same time earning more instructional hours. Additional instruction in advanced techniques frequently required of today's massage professional broadens the range of skills and heightens the practitioner's ability to adapt to suit a client's needs and requests. At the mid-way point in this course, students will be able to apply, practice and refine newly learned techniques through participation in SFSM's student massage clinic.

This course is taught by a highly qualified staff of health care and career massage professionals with educations ranging from an Ortho-Bionomist and Orthopedic Surgeon to a Certified Advanced Rolfer and Chiropractor. This combination of influences creates a unique and resource filled learning environment for students that offers many different perspectives on the course material.

OBJECTIVES:

- **Advanced Deep Tissue Techniques** - Beginning with crucial client-assessment skills, range-of-motion work, and the correct use of knuckles, forearms and elbows, this class addresses appropriate application of deep-tissue work throughout the body. The material presented is designed to be incorporated immediately in a full-body massage, allowing students to work deeply, safely, and with ease.
- **Trigger Point Therapy** - This section will provide an in-depth study of structural trigger points and their practical applications in bodywork. Students will learn release modalities which utilize structural trigger points designed to facilitate release of muscle groups while minimizing stress on the practitioner. Also included will be body assessment and curative modalities for common ailments and injuries.
- **Ortho-Bionomy®** - Ortho-Bionomy is a unique body therapy, using gentle and comfortable positioning of the clients body to facilitate the release of pain and tension. Ortho-Bionomy is incredibly effective for those "hard-to-release" places in the body. Ortho-Bionomy is completely painless for the client. It deeply integrates the mind/body connections. Fun and easy to learn, Ortho-Bionomy has wide practical application and can be used with any client.
- **Advanced Anatomy** - The anatomy portion of this course brings the student into the world of anatomical relationships. You will touch, palpate, feel and study how the body fluidly moves. This material delves into the structural function of the body; bones, joints and muscles and how they interrelate. You will have the opportunity to integrate this deeper understanding of anatomy into hands-on bodywork techniques and case studies.
- **Pathologies/Orthopedic Conditions** - This class will cover common pathologies and the appropriateness of massage and bodywork for particular conditions. Class will also provide an overview of major injuries encountered in a massage practice, offering soft tissue strategies and rehabilitation suggestions. Main areas of injury to be covered include: ankle, knee, hamstrings, rotator cuff, tennis elbow, and over-use of the wrist. In addition to treatment plans, we will cover contraindications for massage, and exercises for flexibility and strength.

- **Cranial Sacral Therapy** - The totality of the human being exists on many levels simultaneously: physical, mental, emotional, and spiritual. Conventional massage training primarily addresses the physical dimensions, the body we can touch. This two day experiential portion of the course is designed to take the therapist into the unseen world of the subtle body. The anatomy of the human energy field will be introduced from a variety of perspectives and techniques. The practitioner will learn to find and work with the various pulses of the body, to cultivate inner stillness of presence, and will be introduced to the chakra system and to various systems of energy healing.
- **Stretching & Joint Mobilization** - Our bodies were designed to move. Modern life, however, is increasingly sedentary, limiting our natural types and ranges of motion and creating restrictions in our bodies. Traditionally, massage is performed on a passive, static body rather than actively involving the client on the table. In this class students will learn and utilize practical tools for actively engaging their clients in the process of opening their bodies from within. Topics will include visual assessment, contract/relax, PNF, reciprocal inhibition and practice integrating these dynamic approaches into a basic and advanced massage format.
- **Lymphatic Massage** - The lymph is a fluid transport system that is essential to our body's immune response, health and wellbeing. In this class students will learn to develop a light touch and will learn to palpate and recognize lymphatic movement. The first day will introduce you to the basics of lymphatic massage and the second day will focus on integrating these techniques into a hands-on massage and bodywork session. These skills will help you to individualize your clients' sessions and a range of conditions from simple colds to sprains and post operative swelling.
- **Building a Successful Practice** - This is an interactive part of the curriculum designed specifically to help our Bodywork Therapist course students clarify their business vision and goals, develop stronger communication skills, and market their practice effectively. Through individual assignments and group activities, you will learn how to shape, manage, finance and promote *"the practice of your dreams."*
- **Integration & Massage Clinic Experience** - In this series of classes, and through participation in SFISM's student massage clinic, students will learn to integrate a variety of techniques, honing their craft and learning to tailor a session that is unique to their client. The student gets an incredible amount of real hands-on time to practice, create and explore in a safe environment with lots of one-on-one coaching and a supportive group discussions.

GRADUATION REQUIREMENTS:

- **Attendance:** You are expected to attend all classes. The Bodywork Therapist Course is an hours based certificate program. A total of 250 hours are broken down into 210 classroom hours and 40 SFISM Student Clinic hours
- **Clinic Hours:** Completion of 40 hours in SFISM Student Clinic (Ten - 4 hour shifts).
- **Reading Assignments:** Please complete all reading assignments before class. Reading assignments are listed by class on the class schedule.
- **Professional Visibility Project Assignments:** Hands-on, written, and oral assignments allowing you to explore and develop professional skills relating to marketing, communication, practice management, and client relations. Presentations will be in class to your fellow classmates.
- **Case Study:** Beginning mid-way through the program, students will find appropriate client, conduct 5 sessions over the course of 10 weeks, utilizing the appropriate learned techniques, chart progress and present findings/summary to the class.
- **Make-up Assignments:** Completion of all make-up assignments.

250-HOUR MASSAGE PRACTITIONER PROGRAM

MISSION:

The *250-Hour Massage Practitioner Program* includes a curriculum focused on building the essential massage skills required for certification as a Massage Practitioner through the State of California. The student will learn basic and advanced massage skills, anatomy, and deep tissue techniques required to successfully treat common injuries and conditions often reported in a clinical, private practice, or spa setting. There is a focus on mastering deep tissue and myofascial techniques and on learning the skills necessary to tailor sessions to fit the needs of each client.

This program will provide you with the hours and curriculum required for the CAMTC's 250-hour Massage Practitioner Certification through the State of California, and includes the following components.

OBJECTIVES:

- Fundamentals of Massage
- Swedish and Other Massage Modalities
- Advanced Massage & Deep Tissue Skills
- Clinical Massage Techniques
- Professional and Practice Building Skills
- Bodywork Ethics and Boundaries
- Anatomy & Physiology
- Student Massage Clinic and Integrations
- Body Mechanics

GRADUATION REQUIREMENTS:

- **Attendance:** You are expected to attend all classes. The Massage Practitioner Program is an hours based certificate program. A total of 250 hours are broken down into 210 classroom hours and 40 SFSM Student Clinic hours.
- **Written Examination:** 70% correct or better score to pass.
- **Final Practical Examination:** consisting of a full-body massage on a designated member of the staff.
- Complete 210 hours of in class instruction and hands-on practice.
- Complete and document a minimum of 5 practicum (practice) massages outside of class.
- Complete 40 clock hours in the SFSM Student Clinic.
- Complete Anatomy Coloring Book assignments as listed in the anatomy section of this manual.
- Complete all reading assignments before class. Reading assignments are listed by class on the class schedule.
- **Kinesiology Project & Oral Presentation:** A hands-on, written, and oral assignment allowing you to explore anatomy on a more intimate plane and gain confidence speaking in anatomical terms. Presentations will be in class to your fellow classmates.
- **Referral List:** Part of professional visibility project to develop your network of professionals that can provide support, to you and your clients.
- **Make-up Assignments:** Completion of all make-up assignments if applicable.

500-HOUR MASSAGE THERAPIST PROGRAM

MISSION:

The *500-Hour Massage Therapist Program* is a comprehensive training designed for the student who is committed to building a rewarding career in massage and bodywork. The curriculum and content offered in this program covers all the essentials needed for becoming a successful master bodyworker/massage therapist. It includes everything from learning the basic massage fundamentals to mastering the most in-demand advanced modalities such as Deep Tissue, Trigger Point Therapy, and Cranial-Sacral. Emphasis will also be placed on honing clinical skills and building and marketing a successful bodywork practice.

This program will provide you with the hours and curriculum required for the CAMTC's 500-hour Massage Therapist Certification through the State of California, and includes the following components.

OBJECTIVES:

- Fundamentals of Massage
- Swedish & other Massage Modalities
- Advanced Massage & Deep Tissue Skills
- Clinical Massage Techniques
- Deep Tissue/Myofascial Release
- Trigger Point Therapy
- Cranial Sacral
- Stretching & Joint Mobilization
- Ortho-Bionomy®
- Lymphatic Massage
- Pathologies & Orthopedic Conditions
- Anatomy & Physiology
- Body Mechanics
- Professional & Practice Building
- Ethics & Bodywork Boundaries
- Student Massage Clinic and Integration



500-HOUR MASSAGE THERAPIST PROGRAM



GRADUATION REQUIREMENTS:

- **Attendance:** You are expected to attend all classes. The Massage Therapist Program is an hours based certificate program. A total of 500 hours are broken down into 420 classroom hours and 80 SFMS Student Clinic hours.
- **Written Examination:** 70% correct or better score to pass.
- **Final Practical Examination:** consisting of a full-body massage on a designated member of the staff.
- Complete 420 hours of in-class instruction and hands-on practice.
- Complete and document a minimum of 5 practicum (practice) massages outside of class.
- Complete 80 clock hours in the SFMS Student Clinic.
- Complete Anatomy Coloring Book assignments as listed in the anatomy section of this manual.
- Complete all reading assignments before class. Reading assignments are listed by class on the class schedule.
- **Kinesiology Project & Oral Presentation:** A hands-on, written, and oral assignment allowing you to explore anatomy on a more intimate plane and gain confidence speaking in anatomical terms. Presentations will be in class to your fellow classmates.
- **Referral List:** Part of professional visibility project to develop your network of professionals that can provide support, to you and your clients.
- **Professional Visibility Project Assignments:** Hands-on, written, and oral assignments allowing you to explore and develop professional skills relating to marketing, communication, practice management, and client relations. Presentations will be in class to your fellow classmates.
- **Case Study:** Beginning mid-way through the program, students will find appropriate client, conduct 5 sessions over the course of 10 weeks, utilizing the appropriate learned techniques, chart progress and present findings/summary to the class.
- **Make-up Assignments:** Completion of all make-up assignments if applicable.

CONTINUING EDUCATION WORKSHOPS

At the San Francisco School of Massage & Bodywork, we are committed to providing exciting educational opportunities. Our continuing education unit (CEU) workshops are crafted with the greatest care by SFSM educators and courses are selected for their excellence by our director. Our CEU workshops cover a wide range of subjects from Reiki attunements to Deep Tissue massage and give students or other professionals the chance to master new skills. Please examine the list of upcoming workshops to see what we have to offer you.

A sampling of some of the exciting continuing education classes we offer:

- Chair Massage
- Cranial Sacral Therapy
- Deep Tissue and Myofascial Release (I & II)
- Deep Tissue Common Injuries
- Dynamic Stretching and Mobilization
- Ortho-Bionomy
- Massage for Couples
- Pregnancy and Postpartum
- Reiki (I & II)
- Sports Massage
- Thai Massage (I & II)
- Trigger Point Release
- Working with the TMJ
- Muscle Energy Techniques
- Deep Tissue Full Body Integration
- Do In, Self Shiatsu
- Zero Balancing
- Hot stone Massage
- Lymphatic Massage
- Reflexology
- Spa Techniques for the Massage Therapist
- Table Shiatsu
- Intro to Structural Integration
- Advanced Neck Work
- Working with RSI
- Introduction to Ayurveda
- Integrative Anatomy
- Professional Visibility & Business

Pre-registration is required for all workshops. To reserve your space, a non-refundable \$50 deposit* is required. Balance of workshop tuition must be paid in full two (2) days prior to the start of class. Please register online at sfschoolofmassage.com or call **(415) 474-4600** to sign-up.

Cancellation Policy

If you have registered for a workshop and need to cancel, you must do so one week prior to receive a full refund or credit. If you cancel less than one week prior to your scheduled workshop, you will receive credit only. There will be no refund or credit for no shows or day-of-workshop cancellations.

**Workshop deposits are non-refundable under any circumstance.*



REGISTRATION & TUITION

We are pleased to offer our massage and bodywork therapy courses, consistently regarded as among the best in California, at remarkably competitive prices.

Please call us at (415) 474-4600 to register for any the following courses

PROGRAM	REGISTRATION	STRF*	BOOKS	TUITION	TOTAL**
FUNDAMENTALS OF MASSAGE	\$75.00	\$5.00	\$35.00	\$1,635.00	\$1,750.00
SHIATSU MASSAGE	\$75.00	\$5.00	\$90.00	\$1,580.00	\$1,750.00
ADVANCED MASSAGE	\$75.00	\$5.00	\$100.00	\$1,695.00	\$1,875.00
BODYWORK THERAPIST	\$75.00	\$10.00	\$135.00	\$3,530.00	\$3,750.00
250-HOUR MASSAGE PRACTITIONER	\$75.00	\$10.00	\$135.00	\$3,405.00	\$3,625.00
500-HOUR MASSAGE THERAPIST	\$75.00	\$17.50	\$220.00	\$7,062.50	\$7,375.00

CEU WORKSHOP CLASSES: Please contact us for details on individual workshops or refer to sfschoolofmassage.com for workshop pricing and schedules.

The San Francisco School of Massage is a privately owned institution approved to operate by the Bureau for Private Post-secondary Education. SFSM does not have access to Title IV Federal Student Aid programs, federally backed loans (FAFSA) or federal education grants. SFSM does provide a variety of flexible payment plans to suit different needs and preferences. Payment plan options may vary by program. SFSM does not provide student loans of any kind. Students may choose to seek private educational lending through alternative sources. The principal amount of any privately acquired educational loan and any fees or interest incurred associated with privately acquired loan(s) are the sole responsibility of the student before enrollment, during the training and after graduation or withdrawal from educational programs at SFSM. SFSM takes no responsibility for loan agreements made privately between students and their lending institutions.

* Student Tuition Recovery Fund - Mandatory tuition assessment instituted by the Bureau for Private Postsecondary Education

**Price represents the cash price of programs. Utilizing a payment plan may incur additional charges. These charges may vary depending on method and amount of down payment. Please contact SFSM directly to discuss payment plan options and any additional charges.

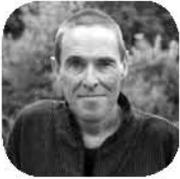
INSTRUCTORS



JIM BERNS CMT, ADVANCED ORTHO-BIONOMIST

Instructor: Fundamentals of Massage, Ortho-Bionomy, Bodywork Therapist Program

Jim is trained in Ortho-Bionomy, which is highly effective in working with chronic stress, injuries and pains or problems associated with postural and structural imbalances. He trained directly with the discipline's founder, and is co-author of *Ortho-Bionomy: A Practical Manual* (North Atlantic Books, Berkeley, CA).



JOHN MICHAEL DOYLE, CERTIFIED ADVANCED ROLFER, CMT

Instructor: Bodywork Therapist Program, Anatomy

Originally from Canada, John was certified by the San Francisco School of Massage in 1985 and has a broad background in dance, yoga, and martial arts. He is a Certified Advanced Rolfer and Rolf Movement Practitioner and is also a nationally-certified (NCTMB) massage therapist who specializes in orthopedic, deep tissue, and sports massage. He created Rolwing Bodyworks of Contra Costa and practices in Walnut Creek.



KAREN GRAMBERG, CMT

Instructor: Fundamentals of Massage, Advanced Massage, Deep Tissue Massage, Anatomy

Director: Advanced Massage Course

Karen is a graduate of SFSM's Swedish and Bodywork Therapist programs and has maintained a busy private practice in San Francisco since 2003. Over the past three years she has assisted Art Riggs in teaching his Deep Tissue I and Deep Tissue II classes. Karen's bodywork focus is structural, integrative bodywork, using a combination of deep tissue & myofascial release, trigger point and Cranial Sacral techniques.



ROCKY HALL, CMT

Instructor: Fundamentals of Massage

Rocky is both a graduate of the Spa-Tech Institutes 600 hour Therapeutic Massage Career program and a graduate of SFSM's Zen Shiatsu program. Rocky has over 8 years in private practice and is a level 3 Reiki practitioner. Instructor of Fundamentals of Massage as well as the couples massage and chair massage workshops, his private practice consists of an integration of Swedish and deep tissue massage techniques combined in an integrative session.



MARY ANN HEIDKAMP, CMT

Instructor: Fundamentals of Massage, Advanced Massage

Mary Ann is a graduate of SFSM's Swedish Practitioner and Bodywork Therapist programs. She is trained in Swedish, deep tissue and myofascial, trigger point, Ortho-Bionomy and Cranial Sacral therapies, and is a practicing Reiki master. Mary Ann maintains a thriving private practice and works at North Point Chiropractic and Family Wellness Center.

INSTRUCTORS



RACHEL JOHNSON ABT, CMT

Instructor: Asian Bodywork Programs - Shiatsu and Thai Massage

Rachel has been Certified as an Asian Bodywork Therapist (ABT) through the National Certification Commission for Acupuncture and Oriental Medicine and holds additional training and certifications in Watsu, Aqua Chi, pre-natal, and infant massage. She has been an Eastern Healing Arts Therapist for the past 18 years and has maintained a thriving private practice with a focus on maintaining wellness. Rachel has taught at SFSM since 1998.



LEAH KENNEDY, CMT

Instructor: Fundamentals of Massage, Pregnancy & Postpartum Massage

Leah is a graduate of SFSM with training in Swedish massage, Reiki, deep tissue, trigger point release, and pre and peri-natal massage therapies. Leah maintains a thriving practice in San Francisco.



RANDY LIND, CMT

Instructor: Sports Massage and Muscle Energy Technique

Randy has 20 years of healing work experience with over half specializing in orthopedic, sports and clinical massage therapy and has been teaching massage in the Bay Area since 2000. He has captained the AIDS Lifecycle massage team for a number of years and is also a long time student of meditation and enjoys backpacking, nature photography and vegan cooking. He lives and works in Oakland, CA and is the owner and director of an orthopedic massage clinic specializing in soft tissue and joint rehabilitation.



MARTY MORALES, CERTIFIED ROLFER, ROLF MOVEMENT PRACTITIONER, CMT

Instructor: Fundamentals of Massage, Deep Tissue Massage

Co-Director: Bodywork Therapist Program

A graduate of SFSM's Swedish and Bodywork Therapist programs, Marty draws on a broad base of experiences from clinical work to spa massage. In addition to being an experienced speaker and business coach, he is trained in a variety of massage modalities including Swedish, deep tissue, sports massage, Reiki, trigger point and Cranial Sacral work. Marty has maintained a successful private practice in San Francisco since 2002.



LILLI ANN PAPALOUKAS, CMT

Instructor: Fundamentals of Massage, Advanced Massage

A graduate of SFSM's Swedish and Advanced programs, Lilli Ann is trained in deep tissue, trigger point therapy, pre and post-natal massage, sports massage, dynamic stretching and hot stone massage. She is also a Reiki practitioner and holds additional certifications in Shiatsu and Thai Massage from SFSM. Lilli Ann maintains an integrated bodywork therapy practice in San Francisco.



ART RIGGS, CERTIFIED ADVANCED ROLFER, CMT

Instructor: Deep Tissue Massage

Art has been teaching deep tissue massage to physical therapists and massage therapists for more than 20 years. He is the author of *Deep Tissue Massage: A Visual Guide to Techniques* and the video series, *Deep Tissue Massage & Myofascial Release*. He specializes in athletic injuries and has a private practice in Oakland.



DR. ERIC RUBIN DC, CMT

Instructor: Fundamentals of Massage, Advanced Massage, Bodywork Therapist Program

A graduate of SFSM, Eric has extensive training in deep tissue, sports massage, Cranial Sacral therapy, and myofascial release. He is a graduate of California Pacific's Health and Healing Hospital Massage program, and has been a practicing Reiki Master since 1996. He received his D.C. in 2003, and owns and operates North Point Chiropractic.



LUCY RUSH, CMT

Instructor: Fundamentals of Massage, Bodywork Therapist Program
Co-Director: Bodywork Therapist Program

A professional massage therapist for 30 years, ergonomic consultant and body coach, Lucy shares her passion for communication, body comfort and creative expression in her massage classes and movement workshops. Lucy holds a B.A. in Dance and has been an instructor at the San Francisco School of Massage since 1993. She specializes in Swedish, lymphatic and subtle touch modalities.



FRANK LOPEZ, CMT

Instructor: Fundamentals of Massage,
Community Outreach/Volunteer Coordinator

A massage therapist since 2009, Frank describes himself as "Smitten" by spot-work and 2-3 hour sessions he calls "Body Tune Ups". A graduate initially of SFSM's Fundamentals of Massage program, Frank has gone on to receive training in Deep Tissue, Trigger Point, Muscle Energy Technique, Ortho-Bionomy, Sports massage and much more. Frank has also assisted some of the best in the business with over 500 hours of under the tutelage of Art Riggs, Karen Gramberg and Marty Morales among others. In light of Frank's new career, his work mantra has happily shifted from "Be aggressive" to "Slow down."



LEGAL DISCLOSURES *As required by the California Bureau for Private Postsecondary Education*

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education, Physical address: 2535 Capitol Oaks Dr. Suite 400, Sacramento, CA 95833. Mailing Address: PO Box 980818, West Sacramento, CA 95798-0818, Phone: 916-431-6959, Toll Free: 888-370-7589, Fax: 916-263-1897

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site www.bppe.ca.gov

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION: The transferability of credits you earn at the San Francisco School of Massage is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in massage therapy is also at the complete discretion of the institution to which you may seek to transfer. If the credits or certificate that you earn at SFSM are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending the San Francisco School of Massage to determine if your credits or certificate will transfer.

ADMISSION POLICIES: All qualified students shall be over the age of 18 and must possess at least a high school diploma or its equivalent, or otherwise, successfully take and pass the relevant examination as required by section 94904 of the Code. All instruction takes place in English and students must, at a minimum, be able to read, write, and speak English fluently. If English is not a student's first language, they may be required to take an "ability to benefit" test prior to enrollment. Inability to complete this test satisfactorily will result in the student not being enrolled in a program until such a time as they are able to successfully benefit from the program.

ACCEPTANCE OF CREDITS FROM OTHER INSTITUTIONS: SFSM does accept credit from previous training from other approved institutions. To receive credit for previous training, a student must procure a signed and sealed official transcript to be provided directly to SFSM by mail from the other institution. SFSM will only recognize credit for completed programs equivalent to or exceeding the prerequisites of the desired program(s) of study the student wishes to take at SFSM. SFSM Does not accept incomplete hours as credit towards a training program. SFSM Does not accept mid-course transfers or credits. SFSM Does not provide challenge testing, experiential credit, or accept credit from institutes not approved by the appropriate state agencies. SFSM has not, and is not, entered into an articulation or transfer agreement with any other college or university.

The San Francisco School of Massage is NOT a degree granting institution and credits earned here are not transferable to baccalaureate, masters, or doctorate programs at universities, colleges or technical institutions. Likewise, credits from degree granting institutions are not accepted by SFSM as credit towards vocational programs offered at this institution.

LEAVES OF ABSENCE: A student may request a leave of absence from any program for reasons such as health problems, pregnancy, surgery, family tragedy, extended travel or work commitments that prevent the student from effectively engaging in the classroom. A leave of absence may be filed for a term of up to six (6) months. Filing this form extends the term to complete the program from which the student is taking leave proportionately to the time on the form. Therefore, if a student requests a three (3) month leave of absence, it extends their time to complete the program and protection from policy or tuition changes by three (3) months beyond the date state on the enrollment agreement signed upon registration for classes.

ATTENDANCE POLICIES:

Fundamentals Ongoing program: Students have one (1) year from the first day of classes to complete all required classes, assignments, testing and clinical hours to graduate from the program. Students are recommended to complete an average of two (2) classes per week. Failure to complete the graduation requirements within the allotted year may result in the student being required to re-register and make them subject to any policy, tuition, and graduation requirement changes.

Zen Shiatsu, Fundamentals Intensive, Advanced Massage and Bodywork Therapist programs: Students have one (1) year from the first day of classes to complete all required classes, assignments, testing and clinical hours to graduate from the course. Students may be absent from up to two (2) classes in these programs that can be made up through additional assignments and practice. Absences from three (3) or more classes will result in the student having to either retake those classes in the next available session of the program or the student may be able to request a private tutorial with the instructor (at an additional expense) to make up the material. Private tutorials are available at the discretion of the instructor and administration of the San Francisco School of Massage: Some subjects may not be able to be made up via tutorial and may require attending the missed classes during next session to complete the program.

Massage Practitioner program: Students have eighteen (18) months from the first day of classes to complete all required classes, assignments, testing and clinical hours to graduate from the course. Students may be absent from up to two

(2) classes per section in this program that can be made up through additional assignments and practice. Absences from three (3) or more classes per section will result in the student having to either retake those classes in the next available session of the program or the student may be able to request a private tutorial with the instructor (at an additional expense) to make up the material. Private tutorials are available at the discretion of the instructor and administration of the San Francisco School of Massage: Some subjects may not be able to be made up via tutorial and may require attending the missed classes during next session to complete the program.

Massage Therapist program: Students have two (2) years from the first day of classes to complete all required classes, assignments, testing and clinical hours to graduate from the course. Students may be absent from up to two (2) classes per section in this program that can be made up through additional assignments and practice. Absences from three (3) or more classes will result in the student having to either retake those classes in the next available session of the program or the student may be able to request a private tutorial with the instructor (at an additional expense) to make up the material. Private tutorials are available at the discretion of the instructor and administration of the San Francisco School of Massage: Some subjects may not be able to be made up via tutorial and may require attending the missed classes during next session to complete the program.

DISMISSAL POLICIES

A student may be placed on administrative probation or dismissed at the administration's discretion at any time if they are a danger to themselves or others, engage in behavior in the classroom deemed inappropriate by the administration or faculty, or for failure to abide by the policies and procedures of the school as laid out in the student manual.

SFSM has a zero tolerance policy for discriminatory behavior in the classroom. Things such as racism, sexism, religious intolerance, homophobia, or cultural insensitivity will not be tolerated under any circumstances. Students engaging in discriminatory behaviors may be placed on probationary warning or dismissed at the discretion of the administration.

STRF – STUDENT TUITION RECOVERY FUND: The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education. You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you: 1) You are a student, who is a California resident and prepays all or part of your tuition either by cash, guaranteed student loans, or personal loans, and 2) Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party. You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies: 1) You are not a California resident. 2) Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

You may be eligible for STRF if you are a California resident, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following: 1) The school closed before the course of instruction was completed. 2) The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school. 3) The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs. 4) There was a decline in the quality of the course of instruction within 30 days before the school closed or, if the decline began earlier than 30 days prior to closure, the period of decline determined by the Bureau. 5) An inability to collect on a judgment against the institution for a violation of the Act.

FACILITIES AND EQUIPMENT: For all programs, the San Francisco School of Massage provides the minimum level of equipment for use during training including; massage tables, massage chairs, stools, pillows, bolsters, oils and lotions as required. Books are included in the cost of each course unless otherwise noted.

PRACTICUM: SFSM provides free of charge for its students private treatment areas to complete outside of class hands-on practices. Typically these rooms are available on a first come first served basis during office and class hours on weekdays only. To make a reservation for a treatment room, students should call the front desk at 415-474-4600 with a desired time and day for the appointment.

LIBRARY: SFSM Does not maintain a lending library of books for students. All books within the school are property of SFSM and are not to be removed from the premises at any time.

STUDENT: SFSM provides as a convenience only prescreened job postings related the field of massage. We do not provide job placement services. Completing a vocational training is not a guarantee of employment in the field.

HOUSING: SFSM does not provide housing or lodging facilities for students.

STUDENT VISA: SFSM is unable to assist international students with acquiring a student visa. Many of the courses we offer can be completed over the duration of a standard tourist visa. Please contact SFSM with questions regarding training for international students.

EXPERIENTIAL CREDIT: The San Francisco School of Massage does not honor experiential learning.

FINANCIAL AID: SFSM is a privately owned institute and does not have access to federal student aid programs such as FAFSA, G.I. Bill funds, Pell Grants or Lifetime Learning credits. SFSM provides a variety of non-credit based payment plans for our programs. Please contact SFSM for more information on which payment plan will work best for your specific goals and finances.

CANCELTION, WITHDRAWAL AND REFUND POLICIES:

STUDENTS RIGHT TO CANCEL: The Student has a right to cancel an enrollment agreement and obtain a refund of charges paid through attendance at the first class or the seventh day after enrollment, whichever is later.

REFUND POLICY: The student has a right to cancel an enrollment agreement and obtain a refund (if applicable) by providing a written and signed notice to Gary Witt, Director of San Francisco School of Massage, 475 Valencia Street, San Francisco, CA 94103.

STUDENT'S RIGHT TO WITHDRAW: The student may withdraw from a course after instruction has started and receive a pro rata refund for the unused portion of the tuition and other refundable charges if the student has completed 60% or less of the instruction. Withdrawing students shall be entitled to a pro rata refund, less registration, books and fees, based on the following formula: **(HOURS PAID) – (HOURS TAKEN, REGISTRATION, BOOKS, AND FEES) = AMOUNT OF YOUR REFUND**

If the school cancels an educational program, the school will make a full refund of all charges as applicable on a prorated basis. Refunds will be paid within 30 days of receipt of a signed cancellation or withdrawal letter.

DISTANCE EDUCATION: SFSM does not provide distance learning training programs.

STUDENT RECORDS: The San Francisco School of Massage maintains student records for a minimum of 5 years. Copies of transcripts can be requested from SFSM online at www.sfschoolofmassage.com/transcript or by calling the school at 415-474-4600. Official transcripts cost \$10 per copy, per address. Records older than 5 years may require a physical records search. Physical record searches will incur an additional \$15 manual search fee on top of the \$10 per copy fee assessed. A physical records search does not guarantee that the records will be found or complete however, the fee is assessed for the search itself, not the results.

GRIEVANCES: Any grievances may be addressed to Gary Witt, Director of the San Francisco School of Massage. We request that all grievances be submitted first in the form of a written and hand-signed letter for review and for inclusion in official records. Grievances submitted will be reviewed by the Director who will make all attempts to reconcile the issues in an amicable fashion for all parties. In the event that grievances cannot be reconciled amicably among all parties, students can address grievances to the Bureau for Private Postsecondary Education, Physical address: 2535 Capitol Oaks Dr. Suite 400, Sacramento, CA 95833. Mailing Address: PO Box 980818, West Sacramento, CA 95798-0818, Phone: 916-431-6959, Toll Free: 888-370-7589, Fax: 916-263-1897

STANDARDS: In order to graduate any program, students must at a minimum meet the following base standards.

- Completion of all in class training and make-up of any missed hours
- Completion of all assignments given for the program including but not limited to; outside of class practices, homework assignments, reading assignments, take home tests and any projects assigned.
- Completion of any written testing with a minimum of 70% correct answers: 70% and above passes, 69% and below constitutes a failure and will require retaking the exam for graduation
- Completion of and hands-on examinations demonstrating at a minimum all necessary safety precautions and minimum proficiency in skills associated with the program. Students may be "conditionally" passed through the hands-on examinations at the discretion of the examining instructor who may recommend additional classes or assignments as a condition of graduation. Outright failure of a hands-on exam will require retaking the exam with an instructor at an additional expense (\$60/hr.) to the student.
- Completion of all Clinical Hours associated with the program.

BROCHURE/CATALOG DISBURSEMENT FOR PROSPECTIVE STUDENTS: Upon entrance to the school's physical location at 475 Valencia Street, San Francisco, CA 94103, all prospective student inquiries relating to (but not limited to) classes offered, tuition expense, schedules, approvals and accreditations, will be offered a current general brochure. General school brochures will be prominently displayed at the front desk of the San Francisco School of Massage and will be readily available for any prospective student to obtain. Prospective students may email or call the school to request a brochure be sent to them at no cost. All brochure requests are reviewed and mailed out twice per week. Prospective students may also request a general school brochure be mailed to them online through the San Francisco School of Massage website. All requests are reviewed and mailed out twice per week.

UPDATING BROCHURE/CATALOG: The San Francisco School of Massage & Bodywork's catalog is reviewed and updated annually, on or before December 31, of any given year.

"The Fundamentals of Massage Intensive training was awesome.
I look forward to continuing my massage education here."

~ Mike Sturgis CMT

"As a medical professional, I was very careful in checking out massage schools. All good references and recommendations kept leading me back to the San Francisco School of Massage."

~ Bonnie Edwards R.N., CMT

"I had always known about the benefits of massage, but now I have realized that massage therapy is truly an art form as well as a science. SFSM exceeded my expectations, I have learned much more than I had anticipated."

~ Karissa Engelstad CMT

"This school is wonderful!"

~ Stacey Brown CMT

"The Fundamentals of Massage class was excellent.
The level of professionalism of the staff and instructors is unbelievable."

~ Bob Wheeler CMT

"Being able to set up my own schedule for attending massage classes was a big plus at SFSM as it allowed me the time and flexibility I needed so my schooling was not interfering with my work."

~ Diane Kluft CMT

"I know you are looking for constructive criticism but really, you've got massage classes down to a tee."

~ Larry Copeland CMT

"I feel so lucky to have picked massage schools correctly.
This was a truly quality course. You will see me again."

~ Jessica Rhude CMT

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475 Valencia Street, San Francisco, CA 94103

www.sfschoolofmassage.com

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