



**PHOENIX
SCHOOL
OF
HOLISTIC
HEALTH**

Providing Quality Education in the Holistic Arts



The Renewing Power of Human Touch

Phoenix School of Holistic Health

Southwest and Northwest Campuses

Call: 713.974.5976

Website: www.themassageschool.com

E-mail: healthstudies@msn.com

School approved by:

Texas Department of Health
and

Approved for Benefits by Texas Veteran's Workforce Commission

Institutional Member:

Associated Bodywork & Massage Professionals



Vol 1, Dec 2000

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PHOENIX SCHOOL OF HOLISTIC HEALTH

- 1.) A professional program of 1000 hours in Massage Therapy for State registration.
- 2.) Classic and modern schools of Swedish Massage integrated into one complete program.
- 3.) Nationally recognized curriculum developed at Phoenix School of Holistic Health.
- 4.) Professional education for holistic students since 1986. PSHH was the eighth school to be registered in Texas.
- 5.) Holistic MassageSM. Holistic MassageSM is a powerful method to determine massage parameters and tailor the massage for the constitution of the client.
- 6.) Massage Body MechanicsSM. MBM by reducing stress in the upperbody greatly increases the ability of the therapist to give high quality massage.
- 7.) Graduate Studies in Holistic Health by the leaders in the Bodywork Movement.
- 8.) Support: When you are committed to being your personal best, The Phoenix Program will be the one that will support you.


PHOENIX SCHOOL OF HOLISTIC HEALTH INFORMATION CATALOG

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INTRODUCTION

We are pleased to bring you this information catalog. This catalog is about Holistic Health, Massage Therapy, PSHH, but most importantly about you. You have undoubtedly felt enthusiastic about the holistic health field and massage therapy. Perhaps you have even felt a calling to enter the field of hands-on-therapy.

You probably heard of PSHH through a graduate or just seen one of our ads. However, you found your way to us, it's important for you to know that you have a great amount to offer to the holistic health field. Your contribution is not one of the intellect alone, but from the heart and hands as well. When you place your hands on a client it can be a heartfelt expression of caring. This can result in profound changes in another life.

Your awareness of the significance of touch in your specific modality is an essential ingredient for success.

This catalog will give you valuable information about massage therapy, its history, its modalities, opportunities in the field and how to get registered to practice. It will let you know about the exciting things we're doing at Phoenix School of Holistic Health. This encompasses our holistic curriculum our Graduate Studies with the masters of body therapy. Our Phoenix Alumni program that provides opportunities for graduates to network for business success and more.

The Significance of Touch

"When you place your hands on a client it can be a heartfelt expression of caring. This can result in profound changes in another life."

Where touching begins, love and humanity begin also. This occurs in the first minutes following birth. Later as we are weaned from this first form of human communication we speak of "staying in touch". Or we speak of "being touched" by some act of kindness. It is emotion and feeling that we are conveying through our symbols. These words reflect back to the first communication we learned, the language of touch.

Impersonality of life in the Western World has produced a significant touch deficit. To shut off the sense of touch is to reduce the dimensionality of our senses. Our world grows flat and arid. In our technological age the field of massage therapy has grown in part due to the universal human need to re-establish our communication through touch. Many brilliant manual techniques do yield outstanding results. Within each - the constant of touch is ever present in its power to communicate and bless.



The catalog can best be read from cover to cover for flow of information. Yet, we placed "Roots of Massage" at the end for our past is a clear barometer of where we're headed.

If you prefer specific information quickly, just scan the table of contents. For more personal viewpoints and to discuss enrollment at PSHH we invite you to our next Open House. Or set an individual appointment if you prefer.

Either way ask questions and get to know us. We'll be able to talk one-to-one. So enjoy the wonderful information on Holistic Health and then give us a call to find out more about massage and the Phoenix School of Holistic Health.

Phoenix School Information Number -
(713) 974-5976
www.themessageschool.com



LETTER FROM THE DIRECTOR

Welcome to Holistic Health and Massage. It has been said that a road has a beginning and an end but a path is a journey that provides unending discovery. This is true of the path of holistic health.

The forms of healing I've experienced along the way over the past years have transformed the way I view the world. They have transformed my body and my mind in countless positive ways, indeed in ways I could not have imagined. The outcome is that I am more alive now and I am more aware.

Many wondrous experiences are in store for you, I am sure. What the holistic health path requires the most is an open mind and heart. Other qualities that are brought out are commitment, strength, love and a sense of adventure. When you come to PSHH with an empty cup we will be glad to fill it.

As you become more aware of the personal effects of massage therapy, you will want to learn more. All the while your ability to help others expands and deepens.

Phoenix School of Holistic Health offers you a strong foundation in massage taught from a holistic perspective that views the client multidimensional - body, mind & spirit.

The holistic way at PSHH places emphasis on de-stressing and empowering you, the therapist-to-be. The curriculum lays a strong foundation in Swedish technique both classic and modern and includes Holistic MassageSM. The teaching methods focus on learning-by-doing but mostly on learning-by-having-fun-doing! What you experience by these methods stays with you more than lecture alone.

Anatomically speaking PSHH utilizes innovative techniques such as Muscle of the Week Class to bring the course alive.

PSHH has advanced the field of massage therapy in the creation of Massage Body MechanicsSM and Holistic MassageSM both published in national journals and introduced in our Basic Program. Holistic MassageSM is a formal method to determine massage parameter and deliver the most suitable modalities for the constitution of the client. Massage Body MechanicsSM is unsurpassed in keeping stresses out of the shoulders and back. These two certainly keep alive the field of massage for you.

Our Graduate Program has brought to Texas the masters of the Body Therapy Movement from around the world. We have learned more than we ever expected. We have indeed been enlightened and inspired by the leaders. We owe our mentors a debt of gratitude. This can only be repaid in passing the information to the next generation of therapists.


Opportunities in massage therapy have never looked better. Employment can include private practice or associated practice with holistically oriented doctors. Massage therapy is listed first under "Best Career to Enjoy Life While You Work" (Modern Maturity Magazine, Oct 94). Compensation for massage therapy is well above average.

Massage therapists spend more time with their clients than any other health care modality. The personal rewards of communicating through touch are many fold. Massage Therapy is a path of

many dimensions that I recommend highly.

William Barry
DIRECTOR

William Barry, B.S., L.Ac., R. M. T., M. T. I., studied Acupuncture and Oriental Medicine at the Institute of Traditional Medicine in Santa Fe, New Mexico. Mr. Barry has been licensed as an Acupuncture Physician since 1984, and has been a registered Massage Therapy Instructor since 1986. He completed a two year long training in myofascial therapy. He is certified in Tui Na Functional and Structural Massage from Pacific College of Oriental Medicine in San Diego, California. He also has completed training in numerous healing modalities from Reflexology to Sports Massage. He has been in private practice for 15 years and is co-founder of the Phoenix School of Holistic Health. He has created Holistic MassageSM as well as Massage Body MechanicsSM which are published in many journals & texts including, The Encyclopedia of Bodywork.



THE MISSION OF THE PHOENIX SCHOOL OF HOLISTIC HEALTH: CERTIFICATION PROGRAM

The mission of Phoenix School of Holistic Health is to educate qualified students to become highly skilled professionals in Massage therapy and its allied subjects. Emphasis is placed on Swedish Remedial Gymnastics Holistic MassageSM, and Massage Body MechanicsSM.

INTENDED RESULTS OF THE PROGRAM

- 1.) That graduates receive a firm foundation in Massage Therapy, Practical and Theoretical.
- 2.) That graduates become relaxed, balanced and empowered with the means to keep themselves healthy.
- 3.) That graduates learn the physiological and energetic effects of modalities and strokes so they may combine and modify them for the desired effect --- just as an artist blends colors for his intended outcome.
- 4.) That graduates through Holistic MassageSM personalize their therapy for each client.
- 5.) That graduates learn and apply Massage Body MechanicsSM methods for the preservation of their health and their longevity in the field.
- 6.) That graduates come away with business methods that are practical and useful to their real lives and careers.
- 7.) That graduates understand their own significance to the Holistic Health Care movement and that they make a contribution to the healing of our country and our planet.



VISION STATEMENT

We at Phoenix School of Holistic Health envision the day when all natural health care methods are readily available for those who choose holistic ways of maintaining their health.

THE HOLISTIC WAY

We are often asked "What is Holistic Health? One way of looking at this questions can be illustrated by an ancient Chinese story. A Chinese doctor was asked, "Do you treat arthritis?" No! Do you treat colds and flu? No! Do you treat muscle aches? No! Well what do you treat? *I treat people.*

His focus was not on disease but on the positive health of the whole person. The Holistic viewpoint looks at the total person, his lifestyle, his attitudes as well as his ailments.

At Phoenix a student uncovers the art and science of massage by entering the dialog of touch and holistic health. From the first day of classes, the student is asked to reflect on the nature of touch, health and massage throughout the course.

The holistic way at Phoenix can be viewed thusly:

1.) Holistic Education at Phoenix is taught in a holistic and fun way. Massage students learn by doing as much as by listening and seeing. The student is asked to put his hands to the task with practical work. From the beginning, he will be utilizing methods such as kinesthetic recognition, self massage, sightless massage, palpatory skills, therapeutic massage and muscle isolation. When the student is experiencing the kinesthetic world for himself, he remembers his work and has fun learning it.

2.) Holistic education at Phoenix places emphasis on de-stressing

A Holistic MassageSM Session

Greet your new client. Your client completes her assessment form. You follow up with some brief questions. You show your client to the therapy room.

While your client is preparing for her massage, you prepare your Holistic MassageSM plan. This is a massage tailored to the needs of the client for his maximum well being. You'll select modalities and you'll select means to enhance modalities to fit the client's health status. You specifically tailor a plan that maximizes the massage for your client.

Begin your massage and follow your plan. Let your hands search out those areas most in need. You follow principles of Massage Body MechanicsSM that allow you to keep the stress out of your body. You won't put the stress in their body either.

About an hour later you come away from the massage feeling elated. One, because you've given a Holistic MassageSM best tailored to fit your client. Two, because with Massage Body MechanicsSM you flowed with the massage in dancer.

Now you've shared great energy with your client. You've helped remove stress and strain from your client's life. Most likely, your client will be back plus refer new clients.

Holistic MassageSM from Phoenix - It keeps your clients coming back.

and empowering the therapist to be. The student begins his massage training by making himself his first client! Through Do-In, self massage, the student experiences the nature of his own touch. From Do-In he also learns where he holds his stress and means to vanquish it. Importantly the student uncovers valuable methods to stay viable in his own massage practice. At Phoenix the student receives regular massage while giving massage to classmates. Since a therapist cannot take the client beyond where he himself is, its important to be focused and in the now. If the therapist is stiff, nervous, uncoordinated the massage will have the same characteristics. In contrast, if the therapist has resolved his areas of pain, is focused and has learned to flow with the massage, the massage will have a positive therapeutic effect. The holistic way is about being there totally for your client by being there totally for yourself.




3.) Holistic Education at Phoenix introduce Holistic MassageSM. Holistic MassageSM is both a rationale for assessment of your client and the framework for creating a specific massage plan tailored to the constitution of your client. With Holistic MassageSM the specific nature and qualities of the massage can be determined, for either a sedentary worker, a track and field athlete, an obese person, a bodybuilder, a child, an elderly person or any other. The massage will be created specifically for the client's condition at that particular moment in his life. The student of massage and the skilled professional can both benefit from a methodology that includes assessment of health status and the appropriate determination of modalities and/or strokes prior to beginning the massage. Holistic MassageSM has been actively



developed at The Phoenix School of Holistic MassageSM for 3,000 client hours so far. We have seen remarkable benefits from its application. Holistic MassageSM is published in the *Encyclopedia of Body Therapy*.

4.) Holistic Education at Phoenix teaches Massage Body MechanicsSM. Massage Body MechanicsSM is one of the three main categories of body mechanics for therapy today. MBM is the most powerful means known to transfer force and working load to the lower body. The lower body is much more capable of carrying the force generated by massage therapy. MBM greatly increase the ability of the therapist to give high quality massage throughout the workday. MBM can help make a rewarding field even more so both for the therapist and the client. MBM has been published in the *Encyclopedia of Body Therapy* and *Massage Therapy*.

5.) Holistic education at Phoenix is taught by Holistic Practitioners. These include Holistic MassageSM Therapists plus Chiropractors, Acupuncturists and Nutritionists who are Massage Therapists themselves. These teachers ensure an in-depth study of massage and its allied sciences.



EMPLOYMENT OUTLOOK FOR THE MASSAGE THERAPIST

The massage field can be personally rewarding and offers the therapist a high degree of flexibility in scheduling and workplace.

Opportunities for the practitioner include individual practice, medical offices such as Chiropractic, Physical Therapy, Acupuncture, Psychology, Physicians and Hospitals. You may also find employment at health resorts, spas, sports clinics, salons, cruise ships and "on-site massage" at the work place.

The therapist can choose to specialize in a wide range of holistic modalities including Acupressure, Myofascial Therapy, Structural Balancing, Holistic MassageSM, Sports Massage and Reflexology to mention a few.

Under "Best Business for Enjoying Life While You Work," Massage Therapist is listed first. (Modern Maturity Magazine Sept/Oct 1994). Under "Some Requisites" MM states "strong hands, back; massage table, oil."

According to a New England Journal of Medicine Study in 1990, 34% of Americans used alternative medicine. (NEJM,Jan28,93) This accounts for 13.7 billion dollars per year excluding any insurance reimbursement. The third most popular modality is Massage Therapy just behind Chiropractic and Relaxation Techniques. Altogether there were 425 million visits to alternative providers versus 388 million to primary care physicians.

A Time/CNN poll reported that 84% of those who sought help from practitioners of alternative medicine would go back. If one can judge from all the articles on massage in popular journals today, the field will continue its growth for years to come.

At Phoenix School of Holistic Health we focus on practical preparation for the graduate to enter the job market and be successful. Over the years we have found that the primary reason for therapists experiencing burnout is from upperbody stresses. With Constitutional Body Mechanics, massage forces are re-directed to the lower body. The therapist is able to give massage without incurring soreness in the arms, shoulders and back. This greatly increases longevity in the field of massage. Secondly, Phoenix emphasizes business techniques specific for the Massage Therapist. Together these prove a winning combination for the therapist to-be.

Massage Therapy is personally rewarding, for you are effecting your client in a personal and positive way. Those who choose the field of massage therapy as their life's work are choosing a field that combines art and science, intuition and the intellect for the well being of our fellow man.

THE CERTIFICATION PROGRAM IN MASSAGE

The Phoenix Program of 1000 hours is a state approved program leading to Registration as a Massage Therapist in Texas. The Phoenix Program is a careful integration of two principal areas: Swedish Massage and Allied Sciences.

Swedish Massage (125 hrs)

Swedish Massage comprises 125 hours of the 1000 hour program. The student will receive both theoretical and practical information in Swedish Techniques both classic and modern. We emphasize the original Swedish, "Swedish Remedial Gymnastics", as taught by its founder per Henry Ling. This work has been incorporated into modern Sports Massage technique today known as "Body Mobilization."

Swedish Remedial Gymnastics integrates basic Swedish strokes with simultaneous range of motion of the articulations (joints). The techniques have received popular favor today just as "Swedish Remedial Gymnastics" experienced in Ling's era. ([see "Roots"](#))

The student is taught to master the basic Swedish movements through palpatory skills, self massage, massage on peers in class (with feedback following each massage) and through creative techniques in the development of his personal repertoire of strokes. The student is also taught, in depth, the theoretical basis and contraindications / indications to massage.

After learning the basic techniques, the student is taught assessment skills and begins to specifically tailor the massage to the condition of the client. **Holistic MassageSM** establishes a massage plan based on the constitution of the client. The massage will be created specifically for the client for that moment in his life. Holistic MassageSM has been actively developed at The Phoenix School for over 3000 client hours. Holistic MassageSM is published in *The Encyclopedia of Bodywork*. and *Massage & Bodywork Quality*.

Massage Body MechanicsSM is one of these. MBM effectively transfers the working load out of the therapist's arms, shoulders and back to the lower body. MBM greatly increase the ability of the therapist to give high quality massage throughout the workday. MBM, developed at Phoenix, is published in *The Encyclopedia of Bodywork* and leading journals of massage.

The State Board Examination Classes are an intensive preparation for State Registration Examination. Classes are taken from The State Examiner's Guidelines with a written test to follow. Following this a class is given in proven methods for the practical portion of the exam. Thereupon the student is given the opportunity to be video taped in an actual timed session replicating the practical examination.

Allied Sciences necessary for the success of the massage therapist include the following:



Anatomy & Physiology (75 hrs.)

The student is instructed in broad, practical aspects of Anatomy and Physiology. Material is presented at a stimulating yet not overwhelming pace. Testing centers on overall concepts and practical applications. The subject matter ranges from cells and tissue on through all of the major systems of the body with special emphasis on the muscular and skeletal systems. Of Special Interest is the "Muscle of the Week Class" where the student studies the origin, insertion and action of 21 major muscle groups. He also identifies over 50 muscles from charts.

Hydrotherapy (20 hrs)

Hydrotherapy is introduced in the classroom with emphasis on the principles of hydrotherapy and the effects of water temperature. The various modalities are then taught including foot bath, sauna, whirlpool, Swedish shampoo, salt-gloss, and others. Then a practical day is scheduled for the application of these techniques.

Business Practices and Ethics (15 hrs)

The student is taught business practices as they apply to Massage Therapy. The student is taught the basics of organizational structure, motivation, goal setting, success imaging and marketing. Without prior experience in bookkeeping, the student is encouraged to find a competent bookkeeper and CPA from the start. In Ethics the student is taught the value of honesty and professionalism in his practice. The student learns practical means of scrutiny in dealing with clients.

Health & Hygiene (8\$ hrs)

This is a practical course in clinic and personal sanitation. The student distinguish types of pathogens and how they are spread. Students learn care of self, care of equipment, tables, massage modalities, and clinic sanitation.

Clinic Internship (50 hrs)

Following an overview of the principles behind running and maintaining a successful clinic the student provides massage to the public. The students run the clinic themselves and are given credit for related clinic duties.

Each client is interviewed prior to the massage, and completes an assessment sheet reviewing the massage. From the assessment sheet the student completes "Massage Dynamic" based on Holistic MassageSM principles. From this he discerns the requirements of the client, and



formulates a Massage plan. A client evaluation follows each massage so the student may perfect his craft.

MT2 Bodywork Methods/Holistic Principles (8 hours)

Overview of main bodywork modalities, their history, common origins, methods and suitability for the client. Principles of holistic practices, practitioner kinesthetic awareness, Body Mechanics, stress management, relaxation techniques, impact of nutrition.

MT3 Sports Acupressure (18 hours)

Locate the twelve main meridians and vital source points. Meridian massage, Foundation of Chinese Medicine, The four assessments, Yin/Yang Theory, Sports Acupressure, and Warm-Up/Cool-Down pre-competition formulas.

MT4 Shiatsu (12 hours)

The Japanese art of “finger pressure” rooted in Traditional Chinese Medicine. This course will introduce the student to the Meridian System of Shiatsu, Eastern Theory of the Five Elements, Yin/Yang Theory, and the directional flow of Ki. The students will also learn a full-body Shiatsu routine for tonifying the Ki and restoring harmony within the energetic systems. The seated Shiatsu Routine is the same as the Chair Massage Routine.

MT5 Swedish Massage for Pregnancy (12 hours)

Catalog of techniques/ variations of application. Contraindications. Modifying factors. Physiological effects on body systems. Refinement.

MT6 Sports Massage Technique (19 hours)

Discover the incredible history of Sports Massage and how to empower athletes to their maximum potential. Learn the types of massage for pre-event and post-event conditioning and rehabilitation. Understand the benefits of stretching and discover ways to make your bodywork empower the athlete so that their highest potential can be achieved.

MT7 Curriculum Integration for Massage Therapy (6 hours)

Integrate structure and function with each of the modalities and review concepts behind the major bodywork methods. Develop skills for NCBTMB Certification.

K1 Kinesiology (50 hours)

The in-depth study of skeletal nomenclature, physiology and anatomy. Emphasis on origin/insertion/action of the primary muscle groups. Practical application includes hands-on palpation of all muscle groups, relevant yoga position and weight bearing exercises for each muscle.

BP2 Business Practices & Ethics (30 hours)

The student is taught the basics of organizational structure, motivation, goal setting, success imaging & marketing. Without prior experience in bookkeeping, the student is encouraged to find a competent bookkeeper and CPA from the start. In Ethics, the student is taught the value of honesty and professionalism in his practice, and learns practical means of scrutiny in dealing with clients. He reviews the NCBTMB Code of Ethics and Standards of Practice. NCBTMB Code of Ethics, scope of practice, fundamental business and accounting practices, session, record keeping practices, and effective inter-professional communication.

AP2 Clinical Pathology (40 hours)

This course will explore the application of massage for clients with health concerns. You will study Anatomy and Physiology in a way that is applicable to your practice. You will review each Physiological System with emphasis on common pathologies. You will learn how massage and other modalities affect the human body in stress and in health, plus study indications, contraindications, and when to refer.

CI-1 Clinic Internship (50 hours)

Following an overview of the principles behind running and maintaining a successful clinic, the student undertakes a minimum of 40 hours and a maximum of 50 hours of massage. Massage plus clinic related duties shall total 50 hours. Each client is interviewed prior to the massage, and completes an assessment sheet reviewing the massage. No more than 5 hours of massage may be scheduled on a given day. Of the required 50 hour internship the student may receive from 1 to 10 hours of clinic related duties. The student shall massage clients for the remaining hours of required massage. He will book appointments, interview and massage clients, and collect and review a client evaluation form. He shall also perform other duties related to massage therapy such as room maintenance. Phoenix shall charge each client a specified amount. The student shall book appointments only at the times and dates specified by The Phoenix School and complete the internship in a period of ten weeks maximum unless extended by the administration. Clinic at Phoenix School requires student to sit clinic for a minimum number of hours per week. This allows the Intern to take “walk-ins” and complete clinic duties when available. Clinic may begin at the completion of a minimum of 250 hours with a minimum 100 hours of massage courses. The start date will be set based upon evaluation by faculty and administration and posted on the Official School Bulletin board.

CI-2 Clinic Internship Expansion for the 570 Hour Program (70 hours)

All clinic procedures apply in the Internship Expansion Program as in the 50 hour Clinic Internship. There is no cash value of the Intern Expansion Program.

FACULTY

PSHH has assembled an outstanding group of holistic practitioners to serve as faculty. As holistic practitioners PSHH teachers bring a practical understanding and depth to the field of massage therapy. They come from practices in Nutrition, Holistic MassageSM, Chiropractic and Acupuncture among others.

Each and every instructor is a facilitator to the student in his plan to enter the holistic health field. Teachers work in a cooperative partnership with the student to maximize his learning experience. Every instructor is sincerely caring and supportive of the student in his search for excellence.



SCHEDULE OF CLASSES

New classes begin monthly. Classes for the 250 hr. coursework are 21 weeks in length excluding holidays. Clinic is scheduled following the 250 hr. program and extends a minimum of 3 weeks with a maximum of 10 weeks. Phoenix offers day, evening & weekend classes. Please consult the class schedule for which you are applying for exact times and dates for the year/month desired.

ADMISSION POLICY

Prospective students applying for admission to The Phoenix School of Holistic Health shall:

- A. Demonstrate a willingness to be of service to the community through the modality of massage therapy. Demonstrate an ability to work well in a group setting.
- B. Submitting a copy of high school diploma or G.E.D., or college transcript, or by successfully passing a standardized ability to benefit test.
- C. The final decision for admissibility to The Phoenix School is based on student interview based on criteria given above.

Notice of Nondiscriminatory Policy

Phoenix School of Holistic Health admits students of any sex, race, color, religion, nationality, and ethnic origin. The school does not discriminate on the basis of sex, race, color, religion, nationality, or ethnic origin in the administration of its educational policies, loan programs or employment. We at The Phoenix School of Holistic Health are committed to the holistic education and care of all human beings. The work we do transcends any type of discrimination.

HOW TO ENROLL



#1 Come visit with us and tour the facility by calling (713) 974-5976 for an appointment or "Open House" schedule.

#2 Complete the application form so we can know more about you.

#3 Ask questions, get to know us and feel comfortable with your decision.

#4 Together we'll complete the contract and acknowledgment.

Welcome to Phoenix School of Holistic Health.

METHODS OF PAYMENT

Tuition includes all basic textbooks and handout packets. Tuition can be paid by discount one time payment or by monthly payments. Texas Rehabilitation Commission funding is also available. A limited amount of workstudy employment is available for qualified individuals. Please consult enclosed Information Sheet for current payment schedules.

CONTRIBUTION

When you enroll in the certification program, the Phoenix School will make a contribution to the National Park Foundation and/or other charitable organizations.

REQUIREMENTS FOR GRADUATION

- 1.) Completion of all coursework in a satisfactory manner.
- 2.) Return of library books on loan. (All text books are kept by the student)
- 3.) Payment of Tuition in full.

DIPLOMA

Upon completion of the 1000 hour program at The Phoenix School of Holistic Health the graduate receives both a diploma and transcript and application for registration.



JOB REFERRAL

PSHH supports graduates who seek placement in either full or part-time settings. The student is encouraged to view job listings on a regular basis. When administration discover a job match, the student will be contacted. The Phoenix School however, cannot guarantee job placement.

PHOENIX ALUMNI NETWORK

The Phoenix graduate is invited to participate in an active Alumni organization. Our activities include regular meetings where alumni can expand career opportunities, share ideas, plans and advance their businesses. The Phoenix Network also provides valuable information on upcoming legislation for our field.

Also each member receives the Phoenix Gold Card that provides discounts on workshops, seminars and products. On the lighter side we hold periodic parties to manage our touch deficit with great massages from fellow alumni. New friendships are found and current ones renewed. As a Phoenix Alumni member, we keep you apprised of our events, parties, massage-a-thons, and of course workshops on warm beaches.



HOW TO FIND US

PSHH offers two convenient locations in Houston, Texas. The Southwest location: The Pines
The Northwest location: The Woods.

The Southwest location: From highway 59 take the Hillcroft exit North. Then turn right on Harwin. We are on left about halfway down the block. Go on the front building at the green awning.

The North School: The Woods The North Location is found on FM 1960 facing the pine forest. It is just one light west of Kuykendahl providing easy access into the building.

Call 713-974-5976 for open house days and times. Or visit us on the world wide web at www.themassageschool.com, or email: info@themassageschool.com

We look forward to meeting with you to share information on the wonderful world of Holistic Health!

THE GRADUATE PROGRAM

When we began our graduate program in 1986, our goal was to bring in the leaders in the body therapy field. We wished to create a well rounded program that encompassed structural, functional, and energetic modalities. We were fortunate in obtaining the very persons that we wanted. What we learned from our instructors was even more than we could have expected. From their knowledge and commitment to their work, they taught us a great deal. From their love and desire to share they inspired and enlightened us. We hold a great debt of gratitude to our mentors. It will be difficult to ever re-pay them. Perhaps, by passing the information to the next generation we will do so. This information catalog is dedicated to those leaders whose names appear here.

Bill Flocco - President of the American Academy of Reflexology. Mr. Flocco has completed a study on Reflexology for PMS and documented 46% reduction in symptoms. Results were published in the "American Journal of Obstetrics and Gynecology". Mr. Flocco has conducted two world tours and has appeared on "CBS This Morning." In addition to numerous workshops, Mr. Flocco offered the longest training in Ear, Hand, and Foot Reflexology in North America through AHHS.

William Leigh - Considered the "Dean of Bodyworkers." Mr. Leigh is the protégé of Ida Rolf, Moshe Feldenkrais and Tanouye Roshi, the only such person with these credentials. Altogether we have received two years training from one of the founders of Body Therapy in America.

Steve Marshal- Mr. Marshall is a former Director of Bodywork Training at Kripalu Center. Mr. Marshall presented a training on Polarity Therapy.

Stuart Mauro - O.M.D., C.A. is a faculty member of the Santa Fe College of National Medicine and is Director of the Sandhill Crane Institute. Mr. Mauro has presented numerous trainings over the years to include "Pre-Menstrual Syndrome Workshop," Basics of Cranial-Sacral Orthobiological Technique," among others.

David Nickel - Licensed Oriental Medical Doctor in California. Dr. Nickel regularly works with Olympic Teams in the sports of track and field, swimming, and powerlifting. When Ed Conn broke 5 world records in powerlifting in 1985, he stated " I want to especially thank Dr. Nickel and his Acupressure Treatments - that helped me break these world records today." Dr. Nickel offered a series of Four in Acupressure utilizing his popular text, Acupressure for Athletes.

McKenzie Stewart - A senior instructor in The Healing Tao Center in Rochester, N.J. Mr. Stewart has taught Iron Shirt Chi Kung, Microcosmic Orbit, Inner Smile and Six Healing Sounds.

"Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it. Begin it now".

- Johann Wolfgang Von Goethe

Stewart Taws - President of the British Sports Medicine Foundation. Stewart Taws is a sports rehabilitation therapist from

England, a graduate from the prestigious London School of Sports Massage and the founder of the British Institute of Sports Therapy (UK). Taws has traveled extensively throughout Europe with the British Athletic Track and Field Team, working with World and Olympic Gold Medalists. Mr. Taws has presented level one and two Soft Tissue Release (STR).



Carol Watkins - Licensed Acupuncturist, Nurse, Massage Therapist, and lifelong protégé of Dr. Mishra, M.D. world renown master in the classical discipline including Ayurvedic Medicine. Ms. Watkins president on the interrelation of the "Element" points of the body. The pleasure principle of harmonious hormonal and neurological well-being.

All programs listed above were presented at PSHH or our associate organization Advanced Holistic Health Studies(AHHS).



THE ROOTS OF MASSAGE - PAST, PRESENT AND FUTURE



Massage began with our distant ancestors the cave dwellers. Pressure and rubbing were used to relieve pain, respond to injury, and promote health.

As a method of healing, massage developed from multiple cultural origins. Therapeutic massage can be traced to roots in traditional Chinese Medicine being mentioned about 2000 B.C. From 500 B.C. onward massage has been written about extensively in medical literature. Sources include Chinese, Egyptian, Persian and Japanese. Massage in the Western World began among the Greeks and Romans.

Hippocrates (460-377 B.C.), considered the father of allopathic Medicine, recommended massage to his patients. Hippocrates was the first in Greek Medicine to specifically describe the medical benefits of massage. He called his art anatripsis which means friction. He stated that massage should be applied toward the heart to assist the circulatory system. "The physician must be acquainted with many things and assuredly with Anatripsis," stated Hippocrates.



Massage survived the Dark Ages being utilized among ordinary people to become part of folk culture.

With the Renaissance came the Renaissance of Massage Therapy. Beginning in the 1500's, scholarly writings on physical health and massage reappeared. One of the founders of modern surgery, Ambrose Pare (1517-1590) utilized massage therapy for recovery following surgery and to relieve joint stiffness. Pare served as personal physician to four of France's queens. He is credited to restoring to health Mary the Queen of Scots by the use of massage alone.

Other French Physicians followed in his footsteps in the use of manual therapeutics. By the end of the 16th Century most medical practitioners in Europe used Massage as part of their cure.

Per Henrick Ling (1776-1839) was a physiologist who lived in Smaaland, Sweden. Ling put together an integrated program of active and passive gymnastics for the treatment of disease. He called this "Swedish Remedial Gymnastics." The Swedish Government created the Royal Swedish Institute of Gymnastics. Here Ling taught many physicians from Austria, Russia and England.

The Swedish Movement was brought to the U.S. by Charles Taylor and his brother George Taylor in 1856. They learned their skill from an English physician, Mathias Roth who studied directly with Ling. Roth felt massage worked with the same principles as homeopathy, the law of similars and the concept of "like cures like". By his death in 1839 Ling's system had obtained worldwide recognition. Dr. Johann Mezger (1839-1909) was born the year Ling died. Mezger did much to validate massage with scientific methodology.

Many women made significant contributions to the development of massage especially in the United States.

In 1880 medical doctors Mary Jacobi and Victoria White addressed the benefits of massage in management of anemia. Contemporary history has been influenced extensively by women. Eunice Ingham formalized a system of reflexology. Dr. Janet Travel's trigger point therapy is a scientific part of Allopathic therapy today. Ida Rolf's Structural Integration addresses the building blocks of posture and function. Dr. Delores Krieger has made a major contribution through Therapeutic Touch. Women continue to have an extensive influence on massage therapy today.

Sigmund Freud (1856-1939) experimented with and published results on the use of massage in the treatment of hysteria. Wilhelm Reich was a psychoanalyst and clinical assistant to Freud for six years. He founded psychotherapeutic work based on dissolving the muscular armor of the body.

In the 1960's massage came to be viewed as the one approach that has proven itself over time. This led to the unparalleled growth of massage since. The Esalen movement and Gestalt psychology inspired psychologists to explore massage in depth. It was in the field of pain research that the greatest gains for massage therapy were made. Dr. Ronald Melzack of McGill Medical School conducted controlled studies of the value of manual massage for the release of pain. The positive benefits of massage were well documented and The Gate Control Theory of Pain was developed through his work.

Some of the systems of massage in use today include the following. Acupressure is utilized to stimulate meridian flow and circulation of energy by pressure to specific points. Shiatsu utilizes numerous meridian points yielding similar results as Acupressure. Sports massage methods, too numerous to mention are used for warm up, cool down, pre-competition and rehabilitation. Polarity developed by Randolph Stone balances body energy through holding specific areas of the body. The Trager Method developed by Dr. Milton Trager uses mentastics plus shaking methods to open the joints.

As we have seen, the roots of massage began with the dawn of man. The field of massage has continued to evolve, taking from the old, combining elements in different ways, formalizing new ways and now scientifically documenting the results. Literally dozens of therapeutic modalities have been created in just the last 100 years. Massage will continue to unfold and grow as long as man has need to manage pain and improve his well being.

In the last decade, Dr. Tiffany Field of the University of Miami School of Medicine, has published in prestigious medical journals hundreds of studies reviewing the effects of massage. This includes effects of massage for Diabetes, ADHD, Infants, Geriatrics, Fibromyalgia and much more. Her contribution has helped the way to the explosive growth of Therapeutic Massage in America.

ACKNOWLEDGEMENT



A heartfelt thanks to the teachers of Phoenix who enthusiastically share their skills with us. To me it is a delight to work alongside teachers who just can't wait to share what they love.

A special thank you is extended to the students who give back their energy, enthusiasm and ideas to us. Their hand-on experience has been invaluable also to the development of Holistic MassageSM and Massage Body MechanicsSM. I wish to acknowledge the Phoenix staff who, working behind the scenes, give the program its very form. Those who attend to the ten thousand details, pave the way for all of us.

To all I wish your future to be one of increasing discovery, personal growth and, of course, lots of fun!
Thanks everyone!

William

"Thanks Phoenix!" - From the USA Para-Olympic Rugby Team



Above: The Phoenix School was proud to provide warm-up, pre-competition and rehab acupuncture and massage for the USA Para-Olympic Rugby Team.

After years of preparation, Team USA faced their final competition in Houston prior to their Olympic bid in Sydney, Australia. The Phoenix School was honored to assist these world-class athletes.

Vol 1, Dec 2000
Copyright, December 2000
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