



Home of the Vero Beach Canine Country Club

Canine Massage Therapy Career Program

Program Overview

This Canine Massage Therapy Career program is combined with online courses and live in-person hands-on practice. This program offers all the education you'll need to become a qualified, and competent canine massage practitioner.

Cost \$3,900. Includes Anatomy text book, First aid/CPR Certification, and a course completion certificate that will allow you to obtain your International Board Certification through IAAMB. **Discounts** for the career program are available if you are currently working in the Veterinarian Field, currently holding a license in human massage therapy or physical therapy. *Half of payment is due at sign-up.* **Registration Deadline and Tuition must be paid in full by August 1, 2025.**

***Individual courses are also available** for the person just looking to help their own dog.

Start Date: August 18, 2025

End Date: October 17, 2025

IN-PERSON DATES: OCTOBER 12, 2025 9AM-3PM - CPR and First Aid Certification Day
OCTOBER 13-17, 2025 9:30AM-4PM – Review and hands-on practice

IN-PERSON LIVE DATES are combined with review PowerPoints, lots of live hands-on practice, and a final exam.

ONLINE COURSES are combined with content study material, homework, quizzes. **INDIVIDUAL PRIVATE ZOOM CONFERENCE CALL, ONE HOUR PER WEEK, BY APPOINTMENT.**

In-Person Location: South Paw Massage and Wellness
6750 73rd. Street Vero Beach, FL 32967

Learning Outcomes

- Provide students with an education and business specialty so that they can succeed in the canine massage and bodywork industry.
- Having the knowledge and ability to help canines live longer and stronger by providing specific massage and bodywork techniques designed to ward off illness, stress, and pain; Overall improving canine health and wellness.
- Have a strong understanding canine behavior and communication.
- Business and Career Mentorship available for 6 months after graduation.

Program of Study

Canine Ethology, Communication and Low Stress Handling (ECS101- 16 hours):

****Also offered as Individual course for \$600.***

Week 1: Online content, homework, and quiz

Live in-person practice during final week

This class involves live dog-on-dog and dog-with-human observations and practice which will allow you to learn the signs, signals, and expressions of canine communication, what it means and how to respond.

Canine Anatomy and Physiology (ANP101 & ANP102- 48 hours)

****Also offered as individual course for \$900. Pre-req: Canine Ethology, Communication and Low Stress Handling must be completed before starting this course.***

Week 2 and 3: Online Content, Homework, and Quiz

Live in-person review during final week

This course covers canine skeletal and canine muscular anatomy. Students will learn the names of the bones, major boney landmarks, the muscular system of the body including names of the muscles, their origins, insertions, and actions. Students will learn the functions of the 11 systems of the body. Directional Terms will also be covered.

Palpation and Massage Techniques (PNM101- 48 hours)

****Also offered as individual workshop for \$900. Pre-req: Canine Ethology, Communication and Low Stress Handling, AND Dog Anatomy and Physiology must be completed before starting this course.***

Week 4 and 5: Online Content, and Homework

Live in-person practice during final week

You will learn how to identify and palpate the major boney landmarks and the associated muscles. Students will also learn when, why and how to apply Massage Techniques safely. This course is mainly hands-on practice.

Palpation and Massage Techniques (PNM102- 24 hours)

Week 5: Online Content, Homework, and Quiz

Live in-person practice during final week

This course dives deeper into the Fascial System. Students will learn when, why and how to apply more advanced techniques including Myofascial Release. This class involves Hands-on practice. Lymphatic Massage will also be covered thoroughly. This course is mainly hands-on practice.

ROM and Passive Stretching (RPS101- 10 hours)

Week 6: Online Content, Homework, and Quiz

Live in-person practice

Students will learn how to safely apply stretching techniques, and Passive Range of Motion. This course involves Hands-on practice.

Canine Gait and Conformation Analysis (GNA101- 6 hours)

Week 6 and 7: Online Content, Homework, and Quiz

This course will cover canine locomotion, gait patterns, posture, and charting.

Canine Pathology and Conditions (PNC101- 12 hours)

Week 8: Online Content

Students will learn about the most common canine pathologies and how to identify the signs and symptoms of these pathologies, and when to refer to a vet. Zoonoses and communicable diseases will also be covered. Specific breeds that are susceptible to abnormalities and conditions will be addressed and how massage and bodywork can help.

Ethics, Law and Standards (ELS101- 2 hours)

Week 8: Online Content

We will cover IAAMB ethics and other professional ethics related to this field.

Emergency Situations (5 hours)

Week 9: Live in-person **OCT 12, 2025 9am-3pm**

PET-TECH First aid and CPR certification by PET-TECH will be obtained upon completion of this class. Also, students will learn how to manage other common emergencies. This class involves Hands-on practice.

What to do at your first appointment and How to maintain proper record keeping (2 hours)

Week 9: Live in-person

Students will learn about SOAP charting and how to properly keep and maintain patient records.

FINAL EXAM (3 HOURS)

Week 9: Final day, NOT OPEN BOOK

OPTIONAL ADD-ON: Full day of personal one-on-one private hands-on training (6-hours)

***NOT INCLUDED IN THE CAREER PROGRAM +\$500**

Live in-person practice: October 18 & 19, 2025

This course will be tailored to the individual student and their needs. This will also include a business overview giving the student a strong understanding of how to start a canine massage business and how to confidently build a clientele.

Other Details

Cancellation Policy: Cancellations by South Paw are possible due to limited enrollment one week prior to the start date. If a workshop is canceled by South Paw, students are subject to a full refund or can enroll in a future workshop. Students who are unable to attend the workshop may apply their payment to a future course or can be refunded the full payment (minus 5% admin fee) if given 3-day notice before the first day of class. Failure to notify us of cancellation before the first day of class, or failure to show up, will result in forfeiture of payment. If any course content has been sent, the course is then deemed non-refundable.

Live in-person Information: There is access to a full kitchen. Location is about 15 minutes away from stores or restaurants.

Closest airports: Orlando (MCO), Palm Beach (PBI)

Way to sign-up/pay: Sign-up by contacting Stacy using the contact details below. A sign-up intake form will be sent to you. Upon receiving the intake form, a personal invoice will be created and sent out to you via email. You can pay by credit card (3% fee applies), or by mailing check.

About the Lead Instructor, Stacy Gradel:

This program is lead by Stacy Gradel, Founder of South Paw Massage and Wellness. Stacy started her Canine Massage Practice in 2015 after graduating from Chicago School of Canine Massage (now known as Canis Bodyworks). Since then, she has completed over 400 additional hours of continuing education in canine rehab, massage, swim therapy and fitness. Stacy has helped the lives of hundreds of Canines, Felines and even goats! Animal communication is a huge part of this practice, and you will be learning from someone who has been actively working with animals, whether it be gaining their trust, or helping them recover from surgery as her full-time job, and today owning a successful canine massage practice.

About the Instructor Assistant, Adrienne Laurenzano:

Adrienne has been working professionally with animals since 2020. After spending a short time with animals, she has dedicated her life to helping animals live stronger, healthier lives through the power of animal communication and the power of therapeutic touch. She graduated top of the class from South Paw's Career Mentorship Program in 2024 and has now become passionate about educating others on the benefits of canine massage, and empowering pet owners to support their dogs' health and happiness. With her own full schedule of canine patients, she focuses on improving mobility, relieving discomfort, and enhancing overall well-being for dogs of all ages and conditions.

Contact:

South Paw Massage and Wellness
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Email: southpawflorida@gmail.com
Text to arrange a phone call: (772) 766-1055