



Home of the Vero Beach Canine Country Club

2027 CANINE MASSAGE THERAPY CAREER PROGRAM

Program Overview

The **Canine Massage Therapy Career Program** combines comprehensive online coursework with live, in-person instruction and extensive hands-on practice.

This program is designed to provide students with the education, practical skills, and confidence needed to become knowledgeable and competent canine massage practitioners.

Program Tuition: \$3,900

Tuition includes:

- Anatomy textbook
- Pet First Aid & CPR Certification
- Online coursework and educational materials
- Live, in-person instruction
- Extensive hands-on practice with dogs
- Final examination
- Course Completion Certificate
- Six months of business and career mentorship following graduation

Upon successful completion of the program, students will have completed the educational component needed to pursue **International Board Certification through IAAMB**, subject to IAAMB's current certification requirements. Intern opportunities may also be available with South Paw Massage and Wellness.

Professional Discounts: Discounts may be available to students currently working in the veterinary field or those who currently hold an active professional license in human massage therapy or physical therapy. Contact us for eligibility and details.

Deposit: 50% of tuition is due at registration to reserve your place in the program.

Registration & Final Payment Deadline: June 25, 2027

Because our hands-on training is intentionally kept small to provide individualized instruction, **space is limited and early registration is encouraged.**

2027 Program Dates

Program Start: July 12, 2027

Program End: September 10, 2027

Live In-Person Training

September 5, 2027 | 9:00 AM–3:00 PM Pet First Aid & CPR Certification Day.

September 6–10, 2027 | 9:30 AM–4:00 PM Course review, hands-on practice, practical instruction and final examination.

In-Person Location

South Paw Canine Country Club

6750 73rd Street

Vero Beach, FL 32967

How the Program Works

Online Coursework

Online courses include educational content, study materials, assignments, homework and quizzes.

Students may also schedule **individual private Zoom conference calls** for additional support. Private Zoom sessions are available by appointment and are limited to a maximum of one hour per week.

Live In-Person Training

The final portion of the program brings everything together through instructor-led review, demonstrations and extensive hands-on practice with dogs.

Students will have the opportunity to apply the techniques and knowledge learned throughout the online portion of the program before completing their final examination.

Learning Outcomes

Upon successful completion of the program, students should be prepared to:

- Apply safe and appropriate canine massage and bodywork techniques.
- Understand canine anatomy, physiology, gait and basic pathology as they relate to massage and bodywork.
- Develop a strong understanding of canine behavior, communication and low-stress handling.

- Recognize when massage or bodywork may be appropriate and when a dog should instead be referred to a veterinarian or other qualified professional.
- Use massage and bodywork techniques to support canine comfort, mobility, relaxation and overall wellness.
- Maintain appropriate client records and SOAP notes.
- Understand professional ethics, standards and basic business practices within the canine massage industry.
- Begin developing the skills and confidence needed to establish or expand a canine massage and bodywork practice.

Business & Career Mentorship: Graduates will have access to business and career mentorship for six months following completion of the program.

Program of Study

Canine Ethology, Communication & Low-Stress Handling

ECS101 | 16 Hours

Also available as an individual course: \$600

Students will learn to recognize and understand canine body language, communication signals, behavior and stress responses.

The course incorporates observation of dog-to-dog and dog-to-human interactions to help students understand what dogs are communicating and how to respond appropriately.

Special emphasis is placed on trust-building and low-stress handling techniques that can be applied during massage and bodywork sessions.

Canine Anatomy & Physiology

ANP101 & ANP102 | 48 Hours

Also available as an individual course: \$900

Prerequisite: Canine Ethology, Communication & Low-Stress Handling

This course provides an in-depth introduction to canine anatomy and physiology.

Students will study:

- Skeletal anatomy
- Major bony landmarks
- Muscular anatomy
- Muscle origins, insertions and actions
- Directional terminology
- The major systems of the canine body and their functions

This foundational knowledge prepares students to better understand what they are feeling and observing during palpation, massage and movement assessment.

Palpation & Massage Techniques I

PNM101 | 48 Hours

Also available as an individual workshop: \$900

Prerequisites: Canine Ethology, Communication & Low-Stress Handling and Canine Anatomy & Physiology

Students will learn to identify and palpate major bony landmarks and associated muscles. The course focuses on understanding **when, why and how** to safely apply canine massage techniques.

A significant portion of this course is dedicated to practical, hands-on application.

Palpation & Massage Techniques II

PNM102 | 24 Hours

This course expands upon foundational massage techniques and introduces students to the fascial system and more advanced bodywork concepts.

Topics include:

- Fascial anatomy and function
- Myofascial release techniques
- Advanced palpation
- Lymphatic massage
- Appropriate technique selection and application

This course includes extensive hands-on practice.

Range of Motion & Passive Stretching

RPS101 | 10 Hours

Students will learn how to safely perform passive range-of-motion exercises and stretching techniques.

Students will also learn when these techniques may be beneficial and when they may be contraindicated.

Hands-on practice is incorporated into this course.

Canine Gait & Conformation Analysis

GNA101 | 6 Hours

Students will study:

- Canine locomotion
- Common gait patterns
- Posture
- Basic conformation
- Movement observation
- Charting and documentation

Students will learn how movement and posture can provide valuable information when developing an appropriate massage and bodywork session.

Canine Pathology & Conditions

PNC101 | 12 Hours

Students will learn about common canine pathologies and conditions and how they may relate to massage and bodywork.

Topics include:

- Common canine conditions
- Signs and symptoms
- Contraindications and precautions
- When to refer a client to a veterinarian
- Zoonotic and communicable diseases
- Breed-related conditions and abnormalities
- Ways massage and bodywork may support canine comfort and wellness when appropriate

Ethics, Law & Professional Standards

ELS101 | 2 Hours

Students will review professional ethics and standards related to canine massage and bodywork, including IAAMB ethics and professional responsibilities.

Emphasis will be placed on understanding scope of practice, professional boundaries and responsible client communication.

Emergency Situations & Pet First Aid/CPR

5 Hours | Live In-Person on Sunday, September 5, 2027 | 9:00 AM–3:00 PM

Students will complete a **PetTech Pet First Aid & CPR Certification** course.

Students will also learn how to recognize and appropriately respond to common animal emergencies.

This course includes hands-on practice.

Review and Hands-on practice

Live In-Person week from September 6-9 | 9:30am-4:00pm

This intensive in-person portion of the program brings together everything students have learned throughout their online coursework.

Students will participate in instructor-led review, demonstrations, and extensive hands-on practice with live dogs. Emphasis will be placed on developing confidence, improving palpation skills, correctly applying massage and bodywork techniques, and learning how to adapt a session to the individual needs and responses of each dog.

This week is designed to bridge the gap between online learning and real-world application, giving students extensive supervised practice and individualized instructor feedback before completing the program.

Your First Appointment & Professional Recordkeeping

2 Hours | Live In-Person

Students will learn how to prepare for and conduct a professional canine massage appointment.

Topics include:

- Client intake
- Initial observations
- Session planning
- SOAP charting
- Professional documentation
- Maintaining client and patient records
- Follow-up recommendations

Final Examination

3 Hours | Live In-Person on Friday, September 10, 2027

The final examination will take place during the final day of the program.

The examination is not open book.

Successful completion of the final examination and program requirements is necessary to receive a Course Completion Certificate.

OPTIONAL ADD-ON

Private One-on-One Hands-On Training / Business development

6 Hours (one full day) | \$500

Not included in Career Program tuition.

Students may add a full day of personalized, one-on-one training with the instructor. This private session is customized to the individual student's goals, experience level, and areas where they would like additional support.

The day may include additional hands-on practice with palpation, massage and bodywork techniques, session planning, canine assessment, and instructor-guided technique refinement.

Students interested in starting or growing a canine massage business may also use these hours for **individualized business development**. Topics can include developing services and pricing, attracting and retaining clients, marketing, building professional referral relationships, client communication, scheduling and recordkeeping, and creating a professional massage practice.

This private training gives students the opportunity to focus on the areas most important to them—whether that means strengthening their hands-on skills, developing a plan for their business, or a combination of both.

Private training is scheduled individually based on availability.

Cancellation & Refund Policy

If South Paw cancels a workshop or course, students may receive a full refund or transfer their payment to a future program.

If a student needs to cancel before the program begins, payment may be transferred to a future eligible course or refunded, less a **10% administrative fee and any non-refundable textbook/material costs already incurred.**

Failure to notify South Paw of a cancellation before the first day of class, or failure to attend, will result in forfeiture of payment.

Once online course content or educational materials have been released to the student, that portion of the program is considered started and is non-refundable.

Live In-Person Training Information

Students will have access to a full kitchen during the in-person portion of the program.

The training facility is located approximately 15 minutes from many stores, restaurants and other amenities.

Nearby Airports

- Orlando International Airport (MCO)
- Palm Beach International Airport (PBI)

Students are responsible for their own transportation, lodging and meals unless otherwise stated.

How to Register

Registration for the **2027 Canine Massage Therapy Career Program is now open.**

To begin the registration process, contact Stacy using the information below. You will receive a student intake/enrollment form.

Once the completed form is received, a personalized invoice will be emailed to you.

50% of tuition is required to reserve your place in the program.

Payment may be made by:

- Credit card — 3% processing fee applies
- Check by mail
- Venmo or Cashapp

Final tuition payment and registration deadline: June 25, 2027.

About the Lead Instructor, **Stacy Gradel**

The Canine Massage Therapy Career Program is led by **Stacy Gradel, Founder of South Paw Massage & Wellness.**

Stacy began her professional canine massage practice in 2015 after graduating from the Chicago School of Canine Massage, now known as Canis Bodyworks.

Since then, she has completed more than **400 additional hours of continuing education** in canine rehabilitation, massage, swim therapy and fitness.

Throughout her career, Stacy has worked with hundreds of animals, including dogs, cats and even goats. Her experience includes working with animals for wellness and relaxation as well as supporting animals during recovery and helping fearful or uncertain dogs build trust.

Canine communication and low-stress interaction are central to Stacy's approach. Students will learn from an instructor who has spent years applying these skills professionally and who currently owns and operates a successful canine massage and wellness practice.

Contact & Registration

**South Paw Canine Country Club,
Massage and Wellness Division**

6750 73rd Street

Vero Beach, FL 32967

Email: southpawflorida@gmail.com

Text to arrange a phone call: (772) 766-1055

2027 Registration is now open. A 50% tuition deposit reserves your place in the program.