

# School Catalogue

*two thousand and sixteen*



## **Williamsburg Campus**

161 C John Jefferson Road  
Williamsburg, VA 23185

## **Richmond Campus**

1624 E Parham Road  
Richmond, VA 23228

## **Norfolk Campus**

129 W Virginia Beach Blvd  
Norfolk, VA 23510

757-220-8000

*Massage Therapy, Natural Esthetics, Nail Technology,  
Cosmetology, Instructor Training, Waxing, Spa Training,  
Holistic Health, & Continuing Education*

# COURSE CATALOGUE

## *Contents:*

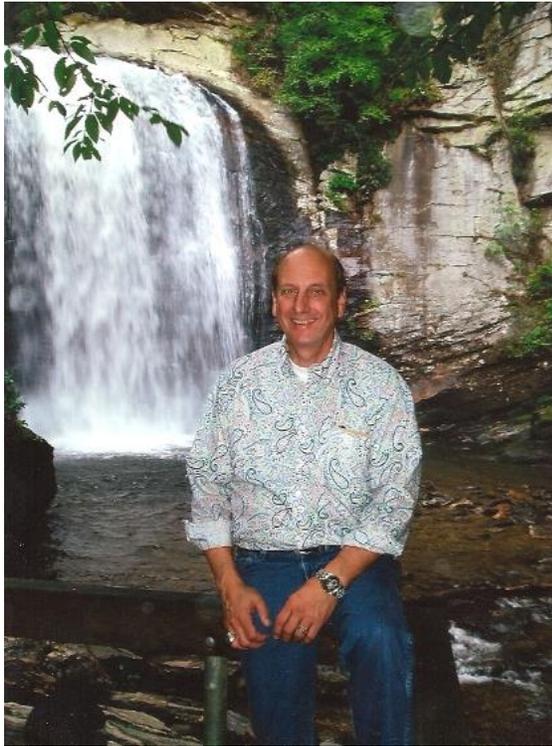
Mission Statement .....	4	Code of Conduct.....	11
History & Philosophy .....	4	Violations of Code of Conduct	
Curriculum for Training Programs.....	5	& Dismissal Policy.....	11
School of Massage.....	5	Advising.....	11
Professional Massage Therapist.....	5	Non-Discrimination/Grievance Statement..	11
Master Massage Therapist.....	6	Cancellations & Refunds.....	12
Massage Course Objective.....	6	Student Records.....	12
School of Natural Esthetics.....	6	Student Prohibitions.....	13
Professional Esthetician.....	6	Transfer of Credit.....	13
Master Esthetician.....	7	Credit Hours.....	13
School of Nail Technology.....	7	Professional Associations.....	13
School of Holistic Health.....	8	Class Schedules.....	13
Holistic Health Practitioner.....	8	School Sites.....	14
Holistic Health Counselor Training.....	8	Calendar & Holidays.....	14
Professional Wellness Trainer.....	8	Academic Support.....	14
School of Spa Management.....	9	Tuition & Fees.....	15
Continuing Education.....	9	Discounts.....	15
Student Rights.....	9	Financial Assistance.....	15
School Policies.....	10	Class Evaluations.....	15
Graduation.....	10	Placement.....	15
Grading.....	10	Administration & Faculty.....	16
Attendance & Leave of Absence.....	11	Massage Course Descriptions.....	17
		Testimonials.....	19

# COURSE CATALOGUE



*Touching the body, empowering the mind, & lifting the spirit*

***A Community of Holistic Health***



**Richard A. Sells**

*Founder, Owner, President and  
Director*

Welcome to American Spirit Institute. We are a school with a holistic philosophy, a knowledgeable and caring staff, and an ever expanding variety of classes and programs to help students develop professionally. We are located in attractive, comfortable facilities that foster relaxation and closeness among our students. You are invited to explore the new worlds that will open to you as you challenge yourself to learn new things and grow more confident and competent in your chosen fields of learning. We are committed to offering the highest quality innovative classes which will heal the body, empower the mind, and lift the Spirit.

## **History & Philosophy**

American Spirit Institute was created to fill a need for professional career training in the rapidly growing fields of, massage, aesthetics, holistic health, and spas. The school opened in

Williamsburg, VA in 1992, and added esthetic programs in 1997 and Peace Hill Retreat Center in 2015.

Under the leadership of the school's founder, Richard Sells, American Spirit Institute is committed to a holistic philosophy of integrating mind, body, and spirit in its courses of study and professional practices. We seek to impart to our students a broad exposure to ideas and practices in their respective fields so they will be able to enter the marketplace with a sense of competency. Just as importantly, we seek to encourage the development of healthy and caring lifestyles for our students and others.

Mindful that these courses of study are meant to complement and enhance student's lives, we have creatively designed the program to allow students to progress through training at their own pace. Our wide range of elective classes reflects our holistic philosophy.

## *Curriculum for Training Programs*

### **School of Massage Therapy**

#### *Professional Massage Therapist (500) Hour Program*

#### **Required Classes:**

- Massage & Bodywork  
(minimum 200 hours and must include Therapeutic massage course & Clinical Massage Practice)
- Anatomy & Physiology and Muscle Anatomy
- Pathology
- Business & Marketing
- Ethics

#### **Massage & Bodywork Classes:**

Advance Massage Techniques	Lomi Lomi (Hawaiian)	Self-Care for the Therapist (yoga, Pilates, breath work, self-massage)
Ayurvedic massage (Indian)	Lymphatic Drainage	Shiatsu
Clinical massage Practice	Clinical Massage Practice	Skin care Techniques
Community Service Massage	Medical Massage I	Spa Techniques
Deep Tissue Massage	Medical Massage II	Sports massage
Equine Massage	Muscle Anatomy (hands on)	Stretching Techniques
Emotional Healing & Massage	Pet Massage	Spa Internship
Energy Therapies	Prenatal Massage	Swedish Thai Massage
Functional Assessment Skills	Reiki I	Therapeutic Massage (Chair Massage & Clinical Massage Practice)
Hot Stone Massage	Reiki II	Trigger Point Massage
Independent Study (Massage)	Reflexology	Tui Na (Chinese Massage)
Infant massage		
Lab (Massage & Bodywork)		

#### **Additional Complimentary Massage Program Electives:**

##### Holistic Classes:

Aromatherapy	Holistic Health
Experiencing Transformation	Meditation
Feng Shui	Natural Health & Healing
Fitness & Wellness	Nutrition & Wellness
Herbs & Wellness	Nurturing the Spirit

#### **Other Electives:**

Spa Management

\* New Classes may be added

# COURSE CATALOGUE

Lab times is available 1 or 2 hrs prior to each class for students to practice and work on projects and assignments

## Objective

It is the objective of the various classes offered in massage therapy to give students a wide range of knowledge and skills applicable to massage therapy and preventative holistic health care.

Brief course descriptions for classes offered in massage therapy are found at the end of this catalogue.

## *Board Certification*

For those interested in advancing their career beyond the entry level the NCBTMB has created the nationally recognized Board Certification for the massage profession.

### *Board Certification Requirements*

- Pass the BCETMB
- 750 hours of education
- 250 hours of professional hands-on training
- Pass a national background check
- Current CPR certification
- Agree to uphold NCBTMB's Standard of Practice and Code of Ethics
- Agree to oppose Human Trafficking

## *Master Massage Therapist (750) Hour Program*

The student must complete the 500 hour Professional Massage Therapy program before taking the additional 250 hours of elective classes to achieve a Master Massage Therapist diploma.

The master's class allows students to gain more knowledge and achieve a higher level of professionalism. For person's wanting to become Board Certified by the NCBTMB, we offer our 750-hour Advanced Training Massage program.

## *Continuing Education*

In addition to the core curriculum in massage therapy, American Spirit Institute will offer a variety of continuing education classes. Some of these will be available as travel of these will be available as travel programs or in a resort type setting through our Training in Paradise Program. Some of these will be available as travel programs in a resort type setting or at a retreat center.

# COURSE CATALOGUE

## **School of Natural Aesthetics**

*Natural Aesthetics means natural beauty.*

The purpose of our school is to nurture and enhance the natural beauty of women and men through professional expertise, the most advanced and safe technologies, and earth and people friendly products.

### ***Professional Esthetician***

**(600) Hour Program**

**(Including Practicals, Bookwork, & Student Clinic Services)**

Orientation: school policies, professional business practices, client records and confidentiality, and professional ethics

Professional laws and regulations

General Services: bacteriology and microorganisms, health and safety.....  
procedures, sanitation, OSHA and MSDS requirements, cosmetic chemistry, products and ingredients, nutrition, and holistic health

Applied Science: anatomy and physiology with special emphasis on the skin

Skin Care: health screening, skin analysis and consultation, facial massage and cleansing, masks, extractions, manual and machine facials and treatments.

Make-up application, camouflage, eye lash, applications, extensions and tinting lightning of body hair except scalp

Body Treatments: scrubs, wraps, masks, aromatherapy

Hair Removal: waxing, tweezing, chemical and mechanical

General Procedures and Safety



***Master Esthetician  
(600) Hour Program***

**(Including Practicals, Bookwork, & Student Clinic Services)**

(Students may be credited or test out of, up to 300 hours of advanced credit for the Master Esthetician Program. The 1200 hours includes the 600 Professional Esthetician Program.)

Orientation: school policies and procedures, professional ethics, insurance, client confidentiality, client records, health and safety procedures, sanitation, OSHA and MSDS requirements, and personal protective equipment

State laws and regulations

Advanced Anatomy and Physiology: special emphasis upon the skin, its types, conditions and pathologies, advanced cosmetic ingredients, pharmacology, and advanced homecare

Advanced Skin Care and Advanced Modalities: Microdermabrasion and dermaplaning, types, safety

Advanced Procedures and Chemical Exfoliation: light treatments, electrical treatments, peels including; enzyme, herbal exfoliations, vitamins based, alpha hydroxy, beta hydroxy, Jessner and Modified peels, and trichloroacetic acid

Lymphatic Drainage: anatomy and physiology of the lymphatic system, etiology of edema, lymphatic drainage manipulations and movements, treatment sequences for face and neck, trunk and upper extremities, trunk and lower extremities, cellulite treatments, and machine aided lymphatic drainage

# COURSE CATALOGUE

## Waxing Technician Course

At the completion of this course the student will be able and qualified to pass the Virginia State Board Exam for Waxing to receive a professional license enabling them to perform any standard waxing services required by the salon.

### *Waxing Certification*

**(115) Hour Program**

**(Including Practicals, Bookwork, & Student Clinic Services)**

**Student coursework includes:**

Orientation:

Skin Care and Treatments

Infection Control and Safety

Temporary Hair Removal Methods

Permanent Hair Removal

Skin Theory

Client Consultation

Waxing Procedures

Waxing Treatments

Salon Management

### *Practical Hours in Applications*

<i>Arms</i>	4	<i>Chest</i>	1
<i>Back</i>	2	<i>Face, chin,</i>	5
<i>Bikini Area</i>	6	<i>cheek, lip</i>	3
<i>Brows</i>	12	<i>Leg</i>	2
		<i>Underarm</i>	

## School of Nail Technology

Nail care and maintenance are both an art and a series of techniques taught at a professional level in a pleasant and supportive atmosphere.

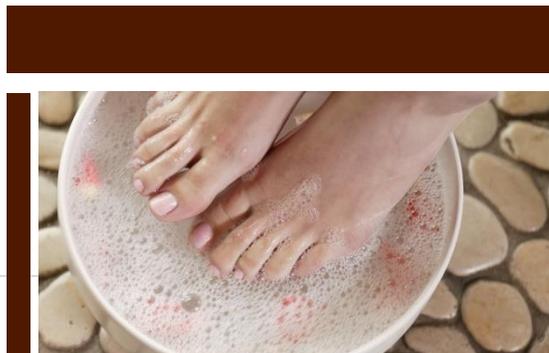
### *Nail Technician*

**(150) Hour Program**

**(Includes Practicals, Bookwork, & Student Clinic Services)**

**Required Coursework:**

- Classroom theory and demonstrations of techniques.
- Manicures
- Pedicures
- Sculptured Nails
- Nail Wraps
- Nail Removals



## **School of Holistic Health**

American Spirit Institute offers a unique three tiered holistic health training program which combines theory, practice, and individualized study. Students may wish to use their training to augment their chosen field of practice, or to launch a new career in holistic health. Career opportunities which might be enhanced by such studies would include: massage therapists, body workers, spa workers, fitness center trainers, chiropractic and physical therapy assistants, persons working in hospitals, nursing homes or mental health facilities, educators, social workers, spiritual counselors, and other private counselors and practitioners.

### ***Holistic Health Practitioner*** **(120) Hour Program**

Students are required to take a minimum of 4 of the following classes or a combination of any that total at least 120 hours:

- Aromatherapy
- Experiencing Transformation
- Fitness and Wellness
- Feng Shui
- Herbs and Wellness
- Holistic Health
- Natural Health & Healing
- Nutrition and Wellness
- Reiki
- Spa Techniques
- Spirit Quest

### ***Holistic Health Counselor Training*** **(200) Hour Program** **(Includes 120 hours of Practitioner Program)**

Students are required to take a minimum of 5 of the above classes and the following:

- Natural Health and Healing
- A Holistic Health Counseling Practicum

### ***Professional Wellness Trainer*** **(300) Hour Program** **(Includes 200 hours of first two programs)**

This program is designed for the practitioner who seeks to achieve a higher level of knowledge, competency, and professionalism in a specific area of holistic health, and seeks to be an instructor of others.

- The 200 Hour Holistic Health Counselor Training
- 100 hours of an individualized study project which includes developing and teaching a class in holistic health.

# COURSE CATALOGUE

## **School of Spa Training**

The purpose of this program is to provide professional training programs for spa technicians, and management personnel. Students will learn the history and theory behind spa services, and a variety of hands on treatments. The Management training is designed for those interested in learning how to develop and manage a day spa business.

### *Certified Spa Technician (45) Hour Program*

### *Professional Spa Management (100) Hour Program*

Includes 45 hours of spa technician training and 55 hours of spa management and design programs. A 100 hour supervised study or home study spa management class is available without spa technician training.

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## ***Continuing Education***

In addition to the core curriculum in massage therapy and aesthetics, American Spirit Institute will offer a wide range of continuing education programs. Some of these will be available as travel programs or in resort type settings through our Training in Paradise Program or at the retreat center.

## ***Certifying Authorities***

American Spirit Institute is certified to operate its professional training programs in massage therapy, holistic health, and spa training in Virginia by the State Council of Higher Education for Virginia.

American Spirit Institute is certified to operate its professional training programs in Esthetics, Nails, Waxing, & Cosmetology in Virginia under the Board of Cosmetology regulated by the Commonwealth of Virginia Department of Professional and Occupational Regulation.

American Spirit Institute's programs are also approved for funding by the Veterans Administration.

The professional training programs offered by American Spirit Institute are vocational and technical in content and the credits earned in these programs are generally not transferable or applicable to other degrees.

## ***Student Rights, Privileges, & Responsibilities***

Students have a right to receive the best possible training in a supportive atmosphere. They have a right to receive a diploma & transcript for the minimum course hours they were required to take for the training they have contracted to receive.

Students have the privilege of having their rights protected & abilities recognized by the school.

Students also have a responsibility to abide by the rules & regulation of the school including honoring their financial & study commitments.

## *School Policies*

### **Admission Requirements**

Before admittance to the school's various training programs, the following requirements must be met:

1. The candidate must be at least 16 years of age or a high school graduate unless otherwise approved by administration.
2. Before acceptance is finalized a candidate must be interviewed and approved by a school administrator. (A telephone interview may be acceptable in some cases.)
3. A fully completed application form must be submitted along with a \$50 application fee. The application fee is refundable only if the candidate is not accepted.
4. Students are notified by letter & a phone call of their acceptance into the school.

Before admittance to the school's Master Training Programs, completion of the school's lower level programs in the respective fields is required, unless approved by the school's administration.

With the approval of the school's administration, some of the courses offered in the Professional Training Programs may be taken by persons who have not met the minimum requirements for the programs. However, the courses will not be counted towards Professional Certification until a person is accepted into the Professional Training Programs.

### ***Satisfactory Progress & Probation Policy***

Students will be notified in writing mid-term of their grades and/or performance by their class instructor, if they have a failing average. The student and the instructor will meet to determine ways to improve performance. Options may include retaking tests, completing make up work, fulfilling extra credit assignments, or tutoring at the student's expense. After 30 days, students who do not achieve a passing level will be placed on academic probation. Students not achieving a passing grade level or satisfactory performance by the end of a class will be required to retake the class.

Students may return to audit classes free of charge.

# COURSE CATALOGUE

## *Graduation*

Upon completion of the Professional Training Programs, the student receives a diploma certifying the program completed.

Upon receiving their diploma, massage students may apply to the FSMTB to take the required certification exam for certification at both the Virginia and National level. ASI provides its massage graduates the contact information about taking this exam.

Exams are also required for Esthetician, Nail Technology, Waxing & Cosmetology Licensure in Virginia under the DPOR regulations. Graduating esthetic students will also be given the necessary contact information for taking their exams.

### **Grading System**

A - 90% to 100%

B - 80% to 89%

C - 70% to 79%

D - 60% to 69%

F - 59% and below

Many of ASI's classes are on a pass/fail basis with attendance and participation required to pass.

## *Attendance and Leave of Absence*

Because of the intense and sequential nature of our professional training classes, students are expected to be prompt and attend class consistently.

Student's arriving more than 10 minutes late are considered tardy, unless excused by the instructor for legitimate emergency reasons. Students arriving past half the hourly time of a scheduled class will be considered absent for that day of class. A student can be excused from being tardy or absent for legitimate emergency or personal reasons as approved by the instructor or administrator. In either case, students will still be responsible for doing makeup assignments or attend other classes equivalent to hours missed.

Students must do their makeup assignments or attend the makeup classes. If students fail to complete their makeup assignments at a passing grade level, determined by the instructor before the end of the class, they will be dismissed from the class unless otherwise excused by American Spirit Institute for health or emergency reasons and will be required to take it over if they wish to receive credit.

A student may be suspended after failure to attend classes over a two week calendar period. A leave of absence may be granted by the approval of an administrator for a personal emergency or health reason. Leave of absences may be granted up to one year and may be renewed with administrative approval. Upon returning, students will be required to repeat classes not completed before taking the leave of absence.

## *Code of Conduct*

Students are expected to conduct themselves in a respectful and professional manner both in school and in professional practice. They agree to maintain standards of personal cleanliness and classroom tidiness.

## *Violations of Code of Conduct & Dismissal Policy*

If a student violates the code of conduct for the school they must meet with an administrator to discuss the violation. Depending upon the gravity of the offense they may :

1. Receive a warning
2. Be placed on probation for the remainder of their stay at ASI, and may be dismissed if there are any further violations of the code of conduct.
3. Be dismissed from ASI for the following reasons:
  - a. Failure to attend classes over a two week calendar period.
  - b. Disrespectful, disruptive, or harmful behavior toward other students, staff, clients, or visitors, of ASI.
  - c. Being under the influence or having possession of alcohol or illegal substances.
  - d. Non-payment of tuition.
  - e. Theft of school or others person's property.
  - f. Carrying a weapon to or near the school.

Students may appeal to SCHEV, or reapply 6 months after a dismissal, if they rectify their previous problem. Re-admittance is at the discretion of ASI.

## *Advising*

The administrative staff will be available to provide any additional counseling to students regarding student needs, continuing education, and professional organizations. Instructors are available for ½ hour immediately preceding or following class to meet with students needing advice or counseling regarding their class work. Students should schedule appointments.

## *Non- Discrimination/ Grievance Statement*

The school shows no partiality to students, staff, or clients on the basis of race, religion, sex, or national origin as per Title VI of the Civil Rights Act of 1964.

Any problems or complaints should be brought to the attention of the administration, which will deal with the issue immediately. If problems cannot be resolved at the school level, students may address their complaint, without concern for unfair action or treatment, to:

State Council of Higher Education for Virginia  
Private and Out-of-State Postsecondary Education  
101 N. 14<sup>th</sup> Street, 9<sup>th</sup> Floor  
James Monroe Building  
Richmond, VA 23219

# COURSE CATALOGUE

## *Payment*

Longer term classes may be financed with approval of the Director. Payments are due the first or fifteenth of each month according to your individualized payment plan. A 10% per month late penalty is charged for late payments. Seriously past due payments may be sent to collections. **Students are responsible for all legal & collection fees.**

## *Cancellation & Refunds*

Should a student cancel before classes begin or within 3 business days, excluding holidays and weekends, any paid tuition will be refunded. Should a student cancel after classes begin, the following tuition refund rate applies: The student receives 75% during the 1<sup>st</sup> quarter of the program, 50% during the 2<sup>nd</sup> quarter, 25% during the 3<sup>rd</sup> quarter, and none after beginning the 4<sup>th</sup> quarter.

If a student withdraws from the school before completing their course work, they must notify the school in writing that they are withdrawing and request a tuition refund. ASI may take up to 45 days after the request in writing to process a refund. In some cases American Spirit Institute may negotiate with a student for other reimbursement terms or have the funds applied to other programs. Lab fees, application fees, and expenses incurred by students for books and supplies are not refundable. Veterans required refund policy.

## *Veterans Refund Policy*

Academy refund policy is as follows:

- Withdrawal before class beginning date: 100% refund
- Withdrawal after 10 % of hours are completed= 90% Refund
- Withdrawal after 20% of hours completed= 80% Refund
- Withdrawal after 30 % of hours completed= 70% Refund
- Withdrawal after 40 % of hours completed= 60% Refund
- Withdrawal after 50 % of hours completed = 50% Refund
- Withdrawal after 60 % of hours completed= 40 % Refund
- Withdrawal after 70% of hours completed= 30 % Refund
- Withdrawal after 80 % of hours completed= 20 % Refund
- Withdrawal after 90% of hours completed= 10% Refund
- Withdrawal after 91-100 % of hours completed= 0 Refund (Non-refundable fees not included).

Registration Fee will be refunded according to the above policy, with the exception of the first \$10.00, which will be nonrefundable.

Laboratory fees will be refunded according to above refund policy guidelines.

Students will only be charged for supplies and books consumed and any fee charged for supplies not consumed will be refunded.

Any books/ supplies/ equipment, etc, purchased by the student is the property of the student and they may retain or dispose of at their discretion.

Refund will be granted within 30 days.

## *Student Records*

ASI maintains on-going student records which are kept in a locked file in our main campus office in Williamsburg and are not accessible to students.

These records include: Applications, enrollment and financing records, verifications of previous training, a list of classes, grades and hours satisfactorily completed, records of disciplinary action, current status, and copies of transcripts, certificates, and diplomas.

Student academic records will be maintained permanently and fiscal records for at least 3 years after last date of attendance.

Students may request a copy of his/her academic records in person or by written request. Transcripts are provided free upon graduation to students to assist them with certification or licensure in their respective professional fields. Additional post graduate transcripts requested by students are at a \$10 fee per transcript.



Student transcripts will not be released to other individuals or organizations without the written consent of the student if he or she is over 18 years of age. If the student is under 18 years of age, transcripts can be released by the written consent of a parent or legal guardian.

In the event ASI ceases to exist, the school has contracted with another local school to maintain student records.

## *Student Prohibitions*

The following behaviors are prohibited by students:

1. Exhibiting disruptive, disrespectful, threatening, or harmful behaviors towards students, staff, clients, or ASI
2. Carrying any weapons into school or near the school.
3. Theft from students, clients, staff, visitors, or ASI.
4. Being under the influence or having possession of alcohol or illegal drugs at the school.

## *Transfer of Credit*

The school may transfer or recognize credits for comparable courses from other state approved schools or recognized academic schools or programs. American Spirit Institute's administration reserves the right to determine if and how many credit hours are transferred towards its programs.

Students may also request a formal transcript from the school to be sent to other institutions. There is a fee of \$10 for each transcript sent.

## *Credit Hours*

The number of clock hours required for each class or program is considered to be based on in class training hours. Clock hours can also be designated for external practicals, field trips, approved home study assignments, internships or other class assignments as required by the class instructor. Clock hours are for actual hours of learning experience.

# COURSE CATALOGUE

## *Professional Associations*

ASI is a member of ABMP, American Bodywork and Massage Professionals, 1271 Sugarbush Dr., Evergreen, Colorado 80439. They are a professional trade organization for massage therapists and estheticians.

## *Class Schedules*

Class schedules vary by program and sites. Schedules for specific classes are printed periodically and elective classes are posted online for students to sign up in advance of the class by phone registration, email or at the school site. Schedules are also available through the school's office. Adjustments may be made prior to the first day of class due to changes in anticipated enrollment.

## *Proficiency Exam for Credit*

Persons who have been practicing in the field for a minimum of two years and/or have attended a training school which is no longer in business or from which they cannot get a transcript or verification by a third party may take a comprehensive exam in a subject or course area in which they claim competency. Upon passing this exam the school may give partial or full credit for the individual subject or course. American Spirit Institute will charge a reasonable fee for preparing & administering an exam for credit.





**Williamsburg Campus**

## *School Sites*

The American Spirit Institute's main school site is located at 161 C John Jefferson Road, Williamsburg, VA 23185. All administration for American Spirit Institute is located at this facility in the Busch Corporate Center.

The Williamsburg Campus consists of two wings & offers one large practice room & two lecture rooms. The right wing of the building features six therapy rooms where Massage & Skin Care Services are performed, a kitchen & laundry area, as well as linen & product storage. Three rooms on the left wing are designated as Salon/Spa Practice rooms where Manicure & Pedicure and Massage services are offered. The left wing of the campus also features a spacious waiting area with central reception desk & Administrative Office. Restrooms are located on either side.

The Richmond site consists of five instruction rooms and two restrooms. Two rooms are reserved for lecture purposes and the other three rooms are for hands on training & practice. At least six tables are available for classes and therapy treatments as well as necessary esthetician's equipment for facials and skin care. A student library is also available.

The Norfolk site consists of a large practice room, a lecture room, a product supply room, and a couple of other smaller practice rooms, and all necessary equipment for practicals.

To allow for personalized instruction, classes will be typically limited to a small number of students. Special weekend and continuing education classes may be held at larger sites to accommodate larger groups. Some classes may be held at other nearby approved sites as necessary. Short term specialty classes or CE classes may also be available in other communities.

## *School Calendar & Holidays*

ASI holds classes all year beginning as early as January 2<sup>nd</sup> to December 24<sup>th</sup>.

Classes will not be held on the following holidays. However, sufficient classroom and therapy time will be scheduled to fulfill the requirements of the program.

The school typically takes a week break between Christmas and New Year's Day and one week in the spring and one summer.

*Class Holidays:* Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, New Years.

# COURSE CATALOGUE

## *Academic Support Services*

Administration and Faculty are here to support students in their professional education. Faculty is available continually by appointment before and after class for advice and consultation. Students may call the main school office at 757-220-8000 for assistance or to set up an appointment with an administrator

## *Discounts*

*~Significant prepayment discounts are given for all programs.*

*~ Lab fees are non- refundable.*

## *Financial Assistance*

Student with low or limited income may qualify for financial assistance with tuition with the Virginia Employment Commission's Workforce Training Program.

ASI is a Veterans Administration approved school.

If you are a Veteran or active Military you may be entitled to educational benefits. You may be able to transfer training hours to a spouse or your child.

## *Class Evaluations*

Classes are periodically evaluated by students and administration as to their quality and effectiveness. Instructors are also evaluated.

This data is then used to make necessary class or program changes to better meet the needs and expectations of students.

Evaluations of instructors by students can be used to improve the teaching techniques and skills of instructors or make changes in faculty.

## *Placement Services*

The school administration has contacts with physicians, health clubs, hotels, spas, salons, rehabilitation centers, retirement homes, and chiropractors, to assist students in placement after graduation. The school posts job openings for graduates, when notified of such openings. Where possible, additional job placement counseling will be offered to assist students with finding a job.

# COURSE CATALOGUE

## *Administration and Faculty*

American Spirit Institute is a not-for-profit Virginia Corporation. The school's operation, faculty supervision, and development are under the direction of:

**Richard A. Sells, BS, MDiv, MPA, and MMT**

*President, Founder and Administrator*

**Meredith Harrison, BA, LE, ME, and LNI.**

*Educational Director and Administrator*

### Massage, Holistic Health, and Spa Faculty

(Williamsburg and Norfolk)

Suzanne White, CMT	Therapeutic Massage and Medical Massage, and many electives
Meredith Harrison, BA, LE, ME	Spa Techniques, Business & Marketing, Ethics
Tammy McCracken, BS	Anatomy & Physiology, Pathology
Maggie O'Brien, RN, CMT	Muscle Anatomy, Deep Tissue
Richard Sells, BS, Mdiv, MPA, MMT	Holistic Health
Linda Weaver, BA, Med, MMT, CPMT	Pre-Natal Massage, Reflexology, Pet Massage, Lomi Lomi
Tammy Sawyer	Reiki, Sports Massage, Deep Tissue
Lindsay Salanga	Therapeutic Massage, A & P, Pathology, Business & Marketing, Ethics, and many other electives

(Richmond)

Tammy Sawyer, CMT	Anatomy & Physiology, Pathology, Ethics, Business and Marketing and many other massage and elective classes
Richard Sells, BS, Mdiv, MPA, MMT	Holistic Health, Business and Marketing
Margaret LaPierre, LE, ME	Aromatherapy, Holistic Health
Patrick Fenderson, CMT	Therapeutic Massage, Business and Marketing

### Esthetics and Nails

(Williamsburg, Richmond, Norfolk)

Meredith Harrison, BA, LE, MEI	Esthetics and Nail Technology
Melissa Deaton, MEI	Esthetics and Nail Technology
Jennifer Worsham, MEI	Esthetics
Barbara Eastman, MEI	Esthetics
Diane Lindsay, MEI	Esthetics

### Cosmetology

Melissa Deaton	Cosmetology
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# COURSE CATALOGUE

## *Massage Class Descriptions*

These classes are designed to help students achieve their objective of becoming a certified massage therapist.

**Therapeutic Massage:** 125 hours

The theory and practice of massage including history of massage, learning massage strokes and whole body massage routine for table and chair.

Business practices, emotional and psychobiological issues and practical lab time.

**Anatomy & Physiology:** Includes the study of all the major systems of the body and a special in depth class on muscle anatomy and kinesiology. 125 hours (includes lab time).

**Pathology:** A study of major diseases which are useful to know a therapist's massage practice. 40 hours

**Ethics:** A study of the moral guidelines, boundaries, and appropriate behaviors for a massage therapist. 6 hours

**Ayurvedic Massage:** A study of the ancient massage of India and the traditional holistic health philosophies. 15 hours

**Lomi Lomi:** Traditional Hawaiian massages using long soothing strokes for relaxation. 9 hours

**Thai Massage:** Traditional Thai massage is usually done on the floor using stretching and whole body pressure techniques. 15 hours

**Tui Na:** Traditional Chinese massage uses ancient techniques and works acupressure points. 15 hours

**Deep Tissue:** Uses elbows, knuckles, forearms, and sides of hands to employ deep pressure to relieve tight muscles. 15 hours

**Prenatal Massage:** Massage for the expecting mother. Includes positioning techniques and special areas to work and avoid; use of massage during labor. 6 hours

**Infant Massage:** Specialty massage techniques used with infants to relax them & teach mothers. 6 hours

**Pet Massage:** Studies the anatomy of cats & dogs and massage techniques to treat or relax them. 6 hours

**Trigger Point Massage:** The theory and practice of using finger pressure techniques to relax muscles & breakup knots. 15 hours

**Sports Massage:** Massage for the athlete to prevent or treat injury. Includes pre and post event massage. 15 hours

**Shiatsu:** Massage employing the Japanese style techniques of working acupressure points. 15 hours

**Aromatherapy:** The study of the use of essential oils for health and healing purposes & in massage. 30 hours

**Spa Techniques:** Includes learning a variety of body scrubs and wraps, and inches off techniques to use in the spa. Students learn to create their own as well. 45 hours

**Spa Management:** Students learn to design and plan their own spa from policies and procedures to floor plan, business plan, products and equipment, and brochure. 55 hours

**Skin Care Techniques:** Students learn to analyze and treat various types of skin using a variety of products, massage, a facial techniques. 15 hours or more

**Business and Marketing:** Students learn how to develop and market their own massage business. 12 hours

# COURSE CATALOGUE

**Energy Therapies:** Study of the theory and practice of using various energy techniques for healing purposes in massage. 15 hours

**Pain & Injury Treatment:** The study of common sources of pain and massage treatment techniques to employ to relieve pain and treat muscle injury. 15 hours

**Emotional Issues and Massage:** Students learn about the common emotional reactions of clients and themselves which occur in massage and how to best deal with them. 15 hours

**Nutrition and Wellness:** Students learn about which foods and drinks contribute to optimal health. They learn to analyze their own diets and improve them. 30 hours

**Fitness and Wellness:** Students about a variety of fitness techniques that can contribute to better health, and how they can employ them in their own lifestyle. 30 hours

**Herbs and Wellness:** Students learn about a variety of medicinal herbs and the best way to use them. 30 hours

**Experiencing Transformation:** Students study the methods of change and how to plan and work on beneficial changes in their own lives. 30 hours

**Spirit Quest:** Students learn approaches to development and nurturing of the spirit as a part of the whole self. 15 hours

**Natural Health and Healing:** Students explore a variety of ways that persons can utilize preventative health care, and experience natural health & healing without medicine. 15 hours

**Feng Shui:** This is a study in the ancient Chinese art of environmental control and placement to contribute to balance in one's daily life. Students learn how to apply this philosophy to the massage or spa setting. 30 hours

**Independent Study:** This course provides students the opportunity to conduct their own research, under the direction of an instructor, as to how massage can manage or treat specific conditions or illnesses. Hours vary on the nature of the students study.

**Community Service Massage:** This practice allows students to donate their time and massage skills to various worthwhile community groups or individuals who could benefit from their services. 15 hours

**Clinical Practice:** 25 required student massages.

**National Exam Review:** covers all areas of exam prep and methods of study to help pass the exam. 15 hours

**Medical Massage:** Students learn appropriate massage techniques to use to treat clients' various medical conditions. 15 hours

**Reflexology:** Students learn the theory and practice of working pressure points in the feet and hands to promote health & healing in the body. 12 hours

**Spa Internships:** Hands-on learning experience in a spa setting under professional supervision.

**Lymphatic Drainage:** Students learn the anatomy of the lymphatic system along with a gentle massage technique which is intended to encourage the natural drainage of the lymph nodes.

**Hot Stone Massage:** Students learn effective and safe techniques to perform this popular and therapeutic massage, 15 hours.

## *Testimonials*

"I really miss the fun of all of our classes and some of the fine people that I have met on "my path" at American Spirit Institute. It was a special time in my life. Rich, I want to say thank you, your school has made such a difference in my life."

"One of the best learning experiences I have had."

"The instructor's excellent sense of humor, a genuine desire to pass on knowledge, and an interesting teaching style, created a fine environment for learning."

"I loved this type of learning environment."

"I have learned quite a bit, and the classes and time spent have made me a better person. I feel good about myself as I venture out. The classes were excellent! I recommend American Spirit Institute to others."

"I loved coming to class it was the highlight of my week."

"Your school has made such a difference in so many people's lives, including mine."

"Wonderful, absolutely wonderful!"

If you have any questions or would like to contact us for more information you may reach us at

757-220-8000

Or by email

[info@americanspiritinstitute.com](mailto:info@americanspiritinstitute.com)





# COURSE CATALOGUE

## References

Please provide at least 2 references

	Name	Address	Phone	Years Known
1				
2				

## Employment History

Please begin with most recent employment

### Employer One

Company Name:		City/State:	
Position Held:		Start Date:	End Date:
Supervisor:		Contact Phone:	

### Employer Two

Company Name:		City/State:	
Position Held:		Start Date:	End Date:
Supervisor:		Contact Phone:	

### Employer Three

Company Name:		City/State:	
Position Held:		Start Date:	End Date:
Supervisor:		Contact Phone:	

Have you been treated for any medical condition other than colds or minor injuries in the last five years?

Please circle one: YES NO

If yes, please explain:

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Have you ever been convicted of a felony or misdemeanor other than a traffic offense?

Please circle one: YES NO

If yes, please explain:

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## Program of Study

Program for which you are applying: \_\_\_\_\_

Planned start date: \_\_\_\_\_ month \_\_\_\_\_ year      Class time preferred:      Day      Evening  
Please circle one

### Payment Preference

Please check an option

Full Payment to be paid on : \_\_\_\_\_ month \_\_\_\_\_ day \_\_\_\_\_ year       Payment Plan: \_\_\_\_\_  
Number of months

Admission Application Continued on Next Page

# COURSE CATALOGUE

## **Application Agreement**

By signing this form, I also state that to the best of my knowledge I am free of communicable diseases, in good health, and physically able to practice in this field. I also affirm that I have read the school's catalogue. I understand and will comply with the policies stated therein.

Please state any problem contrary to the above paragraph: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please attach a recent photo of yourself to the application. Thank you.