

# MASSAGE

## National Holistic Institute turns 25

**IN SEPTEMBER** the National Holistic Institute celebrated 25 years of teaching massage therapy.

Located in Emeryville, California, in the San Francisco Bay Area, the National Holistic Institute was founded by Carol Carpenter in 1979. Since then, the school has graduated more than 7,000 students from its one-year, 720-hour program.

"We're planning a 25<sup>th</sup> anniversary alumni party for March 31," said Tim Veitzer, Director of Development for the institute. "It will be a homecoming of sorts for everyone to come back and see the school."

What began as one suite has expanded into a 20,000-square-foot facility, and the school's student clinic, according to its Web site, fulfills nearly 1,000 massage appointments per month.

The school is looking to expand its scope, said Veitzer, and will begin to offer continuing education courses for massage therapists, among other classes.

"We regularly evaluate our curriculum in order to stay ahead of the industry and meet the requirements of modern agencies," said Veitzer. "As such, we are looking to expand [the National Holistic

Institute] into new Bay Area locations, as well as developing new programs, such as continuing education for the alumni and skill enhancement in spa [and] lifestyle work."

In its quarter-century existence, the National Holistic Institute has set several trends in massage education and the profession of massage as a whole. The institute was one of the first massage-therapy colleges to offer its students federal financial aid from the U.S. Department of Education, and it was the first massage school accredited in California, by the Accrediting Council for Continuing Education and Training (ACCET). It also pioneered the Massage Emergency Response Team (MERT) in response to the 1989 earthquake in the San Francisco Bay Area. MERT is now used nationally by the American Massage Therapy Association to coordinate volunteer massage at disaster sites.

One of the benefits of being around for so long, according to Veitzer, is that the reputation and longevity of the National Holistic Institute has allowed the school to attract and retain superb instructors. The school has 23 faculty members and around 50 staff members, he said.

-- Brandi Schlossberg