

## **1 year of Massage School versus 4 years for a Bachelor of Arts (BA) Degree**

I, myself, have done the 4 years at a University (WSU) and received a B.A. (Bachelor of Arts) Degree in Social Sciences with an emphasis of Sociology (Research and Development), Women Studies, and Human Development (Family Systems) and also received a minor in Sociology (Research and Development) and Psychology (Family Systems).

Although it was a fun social experiment; it was costly and didn't take me to a career! In fact, I came home and went to delivering pizzas at Dominos while I searched for a job in Sociology. However, conducting or counting surveys or doing data collection didn't appeal to me. While I was in college I was a Physical Education Instructor and Sports Official, so I thought I would shift gears and go into education and teach Kinesiology or Sociology after I graduated, but the program I enrolled at was full and therefore left me with no direction and no career.

During my senior year at college I remember that I was giving anywhere from 1 to 3 hour massages to help relax my fellow classmates during finals week. I had enough talent back then to sedate my classmates enough to focus on their studies and I even got them some much needed sleep. They were appreciative back then.

Therefore, when I came home to no job; I decided to try the 1 year (11 months) of Massage School.

This decision changed my life!

Even while I was enrolled as a student, I became a tutor, tester, and a shadowed secondary instructor. I graduated with honors and loved my Kinesiology class during massage so much that when I graduated I became a Kinesiology Instructor and a Massage Clinic Instructor. I also no longer had to deliver pizzas so I was able to quit that job!

I never left my massage school and taught there 8 more years until being let go on Halloween of 2011 due to shrinking the program and soon closing the school for good.

When I was let go it happened at the most scary part of life! My youngest son was just born in March of that year. My wife lost her union job when she came back from maternity leave in June of that year. Now in October of 2011 I was losing my job!

This scared us as I was the stay at home dad during the day for our oldest son who was only 3 years old and I when my wife came home I would go do part-time massage.

Now what were we going to do?

Fortunately...my massage education in business and marketing, my massage skills, my respect in the community, and my dedication to succeed saved me and my family!

I went from a part-time to full-time massage therapist overnight. I broadened my clientele and started to move forward more with an event massage team (Elite Massage Professionals) that I and one other therapist created in 2009. We expanded to being part of 10 marital art gyms and 1 golf course throughout WA State and we had other massage therapists work for our sports massage and mobile team as we were getting well known for our skills and talent (which I taught most of therapists on the team). We also started to do more events in the community. At the time we were involved with only about 8 days of events throughout the year, but we both had our own gym that we went to massage during the week as well as our own private practice.

Adding another scare; in December of 2011, many of our massage therapists quit due to a conflict with the team business partnership and me and we lost about 8 therapists and 8 gym locations.

Fortunately, I strived to take over the company as the solo owner and came back from this failure and I gain the respect from all those gym owners and everyone wanted to work with me. However, I was only but 1 person and only had 2 other therapists who stood with me, so we couldn't re-establish all those gyms at the time.

However, from that day on, I have continued to succeed into building a team of 19 massage therapists and who massage today at 47 days of events throughout the year from martial arts events, marathons, bluegrass music festivals, colleges, and more.

I have also built and expanded my personal office for Elite Massage & Fitness. I have had 2 to 3 different locations since 2003, but in 2013 I found my current office location in University Place, Washington. I have gone from a simple 355 sq ft single room to now owning 4 rooms with 5 massage therapists and 1 physical therapist.

In 2020, I once again expanded and took over another 2 rooms and had a small team start a continuing education (CE) location for those who become massage therapists can have a place to take their required hours needed to maintain their licenses.

In 2021, we grew those 2 rooms into our dream and passion. We created, established, and brought to life the school today known as Elite Massage School.

In September of 2022, we had our first morning class begin and in August of 2023 our first morning class graduated. 100% of them graduated and 100% of them passed the MBLEx License Exam on their first try. All of them have now become Active Licensed Massage Therapists and are beginning their own careers!

The point of this story is this...

My career for the past 20 years and the job that has kept my family strong all these years; came from the 1 year of doing a trade school of massage therapy instead of my 4 years at a University College.

I have had career growth and opportunities that I would not have had from a normal 9 to 5 job. Anyone can make this change. It can be scary, but much success can come from the change and you will have a team of knowledgeable and successful people there to help you succeed in reaching your own career goals.

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