

School of Massage

By Kneaded Energy



Dream

Opportunity

Journey

Catalog

2015-2016

New Start

Purpose

Massage

What's Inside

Volume 12, February 2015

Thank you for your interest in **School of Massage** by Kneaded Energy.

pg 3 Introduction

About KESM

pg 5 Vision
pg 5 Mission
pg 6 Philosophy
pg 6-7 School History
pg 8 Program Objectives
pg 8 Personal and Professional Development
pg 8 Integrative Approach
pg 9 School Facility
pg 10 Educational Environment

Our Program

pg 13 Curriculum, 648 hours
pg 14 Time Commitment
pg 15-22 Course Description

Massage Therapy

pg 24 Career Opportunities

Community

pg 26-30 Faculty

Policy & Procedures

pg 31 Admission Policy
pg 31 Admission Process
pg 32 Orientation
pg 33 Tuition, Fees, Schedule
pg 34-35 Graduation Requirements
pg 35 Student Compensation
pg 36 Student Conduct
pg 37 Refund Policy

"Dare to live the life
you have dreamed
for yourself.

Go forward and
make your dreams
come true."

-Ralph Waldo Emerson

We are committed to
making your dream
to become a massage
therapist a reality.

Contact us so we can
begin this journey
together.

Bill Norman & Shelly Johnson
Co-Program Directors

321 W. Wendover Ave.
Greensboro, NC 27408
info@kneadedenergy.com
336.235.3997

Enrolling Now 
KneadedEnergySchool.com



Welcome

to Kneaded Energy School of Massage

We've all heard the Apple commercial in which the late Robin Williams narrates:

"We don't read and write poetry because it's cute. We read and write poetry because we are members of the human race. And the human race is filled with passion! To quote from Whitman: 'That you are here - that life exists and identity, That the powerful play goes on, and you may contribute a verse.' What will your verse be?"

These words, from Walt Whitman's poem Oh Me! Oh Life!, remind each and every one of us that we have a purpose and a contribution to give to the world during our time here. We are important. We each have a calling.

What will your contribution be? What verse are you writing for your life? If you have taken just a moment to read this welcome letter, I'd say you're in the middle of self-discovery to decide what your verse will be. You are currently seeking out that which calls you so you can contribute a verse.

Being a massage therapist, receiving the request and trust from a client to place your bare hands on this other person, this other soul, is in itself an extremely powerful verse to write. Touch changes people. Touch impacts emotion. Come join us and learn the art and science of massage therapy. We will give you all the tools you need in the world to write a powerful verse of your life.

Introduction



This school catalog provides important information about Kneaded Energy School of Massage and the Professional Massage Therapy Diploma Program. We take the opportunity to promote the qualities that makes our school different.

The school is owned and operated by practicing massage therapists.

Our original company, Kneaded Energy, is a busy, high performing private practice in massage therapy. This live example of massage therapy gives students of the school first-hand affirmation about potential success in

the field. With approval and monitored access, the students can observe this working practice in action. The school is located within a holistic healing center. The center is a community of holistic practitioners providing Chiropractic Care, Psychotherapy, Skin Care and Massage Therapy.

The school is located in an easy access area, Wendover Avenue. The school owns the property and has created its very own sanctuary of nature, in the middle of the city, surrounded with natural beauty and successful massage therapy.



Kneaded Energy

Energy



The KESM Vision Statement is: to provide opportunity...

Kneaded Energy School of Massage provides opportunity for our students to learn massage therapy and to follow their dreams. We provide opportunity for our instructors who have been called to teach. We provide educational opportunities for practicing therapists through our CE program. We provide opportunities for the community of clients seeking the service of our highly skilled and trusted graduates.

The KESM Mission Statement:

- We commit to listening to and responding to student needs,
- We ensure that each student

develops self confidence, increases self esteem, and creates goals to help them reach their personal potential,

- We create an environment that is fun,
- We provide opportunity for greater learning in all aspects of massage therapy education that acknowledges the therapist/client in a body-mind-spirit learning environment.
- We prepare the student with the fundamentals, knowledge and practical skills of massage therapy and application of hands-on techniques,
- We prepare the student to practice as a professional Massage Therapist in a variety of employment settings with a sound knowledge of and proficiency in the fundamental skills, theory and principles of massage.
- We ensure that each student learns and respects the laws regarding Massage Therapy and prepares them to make smart, safe and ethical decisions with regards to their professional practice of massage therapy.
- We commit to making decisions that will ensure the long term prosperity of the school. We recognize we have a responsibility to maximize the value of our human, financial and physical resources.
- We commit to generate profits that:
 - a) justify the investment,
 - b) afford compensation to those who contribute
 - c) allow the company to grow, and
 - d) ensure that each student receives a quality education.

Our Philosophy:

From the onset of the program, the student begins developing a solid foundation in massage therapy. The knowledge gained from our program will help the new therapist address each client's concerns and discomfort with a multifaceted approach. Progressing towards completion, the students will feel confident that they have acquired the essential skills and knowledge to effectively assist their clients with relaxation, stress and chronic pain.

Our program is heavy in business management, customer service and personal integration. We provide each student access to the qualities that will produce success. If a student wants to open their own practice, they will gain the working knowledge of what is required to be a successful start up business.

If a student prefers to find quality, long term employment opportunities, our program will help to counsel that student to learn the positive characteristics of a good employee that can excel in customer service and massage technique and who also understands the financial contribution and liability they add to any small business.



School History:

Kneaded Energy School of Massage was founded and incorporated in 2009. Kneaded Energy School of Massage is approved by the North Carolina Board of Massage and Bodywork Therapy on August 20, 2009. The Center, where the school is located, is an approved provider of Continuing Education hours from the National Certification Board of Therapeutic Massage and Bodywork, #450524-07.

Kneaded Energy School of Massage has successfully graduated 20 classes of students. Those graduates who really wanted to do massage therapy following graduation are working in the profession. Many have found employment. The balance of graduates are starting their own businesses.

The name, "Kneaded Energy", is known to the Triad as a name synonymous with great massage therapy, skilled therapists, quality experience and superior customer service with the emphasis on listening to the clients' need. The Kneaded Energy Companies are service based businesses that understand what is required to be successful in today's market. The students of Kneaded Energy School of Massage will learn, observe modeled behavior and practice this philosophy in and out of the classroom.

The shareholders of the Kneaded Energy School of Massage are Bill Norman and Shelley Johnson. They are graduates of the Body Therapy Institute in Silk Hope, NC. Together they created

About KESM



the private practice of Kneaded Energy® Massage Therapy in 2000. In 2002, Bill and Shelley opened the State Street Center for Renewal. By 2003 they hired their first Kneaded Energy employee. While growing their business they attended the 2004 Summer Olympics in Greece and provided massage therapy to the athletes as part of the International Sports Massage Team. In 2006, Bill and Shelley opened a subsidiary of Kneaded Energy called National Massage Network, subcontracting massage therapy nationwide for conventions, expos and health screenings. In 2008 they published their first book about building a successful massage therapy business. In 2009, while employing a core group of therapists, they opened Kneaded Energy School of Massage. In 2012 they purchased the building that now houses all of their businesses.

Our Program Objectives

The Professional Massage Therapy Diploma Program at Kneaded Energy School of Massage is designed to help the student to:

- Develop a strong foundation of knowledge, professionalism and hand-on techniques,
- Acquire a working knowledge of the structure, anatomy and physiology of the body that includes an understanding of all the body systems,
- Grow and mature in a professional manner that promotes confidence, knowledge, skill, and responsibility, Cultivate an understanding for how to create a safe, ethical and qualified practice of massage and bodywork therapy,
- Recognize and comprehend the serious aspects and dynamics of the client/therapist relationship and boundaries,
- Define career goals and develop working plans to assist in accomplishing those goals,
- Improve communication skills with colleagues, clients and professionals, Embody customer service beliefs and skills required in a service based industry,
- Learn basic theory in self-care and wellness,
- Make smart choices with regard to NC Law and Ethics.

The Personal/Professional Development

The Professional Massage Therapy



Diploma Program at Kneaded Energy School of Massage will give you the skills and knowledge that are required for success in this fast growing, incredibly satisfying profession.

Our program will challenge your mind, help you to define your beliefs, and encourage you to grow. Throughout the program, we will stop and focus on what all has been taught and learned. This will assist and encourage you to synthesize the information so it can become part of your core belief and bank of knowledge.

Integrative Approach:

We recognize that a person is composed of the body, mind, and spirit. We each have our own thoughts, beliefs, convictions, emotions, desires and sensations. We acknowledge that each person has in them a deep sense of knowing, the ability to sense intention and a calling to become whole, whatever that means for each person. We want to **tap into your potential** for learning and activate your passion for life and learning – and teach you what it means to serve the community through massage therapy and bodywork.

About KESM



School Facility Environment:

Our facility embraces the philosophy of recycle and reuse. Our new school building is located on busy Wendover Avenue adjacent to the oasis of Latham Park. Although our building was built in the 80's, we have renovated the interior to support our beliefs and focus of our

educational model. Our classrooms offer the latest in technology. They have been renovated hard wood floors, plenty of natural light and all the latest technology to reduce our carbon footprint on the world. Our classrooms are sparsely decorated, with intention. This provides the instructors and

About KESM



students a clean, fresh pallet each day from which to create a new classroom experience.

We are an oasis of learning in the middle of the city. Wendover Avenue is conveniently located to Church Street, Bryan Boulevard, Hwy 29, and Hwy 220. We are located at Latham Park at the corner of Cridland, adjacent to Moses Cone main campus.



Educational Environment:

Kneaded Energy School of Massage is a pre-professional, adult learning environment. We encourage and promote self-responsibility, time management skills, respectful communication and continuous personal inventory. We encourage students to support themselves in the learning

environment, ask for help when necessary and seek to achieve their highest potential.

Kneaded Energy School of Massage understands and respects different learning and teaching styles. Feedback given from colleagues, instructors and staff is designed to give the student critical information to support them in this process.



Student/Graduate Services:

Job Placement: Kneaded Energy School of Massage maintains a referral listing of available job opportunities in the massage therapy field. We make every effort to assist graduates in finding an appropriate position; however, we are unable to guarantee employment.

Academic Advisement: Academic advisement and post graduate career planning are available to students and graduates.

Housing and Transportation:

Kneaded Energy School of Massage does not provide housing or transportation to students. Within walking distance of the school is a house/apartment rental agency. State Street is located on a major Greensboro bus route, accessible from Elm Street. We also encourage students to carpool.

School Store: Kneaded Energy School of Massage does not have a student store, however, Eclectic by Nature, located on State Street in Greensboro, has agreed to carry student related

items, including but not limited to massage oils, a selection of healing arts related books, music, stones and crystals, and local crafts.

Continuing Education: We believe that ongoing studies are important to the success of our students. To fulfill that need, our Center offers a comprehensive schedule of continuing education seminars and advanced training programs which are designed to fulfill the requirements for North Carolina licensure renewal and build on the foundation created in our program. Approved Provider #450524-07.

Alumni Support: We stay connected to our graduates through our Alumni Newsletter. There is an Alumni Association that also meets to keep graduates informed of school cookouts, support groups, business classes, tax dates, law changes, CE classes we recommend, and job opportunities.





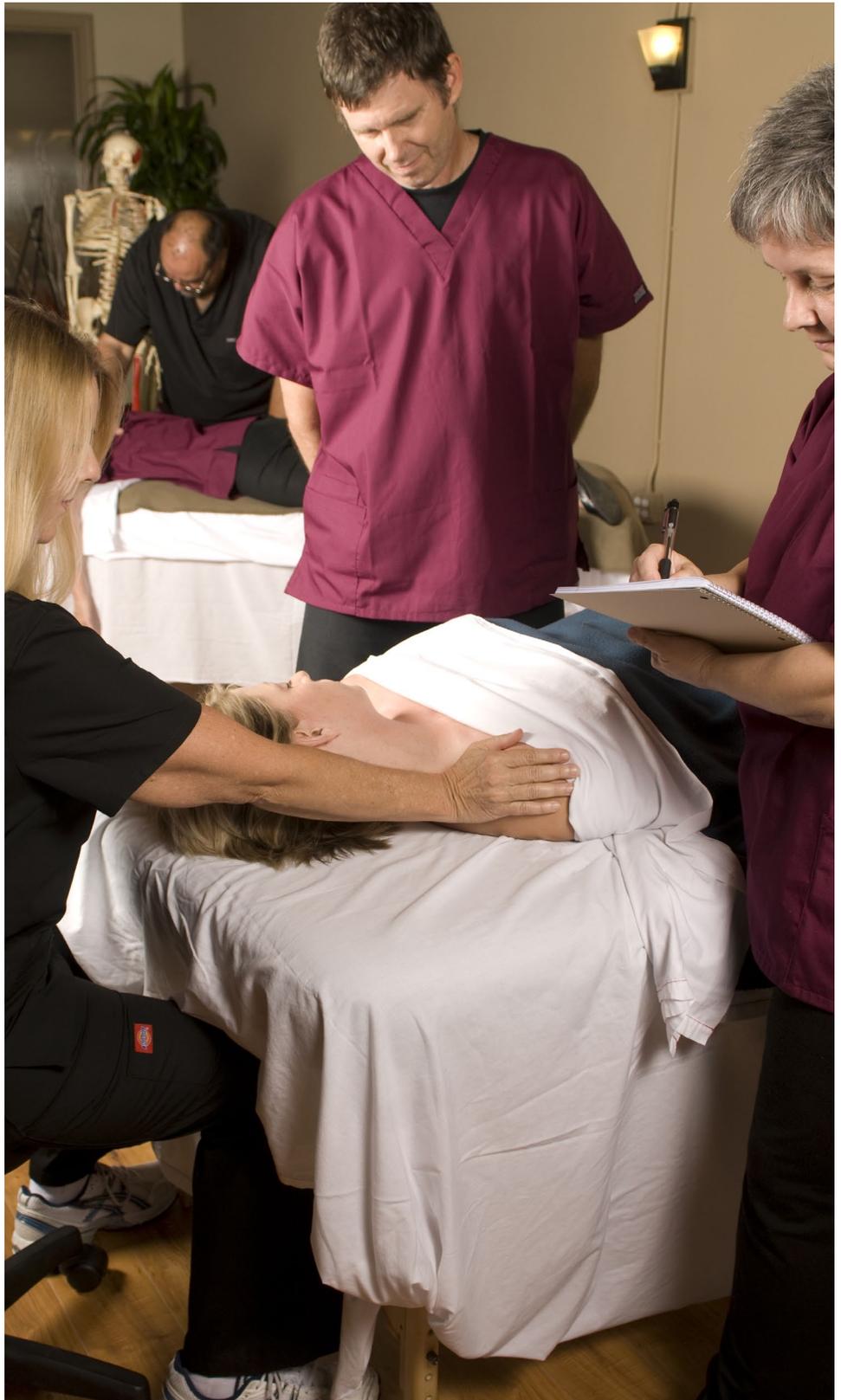
About Our Program

Program

Our Program

The 648 hour Professional Curriculum:

North Carolina requires a minimum of 500 educational hours in training for massage and bodywork therapy. We have hand-chosen a specific curriculum of 648 hours. The classes are sequentially organized to aid the student in overall understanding and knowledge. Each class builds on the knowledge gained in the previous class. The coursework is designed to introduce both factual and experiential content which make up an integrated learning experience. We believe both are necessary to maintain satisfactory academic progress. We provide an educational experience that is both challenging and fun. The teaching format combines lecture, discussions, demonstration and supervised massage practice. In the technique classes, all students will both give and receive hands-on work, this is a requirement.



Our Program

Time Commitment:

Time commitment outside of class and clinic is solely dependent upon you as a student learner.

- For some students it will require a couple, 2-3 hours a week of studying.
- For others, it will require 1 hour of study for every hour you are in class.

- For others, you will need to spend a lot of time studying.

Always read the chapter before class. Take notes in class and ask questions. Then read the chapter again before testing.

You have to determine the amount of time needed to successfully complete.



Our Program

Course Description:

Massage Therapy:

MT100-1 through MT100-4, Preparatory Massage Therapy, (12 hours)

This preparatory coursework prepares the students for the program curriculum. We give them a self reflective learning style quiz and discuss the results. We walk them through some studying aspects that may enhance their learning experience. We cover the Student Handbook that includes our rules and regulations. We cover the History of Massage, demonstrate the tools of the trade, a full body massage, and include them in the demonstration and practice of draping techniques and body mechanics.

MT101-1 thru MT199-1, Introduction to Swedish Massage Therapy, (69 hours)

This series of classes introduces the student to the foundations of Swedish Massage; beginning with the basic massage strokes. KESM students learn to a sequence in order to develop strong habits and master time management. This introductory course supports and applies the philosophy of Unconditional Positive Regard toward the client that has been introduced in Professional Development class.

- **Practicum**, (3 hours): this course culminates in a graded practicum that grants the student permission to



advance into Student Clinic.

- **Homework:** To get you started learning, there are 12 assignments to turn in as you learn to massage.

MT 201-1 through MT299, Practical Massage Therapy Techniques, (33 hours)

This portion of our coursework is to teach practical, alternative theories that can be applied to Swedish Massage, deepening it's affect on the client and to advance the student's understanding of clinical needs assessment through practice and integration. **Prerequisite: Successfully pass practicum for MT101 series.**

- **Chair Massage, (6 hours):** this class provides instruction on how to safely use a Massage Chair, provide

Our Program

treatment and how to use the chair for marketing purposes.

- **Client Sidelying Alternatives (9 hours):** these classes not only introduce the student to sidelying bolstering techniques but they introduce the student to sidelying techniques. Too often students only learn to massage the posterior and anterior aspects of the client. These classes teach a whole new protocol that can be added to any massage whether relaxation or therapeutic.

- **Effective Massage on Fully Clothed Clients, (6 hours):** these 2 classes challenge the student to apply what they've learned on a fully or partially clothed practice client. Taking the basic massage therapy strokes and changing them to apply to clothes, sheets, or blankets and still create

change.

- **Ergonomic Alternatives, (6 hours):** this class introduces the student to ergonomic alternatives for giving massage. We will demonstrate different tools the students can use to change the stress of massage on their body. Students will practice with chairs, rolling stools, yoga balls, forearms, knees, hand tools and will watch a demonstration of Ashiatsu massage.

- **Self Care, (3 hours):** this class introduces smart practices that, if applied, will extend the life of a massage therapist. Tools, bands, balls, t-bars, and Theracanes are brought into the classroom and students are taken on a 2-1/2 hour guided session on stretching and self massage.

- **Practice and Integrate MT 311-1 thru MT331-3P,**



Our Program

Intermediate Massage Techniques, (66 hours)

Our intermediate coursework, arms the students with modalities required by the industry for greater employability. We also begin to help the student think critically about what techniques to apply when and how to educate the client to the techniques you are using to address their needs.

- **Prenatal Massage, (9 hours):** this class introduces safe prenatal practices, teaching indications and contraindications and applications for bolstering techniques.

- **Hydrotherapy Techniques and Hot Stone Massage, (18 hours):** this course covers hydrotherapy concepts, including Hot Stone massage. This course provides a basic understanding to introduce the students to the healing nature of water, and to teach them how to integrate the use of hydrotherapy into their practices, or for an employer when called upon, after the completion of the massage therapy program.

- **Sports Massage, (6 hours):** our sports massage class provides students with a basic overview of Sports Massage techniques, applications used in a practical setting and marketing suggestions.

- **Deep Tissue, (15 hours):** this class provides instruction on how to



safely apply more pressure and change their intention for added benefit to the client. The students will measure their pressure and learn to how to change and perfect their tools while applying pressure. We supervise body mechanics, the student's strengths and body structure in order to guide them in applying safer, deeper, more specific pressure.

- **Massage for Special Populations, (3 hours):** this lecture class introduces conditions to the student that they may want to follow to specialize through further education. This class covers providing massage therapy for people with disabilities, disorders, injuries, impairments and chronic illnesses.

- **Practice and Integrate MT440-1 through MT499 Advanced Massage Therapy Modalities, (69 hours)**

Our Program



This coursework teaches students advanced, in depth, critical thinking techniques to be applied in conjunction with basic massage techniques.

Prerequisite: Successfully pass Deep Tissue Massage and be currently passing Muscular Skeletal Science.

- **Condition Specific Massage Therapy, (63 hours):** we begin this series of classes with a lecture series on Biomechanics, Trigger Point and Fascial Train Concepts, Conditions and Assessment Techniques. We train the student to critically see, analysis and document the obvious dysfunctions in a person's posture, stance and gait. Once they are introduced to the concepts, and can make the connections, they can begin to piece together applications from each class to formulate how to create and introduce change. This provides a connection from theory to technique and basic training to know and understand how to deal with the everyday "Specific Conditions" our clients commonly present that often have an origin in soft tissue dysfunction, repetitive tasks and injury.

- **Practicum and Final Exchange, (6 hours)**

MT501 through MT999, Historical Massage Therapy Practices, (24 hours)

These final courses round out what has been a historical component to massage therapy through the ages. Abdominal Massage for Digestive Aid, (3 hours), this class teaches the student how to address digestive issues with regards to abdominal massage, how to drape, and what considerations to address.

- **Introduction to Aromatherapy, (6 hours):** this course provides a basic understanding of Aromatherapy, its history, areas of specialty, safety, methods of use, and how it works throughout the body and its benefits it can deliver. We discuss research in the field, and an opportunity to experience some of the essential oils and carriers used in this modality.

- **Introduction to Energywork, (3 hours):** this class is filled with wonder, magic and possibility. This class introduces our students to an array of modalities they can add to their arsenal once they pursue other studies upon graduation.

- **Eastern Philosophy, (6 hours):** this class teaches the student to open their understanding of therapy from the

Our Program

eastern theory of meridians, energy pathways, chakras and elements.

- **Reflexology in MT Scope of Practice (3 hours):** our reflexology class introduces our students to the theory of reflexology and how they can incorporate massage therapy based reflexology to keep within their scope of practice.

MBLEX Review (3 hours), in this class we provide 2 sample MBLEX exams for our students to practice.

CL900 through 951-8, Student Clinic/Fieldwork, (75 hours):

Clinic provides the students the opportunity to put into practice what they have learned in all the massage therapy coursework. The program starts with a 3 hour Pre-Clinic class. Students then practice 72 hours with the public, providing massage therapy in a supervised clinical setting. Students are encouraged to work at least 1 outside fieldwork event with the school but can finish all their clinic/fieldwork hours in the setting that best defines their ideal practice once they have graduated. Students sign up for clinic and fieldwork at their discretion, based on their schedule needs.

Prerequisite: Must keep a passing grade in Muscular Skeletal Science.

Sciences

MS100-1 through MS500-7, Muscular Skeletal Sciences (96 hours)

This course provides instruction on



the gross skeletal and muscular organization of the human body and how it functions. We test weekly to measure your knowledge base.

AP100-1 to AP500-10, Anatomy, Physiology and Pathology Sciences (96 hours)

This course provides instruction on the organization and function of the human body and covers an array of pathologies. We test weekly to measure your success.

Our Program



Somatics and Communications SC220-1 through SC220-10, Somatics and Communications (30 hours)

This course covers all the Somatic Psychology requirements and introduces the students to how emotions and experiences can show up in the physical body. For many students this is the first place they learn how muscles can carry memories. Our Communications class is the initial pass in the curriculum

that the students discuss concepts such as professional boundaries, client-therapist relationship, and positive communication. This course culminates in a final project.

Professional Development PD100-1 through PD300-1, Professional Development (33 hours)

Our professional development

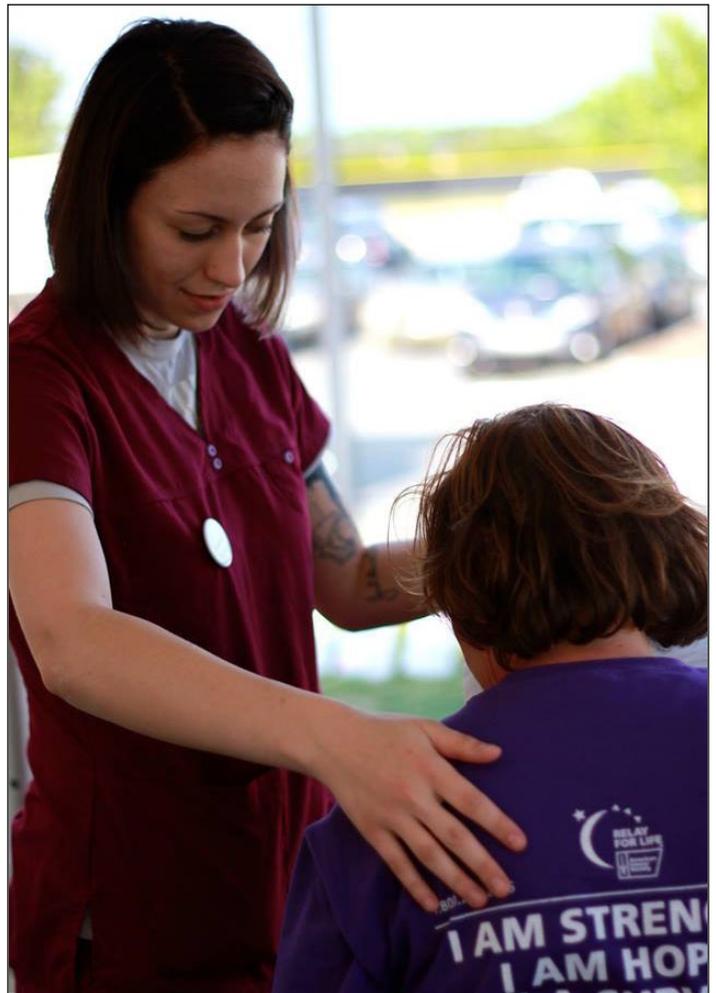
Our Program

coursework guides the student through the landscape of massage therapy and challenges them to mature and grow into professionals, ready to responsibly join the profession. We lead them through basic health and sanitation practices, indications and contraindications, and the psychological effects of massage therapy. We cover clinical behavior, how to apply unconditional positive regard for our clients, professional interactions with clients, how to execute client interviews, appropriate client communications, and professional documentation. At the end of this program series we perform mock interviews and guide the student through the MBLEx and NCBMBT maze of license requirements. This class is closed with a discussion on CE requirements and license renewal.

BUS100-499, Business Basics and Marketing Principals (30 hours)

All of our students are encouraged to schedule one-on-one meetings with the instructors to develop an individualized plan for success after graduation. This coaching allows us to focus on what this one person wants to achieve through massage therapy and contribute to the industry.

- **Introduction to Business, (6 hours):** discusses options for massage settings and employment opportunities.
- **Basic Business Concepts, (12 hours):** covers accounting, budgeting,

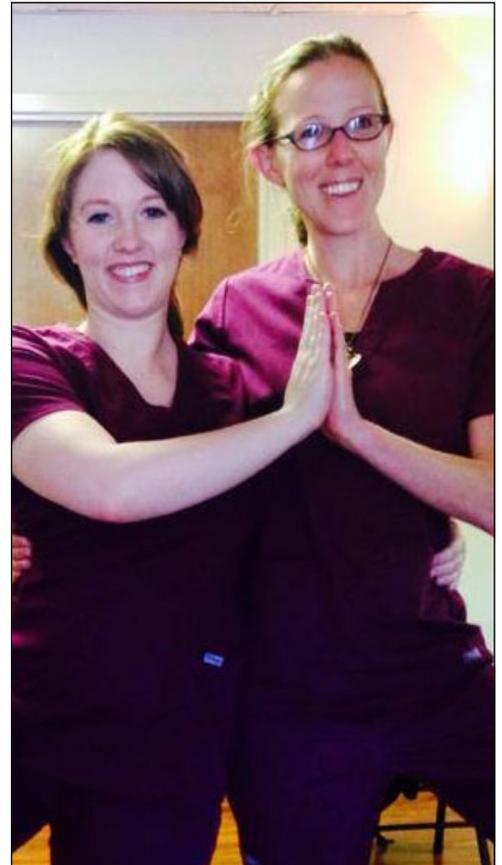


price structure, the cost of doing business, marketing and advertising concepts.

- **Advanced Business Practices, (6 hours):** gives the student the opportunity to meet with practicing massage therapists, ask questions from a panel of industry leaders in the Triad and learn from a professional business coach.

- **Business Presentations, (6 hours):** culminates with the student presenting their business plan or a self marketing plan for success.

Our Program



ETH100-1 through ETH100-5, Ethics and NC Law, (15 hours)

This course covers all the requirements pertaining to North Carolina Laws and Rules. We readdress therapist/client roles and boundaries and draw on actual clinical experiences to shed light on ethical concepts. We readdress power differentials, professional ethics and how to make smart choices and decisions in the profession, in their practice and behind the closed door of their treatment rooms. All hours in Ethics and NC Law are mandatory.

Total Hours: 648 hours



Curriculum subject to change
Comprehensive Final to Graduate

We expect our students to strive for excellence which requires **100% attendance** of all classes.



About Massage Therapy

Massage

About Massage Therapy

Career Opportunities in Massage Therapy:

This profession offers the practitioner a variety of career opportunities.

- For the student who feels called to **change lives**, massage therapy has the opportunity to impact every person you touch. The work can be both challenging and satisfying.

- For the **traveler at heart**, the variety of employment settings can literally take you around the world experiencing different cultures. Consider the resorts, retreat centers, music festivals, healing centers, training camps, and cruise ships that employ massage therapists.

- For the 2 income family with children, massage therapy can provide you with a higher income possibility for **security and flexibility** in a part time or by appointment only job position.

- For the **entrepreneur at heart**, running a private practice, small business, a healing center or a franchise, you can find a lot of opportunity and fulfillment.

Each of our students come to our program with talents and life experiences unique to them. We encourage you to blend massage therapy into what you already do or know and create your own special twist to massage therapy.



- For the **writer** at heart, there are plenty of avenues to write about massage therapy.

- For the **experienced marketer**, find a venue that allows you to market and do massage, or market for massage.

- For the person born to **teach**, after completing your massage program, you can begin down the path to fulfill the requirements to teach massage.

- For the **professional healthcare provider**, we'll help you determine how to plug massage therapy into what it is you already do.

- For the person with **manufacturing** experience, find the massage product that needs to be designed for the industry and marry the two industries.

The opportunities are endless.



Community
Our Community

Massage Therapy



Phil Comstock, LMBT

Program Coordinator, Lead Massage Therapy Instructor and Department Head of Hands On Curriculum and Student Clinic.

Phil joined the school in 2011 as an instructor of Massage Therapy because of his passion for teaching. He stepped into the role as Program Coordinator to become the 'bond' of the program, uniting student to instructors, the public to student clinic, instructors to the administration, and alumni to the school. He manages the admissions process and supervises all aspects of the program. Phil also maintains his own practice Massage Philosophy in Greensboro. As an accomplished musician, Phil is now learning to play and loves spending time with his wife and daughter.



Patty Richardson, LMBT

Massage Therapy Instructor

Patty was hired by Kneaded Energy School of Massage in 2010. Patty is an instructor of Massage Therapy and brings an element of awe and emotional connection to the students work. Patty has a private practice called BodiEase. In Patty's spare time she spends time with her family and grown children.



Jami Craver-Jenkins, BA, LMBT

Massage Therapy Instructor

Jami has been with Kneaded Energy as long as she can remember. She started out as desk staff while she attended massage school and knows fully all the aspects of running a large practice. Jami maintains a fulltime client schedule as an Ashiatsu practitioner. As a graduate of UNC School of the Arts, Jami brings a creative air to the classroom. She is energized by teaching and in return inspires our students. In her downtime Jami can be found in a local coffee house enjoying her ipad, a cup of tea and an array of music.

Massage Therapy



Jay Cheek, MA, BA, LMBT
Massage Therapy Instructor

Jay comes to us with a background in drama, costume design and teaching. He is a neuromuscular trained therapist and works in the practice bringing relief to our clients. He is able to articulate the body's form and function to the students. In Jay's downtime, you can find him volunteering his crocheting talents to create chemo caps for the Moses Cone Regional Cancer Center.

**Photo
coming
soon**

TK Miller, LMBT
Massage Therapy Instructor

TK has been in the massage industry for a long time and brings to the classroom a neuromuscular background. TK began teaching hydrotherapy but finds her love to be in the hands on classroom helping students solidify their massage therapy and body mechanic techniques. Outside of the classroom, TK is training to become a yoga instructor and loves spending time with her family and creating memories.

Professional Development



Sue Walker, LMBT
Lead Instructor and Department Head of Professional Development

Sue was hired in 2009 by Kneaded Energy School of Massage as a lead instructor. Sue has 15+ years' experience teaching. In addition to being a leader in our diploma program, Sue also leads our Teacher Training Certification program. Sue maintains her own full time massage practice and in her spare time she escapes to the equestrian world of riding and tending to horses.

Professional Development



Sharon Genwright, LMBT
Ethics Instructor

Sharon teaches Ethics and NC Law for the diploma program, is the supervisor for Student Advisors and maintains a busy fulltime practice in massage with Kneaded Energy. When not working she loves spending time with her family.



Melissa Bell, BA, LMBT
Business Instructor

Melissa is a business owner that went to massage school for her own enjoyment and decided she liked the industry enough to get licensed. Melissa spends her days running her family business of 90 years. Once she graduated from college with a Business degree, she purchased the business and has run it successfully for the last 15 years. Now she is opening a spa in conjunction with her retail business and is enjoying sharing the responsibilities of teaching business to our students with years of experience. In her spare time, you can find Melissa and her significant other at the beach.



Bill Norman, LMBT
Business Instructor

Bill is a native of Texas and is the face of Kneaded Energy but more importantly, he reminds us daily of mission and vision of the business. Bill is the numbers guy behind all the Kneaded Energy companies. With a photographic memory, he continues to do all the client data entry into Quickbooks so he can meet and greet the clients by name. Bill presents some of the most inspiring lectures in the business classes and helps students overcome the fear of business finances.

Professional Development



Shelley Johnson, BS, LMBT

Business Instructor

Shelley is the creative growth of the Kneaded Energy companies. Her concentration is to manage the staff, market all divisions of the business and help direct the future growth of Kneaded Energy businesses. Shelley is a native of Kansas and has enjoyed her past work life of international travel. Along with Bill and Melissa, Shelley brings realistic business practices to the business classes.

Sciences



Janiese McKenzie, M. Ed, LMBT

Lead Instructor, Department Head of Sciences

Janiese was hired by KESM in 2010. Janiese is also Vice Principal for the Guilford County Schools. Janiese is a part time massage therapist and loves spending time with her husband and daughter.



Michael Dombroski, MBA, LMBT

Science Instructor

Michael teaches Anatomy and Physiology for the diploma program. Michael's background is in nuclear biology and engineering. Michael is a full time therapist with Kneaded Energy and when he is not working, Michael enjoys spending time outdoors with his wife Kathy and 5 grown children; he also loves playing acoustic guitar.

Sciences



Stuart Spiers, DC
Science Instructor

Stuart is a Doctor of Chiropractic, owns and manages his own practice of Trinity Chiropractic right here in the Kneaded Energy building. Stuart is our MuscularSkeletal day instructor and loves being in the classroom. Outside of work, Stuart enjoys playing golf, spending time with Sheri (and Bodie) and watching his son play college baseball.



Sara Clawson, MS, BS, LMBT
Science Instructor

Sara came to massage therapy through her love of endurance sports as an avid recreational competitor. After obtaining her license as a massage therapist, she returned to school to earn her Masters in Sports Medicine and pursued a career as a soigneur; the elite cyclist's caretaker for massage, first aid, nutrition, hydration and ally on the race course. Sara maintains a full time practice, teaches both science courses to our evening diploma students and also teaches at a local college.

Administration



Lesley Hobbs, MBA
Business Manager of the Kneaded Energy Companies

Lesley is the energetic voice on the phone as you call in with questions about the school. She teaches some of the introductory coursework and fields students' questions about the program and the industry. She thinks as quickly as she talks. After graduation, if you need an additional transcript from the school, or want to talk with her about a job with Kneaded Energy, contact her in the Business Office. Her primary role is to run the daily operations of the Kneaded Energy professional practice.

Our Student Clinic Supervisor Staff includes:

Tara Martin, LMBT; Linda Elliott, LMBT; Kathy Williams, LMBT; Jinny Biese, LMBT

Admissions

Admission Policy:

Admission to the Professional Massage Therapy Diploma Program is at the discretion of the Admissions Committee. Class size is limited in order to provide quality instruction, training and personal interaction. Kneaded Energy School of Massage does not discriminate on the basis of race, gender, age, sexual orientation, religion or national origin.

Kneaded Energy does not currently accept the transfer of credit from other institutions.

Admission Process:

Prospective student shall meet the following requirements:

- Be 18 years old or have parents support and approval, Provide proof of a High School Diploma or equivalent,
- Be in good health and free of communicable diseases,
- Have the physical, mental and emotional resources necessary for the safe and effective practice of massage therapy,
- Be willing to make the necessary commitment to attend class and complete all course requirements, Be willing to make the necessary financial commitment.

If you meet these requirements, then follow the 4 easy Admissions Steps:

Step 1: Check us out. Come to an Open House, Orientation Session or Personal Interview. You can also Schedule a Tour. Call and ask us questions.

Step 2: Submit a completed application form with:

- A \$30 non-refundable application fee (applied toward tuition),
- Request reference letters: three (3) letters of reference (non-family) work-related or professional in nature speaking to your integrity and work-ethic.
- A 500 word, or less, handwritten essay, and
- Proof of high school graduation or equivalent.

Step 3: Schedule an Interview with the Program Co-Directors. This includes our Orientation Process, outlining educational objectives and curriculum, the academic and physical requirements of the program, existing employment opportunities in the field, the time and financial requirements of the program and state requirements for licensure

Step 4: Once accepted, pay your deposit to reserve your seat and then finish completing your admission packet.

- Submit proof of one (1) professional massage and bodywork session from a licensed provider.
- Follow up to submit all letters of reference.
- Make sure the school has your completed essay before classes begin.

Upon notification of acceptance, incoming students must sign and return the **Enrollment Agreement** along with a **Tuition Deposit** to reserve their space in the program.



Open House, School Tours, Interviews and Orientation:

Between our Open Houses, School Tours and Interviews we have an orientation checklist next to your name to make sure we cover the following information:

- Educational objectives,
- Curriculum, academic and physical requirements of the program,
- Employment opportunities in the field,
- Time commitment,
- Financial requirements of the program,
- State requirements for licensure, and
- Moral character requirements for state licensure.

Tuition, Fees, and Schedule



School of Massage 648 hour Professional Massage Therapy Diploma Program

Tuition includes books.....\$8900
Includes books, student membership, t-shirt and non-refundable Application Fee \$30

Supplies

Massage Table (approximately).....\$239
Solid Burgundy Scrubs.....\$36
Linens (2 sets)(approximately).....\$28

Related Costs

4 professional Massage Therapy sessions.....\$100-160

Est. Educational Investment.....\$9200

Prices Subject to Change

Our school does not offer Federal Financial Aid but we can offer a pre-approved student loan with a \$1000 deposit and Co-Signer.

Calendar:

DAY classes meet 6 hours a day, 3 days a week, to complete the program in 8 months.

EVENING classes meet 3 hours a day, 4 days a week to complete the program in 12 months.

We also offer the Evening classes at half time or 24 month completion.

Tuition Payments

Total tuition cost is \$8900 and includes your books. A Deposit of \$1000 is required to reserve your seat in the class.

In-House Payments

Payments Available at our building

Financing

We work with an outside tuition financing company. Each student is pre-approved for a loan. This allows students to extend their payments over 24 months. If the student borrows money, in-house or through this outside agency, payments must be kept current throughout the program in order to receive diploma at graduation.

We reserve the right to hold your diploma until payments are made in full if loan payments fall behind 2 months past due.

Graduation Requirements, Certification and Licensure



Kneaded Energy School of Massage will grant a diploma to those students who satisfactorily complete all course requirements in the 648 hour program with passing grades and pay all tuition and fees in full.

Our graduates are eligible to sit for either the MBLEx or National Certification exam. Passing this exam entitles the graduate to apply for state licensure.

The North Carolina Massage and Bodywork Therapy Practice Act makes licensure a legal requirement. This license is administered by the North Carolina Board of Massage and

Bodywork Therapy for the protection of the public. This board reviews qualifications, grants licenses, approves schools and oversees the professions in North Carolina. Licensure information can be obtained from the Board website at www.bmbt.org.

Application

Application to become a NC Licensed Massage and Bodywork Therapist requires graduation from a Board approved school and passing either the MBLEx or National Certification exam. It also requires the applicant to have good moral character.

Graduation Requirements, Certification and Licensure

Graduates are eligible for membership and Professional Liability Insurance with either the American Massage Therapy Association (AMTA) or Associated Massage and Bodywork Professionals, (ABMP).

From the Practice Act

21 NCAC 30 .0630 (20): The North Carolina Board of Massage and Bodywork Therapy may deny a license to practice massage and bodywork if an applicant has a **criminal record** or there is other evidence that indicates the applicant lacks good moral character.

.0626 NC Administrative Code: A student **shall not receive a fee, tip or other consideration** for the massage and bodywork therapy they perform while completing graduation requirements.

Other Requirements

Professional Bodywork Sessions

Students are required to receive and submit documentation of a minimum of four (4) professional bodywork sessions.

First Aid & CPR

Students are encouraged to obtain documentation of certification in Basic First Aid and Adult CPR.

Attendance and Missed Class Make-up Work

Attendance is mandatory. Students must meet minimum standards of attendance and must make up all missed class work, as stated in the Student Handbook.

In-Class Performance and Participation

Students are required to participate in classroom learning activities, such as: giving and receiving massage practice sessions, experiential exercises, and small-group discussions.

School Office Administration

Phil Comstock, Program

Coordinator: Phil has stepped into the role as Program Coordinator to become the 'bond' of the program, uniting student to instructors, the public to student clinic, instructors to the administration, and alumni to the school. He manages the admissions process and supervises all aspects of the program.

Lesley Hobbs, Business

Manager of the Kneaded Energy Companies: Lesley is the energetic voice on the phone as you call in with questions. After graduation, if you need an additional transcript from the school, contact the Business Office.

Policy and Procedures



Student Conduct

While you are on KESM/State Street Center's property or at a Kneaded Energy School of Massage event, you may not act in any way that negatively affects the schools educational objectives, is illegal or is against the rules and regulations of the school or NC Board of Massage and Bodywork Therapy.

Standard of conduct policies include, but are NOT limited to those listed below. For a detailed explanation of the Standards of Conduct, please see the current edition of the Student Handbook for policies relating to:

- Misrepresentation of yourself, your prior education or work history
 - NO compensation for massage and bodywork
 - Academic integrity
 - Dual relationships
 - Confidentiality
 - Solicitation of clinic clients
 - Professional appearance and personal hygiene
 - Substance abuse
 - Infectious conditions
 - Draping standards
 - Guidelines regarding nudity
 - Sale/endorsement of products or services
 - School property
 - Plagiarism

Policy and Procedures



Refund Policy

- The School will make a 100% refund, excluding application fee if a student officially cancels within the first 72 hours after signing the enrollment contract.
- Canceling after 72 hours, but before classes begin, the school will retain the deposit and up to 5% of the full tuition, or \$445 plus the cost of books.
- Termination after the beginning

of the program, but prior to the office 10% point of the program, the school will refund fees paid, less \$1550 plus books.

• After reaching the 10% point of the program no refund will be issued.

- Students who are making monthly payments and decide to terminate after passing the 10% point are required to pay in full.



Refunds

Within 72 hrs after signing-----100% less appl fee
After 72hrs, before classes begin-----95% less books
After classes begin, prior to the 10% point-----less \$1550 plus books
After 10% point-----NO REFUNDS
For DAY = approx 4 weeks - For EVE = approx 6 weeks

This 2015 catalog and its contents are subject to change without notice. The school retains the right to change requirements, curriculum, regulations, and fees at any time. Provisions contained herein supersede all of those previously published and do not constitute an irrevocable contract between the student and the school. Policy changes made after the publication of this catalog will be on file in the Office of the Program Director.



Associated Bodywork & Massage Professionals

School of Massage by Kneaded Energy
TEL 336.235.3997 • EMAIL info@kneadedenergy.com
321 W. Wendover Ave. Greensboro, NC 27408

Enrolling Now 
KneadedEnergySchool.com

