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An LLC owned by Hope DeVall

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**You cannot teach a person anything; You can
only help them find it within themselves.**

—Galileo

"This school is by far the absolute best in the area. I live in Johnson City, TN, and commuted 3 hours round trip 5 days a week. The level education of education I received, professionalism from educators, and genuine love for the art of massage made my commute WELL worth it and I would do it again any day. I received a job immediately after I graduated and have a full schedule. I owe that 100% to Hope, my classmates, and the other teachers I had while I was there. Also, one reason I chose this school specifically was because of the level of education you receive while you're here. The amount of credit hours is more than other schools I looked at which made my education extremely well-rounded. There is a huge focus on musculoskeletal anatomy and anatomy and how the body functions which for me was my favorite part and prepared me well for more medical rehabilitative focused massage. This is not an easy commitment. They have high expectations for their students which is why this school graduates some of the highest-level of massage therapists around. Do yourself a favor and check this place out. You will not regret it."

Kari Jensen, TN LMT



Journey

You are about to embark upon an exciting journey. From the first step through the door to the graduation ceremony, Western North Carolina School of Massage students find themselves on a journey of discovery and miracles. Attending massage school provides a path to a new career, and it also offers an invitation to a way of life, both personally and professionally. It is an opportunity to be transformed by the warmth and generosity of human touch...to deepen your understanding of the human body...to immerse yourself in Asheville's invigorating and healing environment. We invite you to study with us here in the mountains of Western North Carolina!

History

In 2008, Hope DeVall fell in love with the massage profession. As an educator and licensed massage therapist, Hope wished to share the joy that she found in the art and science of massage with others. She has owned and operated two successful massage therapy practices and an organization that offers continuing education to a multitude of licensed healthcare professionals. As an NCBTMB approved provider of massage therapy continuing education since 2011, she traveled to teach licensed massage therapists around the country. In 2012, she relocated to the beautiful mountains of North Carolina and landed in Asheville, one of the most healing and conscious places in the country. Here she decided to begin her heart-centered journey by establishing the Western North Carolina School of Massage. She partnered with several nationally recognized educators, who helped her write and design a quality integrative massage program, that blends the art and science of massage therapy. She worked with other leaders in the Asheville massage community with the intention of offering the highest quality massage education to students, and through that, an enhanced massage experience for the community. Hope's vision is simple, yet profound. She wishes to change the world through touch and human connection. By offering a program rooted in mindful awareness, loving kindness and conscious, educated touch, she hopes that students seeking a career in massage therapy will be able to embrace their dream and touch the world!

Our Mission



At WNC School of Massage, we believe it is an honor to touch another human being, and that touch is essential for human health and well-being. Touch is not a luxury but a basic human need. In this spirit, we train students to bring conscious and expert touch to the world, through the highest quality and most innovative bodywork education available.

We begin with a creative curriculum that integrates proven bodywork techniques and theory with a unique intuitive and presence-centered approach. Our faculty of experienced and highly trained teachers, all successful in their respective fields, share their knowledge and insight with students.

Solid skills are the beginning of bodywork expertise, and WNC SOM provides a grounded, technical foundation in massage theory and practice, including skills in therapeutic relaxation massage, clinical and structural bodywork, and neuromuscular therapy. A course in meditation and energetic bodywork, will help students deepen their sensitivity and subtle awareness. We also provide an excellent introduction to the entrepreneurial world of the body-worker with business and ethics training. With rigorous training in musculoskeletal nomenclature, kinesiology, palpation and professional therapist/client boundaries, the school promotes a culture of academic excellence, striving for a high pass rate on the nationally accepted massage and bodywork licensure exam (MBLEx).

We are dedicated to creating a sanctuary for the growth of self-knowledge, presence and compassion. We support students with wisdom and encouragement, and are committed to empowering each student to develop their unique, creative healing potential. Class size is small, facilitating individual attention and close group connection. This encourages deep comprehension and application in students by supporting personal growth, self-awareness, active learning, and responsibility.

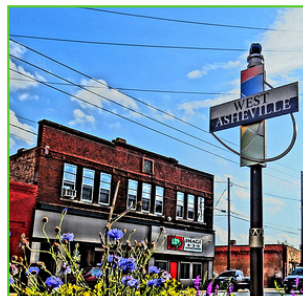


Location and Facility

"Dear Hope, Having been a licensed massage therapist since 1988; and, this being the third aromatherapy continuing ed. class I've taken; I have to tell you that this was not only the best class in aromatherapy, but quite possibly the best continuing ed. class that I ever remember. There is something very special about you, personally; you are an amazing and beautiful young woman with a sweet and glowing spirit.. I definitely stand in agreement with the other students that you are a very gifted teacher. You have the gift of teaching, (concise and clear and thorough and fun); and you also are a generous giver (sharing your knowledge and wisdom). I've learned a lot about aromatherapy over the years through classes, personal study, many reference books, and through practice (with myself and with my clients); but over this past weekend I learned SO much new information, as I knew I would. I love learning, and you were MORE than generous with your time, your beautiful space, your lightheartedness and with your knowledge and experiences and wonderful storytelling. THANK YOU, HOPE!!!! I look forward to more classes with you in the future. Much love to you, and thank you again for a memorable and outstanding class. Thank you for being here!" - Lorie Covey

Asheville, the "Land of the Sky," is located in the Blue Ridge Mountains and is the largest city in Western North Carolina. Asheville is known as one of the "Best Places to Reinvent Your Life" (AARP Magazine, 2003) "Top Seven Places to Live in the U.S." (Frommer's, 2007), and one of the "25 Best Places for Business and Careers" (Forbes, 2012). WNC SOM students find inspiration and support in Asheville, a community steeped in the tradition of the healing arts. Those pursuing the fullest potential of their massage and bodywork education could not ask for a better location.

Our facility is easy to find and is located in the heart of West Asheville. The spacious, light-filled main classroom at 707 Haywood Rd #001 Asheville, NC accommodates 20 students plus teacher comfortably, while our student lab and luxurious private treatment rooms are perfect for practicing your student clinical sessions. The school is well equipped for the learning process with adjustable massage tables, massage chairs, anatomy charts, audiovisual equipment and skeletal models. In the library, students can access a wide selection of books, periodicals and DVDs on massage therapy and other health-related subjects. There is ample free parking on the street as well as a paid monthly parking lot within easy walking distance.



Educational Program Objectives

The 625-hour Massage Therapy Diploma Program offers a comprehensive education, preparing students for productive careers in massage and bodywork. Students will:

- Utilize efficient body mechanics to perform techniques with ease and benefit of clients.
- Apply with increasing confidence, relaxation and deep tissue massage techniques.
- List the structures and functions of the human body and the benefits of massage for each system.
- Practice the dynamics of a professional therapist/client relationship.
- Design personal career goals and apply business and marketing skills to create a successful career.
- Demonstrate ethical and professional conduct as a massage therapist.
- Use assessment protocols to create customized therapeutic sessions.
- Utilize self-care techniques.
- Build relationships with other healthcare providers in your community.

Massage Therapy Diploma Program Overview

All full-time, part-time, day and evening, massage therapy diploma programs offer 625 hours of well-crafted massage training. This program conveys a coherent, congruent sense of the body and the massage process. By gradually building on the skills gained in each core bodywork course, with anatomy and physiology paralleling the entire process, students build a strong experiential core of massage approaches integrated with a working knowledge of the body's systems. An over-arching emphasis is placed on students developing a deeper presence and awareness surrounding their touch, helping them to develop sensitivity and make this an integrated part of their practice.



Since it is natural to develop self-knowledge through this educational process, we also provide courses that guide the translation of knowledge into professional skills for the massage practitioner. Such courses are woven throughout the program and include Professional Ethics, Somatic Psychology, Business and Marketing Practices. By the time students pass the core Therapeutic Relaxation Massage course, they are ready to offer full-body massages to the public during their student clinical internship. This clinical experience gives students valuable professional experience in a safe and supervised environment. It is here that we watch students blossom into competent therapists and their confidence soar. From the lightest compassionate touch to the deepest musculoskeletal tissues, students are able to demonstrate a “holistic” approach to bodywork in their own unique, creative style.

Massage Therapy Diploma Program

The program is comprised of 625 clock hours, with a clock hour defined as at least 50 minutes of any one clock hour during which the student participates in a learning activity in the physical presence of a member of the school's instructional staff.

Bodywork Classes

WNC SOM students are trained in several core modalities that are commonly requested by both clients and employers.

Introduction to Massage Therapy

25 hours

In this introductory component, students will be introduced to the foundational principles of massage therapy to prepare them for their educational journey. They will explore the power of touch as a therapeutic method and discuss the importance of professionalism in practice. They will be introduced to basic massage techniques, draping protocols, and safety and hygiene standards. They will explore safe movements and proper body mechanics to protect them in their educational and professional practice. They will also be introduced to medical, directional, and movement terminology that will prepare them for their anatomy and kinesiology coursework.

Therapeutic Relaxation Massage

100 hours

Students learn about the history and evolution of the massage profession. By the end of this course, students will be able to give and receive a full body massage in this unique and refined training. This course has been developed from over 20,000 hours of combined

"I am very grateful for the education I received at Western North Carolina School of Massage. Hope's dedication to her students being successful after they graduate from school is evident in her careful selection of teachers and curriculum that will serve them in this growing and changing industry. I graduated in 2015, and am now a successful business owner. In addition to WNC School of Massage preparing me to give professional, skilled, and compassionate massages to my clients, it also gave me a firm knowledge base in the many types of employment for massage therapists. This was crucial in choosing the best career path for myself. I am proud to be alumni and look forward to many more learning opportunities with the school in the form of continuing education classes."

Nikki Terry



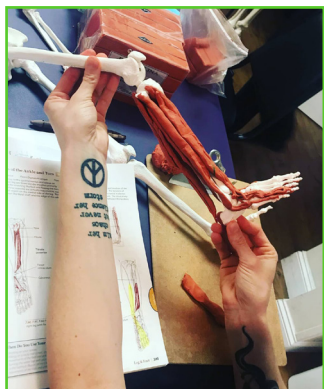
practice of talented massage therapists including Hope DeVall and their esteemed teachers, utilizing proper body mechanics and an emphasis on forearm, open fist, open palm and knuckle techniques. Simultaneously, students are trained in the qualities of a sensitive, mindful touch and compassion to powerfully awaken and enhance the therapeutic process. Through breathing exercises in heightened awareness and mindfulness, and performing blind-folded massage, students consciously develop their abilities and bring them more fully into their bodywork. Professional communication and developing the ability to manage and meet a client's goals also form an integral part of professional development at this phase of the curriculum.



Neuromuscular Therapy

100 hours

Neuromuscular therapy (NMT) is a comprehensive and advanced system of soft tissue manipulation that specializes in working with chronic muscle pain. On the basis of neurological laws, this therapy works toward bringing the body's central nervous system into homeostatic balance with the musculoskeletal system using various Swedish massage strokes, such as linear effleurage, deep friction, along with trigger point release and myofascial release. NMT techniques, along with a thorough structural evaluation, are needed to understand and treat the causative factors involved in acute and chronic muscle pain and dysfunction. Specifically, NMT is used to deactivate trigger points in muscles. It is also used to lengthen chronically shortened muscles and balance muscle groups, especially when working with people suffering from postural dysfunction. It is used to treat chronic pain stemming from various injuries, such as those related to sports injuries (sprains), car injuries (whiplash), repetitive strain injuries (carpal tunnel syndrome), accumulative trauma injuries (TMJ dysfunction) and skeletal problems (disc herniation). Being trained in this therapy will allow a massage therapist to specialize in working with chronic muscle pain and take an active role in helping people overcome injuries and postural dysfunction.



–Jocelyn Granger

"Western North Carolina School of Massage is a wonderful school staffed with caring massage therapists who want to help people be well. I attended the school and it changed my life. The education I got there prepared me for opening my own private massage practice. Based on the feedback that I get on my skills from my clients I am certain that I got a higher level of education than most other therapists in the area. I highly recommend attending this school, as well as visiting their student clinic. It is the best value there is for getting a high-quality massage from people learning massage from the best therapists in the area. I love this place.

Ethan Brady, LMBT

Peak Life Massage Therapy



I was absolutely delighted by the classes I have taken at the Western North Carolina School of Massage. The materials are conveyed in ways that are easy to understand. Hope is a very patient teacher, vibrant and full of life's energy with which she manages to infect the class.

-Helen "Meade" Baker

Energy Theory (Reiki Level 1)

10 hours

The WNC SOM supports the "holistic" view of healthcare; mind, body and spirit. Energy work is an intention-based form of therapy that uses simple hands-on, no-touch, and visualization techniques, with the goal of improving the flow of a person's electromagnetic fields to relieve stress and pain, and to improve the symptoms of various health conditions. In this course we explore some of the concepts from TCM & Ayurvedic Medicine and how those philosophies influence the art of massage therapy.

Sciences

The sciences explore the intricate workings of the structure and function of the human body and how it performs life processes in health and disease. These subjects are approached with curiosity and in the spirit of learning a new language.

Musculoskeletal Anatomy & Kinesiology

100 hours

This course is the heart of the program. Utilizing the critically acclaimed textbook/workbook, Trailguide to the Body, students palpate all the major muscles of the body as well as their bony attachments. In class, students identify muscles along with their action and attachments through the workbook exercises, cadaver videos, palpation direction videos, creation of muscles in clay and drawing the muscles on classmates. Palpating the muscles on all their classmates of varying body-types increases proficiency in the skill most sought after in any massage therapist. Communication skills are also developed to ensure the depth of touch is of a therapeutic nature.

Anatomy and Physiology, Pathology

100 hours

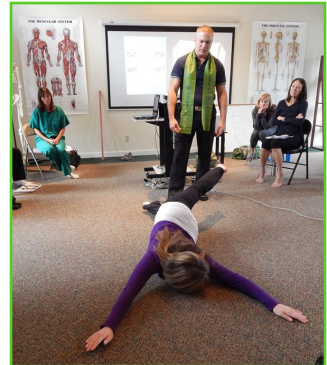
This course explores the structure and function of the body's major systems and how disease occurs in the body, common pathologies and the symptoms often exhibited by a person. Through one of the most recognized textbooks in the profession, Massage Therapy Principles and Practices, students discover how the body operates and explore the benefits of massage on each system. Students learn to develop critical thinking skills in understanding when massage is indicated or contraindicated for different pathologies that may be encountered in a massage practice. Presentation of the material is by lecture, discussion, audio-visual aides and various adult teaching strategies to ensure comprehension and familiarity with medical terminology. Through the use of visual aids, discussion of case studies and designing a treatment protocol, students develop the ability to make appropriate decisions regarding a client's treatment needs.

CPR / First Aid / AED

WNCSSOM offers students and graduates a two-year certification through the American Heart Association.

Professional Development

Our courses in Somatic Psychology, Business Practices, and Professional Ethics, contribute to increased awareness of self and how we relate with others. Personal growth is a natural component of the program as students learn more about themselves, and come to understand the importance of self-reflection in the process of becoming a massage therapist.



Somatic Psychology

45 hours

Somatic Psychology course enables the student to develop their interpersonal communication skills to establish and maintain healthy client/therapist relationships. This course encourages students to explore their beliefs, values and attitudes about such topics as touch, sexuality, intimacy, and money. Students will explain the issues about boundaries,

safety, transference and emotional release and devise strategies to cultivate compassion and awareness within ourselves and others.

Business Practices

30 hours

Students learn to develop innovative strategies to achieve a fulfilling career in a variety of areas including private practice, spas, and other massage venues. Topics include working with budgets, marketing, sales and client retention. Students prepare short term post-graduate career goals, design and implement practical activities to bring their dream into reality.

Professional Ethics

15 hours

Students will determine what constitutes ethical behavior and implement strategies for solving ethical dilemmas. This course also focuses on the NC laws and rules and prepares the student toward applying for the massage licensure exam as well as navigating through the licensure process.

Research Literacy - Case Report Project

Because the use of research based evidence in clinical decision-making is a core skill for all health care professionals, it is important that massage therapy students learn to think critically and evaluate research as part of their entry level massage education. In an effort to provide students with the tools needed to bridge the gap between research and clinical practice, this course component offers an introduction to research that empowers students to actively engage and participate in research via the creation of a case study project. At the end of



"I attended this school from January-August of 2022, and I'd like to share my experience growing alongside this community. The key word there is community. The class size is around 16 people, and we quickly became close friends. Many encouraging friendships were cultivated during my 6 months in school, and we still get together monthly. The teachers (Hope & Darren) show true intentionality in the way that they guide you through this journey. You will learn A&P in-depth, have comprehensive knowledge of how the body moves and functions, and become proficient in the art of massage. The class structure is excellent, and well thought through. I was able to get to know each of the teachers as well, which turned into friendships by the end. I was shadowing a Physical Therapist at a local hospital when I found massage as a method of treatment for many people. I quickly realized that I wanted to help people through this passion. I chose to tour WNCOSOM, because the website & reviews were highlighting the medical implementation in the program. This was a requirement for me, as I desire to make an impact in relieving pain & discomfort in people's lives. After the tour, I knew that I'd be fully investing in this program. I just took my state exam, the MBLEX, and passed on the first try. My sense of readiness going into the exam was a result of the incredible journey through this program. If you are considering massage as a pathway of your life, I strongly encourage you call and set up a tour. WNCOSOM made a great impact on my life."

Jason Brusee, LMBT

"The pressure of the hands causes the springs of life to flow."

- Tokujiro Namikoshi

this course, the students will have the opportunity to submit their case reports to the Massage Therapy Foundation, student case report contest. This course component provides the students with a foundation of research knowledge, a compilation of resources, and project-based participation intended to set the groundwork for evidence-based practice.

Supervised Clinical Practice

100 hours

Students begin their clinical internship where they apply their knowledge in practice within a “real-world” massage environment with the guidance of clinical supervision. Here, students have the opportunity to engage with the public, offering massage therapy, while demonstrating, knowledge and skill. Students receive feedback from clients and clinical supervisors to foster their growth and professional development. This supervised clinical provides students with a solid foundation upon which to build competency and a successful, gratifying career.

NC State Rule .0626

STUDENT COMPENSATION PROHIBITED

A student shall not receive a fee, tip or other consideration for the massage and bodywork therapy they perform while completing clinical requirements for graduation, whether or not the school charges a fee for services provided in a student clinic.



INSTRUCTIONAL AND ADMINISTRATIVE STAFF

*Hope Devall Founder, Program Director, & Lead Instructor,
LMBT #10846 - Board Certified*



Hope DeVall is the founder, program director, and lead instructor for the Western North Carolina School of Massage. Hope began her career in holistic health in 2006 while she was living abroad in the Dominican Republic. While there, she transitioned from a fast-paced corporate career in the furniture/interior design industry to a more mindful career in healing arts, studying and practicing herbalism, aromatherapy, reiki, and yoga, in addition to therapeutic massage. When she returned to the USA in 2008 she attended massage therapy school a second time at the Edmund Morgan School of Neuromuscular Massage in Cornelius, NC in order to pursue licensure. There she received advanced training in Neuromuscular Therapy and structural bodywork, which she integrated into her therapeutic massage practice. Not long after her schooling, Hope launched a multi-therapist massage practice in Lake Norman, NC called Serenity Now Massage Therapy. Although she sold the business in 2012, it's still thriving and in operation today. Hope received her undergraduate education in communications from Gardner-Webb University which has served her in her public speaking and teaching roles. She is also a certified yoga and meditation teacher (200hr Hatha and 200 hr Kundalini) drawing from both of these practices a sense of mindful awareness, which she embodies and influences her work as a massage therapist and educator. In addition to her role within WNCMOM, Hope owns the Mind-Body Connection, a private massage practice and continuing education organization approved by the NCBTMB to provide continuing education for licensed massage therapists around the country. She's been teaching licensed massage therapists how to improve their techniques, build, and market their practice since 2011. She is approved to teach more than twenty specialized massage workshops including Neuromuscular Therapy, Clinical Aromatherapy, Manual Lymphatic Drainage, Therapeutic Stretching, and more. Hope's passion for the massage profession is apparent; from the courses she writes and teaches to the charities, she's involved with. Her compassionate nature coupled with her dedication, knowledge, and experience makes her a powerful resource to guide you along your educational path.



Christine Osborne, Massage Educator, LMBT #18649



Christine Osborne began her practice in massage therapy in 2019 after graduating from the Western North Carolina School of Massage. She holds certifications in Clinical Neuromuscular Therapy, Hospital-Based Massage, and Therapeutic Relaxation. Blending modalities is her favorite way to facilitate the health and wellness of her clients. She found the practice of bodywork to be beautiful and fascinating, with the motivation to pass that awe-inspiring experience and perspective to future massage therapists. She began her educational journey working as a clinical supervisor, and a tutor and mentor to students. In 2022, Christine fulfilled her call to teach by becoming the primary instructor for a year-long evening Diploma Program at WNC SOM. She is excited by the opportunity to unify her roles as an administrator and instructor through volunteering within AMTA. Christine's passion for education and her NC roots bring a unique voice in advocating for massage students, therapists, and the profession at large.

Darren Cadwell, Massage Educator, LMBT #16367

Darren is a Western North Carolina native and has been a Licensed Massage and Bodywork Therapist in Asheville since April of 2017. As a graduate of the WNC School of Massage, his career began at a local physical therapy clinic where he worked alongside an esteemed staff of healers. In his first two years of practice, he was voted WNC's No.1 Massage Therapist in the '18 & '19 Mountain Xpress "Best of" awards. While primarily utilizing Neuromuscular therapy, his practice revolves around injury/surgical rehabilitation, pain management, and range of motion progression. Around the age of nineteen, Darren began developing mild symptoms of thoracic outlet syndrome due to excessive guitar play. He took a job working the desk at a local spa where he was required to receive treatment. After only four sessions, the issue which had hindered him for over two years had been completely alleviated. After seeing the power of massage firsthand, he enrolled at the WNC School of Massage. In February of 2017, he graduated with his diploma and a certificate in Clinical Neuromuscular Therapy. The first year and a half of his career was spent learning everything he could from the physical therapy clinic. After some deliberation, Darren decided to return to his alma mater to open his own practice and pursue a path in massage instruction. All the while, maintaining the intention of offering the most effective and natural pain management in Western North Carolina.



Adam Caddick, Massage Educator, LMBT #1342



Adam has been a Licensed Massage and Bodywork Therapist since 2013. Adam has had a lifelong fascination with human anatomy & physiology. Starting as an artist focused on the human form, he turned his interest into a brief career as an EMT. After a number of years of ambulance driving, an introductory massage course came along and the fire was lit! He has since gone through two separate educational programs for therapeutic massage that further expanded his understanding of the human body. In

practice, he specializes in Neuromuscular Therapy and employs other stretching & myofascial techniques to increase mobility, and decrease pain and dysfunction in the body. His continued passion for studying anatomy & physiology and his dedication to his clients help him individualize treatment for each person and achieve consistently positive outcomes in his practice. In addition to sharing his wealth of knowledge with students, he is a co-owner of Ebb and Flow, a highly regarded multi-provider massage studio in West Asheville.

Camilla Gooch, Massage Educator, LMBT #20087

Camilla began her practice of bodywork in Asheville, NC as a graduate of the Western North Carolina School of Massage. She describes her massage style as therapeutic with an intuitive blend, completely customizable and tailored to meet the individual needs of the clients. Camilla has excelled at creating a deeply relaxing Swedish massage that blends flawlessly with therapeutic Neuromuscular Therapy techniques. She joined the WNC SOM staff shortly after graduation, taking on the roles of Clinical Supervisor and LMBT.



She helps to guide our students on how to approach situations or problems by developing new skills in and outside the treatment room. As a clinical supervisor, she provides students with the opportunity to distinguish their hands-on practice in a supportive, nurturing environment. In addition to being a licensed massage and bodywork therapist, she holds a B.A. in Teaching from the University of Kentucky and looks forward to the opportunity to share her knowledge and experience with both clients and students.



GRADUATION AND LICENSURE REQUIREMENTS

WNCOSM will grant a diploma to those students who satisfactorily fulfill all attendance requirements, complete all course requirements with passing grades, and comply with all WNCOSM policies as outlined in the student handbook.

In NC, licensure is a legal requirement. Licensure information can be obtained by the NC State Massage Board. To become a North Carolina Licensed Massage and Bodywork Therapist, you are required to graduate from a Board-approved school, and pass the Massage and Bodywork Licensing Examination (MBLEx).

Western North Carolina School of Massage was the "new kid on the block" in a town that already had several well-established massage schools when I was looking into a place to learn massage and bodywork. After meeting and talking to the director, Hope DeVall Morgan, I was certain that this was the school for me and was willing to give them a chance. It wasn't long before I realized that I had made an excellent choice. Hope, and John, are great educators and give 100% to their students. They are also fun and caring individuals. Because of their dedication I was able to earn my massage and bodywork certification before delivering my second child; something that would have been much harder for me to do once I had a newborn to care for. They are also dedicated to providing quality instruction which made it possible for me to pass my state licensing exam with flying colors a few months after delivering my daughter.

The school is also a provider of excellent continuing education classes. I have taken three CE classes through them, two which were taught by Hope. During these classes, I have heard other participants comment on how lovely the school is and how much they are enjoying the class they are taking. I took one CE class, "Stretching on the Table," before even graduating and was able to answer many of the questions the instructor, Hope, asked during the lecture period. A lady was impressed with my knowledge and asked me where I attended school and I was proud to say that I was actually still attending school and was attending WNCOSM. She then exclaimed that she wished she had attended there!

The massage and bodywork industry is growing and if you are looking for a school to help you prepare to be part of the future of massage and bodywork, while having fun and getting to know some wonderful people, then Western North Carolina School of Massage is where you want to attend.

Kelly Snyder, LMBT 14691
Equine Freedom Solutions



Massage Therapy Diploma Program:

The full-time and Part-time Day massage therapy Diploma Programs begin every 12 weeks. The Full-time Day Program lasts 25 weeks (approximately 6 months). The Full-time Day program lasts six months and is held Monday-Friday from 9am - 2:30pm. The Part-time Day program is held Monday - Wednesday 9am - 2:30 pm for the first six months and shifts to Thursday and Friday from 9am - 2:30pm for the remaining six months. The Part-time Evening program lasts one year beginning each February, and is held Monday, Wednesday and Thursday from 5pm - 9:30pm. We offer four weeks of vacation throughout the year. One week during the summer, the week of Thanksgiving, and the two weeks of Christmas and New Years.

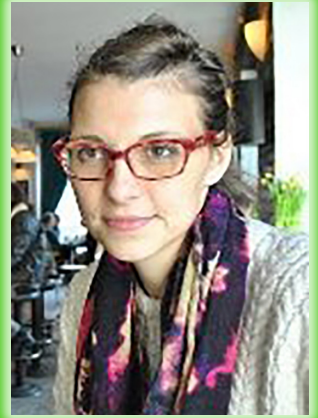
Tuition and Fees

625-Hour Massage Therapy Diploma Program

Program Tuition \$7,995.00

A \$300 discount is offered to those students who pay the full tuition 30 days before the first day of class.

Tuition includes a set of twin-sized linens for personal use, linens for the supervised clinical internship, samples of massage lotion, oil or gel, and student liability insurance through the American Massage Therapy Association (AMTA).



When I came to WNC School of Massage I was hoping for an organized and systematic approach to understanding the body and healing through touch - which is just what I got. With the last few years of my life devoted to yoga teaching and learning, the education I got at WNC School of Massage was the perfect compliment to my existing skills and knowledge and exactly what I'd been hoping for.

Tricia Bendik, LMBT, RYT200



Additional Costs

Tuition Deposit: \$750

Holster & Lotion Bottle - \$19.95

Parking Pass: \$35 per month (Optional)

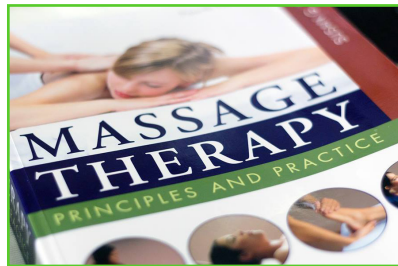
Textbooks - The average cost of

Textbooks is \$425. Please contact the director of Admission to get a current list of textbooks and ISBN#s.

Other Optional Supplies:

Massage Table - \$500.00 (Average Cost) & Accessories

WNCSSOM provides massage tables for your hands on practice time in class and linens for your clinical course, however you will want to purchase a massage table to practice your techniques at home and linens for your hands on practice time in class. WNCSSOM recommends Earthlite and Oakworks professional massage equipment. WNCSSOM students will be eligible for discounted equipment and supplies through Massage Warehouse as part of their free AMTA Student Membership.



Costs for North Carolina Licensure

The following are additional costs for those pursuing licensure in North Carolina after graduation.

- MBLEX Exam - \$265 Paid to the Federation of State Massage Therapy Boards
- Massage Licensure Fees (Paid to the North Carolina Board of Massage and Bodywork Therapy):
- Application Request Fee: \$25
- Licensure Application Fee - \$150

In House Payment Plan Option

WNCSSOM offers an affordable payment plan for those who qualify. Once you pay the initial tuition deposit of \$750, along with the costs of textbooks & supplies, the balance of \$7,245 can be paid over a period of 27 monthly payments at an affordable \$295 per month at 9.9% interest.

Refund Policy

Students may cancel within 72 hours of signing the enrollment agreement and receive a full refund. Students who withdraw before the program start date will receive a full tuition refund less the tuition deposit.

Students who withdraw after starting the program are entitled to a refund based on the percentage of the program they have completed, up to completing 25% of the program. Students who withdraw after completing 25% of the program are not entitled to a refund.

Students who are dismissed are not eligible for a refund.

A full refund will be granted in the event of a program cancellation.

Admissions Policy

Admission to the Massage Therapy Diploma Program is entirely at the discretion of the school. Class size is limited to 16 students in order to maximize the quality of training, personal attention and support for each students growth and development.

Entrance Requirements

During the application process, we support students in assessing their ability to make the personal and financial commitment to this new career and lifestyle. Our expectations of the students is that they will bring their deepest presence and commitment to learning and personal growth. The nature of our program requires that they be willing to work responsibly with us in creating a cooperative, dynamic learning environment.

All applicants shall:

- Be at least 18 years old and have a high school diploma or G.E.D.
- Be able to make the commitments necessary to complete all course requirements, both in-class and out-of-class.
- Be willing and able to uphold the ethical standards of the school and of the massage therapy profession.
- Have the means to uphold their financial agreements.
- Provide one personal and one professional reference.
- Write an essay, answering the seven questions listed on the application.
- Attend an interview.

- Read and sign the Enrollment Agreement.
- Complete all requirements of the admissions process including signing the Enrollment Agreement.

Once you have decided which program to attend, fill out the attached application form and send the necessary information to our admissions department. Upon receipt of your application, we will review it and then schedule an interview with you. If you are accepted, you will complete the enrollment process by signing the enrollment contract and paying the \$750 non-refundable deposit. You are on your way to becoming a massage and bodywork therapist!



Western North Carolina *School of Massage*

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www.wncsom.com (828) 761-1553***

***Western North Carolina School of Massage
A NC Board of Massage & Bodywork Therapy Approved School
Student Handbook***

Satisfactory Progress Standards

Students must maintain a passing GPA of 70% or higher in all courses at all times. If a student fails a quiz or test they may re-take the quiz/test/practical once. A student is allowed to re-take no more than 3 failed quizzes, tests or practicals their entire program.

Grading System

The following grade indicators are used to measure academic performance.

P=Pass F=Fail I=Incomplete

A grade of 70% or higher is considered passing. A student must pass all course components in order to receive their diploma.

Attendance Requirements

For a student to receive credit in a course, the student shall attend no less than 75 percent of the instructional hours of the course. The student shall also make up sufficient missed instructional hours to equal no less than 98 percent of the instructional hours in the course according to the procedures established by the school. If a student is absent on an assessment day, they must take any missed quizzes, tests or practicals within 14 days of the original

test date. If a student is absent complete make-up work contract and any assignments listed and email your answers which are due 14 days from absence. If a student misses a class with a practical component, an additional clinical hour is due for each lab hour missed. It is the student's responsibility to keep up with any missed assignments or makeup work. An A progress report will evaluate attendance hours every 13 weeks

Tardiness Policy

Punctuality is a requirement of success in any professional endeavor. A student who arrives 5 minutes or more after class has begun is tardy. The third tardy is considered an absence for that day and makeup work is required. The 3rd tardy will also result in a written warning notice. A student who arrives 15 minutes or more after class has begun is considered absent for that day and makeup work is required for that day. These same rules also apply for leaving early.

Make-up Work Policy

The student is responsible for completing any missed class assignments. If a student is absent on an assessment day, they must take any missed quizzes, tests or practicals within 14 days of original test date. If a student is absent a make-up work contract will be emailed to you along with the makeup work requirements. The student is responsible for completing any assignments due and will email your makeup work to info@wncmassageschool.com within 14 days of the absence. If a student misses a class with a practical component, an additional clinical hour is due for each lab hour missed. A student may choose to make up this time with either a prescheduled clinical massage (we will schedule the client for you) OR an hour of private tutoring. The cost for private tutoring is \$40 per hour paid directly to the instructor.

Standards of Conduct

Students are expected to have ethical behavior and integrity. Students may be warned, placed on probation indefinitely, or dismissed from the program for violations that include but are not limited to:

- Failure to adhere to the NCBTMB Code of Ethics and Standards of Practice (see attached)
- Unsatisfactory academics or attendance
- Attending class under the influence of drugs or alcohol
- Engaging in cheating or plagiarism
- Failure to maintain appropriate hygiene
- Noncompliance of the Dress Code
- Accepting any form of compensation for massage services provided as a student (this includes barter or gratuities)
- Engaging in sexual harassment of students, faculty, staff or clinical clients
- Participation in sexual activity or sexual advances on school property
- Physical or verbal abuse to anyone
- Failure to disclose health conditions that are detrimental to you or classmates
- Theft or damage to the school's or another student's property
- Failure to maintain up to date financial payments
- Harming a student or clinical client by means of abuse or neglect
- Sharing information from a fellow student or clinical client that was disclosed in confidence.
- Disruption of the classroom
- Direct insubordination of an instructor

Important Note: The Western North Carolina School of Massage reserves the right to amend or add school policies as it sees fit, and address other concerns not listed on a case-by-case basis.

Disciplinary Procedures

A written warning will be issued to the student stating the specific noncompliance of school requirements in policies, procedures, or conduct.

Probation Conditions

Continued noncompliance after a written warning results in probation. A student placed on probation may continue in the program on a conditional basis. The length and conditions

of the probation are at the discretion of the Program Director.

Dismissal Conditions

If a student fails to meet the terms and conditions of probation, the student will be dismissed. Note: Some behaviors that directly violate the code of ethics may result in immediate dismissal from the program. Reentry Conditions for Dismissal for Unsatisfactory Progress After dismissal a student may reapply for entry into the next available program. If the student chooses to reapply and is accepted, the student will be notified of the course and financial requirements at that time. The readmission to the program will be decided at the sole discretion of the Program Director on a case-by-case basis.

Transfer of Credit from Other Institutions

Western North Carolina School of Massage does not accept credit from any other institutions.

Leave of Absence Policy

A student must request, in writing, a leave of absence if they will be absent for more than 14 consecutive days of the program. A leave of absence may be granted only at the discretion of the Program Director. A leave of absence may be granted for no more than two weeks. Financial obligations are still due. Upon return, the student has 14 days to take all missed quizzes, tests and/or practical evaluations.

Complaint Process

The student should first attempt to resolve the situation with the fellow student, instructor or staff member with whom the alleged problem originated. An attempt should be made to resolve the matter at this level. If the grievance is not resolved, the student may file a written grievance with the school and made available to the Program Director. The Program Director shall respond to the student within seven (7) working days of receipt of the grievance form. If the decision of the Executive Director does not satisfy the grievant, the concerns should be directed to the NC Board of Massage & Bodywork Therapy at P.O. Box 2539, Raleigh, NC 27602.

.0626 STUDENT COMPENSATION PROHIBITED

According to the NC state regulations, it is unlawful for a student to receive compensation for massage in any form. Section .0626 of the NC practice act states that a student shall not receive a fee, tip or other consideration for the massage and bodywork therapy they perform while completing clinical requirements for graduation, whether or not the school charges a fee for services provided in a student clinic.

Criminal History Record Checks

Pursuant to NCSG 90-629.1, the NC Board of Massage and Bodywork Therapy may deny a license to practice massage and bodywork therapy if an applicant has a criminal record or there is other evidence that indicates the applicant lacks good moral character.

The state of North Carolina as well as the Western North Carolina school of Massage have adopted into practice the NCBTMB Code of Ethics for working with massage therapy clients. This includes massages performed at the school during a student's clinical internship. See the attached code of ethics on the following page.

CODE OF ETHICS

Anyone using the designation Massage Therapist or is a student in a massage therapy program shall act in a manner that justifies public trust and confidence, enhances the reputation of the profession, and safeguards the interest of individual clients. Licensed Massage Therapists/Student Massage Therapists will:



- I. Have a sincere commitment to provide the highest quality of care to those who seek their professional services
- II. Represent their qualifications honestly, including education and professional affiliations, and provide only those services that they are qualified to perform;
- III. Accurately inform clients, other health care practitioners, and the public of the scope and limitations of their discipline;
- IV. Acknowledge the limitations of and contraindications for massage and bodywork and refer clients to appropriate health professionals;
- V. Provide treatment only where there is reasonable expectation that it will be advantageous to the client;
- VI. Consistently maintain and improve professional knowledge and competence, striving for professional excellence through regular assessment of personal and professional strengths and weaknesses and through continued education training;
- VII. Conduct their business and professional activities with honesty and integrity, and respect the inherent worth of all persons;
- VIII. Refuse to unjustly discriminate against clients and/or health professionals;
- IX. Safeguard the confidentiality of the client's identity and information in all conversations, advertisements, and any and all other matters unless disclosure of identifiable information is requested by the client in writing, is medically necessary or is required by law;
- X. Respect the client's right to treatment with informed and voluntary consent. The practitioner will obtain and record the informed consent of the client, or client's advocate, before providing treatment. This consent may be written or verbal;
- XI. Respect the client's right to refuse, modify or terminate treatment regardless of prior consent given;
- XII. Provide draping and treatment in a way that ensures the safety, comfort and privacy of the client;
- XIII. Exercise the right to refuse to treat any person or part of the body for just and reasonable cause;
- XIV. Refrain, under all circumstances, from participating in a sexual relationship or sexual conduct with the client, whether consensual or otherwise, from the beginning of the client/therapist relationship and for a minimum of six (6) months after the termination of the client therapist relationship, unless an ongoing current sexual relationship existed prior to the date the therapeutic relationship began;
- XV. Avoid any interest, activity or influence which might be in conflict with the practitioner's obligation to act in the best interests of the client or the profession;
- XVI. Respect the client's boundaries with regard to privacy, disclosure, exposure, emotional expression, beliefs and the client's reasonable expectations of professional behavior. Practitioners will respect the client's autonomy;
- XVII. Refuse any gifts or benefits that are intended to influence a referral, decision or treatment, or that are purely for personal gain and not for the good of the client; and
- XVIII. Follow the NCBTMB Standards of Practice, this Code of Ethics, and all policies, procedures, guidelines, regulations, codes, and requirements promulgated by the National Certification Board for Therapeutic Massage & Bodywork, Inc.

Revised: September 15, 2017

Disclaimer

The policies and procedures outlined in this handbook supersede those in any previous publication, including the catalog, Academic Policies and Procedures, or Course Materials. Western North Carolina School of Massage endeavors to present its programs and policies to the public accurately and fairly. We make every effort to ensure that the information presented is correct and up-to-date. However, the School reserves the right to add, amend, or repeal the curriculum and any rules, regulations, policies and procedures. The School assumes no responsibility for program changes or publication errors beyond its control.



Western North Carolina School of Massage, LLC
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“You can be sure about one thing when visiting the WNC SOM: If you are simply a paying client taking advantage of their great deal on student clinic massages, or an aspiring massage student looking to create a better life for yourself and neighbors around you, no matter what, you will be heard and listened to compassionately. The learning environment that Hope has created at the WNC SOM is far higher than any other school in the area. In my search for a school, I visited the three main facilities for Massage Education in Asheville. One lost contact with me without effort to follow up and the other did not seem to have a researched focused curriculum, it was based mainly on energy work and (in my opinion) did not have the right approach (for me) to Massage Therapy. The WNC SOM blends both the logic mindset as well as the energy side you need to connect and understand clients; this allows you to discover what path is correct for you. Comfort zones are tested on the first day when you have to learn a relaxing back massage. This, in my opinion, is one of the main reasons every student leaves 6 months to a year later FULLY equipped to create better lives for the clients they work with. Hope, John C., and Nate can cater to virtually all learning styles with the way they approach education. I will carry the experience I had at this school forever. ”



Darren Cadwell, LMBT