



**C.O.R.E. MASSAGE INSTITUTE**  
**“Center Of Rehabilitative Education”**  
**11320 Station West Drive, Suite 101**  
**Knoxville, Tennessee 37934**  
**865-671-4488**  
**www.coremassage.com**

## **WELCOME TO THE CENTER OF REHABILITATIVE EDUCATION!**

Dear Prospective Student,

Welcome to the Center of Rehabilitative Education Massage Institute, school of massage therapy and structural bodywork. We are honored that you are considering our school as the educational route into the profession of therapeutic massage and bodywork.

This school catalog reflects the importance we place on a balanced curriculum, a dedicated and professional faculty and staff, and a learning environment that is stimulating and supportive. The Basic Curriculum includes over 600 hours of instruction in the required subjects and many opportunities for Specialization and Advanced Certifications. The Center Of Rehabilitative Education Massage Institute also offers its students the opportunity to be involved in an active Community Outreach Program, a Student Clinic, and participation in many local Sports Massage events.

While our primary goal is to educate students in the highest state and national standards, we are also committed to supporting the personal growth and health awareness that is necessary for practitioners in this dynamic field. Massage therapists are expected to have expertise in various forms of manual techniques, to be highly knowledgeable about the relationship between the structure and function of the human body, to be capable of providing sound information concerning wellness and preventative strategies, and be empathetic and caring when facing the emotional needs of their clients. We commit ourselves to providing an educational experience that fulfills these goals.

Graduates of the Center Of Rehabilitative Education Massage Institute can expect to be working in massage clinics, hospitals, doctors' offices, physical therapy clinics, hotels, resorts, spas, salons, health clubs and various allied health centers. If you would enjoy working in this ever expanding field, we welcome you to visit the Center Of Rehabilitative Education Massage Institute and discuss your career plans. As America moves to a health care system that emphasizes prevention and wellness, we are confident that massage therapy will continue to claim its rightful place among the health care professionals.

We look forward to working with you in the near future.

Respectfully,  
Gary N. Genna  
Executive Director

**The Center Of Rehabilitative Education Massage Institute shall not discriminate against any person on the basis of race, color, ethnic ancestry, national origin, religion, creed, age, gender, sexual orientation, marital status, medical condition or physical disability.**

**The Center Of Rehabilitative Education Massage Institute is authorized by the Tennessee Higher Education Commission. This authorization must be renewed each year and is based on an evaluation by minimum standards concerning quality education, ethical business practices, health and safety, and fiscal responsibility.**

## **OUR MISSION AND PHILOSOPHY**

The Center of Rehabilitative Education Massage Institute is dedicated to:

- Educating students in the highest state and national standards in the profession of therapeutic massage and bodywork.

- Providing an educational atmosphere that recognizes the individual needs of the student, whether at the entry-level or in graduate training.
- Fostering community awareness of the massage therapy profession and community outreach to those with special needs.
- Supporting research and scholarship in all areas of wellness and preventative healthcare.

It has been our experience that massage practitioners with a thorough training and understanding in theoretical knowledge tend to be much more effective in the practical application of Massage Therapy and go on to successful careers. To that end, our curriculum builds all practical skills on a strong theoretical foundation.

Upon completion of the Center Of Rehabilitative Education Massage Institute's curriculum, the student should be prepared to pass the National Certification Examination for Therapeutic Massage and Bodywork and apply for licensure within the State of Tennessee. The Center Of Rehabilitative Education Massage Institute graduate will also be prepared to establish a private practice of work with other health specialists for the benefit of society.

## **LOCATION, FACILITIES AND STAFF**

The Center Of Rehabilitative Education Massage Institute is located just west of Knoxville, in the heart of picturesque East Tennessee. The region is acclaimed for its year round outdoor activities, the Great Smoky Mountains National Park, Cherokee National Park and the area's many pristine lakes.

The Center Of Rehabilitative Education Massage Institute occupies a 3000 square foot log cabin facility with a large lecture room and a practice room. The facility houses modern up-to-date demonstration and practice equipment appropriate for teaching massage therapy in sufficient supply to serve the student population. The facility also houses a working massage therapy clinic.

The Center of Rehabilitative Education Massage Institute is located just off Interstate-40's Exit #373, right off Campbell Station Road.

### **Administration:**

Gary N. Genna, LMT, Owner/Executive Director  
 Karen Hall, Executive Assistant/Office Manager  
 Suzanne Infante, LMT

### **Advisory Board:**

William E. Bonney, PhD, LMT  
 Steven K. Boling, CPA  
 Major Joseph Genna, USAF Retired

### **School Hours:**

The Center Of Rehabilitative Education Massage Institute is open from 9:00 am until 2:00 pm Monday through Fridays for administrative functions.

The Student Clinic is open from 10:30 am until 8:00 pm, Monday through Fridays, and 9:00 am through 2:00 pm on Saturdays. It is closed on Sundays.

## **ENROLLMENT AND ADMISSIONS**

Applications for enrollment are accepted any time during the school year. Classes are scheduled to begin every March (Spring), June (Summer), September (Fall) and December (Winter).

### **Admission Requirements:**

- Must be at least 18 years of age.
- Submit a completed student application for admission form.
- Submit a completed medical authorization form (available through the school's catalog or online at [www.coremassage.com](http://www.coremassage.com)) with your physician's signature of approval.
- Submit a copy of your education certificates – GED, high school diploma, college certificates, etc.
- Submit a typed autobiographical essay describing how and/or why you developed an interest in the field of natural health and massage therapy.
- Submit two letters of recommendation/reference from sources other than family members attesting to your personal character.

- Submit a typed self-written medical history narrative in your own words that describe your health issues, illnesses and/or injuries you have had in the past and how it occurred.
- Submit a photo of yourself no larger than four by six inches.
- Submit a \$75.00 registration fee along with your application, payable in the form of a personal check or money order, if you submit your application through the US mail.  
If you choose to pay this registration fee in cash, debit or credit card, you must deliver your completed application packet to the school in person.  
The front office/administration hours are Monday through Friday from 9:00 am until 2:00 pm.

**Interview:**

When your application packet with the required documents has been received:

- You will be contacted by telephone to schedule an appointment to interview in person with the school’s Director or on the phone if your residence is out of town.
- The interview process will take approximately 90 minutes.
- Please be punctual for your interview. If you cannot keep this interview appointment, please call the school at 865-671-4488 to reschedule.

**Credit for Previous Training:**

Transfer credit is awarded by the Center Of Rehabilitative Education Massage Institute according to the rules established by the Tennessee Board of Massage:

*“The Institution must be provided with a certified transcript of the courses taken by the student from an approved school. Courses must be parallel in content and intensity to the courses presently offered at the Center of Rehabilitative Education Massage Institute, as judged by the Institute’s Administrative Review Board.”*

In addition to the stated policy, please be advised that there may be limitations in transferring credits earned at the Center Of Rehabilitative Education Massage Institute to another institution. The transfer of credits is controlled by the receiving institution and accreditation does not guarantee transferability.

- The Center Of Rehabilitative Education Massage Institute reserves the right to test for competency in the transfer credit subject.
- Documentation of previous training will be included in the student’s permanent file.

**COST AND FINANCIAL POLICIES**

**Basic Program** – the following fees are based on the 652 hour Basic Massage Training Program. The cost of textbooks is included in the course tuition fee. One could expect additional tuition and book fees if one participates in the elective Advanced or Specialized training programs.

Total Tuition	\$6200.00	
Textbooks	\$0150.00	
Massage Table	\$0500.00	Stronglite Aluminum table with face rest, bolster and carrying case.
Supplies	\$0025.00	Massage Gel and Bottle holster
Liability Insurance	<u>\$0050.00</u>	
Total	\$6925.00	

**Other Fees:**

Student Application Fee	\$75.00
Check Return Fee	\$25.00
Late Registration Fee	\$50.00
Transfer Fee	\$100.00
By-pass Exam Fee (per course)	\$75.00
Withdrawal Fee	\$100.00

**Tuition Payment** is to be paid in full on or before the first day of class, unless the Financial Director arranges a monthly payment schedule. The monthly payments shall be due on the 1<sup>st</sup> day of each month and will be considered late after the 5<sup>th</sup> day of the month. There is a late fee of 10% of the unpaid balance for all tuition

payments that are received after the 5<sup>th</sup> day of the month. The Financial Director may consider special exceptions to this policy under exceptional circumstances.

**Payment** is accepted in cash, personal checks, money orders, debit and credit cards.

#### **Course Withdrawal**

- Withdrawal up to the first day of class -- 100% tuition refunded.
- Withdrawal after the first day of class -- 100% tuition pro-rated for course hours not completed less \$100.00 withdrawal fee.

For the purpose of computing refunds, the last date of actual attendance by the student will be considered the termination date unless earlier written notification is received.

**Refunds** are made directly to the student within thirty (30) business days. The Center Of Rehabilitative Education Massage Institute reserves the right to terminate a student's enrollment after determination that the student is not adaptable to the program of study. In that event, monies paid will be refunded to the schedule above.

**Textbooks** will be accepted for a 50% refund if returned within two weeks of purchase, and if they are not defaced or marked. We will offer a 25% refund on textbooks and anatomy lab equipment beyond two weeks of purchase.

**Massage Tables** – a 50% refund will be offered on massage tables returned if they not defaced or marked.

## **COURSE DESCRIPTIONS**

**A101/Anatomy 1/40 hours** – This class involves an intense study of the musculoskeletal structure and biomechanics of the upper portion of the human body. Course text – Trailguide to the Body.

**A102/Anatomy 2/40 hours** – The continuation of Anatomy 101 study of the musculoskeletal structure and biomechanics of the lower portion of the human body. Course text – Trailguide to the Body.

**A103/Physiology 1/40 hours** – This class is a comprehensive overview of the function of the human body, the skeletal, the muscular and nervous systems, with special emphasis on both healthy functions and pathology/disease. Course text – Structure and Function of the Body.

**A104/Physiology 2/40 hours** – Continuation of Physiology 103, the student will explore the remaining systems of the human body, with special emphasis on both healthy functions and pathology/disease. Course text – Structure and Function of the Body.

**Anatomical Pathology/20 hours**

**Physiological Pathology/20 hours**

**Eastern Healing Modalities/15 hours** - A manual, full body technique based on the Oriental Medical model. Energy flows, pressure-point technique and stretches are included in a full body treatment protocol

**A105/Tennessee Massage Law and Regulations/15 hours** – A comprehensive review of all state laws, rules and regulations affecting the practice of massage therapy in the state of Tennessee.

**A106/Health and Wellness/20 hours** – An overview of such topics as Nutrition, Time Management, Fitness and Exercise, Stress and Emotional Wellness.

**A108/Bodywork Ethics/10 hours** – A frank discussion of ethical and psychodynamic situations faced by the bodywork professional. Case studies, role delineation, scope of practice, questions and answers.

**A109/Introduction to Business Practices/20 hours/Elective** – A preparatory course for entering the massage marketplace. Topics include self employed versus employee, space/office leasing, contract negotiating, business budgeting, tax laws, marketing and advertising.

**T201/Introduction to Massage/20 hours** – This class provides a comprehensive survey of the history and theory of massage therapy, as well as an introduction to practical applications. Course text – Mosby's Fundamentals of Therapeutic Massage.

**T202/Swedish Massage/40 hours** – Swedish massage is the foundation course upon which all other technique classes are built. This class will provide extensive practice of technique, application and routine development. Course text – Mosby's Fundamentals of Therapeutic Massage.

**T203/Sports Massage/10 hours** – Students will study sports massage theory, technique and application timing. An exploration of the psychodynamics of an athlete's training cycle, a practical application of Swedish techniques within athletic settings, and a brief overview of emergency injury intervention.

**T204/Intuitive Esalen-styled Massage/30 hours/Elective** – Building on the techniques gained in Swedish massage, this class explores the intuitive, artistic aspects of massage, creating a very nurturing, deeply relaxing routine.

**T205/Myofascial Integration Technique 1/40 hours** – *This course is the signature technique of the Center Of Rehabilitative Education Massage Institute.* MIT reorganizes the connective tissues of the body, correcting postural distortions, orthopedic dysfunctions, chronic pain syndromes and enhancing athletic performance. This course will explore the history, theories and basic techniques of MIT.

**T206/Myofascial Integration Technique 2/40 hours** – Students will receive extensive hands-on experiences, explore postural analysis, injury analysis, technique integration and session strategies. Upon completion, students will have the opportunity to receive a nationally recognized certification in MIT.

**T207/Hydrotherapy/15 hours/Elective** – The use of water in its various states as a physiologically therapeutic agent to enhance the healing process as a complement to the other massage techniques.

**T208/Active Isolated Stretching/16 hours/Elective** – A physiologically accurate therapeutic stretching techniques used to further assist the client in correcting postural distortions, orthopedic dysfunctions, chronic pain syndromes and enhancing athletic performance. Complements MIT and Hydrotherapy.

**T212/Reflexology/30 hours/Elective** – A foot massage techniques based on the Oriental medical model. Specific pressure points are used to address specific maladies or to reestablish system wide balance.

**T213/Seated Massage/16 hours** – An introduction to the use of seated massage techniques as an alternative to table massage. Seated massage is a treatment that can be performed on the client, fully clothed and seated in a specially designed massage chair. Discussions include developing an on-site practice and marketing strategies.

**C301/Student Clinic Internship/100-110 hours** – The course provides the student with a professional and supervised setting in which to integrate all previous training. Interns experience both administrative and practitioner roles in a professional massage therapy clinic.

**C302/Community Outreach/15 hours** – Students will have opportunities throughout the education to share the gift of touch with individuals and groups such as the elderly, children, sports teams, office workers and support groups.

### **ADVANCED TRAINING** after completion of the basic training program.

**S401/Myofascial Integration Structural Technique (MIST)/240 hours** – A multi-phase system of connective tissue massage that promotes alignment, balance and integration of the human structure based on the 10-session model

developed by Ida P. Rolfe. Each session focuses on balancing progressively deeper layers of soft tissue and musculature.

**S402/Sports Massage Internship/100 hours** – Advanced application of sports massage techniques working with local amateur, collegiate and professional athletes in a variety of settings.

**S405/Seated Massage/50 hours** – Seated massage is a new and innovative form of massage therapy. Seated massage is a treatment that can be performed on the client, fully clothed and seated in a specially designed massage chair. Massage therapy using the massage chair is geared toward bringing a 15-minute massage “energizing break” from stress at the workplace.

**S406/Medical Neuromuscular Therapy** – neuromuscular therapy is a highly effective treatment for the elimination of pain caused by soft tissue (muscular) injury, regardless of when the injury occurred. This specific and scientific approach to muscular pain relief will help to bring about balance between the musculoskeletal system and the nervous system.

**S407/Pregnancy and Infant Massage** – These courses cover appropriate massage through the three trimesters of pregnancy, bodywork for labor preparation, postpartum massage, marketing and ethical issues. The structural, physiological and psychological stressors of pregnancy are addressed.

## **GRADING AND TRANSCRIPTS**

### **Grading Policy:**

Students’ progress in each course of the curriculum will be assessed by regular examinations, class attendance and participation, and practical examinations given throughout the term. The grading scale is shown below:

A = 90% to 100%      B = 80% to 89%      C = 70% to 79%      F = 69% and below

### **Progress Standards Policy:**

Students must pass all coursework with at least a “C” average to receive a diploma from the Center Of Rehabilitative Education Massage Institute. In addition to written examinations, courses of instruction in massage and hydrotherapy also require students to pass practical examinations designed to ascertain the student’s ability to actually perform the skills associated with these forms of therapy. The student’s performance on these practical examinations will also be graded.

**Transcripts** will be added to the student’s permanent file upon satisfactory completion of the course. A certified transcript will be sent to the Tennessee Board of Massage Therapy and the National Certification Board for Therapeutic Massage and Bodywork for the purpose of licensure examination qualification.

**Student Records** are permanently on file at the school administrative office. Any student wishing to see his/her personal records may do so at any time during school office hours. Any student wishing a copy of his/her records must notify the school in writing. There is a \$1.00 charge for each page copied. All students’ records are confidential.

## **ATTENDANCE POLICY**

Students are required to attend all scheduled classes, from date of enrollment to graduation. Any interruption of course time is discouraged. A leave of absence will be granted in case of illness or family emergency. The Director must approve all leaves of absences. Three consecutive days of unexcused absences or a total of five days a month will be considered excessive and will result in a one-month probation. If attendance does not improve during the probationary period, the student will be dismissed. Students are requested to call the school beforehand regarding absence. The Director and Academic Officer will review unexcused irregular attendance.

**Tardiness Policy** – A student having four consecutive days or seven days per month of unexcused tardiness will be considered excessive and will result in a one-month probation. If tardiness does not improve during the probationary period, the student will be dismissed.

**Make-Up Policy** – All tests, assignments, course material and clinical work missed during the term for any reason, must be made up before the end of the term. The classes missed must be made up according to the total hours missed. The student must make individual arrangements with the instructors for missed classes.

**Leave Of Absence** – Any interruption of course time is discouraged. If emergency situations arise, a leave of absence can be organized with the approval of the school's Director.

**Withdrawal** – Any student withdrawing from the program is requested to have an exit interview with the Director prior to withdrawal, and is requested to sign a statement for his/her files indicating the reason for and date of withdrawal.

**Placement Assistance** – While the Center Of Rehabilitative Education Massage Institute cannot guarantee employment for its graduates, it does provide an employment counseling service for business and employment opportunities. The school also keeps a file of current available job openings. The job information file is available to any graduate of the school at any time in their career.

## **CONDUCT, DISCIPLINE AND GRIEVANCES**

**Code Of Conduct** – the nature of massage training requires necessary classroom community awareness. The following code has been developed toward that end.

- A. Students are required to maintain their studies at the current class level.
- B. Enrollment agreement must be honored in its entirety.
- C. Students are to refrain from any behavior disreputable to the school or to the massage profession.
- D. Students shall not attend class under the influence of alcohol or illegal substances.
- E. Students shall not behave in a manner potentially dangerous to other students or clients.
- F. Students shall have no more than three consecutive days of unexcused absences or a total of five days per month, and have no more than four consecutive days or seven days per month of unexcused tardiness.
- G. Students exhibiting emotional instability as determined by the judgment of the administrators shall be required to meet with the Director or an authorized staff member.
- H. Students shall wear full clothing at all times during attendance at the school except when otherwise directed by the training procedures.
- I. Classroom nudity is prohibited.
- J. Students shall refrain from academic misconduct.
- K. Students are to conduct themselves in a respectable manner at all times. Disruptive or inappropriate behavior deemed unsatisfactory by school officials will result in the immediate removal from the classroom setting. This includes sexual comments and innuendo, sexual harassment, intentional exposure of a classmate's genitals/breasts, or the touching of a classmate's genitals/breasts, whether intentional or not.

**DISCIPLINARY POLICY – DISREGARD FOR ANY OF THE ABOVE POINTS MAY CONSTITUTE GROUNDS FOR DISMISSAL. REINSTATEMENT FOLLOWING A DISMISSAL IS UP TO THE DISCRETION OF THE SCHOOL ADMINISTRATION.**

### **PROBATIONARY POLICY**

Students may be subject to probation on one or a combination of the policies listed under the Code Of Conduct. Students may also be subject to academic probation if their grades for one class or a combination of classes fall below a "C" average. A student placed on academic probation will be notified in writing and required to have a counseling session with an authorized staff member. A copy of the notification letter will be added to their permanent file. The probationary period is for thirty (30) days.

### **Student Grievance Policy**

Any student who may have grievance toward the school, school staff or fellow student should first attempt to resolve these problems verbally. If this procedure fails, the student should file a written description of the grievance with the school's Director, Mr. Gary Genna at 11320 Station West Drive, Suite 101, Knoxville, Tennessee 37934. Telephone # 865-671-4488.

If this procedure still fails, the student may contact the Tennessee Higher Education Commission, Parkway Towers, Suite 1900, 404 James Robertson Parkway, Nashville, Tennessee 37423-0830. Telephone # 615-741-3605.

## **SCHOOL POLICIES**

**Legal Holidays** – The school will be closed for Memorial Day, Independence Day, Labor Day and Thanksgiving. There will be extended Winter (Christmas through New Year's) and Summer (4<sup>th</sup> of July week) breaks.

**Teacher Student Ratio** – The Center Of Rehabilitative Education Massage Institute strives to maintain the following ratio -- for practical classes, one instructor per twelve students with teacher assistants; for academic classes, one instructor per thirty students.

**Graduation Requirements** – In order to graduate, the student must have satisfactorily mastered all the courses of study, passed all the final exams, paid all tuition and fees in full, and complied with the rules, regulations and requirements of the school. Upon graduation, students will receive a diploma stating that he/she has completed the training program.

**Work-Study Scholarship** – Each term, two work-study grants valued at \$150.00 are given to one day and one evening student showing financial need. Any student may apply for these scholarships by submitting a letter explaining their financial circumstances to the Director 30 days before enrollment. Interviews will be arranged with key members of the faculty and administrative directors, who will convene as a scholarship/grant committee making the final decisions with 30 days of enrollment. These grants and scholarships are funded by proceeds of the Center Of Rehabilitative Education Massage Institute's Student Clinic.

**Student Counseling** – Members of the Center Of Rehabilitative Education Massage Institute staff are available to counsel, assist and advise students upon student request.

**Weather Closings** – If Knox County Schools are closed due to inclement weather, the Center Of Rehabilitative Education Massage Institute will be closed for both day and evening classes. If dangerous weather conditions arise, classes may be cancelled at the Director's discretion.

**Community Outreach** – The Center Of Rehabilitative Education Massage Institute is committed to providing outreach services to the community, offering the benefits of caring, nurturing touch. Staff and students volunteer their time to share the gift of touch with individuals and groups such as the elderly, children, sports teams, office workers and support groups. Seated massage is offered in standard chairs, wheel chairs and portable professional chairs which offer extra support to promote greater relaxation. The Center Of Rehabilitative Education Massage Institute welcomes requests from community, non-profit groups who may want to incorporate seated massage into programs such as health fairs, in-service days and wellness services.