



North Central Idaho

Twin Rivers Therapeutic Massage Academy

2020



TWIN RIVERS Therapeutic
Massage Academy

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Jolene Ross, Owner

Lewiston, Idaho

Started: 2018

twinriverstma.com



“Take advantage of the free consulting services offered by the SBDC. They are a valuable resource.”

Twin Rivers Therapeutic Massage Academy, LLC, located in Lewiston, ID, was established by owner Jolene Ross in 2018. As an Idaho certified school, the business offers a Massage Therapy Certificate program preparing students for state licensure.

Since opening Twin River Therapeutic Massage Academy, 14 students have successfully graduated from the program and seven students are currently in attendance.

In addition to herself, Ross has a staff of eight consisting of a registrar, instructors and receptionists. Her future goals include expanding into a larger location, increasing student enrollment and growing the job placement network for graduates.

Ross' business has met great success, but getting started with an unconventional business was a challenge, so she reached out for direction from Barbara and Judy with the Small Business Development Center at Lewis-Clark State College.

“In a short amount of time, the SBDC had me on the right track,” said Ross. “They made my journey much easier, and they still help when need arises. I couldn't have done this without them.”



ACCELERATING
BUSINESS SUCCESS