

Kaniesha Reeder, Owner – Creative Director

Kaniesha is a dancer, choreographer, entrepreneur, mentor and most importantly a mother of two beautiful young ladies. A Washington DC native, she grew up in the DC area where many children attended a recreational center affectionately called "The Boys & Girls Club" or "The Rec". "The Rec" offered many free to low cost activities (dance, basketball, cheer-leading, modeling, stepping teams & more) offered to the children in the community. It was there, at the age of 7yrs old, that she fell in love with dance and actually enrolled herself onto a dance team. She later asked her parents for permission so she could continue to participate. From that point on, she became a member of several dance teams and companies from elementary through high school.

After High School, she returned to her alma mater, High Point High to audition for the coach position for the competing Pom & Dance Squad. She coached several teams, co-owned an Adult Dance Team (N'Ferno Dance Team) and co-choreographed a Semi-Pro Football dance squad. The teams won several 1st place trophies and awards. She went onto to a coach at Laurel High School for 3 years. It was there she realized how much of an important role she played in the lives of young girls. She uplifted them when they were having trouble at home, gave them confidence when they did not understand their own worth, helped them sort through their feelings about boys and friendships, and was the person they could come to when they needed a shoulder to cry on or to cheer them on when they were unsure of themselves. Many of her students are now such beautiful young women with children of their own. They continue to call her "Coach" and reach out for advice or to just say "Hi".

In 2007, she moved to the Baltimore area during a transition in her life. It was here she found the strength and courage to start her own dance company. She wanted to offer the community children a place to go to other than hanging at the mall or on the streets. She was interested in offering the community quality, but yet an affordable outlet for all children. Something you don't see too often in today's world. She hit the streets with her fliers and full energy, offering FREE (yes Free!) Dance workshops.

After 3 successful workshops, she enrolled 14 students in my first her dance program. The next year she enrolled 30, then 40, then 50 and now N'Ferno consistently enrolls over 150 students. In 2010, N'Ferno offered a **FULL** Performing Arts program; offering modern, ballet, hip hop, piano lessons, modeling, tap, African and acro/tumble classes. Many dancers have performed in parades, plays, as well as local and national community events. In addition to being awarded scholarships to colleges and well know dance conventions, N'Ferno dancers have auditioned for and been casted in plays at the Lyric Opera House and the Kennedy Center. The competitive dancers have consistently won 1st & 2nd place awards, and many have gone on to win Grand Championship titles.

As the owner of N'Ferno Performing Arts Center for well over a decade, Kaniesha now works a full-time entrepreneur with the continued goal of developing great dancers and individuals who are confident and know their self-worth. She takes pride in teaching both young ladies and gentlemen the art of dance and the discipline that comes with it. She does her best to impart upon her students that there is no overnight success but rather with hard work, comes great success. It takes time, effort, and fortitude to achieve your goals. Taking the time to know her students as individuals leaves an indelible positive impact for years to come. N'Ferno is a place of love where their self-worth is nurtured. Her future goal is to open a non- profit for young girls.