

TBF Facilitator / Trainer Newsletter – March 2012

Dearest Breath Family,

There is a grand opportunity for us to take a big leap forward in the world of Breathwork and Healing. The Transformational Breath

Foundation has grown considerably in the last 5 or 6 years, but we have noticed some items that we need to address. Things we can do better, things which have become difficult to manage, things which hold us back.

Though this organization is Worldwide, with a little directed effort, we can truly become **World Class**. Help is needed from all. Each of us is essentially a Franchise carrying the Transformational Breath® brand, representing both TBF and your own business entities. Therefore, TBF has responsibilities to each of you, and in turn, each of you to us.

Love & Light,
Judith and the TBF Board



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TRADEMARK and BRAND

How many of us know and use our Trademark?

We have written about this but we see most websites still do not refer to the Brand accurately. The modality is named Transformational Breath®. And we use that name as the Brand so that clients will know without doubt that you offer this form of breathwork. There are pretenders out there, not associated with us, who take this name, or something similar, and misrepresent who we are and what we do.

Judith initiated and paid for a US Federally Registered Trademark several years ago to protect your work as much as possible, but also pays for the enforcement of the Trademark (this means lots of money to attorneys). We also have filed a Certification Mark for our Training Programs to further protect us. The Trademark may not yet protect in all areas of the world but that is our ultimate aim.

What to do...

1) Transformational Breath® is displayed prominently on your website in headings, banners etc. Note this is the **only** tag which we can legally attach to the ® symbol. (And TM is no longer valid. It should not be used anywhere in relation to our name).

2) Please market under the name Transformational Breath®. Display it. You've earned it! 😊

3) Avoid primary identification with names like Transformational Breathwork , Transformational Breathing and such. Transformational Breathing breathwork is a definite no-no. Please check your websites and marketing materials. Check YouTube videos (you can always change video titles and descriptions). Check your Facebook. Again, people will want to know that you are affiliated with our family and not one of those people who infringe upon the mark.

4) Please Read and Understand how to use the Brand and about all our Legal guidelines.

www.transformationalbreathing.com/terms

Bottom line, if we don't get ourselves on-board with this, we could legally lose the name. No kidding. We have farmed out our enforcement to a 3rd party so don't get yourself caught, this would only cost both of us.

ETHICS

If any of you have not filled out a signed *Ethical Guidelines For Transformational Breath*® *Facilitators and Trainers* form, please do so and return by either postal mail, fax, or email (you can scan and send as an attachment).

www.transformationalbreathing.com/docs/Ethical_Guidelines.pdf

This is a contract demonstrating your commitment to integrity. Be proud of it.

TRAINING SCHEDULES

We must maintain a level playing field for all Trainers. Though we may feel sympathetic to your individual needs or preferences, it has become apparent that we need to maintain a single standard regarding the following:

1) All Trainings are to be posted on the website. (*Workshops are optional, though we encourage exposure*). The footer of our website has always stated, "The Programs and Trainings listed on this site are the only ones endorsed by this organization."

2) All Trainings are submitted via the appropriate web form on the website Tools page:
www.transformationalbreathing.com/tools. These forms automatically create the actual complex source code we need to update the website, without manual effort. Checking your work before submitting, makes it less work for all.

3) If a Trainer uses another person as the event Organizer or Registration Contact, Trainer still

needs to assume responsibility for rosters and any financial reporting.

4) Referral Commissions: Facilitators and Trainers can check Event Calendars and support the weekend and Seminar programs by referring clients to them. This is one way we grow in the most profound way. Referral commissions are available to Certified Facilitators and Trainers.

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TRAINING ROSTERS

Submitting Training Rosters are definitely improving but 6 months ago we had hundreds of Trainings, going back years, which had no Roster or notice of cancellation. This means hundreds of hours of audits to reconstruct a training history, and recover as much missing data as is possible. It also means that some of your clients do not get credit for the events they paid for. This auditing effort is still going on.

Roster data serves several purposes: (1) We are Healthcare – we need to keep records and also give credit for levels taken. For instance, if there is ever any question whether someone is eligible for the next level, we would like to be able to look that up. We have been rightly criticized (outside TBF) for the sloppy records we maintain. (2) Tracking Certification for those on the path to becoming Certified -- such as how many events did someone serve as staff, what was their last event attended, and did they actually take Seminar and Level IV. (3) Mass Mail Database – we send announcements and Newsletters around the world – and these often promote YOUR trainings.

What to do ...

1) Rosters are needed within 2 weeks of the Training's completion – and done accurately. Again, check your work. A misspelled name, for instance, may not seem like big deal but it is a sign of personal respect, especially when we

send out personalized emails, or if we make up a Certificate.

2) If Trainings are cancelled, let us know immediately so that the Training is removed from the website. Again, we receive criticism there too.

3) Use the Roster Template we provide. This allows us to upload the data instead of staff having to retype it all.

www.transformationalbreathing.com/docs/TBF-Roster-Template.xls The newest template is open and editable so that you can add columns if you need to – we don't wish anyone to do double the work. One roster format can work for all of us.

4) One Roster per Event, one Event per Roster ... We don't want a roster to contain two Level IVs, or Level 2 and 3. Else we cannot load it, and it gets too difficult to track trainings.

NOTE: Roster data will be used from now on to verify initial Certification. Missing data from Trainers may delay or prevent issuing of Certificates as it may appear the Facilitator did not complete requirements.

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CERTIFICATION

Each of you has worked long and hard to earn Certification, we appreciate all you have poured into this. A few things to keep in mind:

1) The Ethical Guidelines and all Policies and Procedures we set forth must be followed to retain Certification.

2) We also need to Update Certification periodically (Just like any other professional Certification). So stay active with us as the work develops and things change. Helping out at Trainings or similar events once per year allows us to catch up and keep that passion alive. It also helps TBF to claim the strongest and most capable Breathwork Trainer / Facilitator corps on the planet.

We fully understand that some people have more access than others to attend events. South Dakota doesn't have the training availability of Southern California. 😊

3) Keep your website profile up to date. When we receive reports that your information is outdated or you do not respond to repeated attempts at contact from the public, the presumption is that you are no longer active. We would have no choice but to remove your profile from the website because poor information reflects badly on us (and you).

Updating your profile is simple:

www.transformationalbreathing.com/tools

4) Not listed on the Site? Take advantage. It's FREE and you can get business and credibility.

5) Please do not misrepresent your Certification. If you were a Senior Trainer with TBF but haven't produced Trainings in years, you cannot market yourself as such, as you would no longer qualify as a Senior Trainer. However, you are always welcome back to update certification as such.

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PERSONAL RESPECT

On a serious note, we continually receive complaints about poor interpersonal conduct. We take these matters with concern.

The main issue we hear of is Facilitators and Trainers not showing mutual respect. There is bickering within certain areas of the world where we feel teamwork should be present. There are instances of Facilitators not responding to emails or calls from Trainers, who honestly reach out to help, or may ask for assistance themselves. There are Trainers who reportedly look down upon or dismiss Facilitators as though they are valued less ... No one is above another in this organization. We simply fill different roles.

We will address such complaints privately as they arise with those involved and take action

as required. We continue to trust that our Facilitators and Trainers have evolved to a high standard in relationships and integrity.

Lastly, if any member of TBF staff asks for attention to any matter, they are speaking for Judith, Steve, and all TBF board members. If we contact you, a reply is simply basic respect. There are those who ignore our attempts at communication, or filter a response through someone else. This is not proper conduct.

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ORGANIZATIONAL NOTES

In addition to many other projects, Steve will be put in place to administer our growing family of Facilitators and Trainers worldwide. As a Trainer and Board Chair, it has become too difficult for Judith to oversee so many details of operation. Steve will apply all Judith's policies evenly and equally. He will be available for any technical assistance, any issues raised regarding Certification, or any interpersonal issues with fellow Breathworkers. And any suggestions, or personal concerns, can be forwarded to him at: web@transformationalbreathing.com

Facilitators: Recall that you have Jim Bacon, jimfbacon@msn.com, as a Liaison and Mentor, should you need to discuss issues amongst yourselves where you don't feel immediately comfortable raising them to the TBF Office. Also, you may have Trainers in your area who can help with professional advice.

Trainers: You will likely have a more Senior Trainer in your Country or Region who assumes a leadership role. But we expect all Trainers to be Leaders, of course. Remember? It's extra work but that's what a Trainer does. 😊

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E-COMMERCE

You may have noticed the many products we have on the e-commerce site. As always there are wholesale prices available on some products to Certified Facilitators and Trainers.

This is automatic if you shop online, provided you create a wholesale account.

What to do...

1) Create a regular account on www.transformationalbreathing.com/shop then let Steve know that you want to take advantage of wholesale pricing on some media items like "Breathe Deep, Laugh Loudly". He will mark your account as "wholesale" so that when you ring up a quantity of books, for instance, the price per book is adjusted down in the cart to the wholesale rate.

2) Please note the **Caution** on the site about International Shipping. It's something beyond our control. Trust and Surrender only go so far when you deal with sending packages overseas and across borders. ☺

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SUMMARY

As we have laid out the many challenges we face daily, and the opportunities they offer, we will be there to treat any challenges each of you may face with care and understanding. We have asked attention on numerous matters as these are necessary for efficiency and growing our Brand around the world.

The TBF Board is always looking at better ways to support and get Transformational Breath® out to more people. It's not easy but we try. We will periodically send these Breathworker Newsletters as required.

You have worked hard for Certification. Please be mindful of our mutual responsibilities. We are here to help as best we can but we require assistance as described above.

Regarding Website processes, we have included resources to bookmark if you need reference...

1) Forms:

All forms to Add or Update Trainings, Workshops, or Facilitator Profiles are on the

website's Tools Page:

www.transformationalbreathing.com/tools.

The Link is always found in the website footer (bottom-right corner). We kind of hide it because the public doesn't need to see it.

2) Help:

Each Form has expandable help in the right margin.

3) Facilitator / Trainer Starter Page:

www.transformationalbreathing.com/tools/fac_start.aspx

4) Help on Rosters:

One page to explain and make the roster reporting easier and more standard.

www.transformationalbreathing.com/help/roster_help.aspx

5) Forum:

On the Tools Page,

www.transformationalbreathing.com/tools, you will see a link to a **Forum** which has several Discussion Boards. We cannot promise any level of activity (that's up to all of you), but you can create an ID and our Staff will validate it and assign you to applicable Boards. (*Please use your name as your ID, so all may identify you.*) This is not open to the public. It's for us to enjoy.

6) Legal:

Again, all Website Terms and Legal stuff:

www.transformationalbreathing.com/terms