

TBF Facilitator / Trainer Newsletter – May 2015

Dearest Breath Family,

We have several new developments to announce and some reminders about things not attended to.

I am personally happy to witness our growth over the past few years and how we are coming together as an organization. I feel we are limitless in our potential to fulfill our mission.

Please share Steve's required reading with fellow Facilitators and Trainers in your state or country.

Love & Light,
Judith



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COMPLIANCE OFFICER POSITION

WHAT IS IT? ... The Transformational Breath Foundation has created a position of **Legal & Compliance Officer (LCO)**. The job of our LCO is three-fold: (1) to make sure all Facilitator Interns and Certified Breathworkers are in compliance with our Policies, and any applicable law in the US and abroad. (2) To keep TBF itself in compliance with applicable law, both domestic and international. (3) To stop illegal use of our brand, materials and intellectual property.

Because of our growth and the time required to fulfill these tasks, it is being separated into a distinct corporate Office whereas previously Judith and I would address these, usually minor, issues ourselves.



WHO? ... For this work we have chosen **LORNA TOBIN** who has been a Certified Transformational Breath Facilitator since TBF's original incorporation back in 1994. Her skills, maturity

and loyalty made it an easy selection for us.

WHY? This is not an Office we create lightly. The law is the Law. Our policies are Policy. Period. The Board has vested Lorna with a certain power to handle anything not in compliance. This produces a nice check and balance; for nobody is above the rules.

If for instance, I somehow fell out of compliance, or did not apply policy equally (intentionally or not), then Lorna can address that directly with me or the other Board members.

Applying policy evenly across the spectrum has been admittedly difficult because of time constraints on staff, the size of our organization, lack of data, but also the tendency to bend or trust because of personal relationships that may have developed over time. The LCO now becomes our conscience, our reality check; in effect, an Internal Auditor.

Exceptions to TBF policy, where they must exist, are to be based firmly upon either an emergency, or exceptional, unforeseen circumstances (such as a Staffing decision that emerged due to unfortunate violence in Kenya). That is our position and our goal.

WHAT TO DO... First, our **Regional Liaisons** (see *next heading*) have supported this capacity with their efforts in their countries/regions. If you receive any contact from your Liaison, or from Lorna, you **MUST REPLY AND ACT ACCORDINGLY**. Ignoring such communication cannot be tolerated going forward.

Second, check your websites, social media, third-party sites that you are featured on, YouTube channels that you own or are featured on, and your other marketing materials, to comply right now with using the proper trademark and certification title. Spare yourself some grief later for a little effort now addressing two items if you have not done so.

1. Our trademark is: **Transformational Breath®** (there are approved foreign brands that may be used alongside the English - see www.transformationalbreath.com/world)

2. Our basic certification title is: **Certified Transformational Breath Facilitator**. This is what we hope will be recognized by the US government as a Certification Mark. There are some foreign designations that are allowed to be used alongside the English. Again, see www.transformationalbreath.com/world).

We have delayed our third and final filing for approval of the Certification Mark "*Certified Transformational Breath Facilitator*" because we are not yet assured of approval. We have sent emails, both personal and to all breathworkers, calling for compliance in changing your media and materials where needed... Many came through. Others promised. Still others ignored us. We thought that reaching out with multiple reminders was the best and most respectful approach. But once Lorna's work begins, if there is no compliance, there will likely be consequences.

And this is not about just the Trademark and the Certification Mark, it is about every written policy we have, as well as the law; all designed to protect TBF, your work, your rights, and to foster fairness to each and every person licensed to use our brand.

As stated, most issues are minor but there are *extraordinary examples*: Someone certified knowingly reproduced a copyrighted TBF CD product, or products, without permission, and chose to sell and distribute the material. Things like this will not escape our attention... This is a violation of law, more serious than most every policy we have. We would work with anyone willing to take on a media project like this, but doing it without our prior knowledge stuns me.

Such is grounds for immediate revocation of certification.

We will release all our policies in a manual / packet format, on a need-to-know basis as they are now scattered about various manuals or webpages. (See *Download* heading).

REGIONAL LIAISON OFFICERS

In certain countries or regions of the world we have installed a position of **Regional Liaison (RL)**. The role of the RL will be documented further but understand that, like LCO, they are Officers of the corporation. Since formalizing this position in 2014, they have provided a great amount of assistance, feedback, and a channel to support folks within their region.

Note that not every country will have need for an RL right now but with growth the positions will be expanded. Some areas are quite small like The Netherlands, led by Nadja Benschop, but also extremely vital in activity and scope. Some areas are huge geographically but have a small but growing activity. One example is our Arab States territory (22 countries led by Manal Al-Musallam) which requires a certain religious and cultural perspective in administration as it grows.

TBF Officers List:

<http://transformationalbreath.com/about/default.aspx?t=2>

MANUALS & TRANSLATION UPDATE

Retirement Dates: We have passed the March 31, 2015 deadline for translating Seminar (Level 1,2, and 3) manuals. This means that the old manuals are not to be distributed, and that English US or English UK editions are available until remaining manuals are completed.

The French, Turkish and Dutch have been released. The others are not necessarily needed right now if Senior Trainers do not have those trainings on the calendar.

If you distribute the English manuals, you can always mail a paper copy of the new translated manual to participants when, or if, they are complete.

As stated in the last letter, when a translation is retired, it is gone. It is not to be used or distributed as such use instantly becomes a copyright infringement. During 2015 I plan to announce a date for Level 4 retirement.

Acknowledgements: Many thanks to Trainer Marcel Gerrits who came to complete the Dutch updates, and Danielle Lafontaine, Facilitator from Quebec, who rescued the French product.

DOWNLOAD PACKETS UPDATE

For a while now, we have promised accessibility to new downloadable document packets. They have been delayed obviously, but they are not sitting idle. In fact, most of the delay is that we are working to make them better and more complete, instead of just releasing something. I think you will be pleased with the eventual self-service model for document distribution and the total content quality.

NEW TERRITORY

TBF has now reached 41 countries and counting - something we can all be proud of. I will try to acknowledge these advances as they occur from now on because it excites me.

Vincent Oloo of Kenya has been invited to work in Botswana, Africa thanks to newly-certified Facilitator Desiree Ferrari. All the best to them.

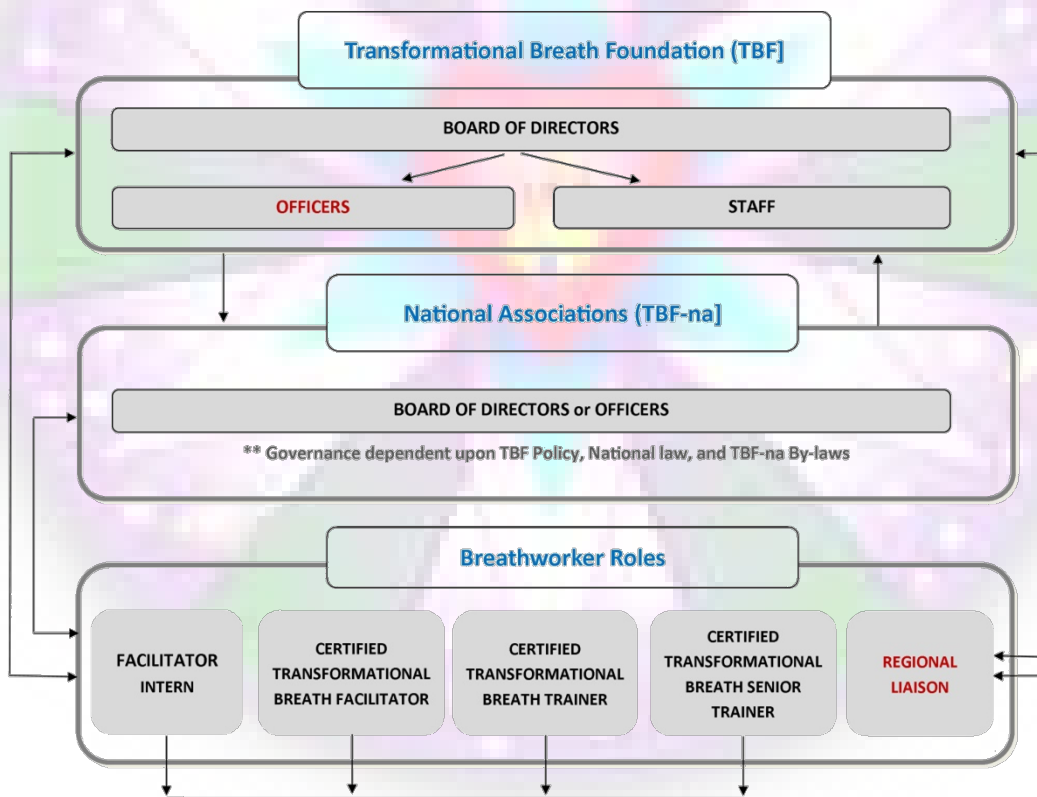
THE NEW TBF (Breath Ventures).

The **Transformational Breath Foundation (TBF)** was incorporated originally in the US State of Maine in 1994 as a non-profit entity. After re-incorporation in the State of New Hampshire, TBF reorganized once again, this time as a for-profit business under the name **Breath Ventures, Inc. (BV)**. This gives us flexibility to enter new areas of commerce without necessarily concentrating everything into Transformational Breath®. Yet TBF remains as a registered trade name, so in effect, all looks as it did before concerning ownership of the trademark, copyrighted materials, obligations

and assets. We have NO legal connection to our National Associations such as TBF-UK etc., other than extending licensing agreements.

For those who need clarification for tax returns in the USA or any country for filing this year or future years, we have documents on the website [ABOUT Page](#) to show the official incorporation and trade name assignment. Also, we have a link to a [letter signed by Judith](#), acting as CFO, explaining the transition if you need it to document expenses given the transition from TBF to BV.

To summarize, with the growth of TBF worldwide, the organization simply must be drawn.



Namaste!
-Steve