

## TBF Facilitator / Trainer Newsletter – June 2013

Dearest Breath Family,

It's been a while since our last Facilitator Newsletter. We have several important developments to announce and need to reiterate some things which do not seem to be fully understood.

Please share this with your fellow Facilitators and Trainers in your state or country; emails sometimes bounce or get caught in junk folders. We require everyone to read this and understand.

Love & Light,  
Judith and the TBF Board



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## CERTIFICATION APPROVAL

TBF does not receive paperwork from many people awarded Certification. To streamline the process for the TBF Office and also get Senior Trainers their certificates quicker, we have made some changes.

One may submit the Certification Application and/or the Mentor Evaluation material electronically. Paper is accepted too, but all must be submitted or else no Certification can be awarded. All forms (electronic and paper) are found on the [Tools Page](#) (under the "Certification Tab").

**For the Facilitator Intern:** Submit a *Certification Application / TBF Structure and Ethics Agreement*. Note this is a legal contract. Submitting this form means you have read and accept the terms and responsibilities regarding Certification within the worldwide organization, and attest that you have completed all requirements.

**For the Senior Trainer:** Once a Facilitator applies, and names you as their Senior Trainer/evaluator/mentor, Senior Trainer will receive an email from the TBF Office. Trainer just needs to fill out the *Certification Confirmation / Mentor Evaluation* with an Approval or Rejection.

Just one step from each party. When TBF receives your positive submission, we will grant Certification and send a Certificate electronically to you all complete and ready to print.

Some Trainers have blank certificates from us. In that case, just scan the completed Certificate and email back to us.

*(We will provide or reimburse Senior Trainers materials such as proper heavy stock paper and golden seals if you do not have them).*

## OUR BRAND

We still see so many Facilitators (and Trainers) not referring to the Brand correctly.

Our modality is named Transformational Breath<sup>®</sup>. We have this mark to tell our clients that this is the genuine breathwork form as taught and developed by Judith.

### *Guide...*

1) Transformational Breath<sup>®</sup> should be displayed prominently on your website in headings, banners etc., and correctly on flyers and such.

**Legality:** Note this is the **only name** which we can attach to the <sup>®</sup> symbol [R-in-a-circle]. Use of anything similar with the <sup>®</sup> puts you in legal jeopardy for claiming a registered trademark where none exists. Because you have been notified of proper use, abusing <sup>®</sup> likely becomes federal fraud in US law (and we cannot defend you).

2) "**TM**" is no longer valid. It should NOT be used anywhere in marketing.

3) **Domains:** You can refer to our website with many different domain names – including [transformationalbreathing.com](http://transformationalbreathing.com), [transformationalbreath.com](http://transformationalbreath.com), [breathe2000.com](http://breathe2000.com), [breath2000.com](http://breath2000.com). We have dozens more but do not have space to name all of them.

4) **Reminder?** If you require reference, Read and Understand how to use the Brand and about all our Legal guidelines. [www.transformationalbreathing.com/terms](http://www.transformationalbreathing.com/terms)

**Bottom line**, if we don't get ourselves on-board with this, we could legally lose the trademark.

Trainers must know this above all others. Those who teach Level IV for Judith especially, make sure those graduating are taught about the trademark and brand.

We waste too much time and attorney money on this issue. Repeated laxity from those certified may affect Certification.

## WEBSITE UPDATES

### *Training / Workshop Forms*

We have added a DATA RECALL feature for Updates.

- We need to know of all changes to Training Schedule data to keep the website accurate.
- On the Update Form, choose (*click*) your Training, and the form will open with all the information currently on the Schedule.
- No extra typing ... just change what you need to, and re-Submit.
- Any form errors, contact [webmaster](#) with appropriate error messages / screenprints so we can help.
- If you submit mistakenly, then resubmit. We don't want to manually edit.

### *Split Seminars*

To provide flexibility, we had allowed Seminars to be produced as 2 Parts – called "Level I & II", and "Level II & III" (*which always became two events*).

This has brought problems and confusion with administration, with trainers, and with customers. The last split Level I & II and Level II & III postings are being phased out. You can still use Level I & II and Level II & III if those events truly are two out of the three Seminar levels (e.g. 4 days covering those levels).

#### *How to Split Seminar?*

- Split Seminars are now 1 event with 2 Date Ranges.
- You will see the choice on the form, and it will prompt for both 1st half and 2nd half dates.
- **Caveat:** The split Seminar must be completed within 30 days, otherwise we could potentially see a schedule with an event in May (first half) and nothing listed until October (when a Seminar 2nd half might conclude). Doesn't look very good.

### *Form Upgrades*

The *Training Update* and *Workshop Update* Forms have some more upgrades.

- 1) **Website Info:** There is space to enter two websites if you need to post two.
- 2) There are **two contacts** to define now. The **Training Contact** is that person, likely Senior Trainer, who will take ownership of the program, answer inquiries, produce roster and such. The **Registration Contact** will handle registration. If they are the same person, just check a box and the data will be copied (*no extra typing*). This allows teams to split duties if desired, for example, Judith working at Kripalu has Kripalu handle registration, while TBF answers questions about the program.
- 3) **Cost Info:** If you choose to enter Cost Information, you can enter amount, currency, and any payment plan or discount offer details.
- 4) **Times:** There is a 3<sup>rd</sup> option ... to NOT enter times for the event (*not recommended but may be needed temporarily*).
- 5) **Training Site:** You can enter a website address for the training site in it's own box.
- 6) **Flyers:** You can send us up to two flyers to post with any event.
- 7) **Error Checking:** There is greater error checking, to make sure the schedule is correct. For instance, no more end dates earlier than start dates. No more end times earlier than start times.

### *Facilitator Update Form*

- 1) **Recall Data:** A similar Recall feature is installed on Facilitator Updates.
- 2) **More Data:** In addition to your Bio, you can now list your Business Name, Business Address (*for security, NO home addresses can be posted*), your Healing Services offered, your Social Media sites (if you have them), a second website (if you have one), up to 4 photos, and



some personal Flyers and/or Brochures. Also your Professional Role will be a required field.

All existing data has been refitted to a new format. Your listing(s) have been adapted by the information you submitted in your old listing (and sometimes by our best guess), so check your listing(s), and resubmit if not accurate.

3) **Customized Entries:** If listed in more than 1 US State or Country, you have multiple listings on the Facilitator Page. Each contains some different data, and you can change just one if that's all you need, but sometimes changes such as Email address, will make you want to update all of your multiple records.

**Note:** *You are responsible for accurately representing your Professional Role (e.g. if you are Facilitator, do not bill yourself as a Trainer).*

## WEB FORUM

The TBF Forum on the Tools Page has been discontinued. It was asked for and never used to any real degree.

## CONFLICT-FREE WEBSITE DOMAINS

1) **Dilution:** Please DO NOT register any domain similar to [transformationalbreath.com](http://transformationalbreath.com) without checking with us. Some of you outside the US have domains for marketing purposes with our blessing, but our domains everywhere should be coordinated.

While anyone "Certified-in-good-standing" with us has rights to market the brand, we have cases where someone leaves TBF (or has certification revoked) and we are left to recover a domain which is really the rightful property of TBF.

2) **Other Countries:** Again, checking first keeps one individual from diluting another person's efforts by not registering competing domains.

[**Example:** A trainer registers [transformationalbreath.au](http://transformationalbreath.au) (for Australia) and another trainer registers [transformationalbreathing.au](http://transformationalbreathing.au).

This only causes confusion to your prospective clients in that country and sometimes bad feeling between our breathworkers. And customers will get mixed up.

If you find it easier to transfer domains to TBF, please do so. We can lease them back to you at cost and route directly to your website.

3) **Copying Content:** You all have rights to use our website material subject to our terms, but on your websites, try to change the words enough so that your site doesn't have the same exact words. Some search engines will rank us all down if they detect this.

## CONTINUING EDUCATION

In the US, we have received approval for more **Continuing Education** credits than just through NCBTMB (massage and bodywork).

Kripalu offers some hours for our few events there, but the broadest options are our approval for Seminar for 7 professions through **Berkshire AHEC**. Most of their approvals are nationwide (USA) and cover such areas as Social Work, Psychologists, and Rehab Counselors.

All the details, along with the flyer, are on the [CEU page](#).

**NOTE:** While NCBTMB applies to all USA Trainers, for the time being we received the AHEC approval for events led by Judith. The plan is to roll this out to all US Senior Trainers who want to solicit registrations for their Seminars (and in some cases, Presence of Breath™).

THANKS!  
NAMASTE.