

## TBF Facilitator / Trainer Newsletter – October 2014

Dearest Breath Family,

Much has happened since our last Facilitator/Trainer Newsletter from 2014. We have some exciting things to announce about new projects. We are taking big steps forward, getting very ambitious, and still, some of the projects we plan will not be announced until we can hang more meat on their bones.

Please share this letter with fellow Facilitators and Trainers in your state or country; emails sometimes bounce or get caught in junk folders. Everyone is expected to read and understand where our ship is heading.

Love & Light,  
Judith and the TBF Board



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## MANUALS UPGRADES

**The manuals are coming! The manuals are coming!** ... Well, they are taking their time somewhat as this is a major project. A handful of new manuals are complete and have been used in 2014 trainings.

Each of us has likely seen in the past (including the recent past) where the manuals were incorrect, unflattering, outdated, and incomplete. And we have seen the results of that sub-par effort.

Our old manuals are being retired one by one and replaced with updated, standardized manuals. (*Standard* meaning congruent for both appearance and content, no matter which language they are written in or which country they are used).

The current version of manuals is being called **version 3.0** (*at least to those involved in their production*), but which have a single 2013 or 2014 date on the front to identify them. Each manual will also have a code such as **PS-NL-A4** which, for example, means "Personal Seminar, Netherlands, A4 paper".

**The Future:** In time, between Manuals and Handout Packets in each language (and sometimes multiple paper sizes), we will have about 120 sets to distribute in each release. Add to that the various PowerPoint Slides and Teaching Outlines, and this project becomes huge to undertake and manage.

In fact, a "production system" had to be developed simply to make this work humanly possible. I pray that these updates will not be too frequent after *Version 4.0*, which will address typos, small errors, and insert a bit of new content.

We will do our best to adapt some graphics that have English language whenever possible.

## MANUALS DISTRIBUTION

When we release the Manuals and Teaching Packets, they will be available to Senior Trainers, as is our policy with the electronic editions. Other materials like Handout Packets, will be released also to a wider audience.

These will be distributed electronically via a password-protected **Document Download System**, or **DDS** (yes, another system). So those who are accustomed to getting CDs full of data - which are too often lost, and too laborious to keep current - will simply log in to DDS with a unique ID and Password and get access to their material.

Access is given by TBF on the basis of role. Logins and passwords can be assigned at Level IV when you get your manuals, or be requested by a Senior Trainer authorized to do Level IV, or be given out upon request after training. Just so long as people get what they require. And the constant workload of the Office will be diminished by not having to deliver documents by email to Trainers, Facilitators, or Students.

**Roles:** Access will be limited by role. For example, a Facilitator Intern at Level IV training, or working toward Certification, will get access to the *Level IV Handout Packet*. Trainers will have that plus whatever materials we have for *Introductory Trainings* (RYB and such). Senior Trainers will get those, plus a new streamlined *Senior Trainer Packet*.

**Sharing:** Manuals are the copyright of TBF, including all translations, and must be shared amongst us all who have proper access to the electronic printable versions.

Borders do not halt language, so a Senior Trainer in Switzerland, for example, may teach in English, distribute 18 German manuals, but also require 1 French and 1 Italian version. No problem! Such is possible now in Europe. The Netherlands may need a German manual if one prefers the material in that language. (*This is not to say that participants are entitled to having spoken translators during programs. Such is approved or rejected by Senior Trainer*).

**Dialects:** Whether we consider them separate languages, or dialects, “native tongues” are what they are. Despite manual sharing, they may not fit perfectly for everyone: *French* in Paris, Geneva, Québec. *German* in Zürich, München, Hamburg. Or *Dutch* in The Netherlands, Belgium, Suriname. You get the idea. These translations will have to suffice, we are not translating a Holy Book, so I don’t see any variants being approved.

**Acknowledgements:** TBF takes pleasure in honoring those who make this project possible.

**Eugenia Altamira**, Senior Trainer, is also TBF’s *Curriculum Coordinator* and Mexico’s Regional Liaison. She’s been busy not only with Spanish translations but with upgrading many English teaching materials, like PowerPoint slides and teaching outlines, as well as the redesign of manual content and order. Spanish manuals will be released in letter-size and A4.

**Nadja Benschop**, Senior Trainer from the Netherlands, adapted old source material and had it upgraded, and tended to it over her years in this role. Nadja is also a valued medical consultant for TBF, and coordinates and supports all activities for us within the country as our Regional Liaison.

**Nilgöl Tavsel**, Senior Trainer, has worn many hats in Turkey for years, and has maintained the Turkish manuals faithfully. We have already used the new Turkish Level 5 this past July, and even I could tell the high quality. She is of course, Turkey’s Regional Liaison. **Tilsim Demirdoken** has been involved recently to the point of taking on much of the formatting work (matching the standard look and feel). Turkey is currently ahead of any schedule I had conceived, and may be complete before any non-English manual set.

**Dorothee Dillmann** from Germany is a Senior Trainer, and our Regional Liaison there. She is currently managing the translation and upgrades for us. **Ruth Dittrich**, whom I understand, is close to Facilitator Certification, has been so instrumental in German efforts.

**Indalecia Ziritt**, Senior Trainer, and Regional Liaison in Italy, has managed and translated for years. She will be directing the next generation of Italian manuals in addition to being a prolific trainer and great advocate for us at IBF/GIC.

**Geneviève Laquerre**, Trainer from Québec has adapted old material from Belgian trainers, and done some new French translation. French Seminar will be released in both A4 and letter-size.

**Manal al-Musallam**, Trainer from Kuwait, and our Regional Liaison in the Middle East, has modified our English-UK content to be compatible with the basic teachings of Islam. Seminar has been complete since late 2013 and already used at trainings.

**Sara Busselen** and **Marcel Gerrits** (both Belgium and Holland) has worked with early and recent Dutch manual content. Marcel also translated the book, “Breathe Deep” into Dutch.

While an incomplete list, a few other names in the past who I recall have worked on manuals translation include: Peter Dalmeijer, Marco Grignaffini, Marco de Jager, and Catherine Branle. Apologies if I left anyone out.



## SCIENCE PROJECTS

Since about 2006, TBF has taken steps to become more grounded - in Science, that is - with less emphasis on the Spiritual. More balanced overall. It shows in our website, our promotion, and our Trainings. And it is our intention to emphasize this more in the future.

Many of you are aware of the **ICNM** in the **United Kingdom**; a Complementary Medicine body in that country that Transformational Breath® is currently affiliated with. In order to get Certified through TBF-UK there are a few extra requirements, including a written exam on basic Anatomy and Physiology of the Breath. Nothing difficult, but a sure step forward.

In fact, in 2014, the ICNM gave TBF-UK an award for "**Best Complementary Medicine Organisation**". An even greater step forward for our breathwork and the folks at TBF-UK.

**Project Team:** There have been a few research studies in recent years with Transformational Breath, something I hope to leverage. UK Facilitator **Ronica Joshi** contacted us to form a team to further research efforts. This makes sense because within our Breath Family we have MDs, NDs, Chiropractors, Osteopaths, Ph.D. holders, surgical nurses, other advanced degree candidates, and all manner of accomplished healers, and business leaders who do more than Breathwork.

Ronica and I have identified a preliminary group of people we wish to include. This is not limited to those with degrees in medical science. We need people who can write and administer grants, set up clinical research, do marketing and public relations, produce film work, and so on. We talked of desired areas of study, methods of raising funds, ways to market our efforts, and more.

I drew up a draft proposal that Ronica has with her, and I'm leaving it to her to run with. Let us see how far we can go as a team with this in a few years. We start now and envision the funding flowing in, we see the positive results from clinical trials, we manifest the most

amazing swell of interest and life-changing experiences we could ever dream of. We have experts in all areas. Let's get it done. If you have talents and have not been tapped by Ronica, contact her at [ronica.joshi@gmail.com](mailto:ronica.joshi@gmail.com)

**Future Project:** As much as I applaud TBF-UK with the A&P exam, and praise the inclusion of Science on the website and in the manuals, I feel it is not enough. We are breathworkers, healers, and all of us need to know more about the Science of breathwork, the human body, and the mind. SCIENCE.

TBF has had a plan for four years to write a new book. The project has recently begun. It is at least a two year effort given the ambition it carries. We want not only to be the greatest breathwork or healing modality in the world but also write the finest Breathworker Reference Book out there. A lot of science, and a compilation of Judith's nearly 40 years of breathwork experience. It will one day replace a few required books in our Professional Training. Yet we are in the early stages.

**IMPORTANT:** Send us any **Case Studies**, **Testimonials**, or **Stories** that may help define the medical value of our work. We may actually publish it.

## FORMALIZED PROGRAMS

We have put together a formal and detailed structure of the Hours and Areas Of Study for our Certification Programs.

A four-page [TBF Programs Packet](#) has been designed primarily to market and detail our [Certification Programs](#). It is a collection of existing materials with some new material added...

- Page 1 is an Overview to show where the Professional Trainings fit in with the Introductory and Personal Level Trainings.
- Page 2 pushes Level 4 and Facilitator Certification.
- Page 3 talks about Level 5 Teacher Training.
- Page 4 contains detail on the [hours required to gain Certification](#).

Check the following link:

[www.transformationalbreath.com/docs/TBF-Program-Packet.pdf](http://www.transformationalbreath.com/docs/TBF-Program-Packet.pdf)

### The Hours

These hours are nice round numbers which will vary from training to training, and person to person.

For instance, to receive Facilitator Certification, we made it a **500** hour program. The work involved in becoming certified as Trainer amounts to **725** hours. And Senior Trainer is **850**.

### Why do this?

TBF-UK may have had to add up program hours to get recognized by the ICNM. A similar effort in Canada had us thinking we should formalize and publish our program definitions.

### What the numbers mean

Certainly these are estimates. For instance, 50 hours for a Seminar seems light as every Seminar logs more class hours than 50. (*Note we do not count meal breaks*). But the 50 tells the world we provide at least 50 class hours. Level 4 and 5 weeks extend to at least 65 each.

We estimated the time involved in required reading, the various internships we do, field work such as doing sessions, and so on.

Everything has been taken into account to honor your time and achievement, including the last figure of 15 hours for Senior Trainer Certification: "*Event Organization/Follow-up/Mentorship*" where Senior Trainer demonstrates that he/she can organize and market a Seminar, mentor co-trainers, and follow-up with participants – all extra hours beyond leading their actual first event and receiving confirmation of the Senior Trainer Role.

### How to use this

-To get approved as a provider for Continuing Education we might submit this to emphasize the Program Hours.

-To get recognized by a national body such as ICNM, we may have to include such a program prospectus.

-For marketing, one can link to the document or print it out and distribute. It holds much more information than a brochure.

## TRADEMARK EXTENSIONS

Our Trademark **Transformational Breath®** is being extended throughout the European Union (28 countries). This application is with the TBF Attorney. Other applications are in the works so we will eventually have more absolute protection of the brand beyond simple common law marks.

## CERTIFICATION MARK

I wrote extensively in the past to all of us about the **Certification Mark** that we applied for in the United States.

Reminder: The mark we applied for is **Certified Transformational Breath Facilitator®**

(Note the ®. This is just like the Trademark, **Transformational Breath®**, except that the purpose of the Certification Mark is to protect our Training Programs, whereas the Trademark is to protect our brand identity).

While non-English speaking countries have done pretty well overall to comply with proper marketing - namely calling yourselves **Certified Transformational Breath Facilitator**, the United States, as a whole, has done a disappointing job. In fact, TBF-UK does it correctly across the board - while we here in North America don't rate a passing grade.

### **Let me be direct...**

If we fail to receive approval for our Certification Mark with our latest, final (and costly) refiling, it will be because too many of us did not comply and bill ourselves properly as **Certified Transformational Breath Facilitator**.

We will not hesitate to send out letters to those in the United States and Canada whereby their Certification is Suspended or formally Revoked. We have no place within our ranks for casual

Facilitators or Trainers who ignore law or policy, and who cost us money, and potentially cost all of us in reputation. I feel I've been patient thus far.

For those areas that do not market primarily in English, some of you have found earlier this year that there may be other ways to market properly within your language. Just ask me if you have not addressed this yet.

I would expect all Regional Liaisons to oversee such compliance if they have not yet.

## TRAINING PACKETS

TBF is soon launching the Document Download System (DDS) mentioned above. Inside are new Training Packets.

In addition to the current English *Level 4 Handout Packet* and the *Level V Handout Packet* there is a new *Trainer Packet*, and new *Senior Trainer Packet*.

The *Senior Trainer Packet*, in particular, has been streamlined from the mess it once was. Within it you will find a *Senior Trainer Manual*, along with a few odd files, and a group of manuals to print for Seminars (and 1, 2 and 3's).

While fairly modest now, this Packet will grow as we complete the new translations of manuals around the world. Contents will be available in different paper sizes as needed. While still a work in progress, the system is functional, and will become a truly international resource.

**More on Access:** As stated, you will need a unique Login and Password to access a number of "buckets" in the DDS (buckets are basically what Amazon calls folders). Each bucket contains a Packet. File access is controlled by permission.

For instance, a *Facilitator Intern* will NOT be able to download the *Senior Trainer Packet*, though they can list the contents. Their access is restricted to the *Level 4 Handout Packet*, and possibly the *Level V Handout Packet* if they took Level V. Trainers will have those packets, plus

the *Trainer Packet*. Senior Trainers will have all available.

You will track packet versions on the [TOOLS](#) page of the website: the middle column will soon have a block with a header called *Training Packets*. Each packet has a version number you can compare to the last packet you downloaded. If the number is higher, then you can download the updates. Some updates will be small, others significantly larger.

Within a month I expect to distribute some Login credentials to Senior Trainers and Trainers as I am able. If one is not provided, you request a Login by sending a mail to: [info@transformationalbreath.com](mailto:info@transformationalbreath.com). When you receive your credentials, go to the [Login](#) page and get your latest packages.

Note that *Co-Trainers* are still filling the role of *Certified Transformational Breath Facilitator*. They will NOT have access to any bucket above the *Level V Handout Packet*. Trainer or Senior Trainer who mentors the Co-Trainer can share materials on a need-to-know basis consistent with their duties at, or before, a particular training.



## MUTUAL SUPPORT

**For Trainings:** I recall a time early in my career when I attended trainings where most of the students were referred by other Facilitators and Trainers ahead of me. (In fact, I was referred by a new Facilitator). While Trainers must recruit participants to become a Trainer (thus demonstrating your ability to build a community), Facilitators have always earned a referral commission.

In some countries, I have seen this trend drop off over the years, especially in the United States.

The point I wish to make is about **mutual support**. That every single person you bring in could turn out to be very important in our future (or yours). Or just think about giving such a Gift to another soul transformed by your work, simply because you spoke up and got them into Training. And all this effort comes back to us... A happy student tells others; they tell others in turn, even referring friends in other countries.

Those early trainings for me were back when I was the only one, except for Judith, who had a Breathwork website. A day when there was no social media. It was tougher then.

I am asking all of us to stay aware of what is happening worldwide. Look at the website event schedules; make a Transformational Breath Facebook Group in your area. (There are a few already). If something is happening in your country, region, state or city, promote it!

**Support Each Other**, especially in areas that need to grow or sustain growth.

**Books:** We have four wonderful translations of *Breathe Deep, Laugh Loudly*. All equally accomplished; Turkish, Italian, German and Dutch have been available for quite a while. Spanish is reportedly near completion, and a French version is being considered.

Each translation team has labored hard, each pouring hours into contracts, manuscripts, graphics, promotion, and such. Yet, each does

not sell nearly equally. Here too, I feel there is more mutual support in some markets than in others.

The money, sweat, and long hours of dedication and passion were invested in order to give foreign audiences a chance to read the book in their own language.

The book is a required text for Level One. That alone should get the books into circulation in great numbers. In the past, we recognize that those who obtain the book even before the work get motivated enough to start the breathwork and attended more trainings.

If there's a translation available then use it as a tool. They are found at various locations: the [TBF Store](#), regional [Amazon](#), and other locations online. Our [Books](#) webpage displays our four world editions and can help you find them.

For Dutch, German and English, there is a download version. And for English, there is a wholesale rate for the paperback (5 or more at \$10). Perhaps the publishers of other versions have something similar.

## WEBSITE COPYING

### Don't mess with Google!

Understand that copying blocks of text from the TBF website (or any other website) hurts us. While we would freely give away our online copy to those Certified (as we do printed material), Google and other search engines do not like that practice of duplicate content as it amounts to spamming their engine.

In fact, when they see a block of our original website text pasted into your website, or a block not changed enough to seem original by you, Google will rank down both your site and our site in web search results.

Do not wait for me to catch this. Please check the originality of your websites.

Namaste!

-Steve