

# Felicia Brown, LMBT, LMT ~ Massage & Spa Industry Expert

336.508.0790 | Felicia@Spalutions.com | Spalutions.com & FeliciaBrown.com



## PROFESSIONAL EXPERIENCE

### Massage & Spa Businesses

<i>A to Zen Massage (formerly known as Spalutions Massage), Owner/Practitioner</i>	2006 – 2021*
<i>*Servicing A to Zen Massage gift certificate clients via independent contractors 2021 - present</i>	
<i>Stonehaven Massage &amp; Spa, Managing Consultant</i>	2013 – 2014
<i>Inspire Skin &amp; Body, Owner</i>	2008 – 2009
<i>Balance Day Spa, Owner/Practitioner</i>	1996 – 2006
<i>Private Practice, Independent Contractor</i>	1994 – 1996

### Massage & Spa Industry Expertise

<i>Spalutions (consulting, coaching, continuing education, etc.), Owner/Consultant/Educator</i>	2005 – present
<i>Performance Health/Bon Vital, Educator</i>	2012 - 2020
<i>FA Davis, Curriculum Developer</i>	2012 – 2013
<i>One Concept Radio/American &amp; Canadian Massage Conferences, Host &amp; Producer</i>	2011 – 2017
<i>Lippincott, Content Reviewer</i>	2004 – 2004
<i>Cengage Learning, Subject Matter Expert, Curriculum Developer, Content Reviewer</i>	1999 – present
<i>Health Positive, Content Reviewer &amp; Developer</i>	1998 – 2008

### Massage Programs

<i>Metro Beauty Academy (Allentown, PA), Curriculum Developer</i>	2011 - 2012
<i>Natural Touch School of Massage (Greensboro, NC), Massage Program Instructor</i>	2009 – 2010
<i>Guilford Technical Community College, (High Point, NC), Massage Program Instructor</i>	2004 – 2005
<i>Natural Touch School of Massage (Greensboro, NC), Massage Program Instructor</i>	1998 – 2001
<i>Guilford Technical Community College, (High Point, NC), Massage Program Instructor</i>	1998 – 2001

### Real Estate

<i>Brown Investment Properties. Commercial Real Estate Broker</i>	2005 – 2006
---	-------------

## EDUCATION

<i>Asheville Yoga Center – 200 Hour Yoga Teacher Training</i>	2020
<i>Statbrook Associates, LLC/Steve Jones Training – Life Coaching Certification</i>	2020
<i>Milady – Train the Trainer</i>	2010
<i>Mitch Meyerson - Guerilla Marketing Coach Certification Program</i>	2007
<i>Preston Consulting - Preston Spa Consultant Certification Program</i>	2006
<i>NC Real Estate Licensing Course</i>	2005
<i>CAI (harassment/sexual harassment training intensive)</i>	2004
<i>Leadership Greensboro (leadership training for executives)</i>	2003 – 2004
<i>Servant Leadership School (leadership training)</i>	2000 - 2003
<i>Carolina School of Massage Therapy (massage certification &amp; training)</i>	1993 - 1994
<i>Guilford Technical Community College (various)</i>	1989 - 1997

## LICENSES, AFFILIATIONS & CERTIFICATIONS

### Professional Licenses

<i>Florida Massage Therapist License #MA 102426</i>	2023 – present
<i>North Carolina Licensed Massage and Bodywork Practitioner #798</i>	2000 – present
<i>Greensboro, NC Massage License (required prior to NC licensing)</i>	1994 – 2000
<i>NC Licensed Commercial Real Estate Broker #238273 (inactive status)</i>	2005 – present

**Professional Associations & Memberships**

<i>American Massage Therapy Association, Member</i>	1995 - present
<i>Spa Industry Association (formerly Day Spa Association), Member</i>	2001 - present
<i>Florida State Massage Therapy Association, Business Member</i>	2016 - present
<i>Associated Bodywork &amp; Massage Practitioners, Member</i>	2017 - present

**Certifications**

<i>Certified Life Coach</i>	2020 - present
<i>Certified Guerrilla Marketing Coach</i>	2007 - present
<i>Certified Spa Consultant</i>	2006 - present
<i>National Certification Board for Therapeutic Massage &amp; Bodywork, National Certification #015250-00</i>	1994 - 2010

**Educator Approvals**

<i>South Carolina Board of Massage Therapy, Approved Provider #50-11659</i>	2020 - present
<i>Georgia Board of Massage Therapy, Approved Provider #50-11659</i>	2015 - present
<i>Florida Board of Massage Therapy, Approved Provider #50-11659</i>	2012 - present
<i>National Certification Board for Therapeutic Massage &amp; Bodywork, Approved Provider #45-0357-07</i>	2005 - present

**Chairmanships & Advisory Boards**

<i>Questex Wellness Group Advisory Board</i>	2021 - 2024
<i>NCBTMB Spa Specialty Work Group Member</i>	2019 - 2020
<i>Living Arts College, School of Medical Arts, Massage Program Advisory Board Member</i>	2016 - 2022
<i>DAYSIPA Magazine, Editorial Advisory Board Member</i>	2008 - 2021
<i>Day Spa Association Advisory Board, Past Member</i>	2008 - 2010
<i>Massage Therapy Journal Advisory Board, Past Member</i>	1999 - 2009
<i>Greensboro Jaycees (leadership development organization), Past Member, Project Lead &amp; Chair</i>	1994 - 2000

**AWARDS & RECOGNITION**

<i>Best Massage Therapist of the Triad - Runner Up - Go Triad Magazine</i>	2015
<i>Best Massage Therapist of the Triad - Go Triad Magazine</i>	2014
<i>Volunteer of the Year - American Massage Conference</i>	2011
<i>Spa Person of the Year - Day Spa Association</i>	2009
<i>Top Entrepreneurs of 2009 - Business Leader Media</i>	2009
<i>Spa Person of the Month (May/June) - Day Spa Association</i>	2008
<i>Top Twenty-Five Movers and Shakers - Business Leader Media</i>	2008
<i>National Volunteer Award - American Massage Therapy Association</i>	2007
<i>Small Business Person of the Year Award - Greensboro Chamber of Commerce</i>	2005
<i>Women in Business Award - The Business Journal</i>	2004
<i>Forty Leaders Under Forty - The Business Journal</i>	2003
<i>Ten Key Jaycee</i>	1998

## EXPERT WITNESS & CONSULTATION ENGAGEMENTS

### Defendant

1. *Hotel Gym & Spa ~ Wrongful Sexual Contact ~ Myers-Court v. LLB Gym & Spa and Frank Baer ~ Case # 2:16-CV-04848-GEKP ~ (Pennsylvania) ~2017 ~ Assignment Concluded*
2. *Salon & Spa ~ Sexual Assault ~ Doe v. Kasica E. Tognoli; Escape Salon and Spa; K.E.T. Consulting LLC ~ Case #A-118-767470-C (Nevada) ~ 2019 ~ Assignment Concluded*
3. *Hotel & Casino Spa ~ Sexual Assault ~ Jane Doe v. Beau Rivage Resorts, LLC; Erik Robinson, John Does 1-10 and Corporations 1-10 ~ Case #D2402-20-51 (Mississippi) ~ 2020 ~ Assignment Concluded*
4. *Hotel & Casino Spa ~ Sexual Assault ~ Meredith Carr v. Anthony Brian Robinson and Steiner Resort Spas, Inc. (North Carolina) ~ Case #19-CVS-6035 (North Carolina) ~ 2020 ~ Assignment Concluded*
5. *Chiropractic Clinic ~ Sexual Assault ~ Olivia Rodrigues, vs The Pain Clinic, Inc, Jose Garcia Romero, Jr, aka Jose Ramos, et al. ~ Case # A-20-814008-C (Nevada) ~ 2021 ~ Assignment Concluded*
6. *Hotel & Casino Spa ~ Sexual Assault ~ Katherine Drollett v. Anthony Brian Robinson and Steiner Resort Spas, Inc. (North Carolina) ~ Case # 1-20-cv-00213 ~ (North Carolina) ~ 2021 ~ Assignment Concluded*
7. *Solo Spa & Salon ~ Sexual Assault ~ Jane Doe #2 vs. Spa at Fort Sam, LLC, et al ~ (Texas) ~ Cause No. 2021C103408 ~ 2022 ~ Assignment Concluded*
8. *Multi-location Spa ~ Sexual Assault ~ Sarah Doe v. Milk + Honey Spa – Clearfork, LLC, Milk + Honey Holdings, LLC and Spa Partisan Inc. ~ Cause No. 352-335599-22 ~ (Texas) ~ 2023 ~ Assignment Concluded*
9. *Franchise Spa ~ Sexual Assault ~ Krista Taylor v. Hoger Enterprises, LLC d/b/a Spavia Day Spa; Spavia, LLC; and Michael Anthony Allen ~ (Colorado) ~ Case # 2023CV030729 ~ 2023 ~ Assignment Concluded*
10. *Solo Spa ~ Sexual Assault ~ Sharon Macwan & Chintan Macwan vs. Spa World, LLC, Et Al ~ (Texas) ~ Cause No.2022-44866 ~ 2024 ~ Assignment Concluded*
11. *Medical Spa ~ Standard of Care ~ no suit filed at this time ~ (Florida) ~ 2024 ~ Assignment Concluded*
12. *Massage Referral Platform ~ Sexual Misconduct ~ Jane Doe vs. Soothe, Inc & Dong Ku Lee ~ (Illinois) ~ Co. 22 L 8541 ~ 2024 ~ Assignment Concluded*
13. *Chiropractic Clinic ~ Sexual Misconduct ~ Arctic Chiropractic East Mat-SU ~ File # 3010-12 Consulting Expert ~ (Alaska) ~ 2024 ~ Active*
14. *Solo Spa & Salon ~ Sexual Assault ~ Doe v. SMS Salon Corporation, Et Al ~ Cause No. 23-DCV-302962 ~ (Texas) ~ 2025 ~ Assignment Concluded*
15. *Client of Franchise Spa ~ Sexual Assault ~ State of Florida v. Edward J. Gomez ~ (Florida) ~ Case No. 24-MM-000455 – (ZMG) (SHE) ~ 2025 ~ Active*

### Plaintiff

1. *Multi-location Spa ~ Sexual Contact ~ Thomas-Allen v. Sydel, Inc. ~ Case # 15-C-02370-5 (Georgia) ~ 2015 ~ Assignment Concluded*
2. *Massage & Spa Franchise ~ Wrongful Sexual Assault ~ Doman and Doman v. Raude M. Guerrier; Total Wellness, LLC; Warren Wellness, LLC, Massage Envy and John Does ~ Case # 24-C-16-006934 (New Jersey) ~ 2017 ~ Assignment Concluded*
3. *Massage & Spa Franchise ~ Sexual Assault ~ Johnson vs. Timothy Joel Snyder; Massage Envy; MD Envy ~ Case # 24-C-16-006934 (Maryland) ~ 2018 ~ Assignment Concluded*

4. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe v ASE Spa Services, Inc; Hand & Stone Corporation; and Jane Doe v. GWS Ventures Inc; Gregory W Shishko ~ Case # 151001875/160903825 (Pennsylvania) ~ 2018 ~ Assignment Concluded*
5. *Massage & Spa Franchise ~ Sexual Assault ~ S.L. v. J & G Holdings of Aventura, LLC dba Massage Envy, et al. ~ Case # 2015-017223-CA-09 (Florida) ~ 2018 ~ Assignment Concluded*
6. *Massage & Spa Franchise ~ Sexual Assault ~ S.C.K. v GGMJ, LLC, d/b/a MassageLuxe/FaceLuxe; Monique Monteiro, and MassageLuxe International, LLC ~ Case # CACE 17-13617 (Florida) ~ 2018 ~ Assignment Concluded*
7. *Massage & Spa Franchise ~ Breach of Standard of Care ~ Cox v. Zarpar, LLC dba Massage Envy ~ Case # 190900014 (Utah) ~ 2018 ~ Assignment Concluded*
8. *Solo Massage Clinic & School ~ Breach of Standard of Care ~ Laufer v. Chengchun Jin, LMT Gentle Healing Wellness Spa & Gentle Healing School of Massage ~ Case # MID-L-5898-18 (New Jersey) ~ 2018 ~ Assignment Concluded*
9. *Massage & Spa Franchise ~ Sexual Assault ~ No other case information provided ~ (Florida) ~ 2019 ~ Assignment Concluded*
10. *Solo Spa ~ Standard of Care/Negligence ~ Xin vs. 88 Spa LLC & Harmony Commercial, LLC ~ Case # 2018-CA-003628NC (Florida) ~ 2019 ~ Assignment Concluded*
11. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Does 1-9 vs. Massage Envy Franchising, LLC; Et Al ~ Case #20CVS-5678 (North Carolina) ~ 2019 ~ Assignment Concluded*
12. *Massage & Spa Franchise ~ Sexual Assault ~ Karen Brazeau and Stephanie Rivera vs. Massage Envy Franchising, LLC; Simmons East Coast, INC dba Massage Envy Mayfaire Town Center; Susan K. Weil, Gregory W. Simmons and Joey Lee Diaz, II ~ Case # 18 CVS 3737 (North Carolina) ~ 2019 ~ Assignment Concluded*
13. *Massage & Spa Franchise ~ Sexual Assault ~ Angela Jordan vs. Massage Envy Franchising, LLC; Et Al ~ Case #2016-CP-4006730 (South Carolina) ~ 2019 ~ Assignment Concluded*
14. *Massage & Spa Franchise ~ Sexual Assault ~ Mary Doe vs. Harpster and Company, LLC; and Massage Envy Franchising, LLC ~ Case # 2016-CP-40-06730 (South Carolina) ~ 2019 ~ Assignment Concluded*
15. *Solo Spa ~ Breach of Standard of Care ~ Aulph vs. Courtney Ruddock aka Courtney Belger and Essential Massage Therapy, LLC ~ Case # 2019-174696-NM (Michigan) ~ 2019 ~ Assignment Concluded*
16. *Massage & Spa Franchise ~ Sexual Battery ~ Yarcho vs. EVD, LLC dba Essentials Massage and Facials of Westchase; and Dakota Scott ~ Case # 17-CA-11275 (Florida) ~ 2019 ~ Assignment Concluded*
17. *Massage & Spa Franchise ~ Breach of Standard of Care ~ No other case information provided ~ (Pennsylvania) ~ 2019 ~ Assignment Concluded*
18. *Multi-location Spa ~ Sexual Assault ~ Viney and Robert Jackson vs. Burke Williams, Inc; Robert Hernandez; and Does 1-100, Inclusive. ~ Case # 18CV336730 (California) ~ 2020 ~ Assignment Concluded*
19. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe vs. Hand and Stone Franchise Corporation, Crowtini Incorporated, Et Al ~ Case #3069 (Pennsylvania) ~ 2020 ~ Assignment Concluded*
20. *Massage & Spa Franchise ~ Sexual Assault ~ C.B. vs. 2M Ventures dba Massage Heights and Joe Hoskins ~ Case # 1916-CV12848 (Missouri) ~ 2020 ~ Assignment Concluded*

21. *Massage & Spa Franchise ~ Sexual Assault ~ J.D. vs. Massage Envy Franchising, LLC, Summit Regency, LLC dba Massage Envy and Daryl J. Russell ~ Case # 16-2018-000236 (Florida) ~ 2020 ~ Assignment Concluded*
22. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe vs. MGS Utah, LLC; Massage Green International Franchise Corporation; and Phillip Dean Young ~ Case # 190905974 (Utah) ~ 2020 ~ Assignment Concluded*
23. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #5 vs. Massage Envy Franchising, LLC and Short Hills ~ No Case # (New Jersey) ~ 2020 ~ Assignment Concluded*
24. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #4 vs. Massage Envy Franchising, LLC and Summerwind Massage, LLC ~ Case # BER-L-000440-20 (New Jersey) ~ 2020 ~ Assignment Concluded*
25. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #2 vs. Massage Envy Franchising, LLC and Mays Landing ~ No Case # (New Jersey) ~ 2020 ~ Assignment Concluded*
26. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #1 & #3 vs. Massage Envy Franchising, LLC and Piscataway ME, LLC ~ Case #MID-L-5163-18 (New Jersey) ~ 2020 ~ Assignment Concluded*
27. *Hospital System & Wellness Center ~ Breach of Duty of Care - Mary Eckstein v. Washington Township Health Care District dba Washington Healthcare System; Washington Wellness Center; Vidas Mlay; and Does 1-50; Inclusive ~ Case #RG18908674 (California) ~ 2021 ~ Assignment Concluded*
28. *Massage & Spa Franchise ~ Sexual Battery ~ K.S. v. JK KRN Enterprises, Inc dba Massage Envy at Royal Palm Beach ~ Case #50-2019-CA-014524 (Florida) ~ 2021 ~ Assignment Concluded*
29. *Massage & Spa Franchise ~ Sexual Assault ~ Tonya Ashman v. The Amsden Group dba Massage Envy ~ Case #CL20-128 (Virginia) ~ 2021 ~ Assignment Concluded*
30. *Massage & Spa Franchise ~ Sexual Assault ~ Simpson v. Simmons, Et. Al., ~ Case # 20-CVS-5454 (North Carolina) ~ 2021 ~ Assignment Concluded*
31. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Does #1, #2 & #3 vs. Hand and Stone Franchise Corporation, Ruffenach LLC t/a Hand and Stone, Phoenixville Oaks Spa, Catherine Ruffenach and Gerard Ruffenach, w/h Steven M. Waldman, and Steven Waldman Massage ~ Case #04964 (Pennsylvania) ~ 2021 ~ Assignment Concluded*
32. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe vs. Hand and Stone Franchise Corporation, Ruffenach LLC t/a Hand and Stone, Phoenixville Oaks Spa, Catherine Ruffenach and Gerard Ruffenach, w/h Steven M. Waldman, and Steven Waldman Massage ~ Case #3709 (Pennsylvania) ~ 2021 ~ Assignment Concluded*
33. *Massage & Spa Franchise ~ Sexual Assault ~ Jennifer Revis v. The Amsden Group dba Massage Envy. ~ Case #CL20-128 (Virginia) ~ 2021 ~ Assignment Concluded*
34. *Multi-location Spa ~ Sexual Assault ~ Jane Doe, vs. Burke Williams, Inc; BW Supplies, LLC; and Does 1 Through 100, Inclusive ~ Case # CGC-20-585482 (California) ~ 2021 ~ Assignment Concluded*
35. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe and John Doe vs. Hand and Stone Franchise Corporation, Silbert Partners, LLC a/k/a SP-HS, LLC, et al. ~ Case # ESX-L-8361-20 (New Jersey) ~ 2021 ~ Assignment Concluded*
36. *Massage & Spa Franchise ~ Sexual Assault ~ Del Sasso vs. Hand and Stone Franchise Corporation; AUM Spa ~ Docket No.: MID-L-1449-21 (New Jersey) ~ 2021 ~ Assignment Concluded*

37. *Massage & Spa Franchise ~ Sexual Assault ~ Steedle vs. Hand and Stone Franchise Corporation ~ Case No. 002019-21 (New Jersey) ~ 2021 – Assignment Concluded*
38. *Massage & Spa Franchise ~ Sexual Assault ~ Flatow vs. Goddess Sanctuary Spa ~ Case # 609628/2020 (New York) ~ 2021 ~ Active*
39. *Multi-location Gym ~ Sexual Assault ~ BJW vs. The Alaska Club, Inc ~ Case # 3AN-20-08039 CI (Alaska) ~ 2021 ~ Assignment Concluded*
40. *Massage & Spa Franchise ~ Sexual Assault ~ Monica Clayton (Now C.R., Dawn Broker, Monica B. Clayton, C.H.W., D.L., and M.D) vs. MassageLuxe International, MLuxe-Williamsburg, LLC dba MassageLuXe, and Shawn Lamont Robinson~ Case CL22000579-00 (Virginia) ~ 2021 – Assignment Concluded*
41. *Massage & Spa Franchise ~ Sexual Assault ~ Monica Clayton (Now C.R., Dawn Broker, Monica B. Clayton, C.H.W., D.L., and M.D) vs. MassageLuxe International, MLuxe-Williamsburg, LLC dba MassageLuXe, and Shawn Lamont Robinson~ Case CL22000579-00 (Virginia) ~ 2021 – Assignment Concluded (combined w/above)*
42. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #26 vs. Massage Envy ~ Case #2020-181861-NO (Michigan) ~2021 ~ Assignment Concluded*
43. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe (J.L) vs. Massage Envy ~ Case No. CJ-2018-04177 (Oklahoma) ~ 2021 ~ Assignment Concluded*
44. *Massage Franchise ~ Breach of Standard of Care – Jane Doe vs. Elements Massage ~ No Case # (Florida) ~ 2021 ~ Assignment Concluded*
45. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Does #1, #2, #3 & #4 vs Hand and Stone Franchise Corporation, Vizzini Associates, Inc., d/b/a Hand and Stone Massage and Facial Spa; GWS Ventures; Denise Vizzini; John Vizzini; et al. ~ Case #00440 (Pennsylvania) ~ 2021 ~ Assignment Concluded*
46. *Solo Spa ~ Sexual Assault ~ Alyson Bevan vs. Aquas Spa, LLC; Aquas, LLC and Michael Keith Seal ~ Case # 20-CVS-522 (North Carolina) ~ 2021 ~ Assignment Concluded*
47. *Solo Spa ~ Standard of Care/Injury ~ No Case # (Maryland) ~ 2022 ~ Assignment Concluded*
48. *Hotel Spa ~ Sexual Assault ~ Doe vs. Claremont ~ Case # RG18923197 (California) ~ 2022 ~ Assignment Concluded*
49. *Solo Massage Clinic ~ Sexual Assault ~ C.A v. Everlasting Divinity LLC, et al ~ Cause No. 2021-14986 (Texas) ~ 2022 ~ Assignment Concluded*
50. *Massage & Spa Franchise ~ Sexual Assault – Courtney Lynn Smithson vs. MGS Utah, LLC; Massage Green International Franchise Corporation, Kyle McPhee and Brandon Blacka~ Case #210900829 (Utah) ~ 2022 ~ Assignment Concluded*
51. *Massage & Spa Franchise ~ Sexual Assault – McGee v. Massage Envy ~ Case # unknown (North Carolina) ~ 2022 ~ Assignment Concluded*
52. *Solo Spa ~ Sexual Assault ~ KP, AP, JW, DK & MM vs. Oasis Foot Spa & Massage LLC & Xing Wu Zhang ~ Case #011-CC01034; Div. 4 ~ (Missouri) ~ 2022 ~ Assignment Concluded*
53. *Solo Spa ~ Sexual Assault ~ Does 1-11 vs. Natural Remedies Massage LLC ~ Case #21 CV 525 ~ (Ohio) ~ 2022 ~ Assignment Concluded*

54. *Hotel Spa ~ Sexual Assault ~ Doe vs. Columbia Sussex Corporation ~ Case #20STCV28645 ~ (California) ~ 2022 ~ Assignment Concluded*
55. *Hotel Spa ~ Standard of Care/Injury ~ Baptiste vs. Ritz-Carlton Hotel Company ~ Case #2021-09681 Division "A" ~ (Louisiana) ~ 2022 ~ Assignment Concluded*
56. *Hotel Spa ~ Sexual Assault ~ MacNeil vs. Columbia Sussex Corporation, Et Al ~ Case Number Unknown ~ (California) ~ 2022 ~ Assignment Concluded*
57. *Massage & Spa Franchise ~ Standard of Care/Injury ~ No Case Filed~ (South Carolina) ~ 2023 ~ Assignment Concluded*
58. *Chiropractic Clinic ~ Sexual Assault ~ No Case Info Yet ~ (Arizona) ~ 2023 ~ Assignment Concluded*
59. *Massage & Spa Franchise ~ Sexual Assault ~ TG vs. FBE Ventures, Inc dba Massage Envy Spa & Jose Barajas Franco ~ Cause #2022-59001 ~ (Texas) ~ 2023 ~ Assignment Concluded*
60. *Massage & Spa Franchise ~ Standard of Care/Injury ~ Magee vs. Patricia Adams, PCRK AZ Arcadia and Massage Envy LLC ~ Case #CV2021-012585 ~ (Arizona) ~ 2023 ~ Active*
61. *Massage Franchise ~ Sexual Assault ~ Doe vs. MB Office Suites, LLC, Et Al ~ Case No. 56-2019-00534732-CU-PO-VTA ~ (California) ~ 2023 ~ Assignment Concluded*
62. *Massage & Spa Franchise ~ Sexual Assault ~ Weber & Barnes vs. Finding Serenity 2, LLC; Massage Heights; Et Al ~ Case Number 2023CV30363 (Colorado) ~ 2023 ~ Assignment Concluded*
63. *Massage & Spa Franchise ~ Sexual Assault ~ Doe vs. Throwing Stones, LLC, Et Al ~ Case No. 2316-CV10014, Division 16~ (Missouri) ~ 2023 ~ Assignment Concluded*
64. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe (T.H.) vs. Massage Envy, Et Al ~ Case No. CJ-2020-205 ~ (Oklahoma) ~ 2023 ~ Assignment Concluded*
65. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe (R.C.) vs. Massage Envy, Et Al ~ CA No. S20C-05-025 RFS ~ (Delaware) ~ 2023 ~ Assignment Concluded*
66. *Massage & Spa Franchise ~ Sexual Assault ~ Mary Doe (E.C.) vs. Massage Envy, Et Al ~ CA No. S20C-05-005 RHR ~ (Delaware) ~ 2023 ~ Active*
67. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #10 vs. Massage Luxe International, Et Al ~ Case Number 2122--CC00249 ~ (Missouri) ~ 2023 ~ Assignment Concluded*
68. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe #3 vs. Massage Luxe International, Et Al ~ Case Number 20SL-CC05254 ~ (Missouri) ~ 2023 ~ Assignment Concluded*
69. *Massage & Spa Franchise ~ Sexual Assault ~ Consulting Expert ~ No Case Filed ~ (North Carolina) ~ 2023 ~ Assignment Concluded*
70. *Massage & Spa Franchise ~ Sexual Assault ~ A.C. vs. Massage Envy Franchising, LLC, Et. Al. ~ Case Number 2018-CA-003111 ~ (Florida) ~ 2023 ~ Assignment Concluded*
71. *Franchise Spa ~ Sexual Assault ~ Jane Doe (Sarah Exel) v. Woodhouse Spa ~ (South Carolina) ~ No Case Number ~ 2023 ~ Assignment Concluded*

72. *Chiropractic Clinic ~ Sexual Battery ~ Jane Doe v. Kenny Chiropractic, Inc, et al ~ (California) ~ Case No: FCS 055579 ~ 2023 ~ Active*
73. *Hotel Spa ~ Sexual Assault ~ Jane Doe (K.I.) v. Soho House Beach House LLC and Robert Chalk (Florida) ~ Case No. 2023-019514-CA-01 -2023 ~ Assignment Concluded*
74. *Solo Spa ~ Sexual Assault ~ B. Doe v. Limestone Therapeutic, et al ~ (Delaware) ~ C.A. No. N22C-10-623 TBA~ 2023 ~ Assignment Concluded*
75. *Massage & Spa Franchise ~ Sexual Assault ~ Patrice Hatcher v. Atticus Franchise Group MC, LLC d/b/a Massage Envy-Concord ~ (North Carolina) ~ File No. 22 CVS ~ 2023 ~ Assignment Concluded*
76. *Solo Practice ~ Malpractice/Standard of Care ~ Doe v. Better Health Body Therapy, LLC & Duane Evans ~ (Missouri) ~ Case #2331-CC00967 ~ 2023 ~ Assignment Concluded*
77. *Massage & Spa Franchise ~ Sexual Assault ~ C.S. vs. Massage Heights, Ronald O'Malley & James Gumina ~ Docket No. MON-L-1966-23 (New Jersey) ~ 2024 ~ Active*
78. *Massage & Spa Franchise ~ Sexual Assault ~ Lowe v. The Woodhouse Day Spa, et al ~ Case No. A2305403 ~ (Ohio) ~ 2024 ~ Active*
79. *Solo Spa ~ Invasion of Privacy ~ Wade v. Island Spa & Sauna; Edison Spa & Fitness, et al ~ (New Jersey) ~ Docket No: MID-L-6065-23 ~ 2024 ~ Active*
80. *Massage & Spa Franchise ~ Sexual Assault ~ Ashley Payne v. Serenity Den 1, LLC, et al ~ Case Number: 2023CV32942 ~ (Colorado) ~ 2024 ~ Assignment Concluded*
81. *Massage & Spa Franchise ~ Sexual Assault ~ Deborah L. Teare v. Massage Envy Spa #0580; Me Time II, LLC, and MEF ~ CA No. C-02-CV-23-001113 ~ (Maryland) ~ 2024 ~ Assignment Concluded*
82. *Massage & Spa Franchise ~ Sexual Assault ~ Consultation ~ (North Carolina) ~ 2024 ~ Assignment Concluded*
83. *Massage & Spa Franchise ~ Sexual Assault ~ Joanne Duncan v. Desert Spa, LLC, Massage Luxe International, LLC, and Gabriel Jan Gardiola ~ (Arizona) ~ 2024 ~ Active*
84. *Hotel Spa ~ Sexual Assault ~ J.A. v. Highgate Hotels LLC, 8000 Tartak Street Owner, LLC, D/B/A Embassy Suites by Hilton San Juan Hotel & Casino; Diamond Point International Massage, Inc, et al ~ (Puerto Rico) ~ 2024 ~ Assignment Concluded*
85. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe (E.A.) vs. Massage Envy Franchising, LLC and NJ CL First, LLC d/b/a Clifton ~ Docket No: PAS-L-1576-22 (New Jersey) ~ 2024 ~ Assignment Concluded*
86. *Massage & Spa Franchise ~ Sexual Assault ~ Jane Doe M.M. v. Massage Envy Franchising, LLC and CM Baratz Enterprises, LLC, et al ~ Civil Action No. 23-C-293 (West Virginia) ~ 2024 ~ Assignment Concluded*
87. *Massage & Spa Franchise ~ Sexual Assault ~ Andersen v. Deja LLC, et al ~ CL23006282-00 (Virginia) ~ 2024 ~ Active*
88. *Solo Spa ~ Sexual Battery ~ Not Filed Yet ~ (North Carolina) ~ No Case Number Yet ~ 2024 ~ Active*
89. *Solo Spa ~ Sexual Assault ~ Blossom Massage, LLC and John Gilbert Alvarado, II ~ Cause No. 2024-21975 (Texas) ~ 2024 ~ Active*
90. *Hotel Spa ~ Sexual Assault ~ No Case Information Yet ~ No Case # Yet ~ (Aruba) ~ 2025 ~ Active*



91. *Hotel Spa ~ Sexual Assault ~ Jane Doe vs. Montage Laguna Beach, LLC; Kris Espinosa, Et. Al ~ Case No. 30-2022-01247464-CU-PO-CJC ~ (California) ~ 2025 ~ Assignment Concluded*
92. *Massage & Spa Franchise ~ Sexual Assault ~ R.Q. and A.C. v. Trinity Health Spa, LLC, Massage Envy Franchising, LLC, Tarence Harrison, and Jalen Slater ~ Cause No. 24-04079-E (Texas) ~ 2025 ~ Active*
93. *Massage & Spa Franchise ~ Sexual Assault ~ S.H. v MEF; Morris Plains ME, LLC, Et Al ~ Docket No.: MRS-L-002126-24 (New Jersey) ~ 2025 ~ Active*
94. *Solo Spa ~ Sexual Assault ~ Jane Dowe v. Serenity Spa Wellness Center, LLC; ~ Case Number: C-15-CV-25-000662 ~ (Maryland) ~ 2025 ~ Active*
95. *Multi-Location Reflexology Spa ~ Isis Sandoval A.N.F. for (L.A.G., a minor) v. LFL920, INC. D/B/A Memorial Heights Reflexology & Lucy Liu Little ~ Cause No. 2023-29189 ~ (Texas) ~ 2025 ~ Active*

## **PUBLICATIONS & OTHER CREATIVE WORK**

### **Books Authored**

*Gratitude Journal: 60 Days of Reflection and Appreciation: September 2023*  
*Marathon Marshall & The Dream Team Ducks Go to Boston; June 2023*  
*Zoey & The Dream Team Ducks Go to Shampoo Mountain; February 2023*  
*Quacking Up: How Racing Rubber Ducks Saved My Sanity, 2021*

*Sunflower Wisdom: Find and Follow the Light in Your Life; June 2018*  
*Wisdom of the Stone; October 2016*  
*Every Touch Marketing: Free & Easy Ways to Promote Yourself or Your Small Business; September 2016*  
*Creating Lifetime Clients: How to WOW Your Customers for Life; May 2016*  
*The Sunflower Princess: A Healing Fairy Tale; October 2014*  
*Reflections of My Heart: A Poetic Journey of Love, Life, Heartbreak and Healing; May 2014*  
*Free & Easy Ways to Promote Your Massage, Spa & Wellness Business: Volume 1; June 2013*

### **E-Books Authored**

*Gratitude Journal: 60 Days of Reflection and Appreciation: September 2023*  
*Marathon Marshall & The Dream Team Ducks Go to Boston; June 2023*  
*Zoey & The Dream Team Ducks Go to Shampoo Mountain; February 2023*  
*Quacking Up: How Racing Rubber Ducks Saved My Sanity, 2021*  
*Do ONE Thing, 2018*  
*Event Planning Guide; 2013*  
*Retailing for Spa & Salon Professionals, 2013*  
*How to Get New Clients; 2011*  
*Getting Clients to Rebook; 2010*

### **CDs Released**

*Goal Setting; 2012*  
*Just Breathe: Guided Meditations for Inner Peace; 2007*

### **Home Study & Online Courses**

*ABCDs of Hiring; 2024*  
*IGNITE: Strategies to Overcome Burnout; 2024*  
*Rev Up Your Rebooking; 2021*  
*Flower Power; 2021*  
*Ideal Clients Marketing Coaching Intensive; 2016*

*Smart Spa Marketing*; 2006

### **Books – Contributing Author/Co-Author**

*SCARS to STARS (Volume 2) Anthology* with Foreword by Deana Brown Mitchell (Year of the Book Press)

*Advanced Strategies in Massage Therapy Education* by Dorel Lacatus & Laura Allen

*SCARS to STARS Anthology* with Foreword by Deana Brown Mitchell (Year of the Book Press)

*The 90 Day Therapist* by Darryl Turner (Amazon)

*A Holistic Practitioner's Guide to Business* by Laura Allen (Amazon)

*Break Through: Wisdom of the Soul* by Gloria Coppola (PPP Publishing)

*One Year to a Successful Massage Therapy Practice* by Laura Allen (Amazon)

*Theory and Practice of Therapeutic Massage* by Mark Beck (Milady)

*A Massage Therapist's Guide to Business* by Laura Allen (Lippincott)

*Better Business Agreements for Massage Therapists* by Don Dillon

*Massage Therapist Practice: Start...Sustain...Succeed* by Don Dillon

*Success from the Start: Business Principles for Massage Therapists- Instructor Guide* by Debra Koerner (FA Davis)

*How to Make \$560, \$80, \$100K or More as a Massage Therapist: Volume 2* by Meagan Holub (Olive Press)

*Thank God I: Volume 3* by various authors (Penguin International)

### **Monographs**

*Customer Service Manifesto: Customer Service in the Beauty & Wellness Business* – Cengage Learning, August 2010

### **Blogs & Podcasts**

*SheVOLVE Podcast & Blog* – [shevolve.blog](http://shevolve.blog) - 2023 - present

*Opening the Gate Podcast* - <https://www.feliciabrown.com/podcast>, 2022 - present

*FeliciaBrown.com Blog* - <https://www.feliciabrown.com/blog>, 2015 - present

*Every Touch Marketing Blog* - <https://everytouchmarketing.wordpress.com/>, 2015 – present

*Sunflower Princess Blog* - <https://sunflowerwisdom.wordpress.com/other-stuff/>, 2014 - present

*Zen Versus Zin* - <https://zenversuszin.wordpress.com/>, 2014 – present

*Marketing with Every Touch (MassageMag.com)* – blog is no longer active, 2010 – 2016

*Spa-Insider.com* – Guest Blogger – blog is no longer active, 2011 – 2012

*DSA Spa Industry Blog* - Guest Blogger - <https://dsaprof.wordpress.com/>, 2009 – 2010

*Felicia's Blog* - Marketing Articles – blog is no longer active/online, 2005 – 2012

### **Videos**

#### **Oakworks (New Freedom, PA)**

"Creating Amazing Client Experiences through Effortless Draping" – 2011

"Creating Amazing Client Experiences through Effective Client Consultations" – 2011

"Creating Amazing Client Experiences by Guiding the Session" – 2011

"Creating Amazing Client Experiences with Marketing: A 'New' Massage Modality" – 2011

#### **Core Products (Osceola, WI)**

"Who Do You Treat: Customers, Clients or Patients?" - 2012

"Learn How to Recommend Products in Your Practice" - 2012

"Instructional Video – Therapist Thumb" - 2012

"Learn How to Recommend Products in Your Practice" - 2012

"Why Selling Retail is Good for Business" - 2012

"How to Overcome Price Objections" - 2012

"For Profit or Not for Profit?" - 2012

#### **Bon Vital/Performance Health (filmed in various locations)**

"Advice for New Massage Therapists" - 2017

"Performance Health Promotional Video" - 2015

"Performance Health Promotional Video" - 2014

"Goal Setting" - 2012

*"The Value of Retailing"* - 2012  
*"Making Every Touch Positive"* - 2011  
*"How to Get New Clients"* - 2011  
*"The Value of Getting Clients to Rebook"* - 2011  
*"Your Plan for Success"* - 2011  
*"Being Open for Business"* - 2011

#### **Massage Nerd (online)**

*"Massage Therapists Success & Failure"* (with Irene Diamond) - 2012  
*"Free & Easy Ways to Promote Your Massage Business"* - 2012  
*"Why Return Clients Are Important"* - 2011  
*"My Career Journey"* - 2010

#### **Salon Spa Owner Consultants**

*"Client Touches"* - 2014

#### **Other**

*Beyond Bodywork: A guide to business and marketing for massage therapists* - Sept 1997 – Dec 1998

## **MASSAGE & SPA INDUSTRY ARTICLES**

#### **DAYS SPA**

*"6 Tips to Revamp Social Media"* - Dec 2020, pp. 36-39

#### **Dermascope**

*"Business Perspectives: Economic and Electronic Etiquette"* – July 2009, pp. 51 – 52  
*"Details, Details, Details"* - October 2008, pp. unknown  
*"Infographic: Massage"* – 2016  
*"Harassment in the Workplace"* – October 2007, pp. 61 - 66  
*"Expanding Your World"* – August 2007, pp. 98 - 104

#### **HandsOn**

*"Spa in a Strange Land"* – Spring 2009, p. 10

#### **Les Nouvelle Esthetique & Spa**

*"Creating a Spa Experience in Any Treatment Room"* - July 2014, pp. unknown

#### **Massage & Bodywork Magazine**

*"Cooperative Competition: Support Your Profession and Yourself"* – November/December 2011  
*"How I Survived the Recession"* – November/December 2010, pp. 42 - 47  
*"Creating Success: What it Takes in Today's Market"* – July/August 2009  
*"Building A Clientele"* – August/September 2000, pp. 126 – 127  
*"Employees & Independent Contractors – Part 2"* – June/July 2000, pp. 146 – 147  
*"Employees & Independent Contractors – Part 1"* – April/May 2000, pp. 80 – 81  
*"Buying a Practice"* – February/March 2000, pp. 134 – 135  
*"Burnout: Getting Rid of the Massage Table Blues"* - October/November 1999, pp. 120 - 121  
*"The Client's Perspective"* - June/July 1999, pp. 140 - 141  
*"7 Steps to Trade Show Success"* – May/June 1999, pp. 42 - 47  
*"Can We Talk?"* – April/May 1999, pp. 138 – 139  
*"Cancellations and No Shows"* – February/March 1999, pp. 112 - 113

#### **MassageMag.com**

*"Meet Mary White, The Boston Marathon's Massage Coordinator"* March 2024  
*"You Need a Business Personality: The Duck Lady Shows You How"* – January 2023  
*"Three Free & Easy Ways to Promote a Massage Practice"* – August 2022

*"Top 3 Stops of the Customer Journey" – December 2021*  
*"Voices of COVID-19"(contributor) – May 2020*  
*"This is What the Highest Earning Massage Therapists Have in Common" (contributor) – May 2018*  
*"Your Guide to Holiday Spa Marketing in 2018"- January 2018*  
*"You Can Gain Many More Spa Clients if You Follow This 4 Step Plan"- September 2017*  
*"What Massage Experts Can Tell Us About Self Care"(contributor) - September 2017*  
*"Create Lifetime Clients and Watch Your Practice Grow"- April 2017*  
*"Practice Success: How to Make \$100,000 From One Client"- March 2016*

### **Massage Magazine**

*"How to Hire: What You Need to Know Before Expanding Your Staff" – December 2023, pp.30-33*  
*"Can You Crack My Back? Responding to Requests Outside Scope of Practice – November 2023, pp. 33-34*  
*"Sustainability: Grow a Healthy Business – August 2023, pp. 20-23*  
*"Client Communication: Prevent Complaints, Confusion & Misconduct Claims" – February 2023, pp. 54-57*  
*"Top 4 Ways to Set Healthy Goals for The New Year" – January 2023, pp. 38-39*  
*"Check Out the Rear-View: How Hindsight Can Help You..." – July 2022, pp. 62-64*  
*"Three Free & Easy Ways to Promote a Massage Practice" – April 2022, pp. 34-35*  
*"Top 3 Stops of the Customer Journey" – December 2021, pp. 38-39*  
*"3, 2, 1 ... Liftoff! This is the Perfect Time to Launch Your Massage Career" – September 2021 – pp. 28 - 30*  
*"Are You Running On Smoke And Fumes? Here's How to Bounce Back From Burnout" – July 2021, pp 26-28*  
*"Voices of COVID-19"- (contributor) – May 2020*  
*"Is Your Practice Vulnerable to Client's Complaints?"- September 2018, pp. 26 - 28*  
*"What Massage Experts Can Teach Us About Self Care - Work It Out" – October 2017, p. 21*  
*"Retail Therapy: Create Health in Your Clients & Your Practice"- January 2017, pp. 22 – 25*  
*"Create Lifetime Clients" – March 2016, pp. 22-25*  
*"Retail Therapy: Home Products to Improve Results & Create a Healthy Massage Practice"- October 2011, pp. 38 – 40*  
*"Book Review: How to Create a Successful Holistic Practice"- September/October 2002, p. unknown*  
*"7 Steps for Trade Show Success"- May/June 1999, pp. 42 – 47*  
*"Getting Your Clients to Rebook"- November/December 1998, pp. 37 – 43*

### **Massage Message**

*"Looking Backwards to Move Ahead" – October 2022*  
*"Staying Afloat by Redefining Your Massage Career" - January 2021*  
*"Informed Consent" – March/April 2019, p. 7*

### **Massage Therapy Canada**

*"Marketing Your Massage Practice Need Not Be Costly" – January 2014*

### **Massage Therapy Journal**

*"The Importance of Professional Networking" – Winter 2003, pp. 112 - 115*  
*"The Joys of Mentoring" – Summer 2002, pp. 114 - 117*  
*"Clean Up Your Business Etiquette" – Spring 2000, pp. 83 & 86*

### **Massage Today (MassageToday.com)**

*Should Massage Therapists Sell Retail Products? – March 8, 2023*  
*4 Tips for Client Retention – May 10, 2023*

### **MedbridgeMassage.com**

*"How to Win Your Clients' Loyalty for a Lifetime" (not dated)*  
*"Online Reviews: Reach New Massage Clients in Three Simple Steps" (not dated)*

### **NANMT News**

*"Shaking Hands & Kissing Babies – 3 Keys for Networking Success" – Summer 2011, p. 3*

### **Skin Deep – Associated Skin Care Providers Association Magazine**

*"The Forever Client"- September/October 2016, pp. 56 – 57*

*"Summertime Profits"- July/August 2015, pp. 12 - 19*

*"Online Reviews"- May/June 2015, pp. 25 - 29*

*"Using Client Notes: How Paperwork Can Improve Loyalty, Results & Profit"- November/December 2012, pp. 30 - 33*

*"Choosing a Product Line"- September/October 2012, pp. 12 - 17*

*"The Bad Client"- July/August 2012, pp. 26 - 29*

### **Skin Inc**

*"Travel Spotlight: Poland"- October 2008*

### **Spa Management**

*"When Intention Doesn't Matter: Preventing Harassment & Sexual Harassment in Your Spa"- June 2007, pp. 16 - 24*

### **WellSpa 360°**

*"5 Pain Management Treatments for Spa Guests" - August 2022 (online)*

## **NON-INDUSTRY ARTICLES**

### **Bizlife**

*"The Polished Professional"- January 2004, pp. 35 - 36*

*"On-Site Chair Massage...Relaxing at the Workplace?"- July 2002, pp. 32 - 34*

### **CITY: Living in the Triad**

*"Spa D'Oeuvres"- May 2004, pp. 12 & 36*

### **EzineArticles.com**

*"What Does Your Marketing Say About You?"- August 6, 2007*

*"Must-Do Marketing for Solo Estheticians and Massage Therapists"- August 6, 2007*

*"How to Create a Service Menu That Sells"- August 6, 2007*

*"New Spa Trend - Martinis and Manicures"- August 6, 2007*

*"What Are Your Clients Saying About You?"- August 6, 2007*

*"If I was Going to Start Up a Day Spa"- August 6, 2007*

*"Why Coupons Are Bad for Your Business"- April 23, 2007*

*"The 3 Most Important Things to Put in Your Client Newsletter"- April 12, 2007*

*"The 3 Worst Things to Put in Your Client Newsletter"- April 12, 2007*

### **GAIN News**

*"Five More Ways to Relax"- January 1998, no p. #*

*"Five Ways to Relax"- November 1997, no p. #*

### **In the Spotlight**

*"Giving Thai a Try"- March 2005, Pp. 10 - 11*

*"Valentine's Day the Feng Shui Way"- February 2005, pp. 52 - 53*

*"Be a Little (S)elfish This Holiday Season"- December 2004, p. 24*

*"Massage Expectations: Here and There"- May 2004, p. 42*

*"Keeping Your Spring Break Tan...The Sun Free Way"- April 2004, p. 64*

*"Oops! Did You Forget Your Valentine?"- March 2004, p. 27*

*"The Power and Mystery of Chocolate"- March 2004, p. 14*

*"Happy New You!"- January 2004, p. unknown*

*"Holiday Gifts the Say Aaah!"- December 2003, p. 64*

### **Natural Triad**

*"Live with Persistence"- January 2009, pp. 23 - 24*

*"Breaking Up Doesn't Have to Be All Bad"- February 2009, p. 48*

*"The True Spirit of Giving"- December 2008, pp. 47 - 48*

*"Take a Relaxation Vacation in the Triad"- April 2004, no p. #*

**RamblinRoseEvents.com**

*"In Order to Win, You Have to Show Up and Start" – July 2015*

**Sportime News**

*"5 Easy Ways to Relax" – Summer 1998, no p. #*

**The Hamburger Square Post**

*"Take a Mental Vacation for Inner Calm" – October 1997, no p. #*

**The Organizer for Your Wedding of a Lifetime**

*"Relaxing Your Way to Your Wedding Day" – 2006, pp. 5 - 6*

**The Projector**

*"Networking...To See and Be Seen" – January 19, 2000, p. 9*

*"Hiring Other Professionals: Stop Trying to Do Everything Yourself" – December 1, 1999, p. 12*

*"Conflict in the Workplace – Part 2" – October 20, 1999, p. 12*

*"Conflict in the Workplace – Part 1" – October 6, 1999, p. 18*

*"Steps to Success" – September 1, 1999, P. 19*

*"An Interview with Lucy Boette" – June 17, 1998, no p. #*

*"How Much is that Doggie in the Window?" – September 1997, no p. #*

**TravelHost**

*"Stress-less Travel" – February/March 2006, p. 35*

**Other**

*Numerous interviews with massage/chiropractic/acupuncture experts as One Concept Radio host. 2011 - 2017*

*Balance Day Spa – Holiday Shopping Guide with News 2 – Greensboro, NC - 2005*

*Balance Day Spa – Spa Commercial – Greensboro, NC - 2005*

**MEDIA APPEARANCES, QUOTES & INTERVIEWS**

*Inside Edition - "Woman Claims Massage Therapist Assaulted Her During Massage at Airport Spa" - November 2024*

*Canvas Rebel – "Meet Felicia Brown" – February 5, 2024*

*Handcrafted Therapy Podcast: Episode 15 – Achieving Success in Your Massage Therapy Business – March 28, 2023*

*Moore Shenanigans – Reinvention – March 2, 2023*

*WellSpa 360° – "Service Enhancements – January 2023*

*The Realize Foundation – SCARS to Stars Author Interview – August 11, 2022*

*USA Today – "Why Deshaun Watson's towel habit was key in his suspension ruling" – August 10, 2022*

*ABMP Podcast – The Hidden Modality – July 12, 2022*

*USA Today – "'This is the towel I'm gonna use': Deshaun Watson and the towel evidence in lawsuits." – June 10, 2022*

*The :30 Podcast –Mental Health Awareness Interview - May 26, 2022*

*Authentic Wellness with Joanie & Joey – November 2021*

*EDU-TALK Author Series – Creating Lifetime Clients – July 2021*

*EDU-TALK Author Series – Free & Easy Ways to Promote Your Massage, Spa & Wellness Business – July 2021*

*Massage Today – "The Debate Continues: Distance Learning for Entry Level Massage Education" – July 2021*

*WFMY News 2 – "Business Owners Weigh In on Phase 2 Extension" – December 10, 2020*

*Publisher Interview as co-author for "Break Through" – online – Sept 2020*

*WFMY News 2 – "Business Owners Weigh In on Phase 2 Extension" – August 5, 2020*

*WFMY News 2 – "Small Businesses Try to Hang On as Stay at Home Order Extended" – April 2020*

*DAYS SPA Magazine – "Generation Gap: How to Manage and Retain Millennial Employees" – February 2020*

*Massage Magazine – "How to Sharpen Your Sales Skills for the Holiday Season" – December 2019*

*WFMY News2 – "Ruff Life: High End Photos Help Guilford County Shelter Animals Get Adopted" - August 2019*

*YokeAndAbundance.com – "Wise Women Wednesday" – April 17, 2019*

*Irving Park Magazine - "A to Zen Massage" – March 2019*

DAYSPA Magazine – “Industry Leaders Reveal the Trends in the Spa World in 2019” – December 2018  
 NAILPRO Magazine: “5 Ways to Boot Your Salon’s Curb Appeal” – March 2018  
 DAYSPA Magazine – “Design on a Dime” – December 2017  
 WZVN-HD ABC-7 (Naples, FL) – November 28, 2017  
 Inside Edition (National) – September 15, 2017  
 Associated Bodywork & Massage Professionals: “Advice from the Pros #4” – August 2017  
 Orlando Sentinel (Orlando, FL) – August 27, 2017  
 Trends – Guilford Merchants Association – “Nurturing Success, Business After Business” – February 2017  
 Greensboro Daily Photo – “F is for Felicia” – Fall 2015  
 LNEOnline.com – “It’s Raining Men” – May 2015  
 The Grateful Goddess – “The Wisdom in Failure & What You Need to Succeed” – November 3, 2013  
 Massage Today – “The Lomilomi Experience” – July 19, 2011  
 DAYSPA Magazine: “Critical Mass” – May 2011  
 Triad Business Journal – “Adora Buys Assets as Balance Day Spa Files Chapter 7” – April 2011  
 Spavelous.com – Inspire Skin & Body, Greensboro, NC Spa Closed – March 2009  
 Triad Business Journal – “Inspire Skin & Body Closes” – March 2009  
 Natural Triad – “Spa Savings Plan Begins at Inspire Skin & Body” – February 2009  
 Triad Business Leader – “Movers & Shakers 2008” – 2009 Book of Leaders  
 DAYSPA Magazine – “Trend Watch: Corporate Clients” – November 2008  
 Trends - Guilford Merchants Association – “Spa Owner Inspired to Do Things Differently This Time” – Sept. 2008  
 MTJ – What You Need to Know About Regulation – Winter 2008  
 MTJ - Article on dealing with disasters – Fall 2008  
 MTJ - Article on starting a massage business or career – Fall 2008  
 Triad Business Journal – “Founder Behind Balance Day Spa Launches New Firm” – September 2008  
 Massage & Bodywork – “Challenging Moments” May/June 2008  
 MTJ – “Modesty: An Expose” – Spring 2008  
 American Spa – “A Compelling Vision Onboard the Cruise for PIINK Wellness Getaway” – July 22, 2008  
 Massage Magazine – “Spalutions Owner is Key Presenter at Spa Quality Forum in Poland” – July 9, 2008  
 Massage Magazine – “Felicia Brown Wins Spa Person of the Month Award” – July 2008  
 Massage Magazine – “My Most Challenging Moment” – April 2008  
 In Touch - “The Importance of National Certification” – February 2008  
 Natural Triad – “Greensboro Entrepreneur Releases Guided Meditation CD” – September 2007  
 Fingerprints (AMTA Publication) – “Balance Day Spa Gives to Hurricane Katrina Victims” – Nov/December 2005  
 Triad Living – “Relaxing in the Triad” – Spring 2005  
 Triad Business Journal – “Book on Day Spas: Owner Shifts Gears as Business Grows” – November 2004  
 In the Spotlight – “Is the Balance in Your Life” – November 2003  
 Triad Business Journal – “Work Environment – Balance Day Spa” – May 2003  
 Triad Business Journal – “Day Spa Sight is Great, But Needs Freshening Up” – April 2003  
 Triad Style – Featured in “The Hot Seat: Felicia Brown-Young Leader” – April 2003  
 Triad Business Journal – “40 Leaders Under 40” – March 2003  
 DAYSPA Magazine: “How to Help Your Clients Relax” – December 2002  
 DAYSPA Magazine: “What Makes a Massage Great?” – July 2001  
 Ever Greene – “Innovation and Balance” – Spring 2000  
 Skin Inc – “Face to Face...with Felicia Brown” – July 1999  
 Triad Business News – “Therapists Work Out the Kinks” – February 1999  
 Triad Business Journal – “Her Whole World in Her Hands” – October 1998  
 The Hamburger Square Post – “Balance Adds Services” – April 1998  
 The Hamburger Square Post – “A New Team Joins Balance” – April 1997  
 Entrepreneur Magazine – “Cut from the Same Cloth” Letter to Editor – October 1996  
 Fingerprints (AMTA Publication) – “Therapist Spotlight” – July/August 1996  
 Greensboro News & Record – “Loosen Up” – October 1995  
 Greensboro News & Record – “Council May Rub Out Massage Law” – 1995  
 Greensboro News & Record – “Council Amused by Massage Offer” – 1995  
 Numerous local television and radio appearances/interviews – 1994 - 2009

## **TEACHING, SPEAKING & OTHER PUBLIC APPEARANCES**

### **Continuing Education Classes, Conferences & Industry Events (Live & Online)**

*Overcoming Procrastination ~ 2025 AMTA Schools Summit (Anaheim, CA) – February 2025*  
*Keynote Address – “Quacking Up”- MT Banquets Awards Dinner (Raleigh, NC) – December 2024*  
*Gift Certificate Gold – AMTA-CA (online) – October 2024*  
*Mindset Mastery - 2024 Massage & Spa Business & Marketing Summit – (Online) – September 2024*  
*Gift Certificate Gold - 2024 Massage & Spa Business & Marketing Summit – (Online) – September 2024*  
*Passion, Priorities & Your Perfect Business – Spalutions - Online – April 2024*  
*Passion, Priorities & Your Perfect Business – Spalutions - Online – April 2024*  
*Attract, Keep & Empower Your Ideal Team – IECSC (New York, NY) – March 2024*  
*SMART Start-Up – IECSC (New York, NY) – March 2024*  
*Free & Easy Ways to Promote Your Massage, Spa & Wellness Business – AMTA-CA (online) – January 2024*  
*Adding a Spa Experience to Any Treatment - EDU-TALK (online) – October 2023*  
*Rebook, Retain & Roar – IECSC (West Palm Beach, FL) – October 2023*  
*Reboot, Restart & Soar – IECSC (West Palm Beach, FL) – October 2023*  
*Business Start-Up - 2023 Massage & Spa Business & Marketing Summit – (Online) – October 2023*  
*Branded (Professional Identity) - 2023 Massage & Spa Business & Marketing Summit – (Online) – October 2023*  
*Reviews, Referrals & Retention – Canadian Massage Conference (Online) - September 2023*  
*Adding a Spa Experience to Any Treatment - 2023 Massage & Spa Services Summit – (Online) – September 2023*  
*Scrub Your Way to Profits – World Massage Festival - (Cherokee, NC) – July 2023*  
*Reviews, Referrals & Retention – 60 Minute Series (Online) – June 2023*  
*Rebook, Retain & Roar – IECSC (Las Vegas, NV) – June 2023*  
*Reboot, Restart & Soar – IECSC (Las Vegas, NV) – June 2023*  
*Branded: Creating a Unique Professional Identity – Canadian Massage Conference (Online) - June 2023*  
*Rebook, Retain & Roar – IECSC (New York, NY) – March 2023*  
*Reboot, Restart & Soar – IECSC (New York, NY) – March 2023*  
*Jump Start: Client Attraction, Retention, Upgrading & Retailing – Private Client (Erie, PA) - February/March 2023*  
*Free & Easy Ways to Promote Your Solo or Micro Spa – IECSC (West Palm Beach, FL) – October 2022*  
*Defining the Client Experience – IECSC (West Palm Beach, FL) – October 2022*  
*IGNITE: Simple Steps to Overcome Burnout – Canadian Massage Conference (online) – September 2022*  
*The Client/Therapist Relationship (educator mentor) AMTA National Convention (Cleveland, OH) - August 2022*  
*The Art of Client Retention (Taught twice) – AMTA National Convention (Cleveland, OH) – August 2022*  
*Smart Start Up – EDU-TALK (Online) – August 2022*  
*Free & Easy Ways to Promote Your Solo or Micro Spa – IECSC (Las Vegas, NV) – June 2022*  
*You've Got Magic Fingers: Enchanting Your Clients in Every Massage - Premiere Beauty (Orlando, FL) – June 2022*  
*Ignite: Moving from Burned Out to Shining Your Light – Premiere Beauty (Orlando, FL) – June 2022*  
*Creating Lifetime Clients – AMTA-CA Convention (online) – April 2022*  
*Ignite: Moving from Burned Out to Shining Your Light – AMTA-CA Convention (online) – April 2022*  
*Free & Easy Ways to Promote Your Massage, Spa & Wellness Business – Flash Education Day (online) – April 2022*  
*Free & Easy Ways to Promote Your Solo or Micro Spa – IECSC (Chicago, IL) – April 2022*  
*Do ONE Thing – IECSC (Chicago, IL) – April 2022*  
*Free & Easy Ways to Promote Your Solo or Micro Spa – IECSC (New York, NY) – March 2022*  
*Smart Start Up – IECSC (New York, NY) – March 2022*  
*Red Flags: Know the Warning Signs of Inappropriate Client – EDU-TALK (Online) – November 2021*  
*Inform, Invite, Incent: A 3 Step Formula for Your Team's Success - Massage Boss Summit (online) – November 2021*  
*Creating Lifetime Clients - Massage Boss Summit (online) – November 2021*  
*Boomerang Marketing: Gift Certificate Gold - Making the Most of the Holiday Season (online)- November 2021*  
*The Art of Client Retention – FSMTA (online) – October 2021*  
*From Burned Out to Shining Bright – Premiere Beauty (Orlando, FL) – October 2021*  
*Fresh Start: Reimagining & Reinventing Your Massage Career – AMC & CMC (Online) – September 2021*  
*Becoming a Wellpreneur in a New World– IECSC (Chicago, IL) – September 2021*  
*Free & Easy Ways to Promote Your Massage, Spa & Wellness Business – EDU-TALK (online) – June 2021*  
*Professional Perspectives– Florida State Massage Therapy Association Convention (St. Augustine, FL) – June 2021*  
*Smart Start Student Day – Florida State Massage Therapy Association Convention (St. Augustine, FL) – June 2021*  
*Strategies for Abundance - Wealthy Healers' Summit – Online Event – March 2021*



*Are Your Ducks in a Row?* – Global Wellness Professionals Marketing Summit (online) – November 2020  
*Do the Right Thing* - Global Wellness Professionals Marketing Summit (online) – November 2020  
*Career Day Panel* – ABCDs of Getting Hired - FSMTA (online) – November 2020  
*Smart Marketing with Social Media: Go Live Webinar* – FSMTA (online) – November 2020  
*Ignite: Moving from Burned Out to Shining Your Light* – Back to Spa/IECSC (online) – October 2020  
*Free & Easy Ways to Promote Your Massage Practice* – FSMTA (online) – October 2020  
*Professional Perspectives – Our New Normal* – FSMTA - (online)- October 2020  
*Business Re-Start* - 2020 Massage Marketing & Growth Summit (online) – March 2020  
*SOAP Notes – A to Zen Massage* (Greensboro, NC) – November 2019  
*Art of Client Retention – A to Zen Massage* (Greensboro, NC) – October 2019  
*Client Consultations – A to Zen Massage* (Greensboro, NC) – October 2019  
*The Art of Client Retention (Taught twice)* – AMTA National Convention (Indianapolis, IN) – October 2019  
*From Burned Out to Shining Bright* – AMTA National Convention (Indianapolis, IN) – October 2019  
*Dry Exfoliations* – FSMTA (Gainesville, FL) – October 2019  
*Dry Exfoliations* – FSMTA (Panama City, FL) – October 2019  
*Dry Exfoliations* – FSMTA (Destin, FL) – October 2019  
*Dry Exfoliations* – FSMTA (Pensacola, FL) – October 2019  
*Teaching Assistant – Balance & Stability* - AMTA National Convention (Washington, DC) – October 2019  
*Teaching Assistant – Active Muscle Therapy* – AMTA National Convention (Washington, DC) – October 2019  
*Smart Marketing with Social Media* – NC/AMTA (Greensboro, NC) – July 2019  
*Dealing with Inappropriate Clients & Sexual Situations* – NC/AMTA (Greensboro, NC) – July 2019  
*Research – Engaging Clients with Better Connections & Communications* – NC/AMTA (Greensboro, NC) – July 2019  
*Using SOAP Notes to Increase Client Trust, Results & Profits* – NC/AMTA (Greensboro, NC) – July 2019  
*Signature Treatments* – FSMTA (Orlando, FL) June 2019  
*Dealing with Sexual Situations & Inappropriate Clients* – FSMTA National Convention (Orlando, FL) – June 2019  
*Creating Lifetime Clients* – FSMTA Broward Chapter (Fort Lauderdale, FL) - June 2019  
*5 Tips for Success with Online Reviews* – Premiere Beauty (Orlando, FL) – June 2019  
*Waterless Aromatherapy Body Wrap* – Premiere DAYSPA (Orlando, FL) – June 2019  
*Dry Exfoliations* – Premiere DAYSPA (Orlando, FL) – June 2019  
*Painless Promotions* – International Pain Management Symposium (Norwegian Breakaway Cruise Ship) – May 2019  
*Go Live! Boost Business with Wellness Education and Events Online* – IECSC (Chicago, IL) – March 2019  
*Painless Promotions for Attracting Results-Oriented Clients*– IECSC (Chicago, IL) – March 2019  
*Go Live! Boost Business with Wellness Education and Events Online* – IECSC (New York, NY) – March 2019  
*Painless Promotions for Attracting Results-Oriented Clients* – IECSC (New York, NY) – March 2019  
*Ignite Your Life* - Global Wellness Professionals Marketing Summit (online) – March 2019  
*Marketing Success Panel* - Global Wellness Professionals Marketing Summit (online) – March 2019  
*Reviews, Referrals & Retention* – IECEC (Fort Lauderdale, FL) – October 2018  
*The Naked Truth* - IECSC (Fort Lauderdale, FL) – October 2018  
*The Naked Truth: Dealing with Inappropriate Clients & Sexual Situations* – A to Zen (Greensboro, NC) – Sept.2018  
*Marketing Your Practice with Chair Massage* – A to Zen Massage (Greensboro, NC) – September 2018  
*Free & Easy Ways to Promote Your Massage Business* – A to Zen Massage (Greensboro, NC) – July 2018  
*Aromatherapy 101* – AMTA/IL (Chicago, IL) – July 2018  
*Dealing with Inappropriate Clients and Sexual Situations* – AMTA/IL (Chicago, IL) – July 2018  
*Free & Easy Ways to Promote Your Massage, Spa & Wellness Business* – AMTA/IL (Chicago, IL) – July 2018  
*Reviews, Referrals & Retention* – IECEC (Las Vegas, NV) – June 2018  
*The Naked Truth* – IECEC (Las Vegas, NV) – June 2018  
*Signature Massage Treatments* – FMSTA (Orlando, FL) – June 2018  
*You've Got Magic Fingers: Enchanting Your Clients in Every Massage* - FSMTA (Orlando, FL) – June 2018  
*You've Got Magic Fingers: Enchanting Your Clients in Every Massage* – Premiere Beauty (Orlando, FL) – June 2018  
*Signature Massage Treatments* - Premiere DAYSPA (Orlando, FL) – June 2018  
*Free & Easy Ways to Promote Your Massage, Spa & Wellness Business* – AMTA/NV (Las Vegas, NV) – May 2018  
*Free & Easy Ways to Promote Your Massage Business* – International Pain Mgt. Symposium (Cruise) May 2018  
*Deja Vu Ethics Review* – AMTA/NV (Las Vegas, NV) – May 2018  
*The Naked Truth: Dealing with Inappropriate Clients & Sexual Situations*– AMTA/NV (Las Vegas, NV) – May 2018  
*Success Mindset Panel* - Global Wellness Professionals Summit (Online) – March 2018

*Inform, Invite, Incent* - Global Wellness Professionals Summit (Online) – March 2018  
*You've Got Magic Fingers* – NC/AMTA (Statesville, NC) - March 2018  
*The Naked Truth: Dealing w/Inappropriate Clients & Sexual Situations* – NCAMTA (Statesville, NC) – March 2018  
*You've Got Magic Fingers: Enchanting Your Clients in Every Massage* NC/AMTA (Statesville, NC) – March 2018  
*Reviews, Referrals & Retention* – IECSC (New York, NY) – March 2018  
*The Naked Truth* - IECSC (New York, NY) – March 2018  
*The Art of Client Retention – A to Zen Massage* (Greensboro, NC) – February 2018  
*Creating Success One Step at a Time* – World Massage Conference Business Symposium (online) – January 2018  
*Déjà vu Ethics Review* – Spalutions (Greensboro, NC) - October 2017  
*Ethics Round Table* – Spalutions (Greensboro, NC) - October 2017  
*Growing Your Massage Business w/Every Touch* – FSMTA-Broward Chapter – (Fort Lauderdale, FL) – Sept. 2017  
*Business Strategies to Catapult Your Success* – World Massage Conference – Online – June 2017  
*Aromatherapy 101* – Premiere DAYSPA – Orlando, FL – June 2017  
*Signature Treatments* – Premiere DAYSPA – Orlando, FL – June 2017  
*Aromatherapy 101* – AMC – Virginia Beach, VA – May 2017  
*Signature Treatments* – AMC – Virginia Beach, VA – May 2017  
*You've Got Magic Fingers: How to Enchant Your Clients in Every Massage* - AMC – Virginia Beach, VA – May 2017  
*Smart Start Up* – IECSC (Chicago, IL) – March 2017  
*Creating Lifetime Clients* – IECSC (Chicago, IL) – March 2017  
*Smart Start Up* – IECSC (New York, NY) – March 2017  
*Free and Easy Ways to Get New Clients* – The Praxis Institute – (Miami, FL) – October 2016  
*Smart Start Up* – IECSC (Fort Lauderdale, FL) - October 2016  
*Creating Lifetime Clients* – IECSC (Fort Lauderdale, FL) - October 2016  
*Ethics Round Table* – Spalutions (Greensboro, NC) - October 2016  
*Inappropriate Clients and Sexual Situations* – Spalutions (Greensboro, NC) – October 2016  
*Move from Surviving to Thriving* – Canadian Massage Conference (Burlington, ON) - October 2016  
*Student Day Panel* - Canadian Massage Conference (Burlington, ON) – September 2016  
*Student Day Panel* – Florida State Massage Therapy Association (Orlando, FL) - June 2016  
*Success in Massage* – Florida State Massage Therapy Association (Orlando, FL) - June 2016  
*M4 - Marketing and Management Mastery for Massage Therapists* – World Massage Conference (online) - June 2016  
*Teaching Assistant – Tools in Your Toolbox/Benny Vaughn* – AMC Educator Day (Virginia Beach, VA) - May 2016  
*Marketing with Every Touch* – AMTA-NC (Greensboro, NC) - May 2016  
*Creating Lifetime Clients* – NC/AMTA (Statesville, NC) - April 2016  
*Creating Lifetime Clients* – World Massage Conference (Online) - March 2016  
*Creating Lifetime Clients* – IECSC-FL (Fort Lauderdale, FL) - November 2015  
*I<sup>3</sup>- 3 Steps for Success in Your Spa or Wellness Business*– IECSC-FL (Fort Lauderdale, FL) - November 2015  
*Creating Lifetime Clients* - - World Massage Conference (Online) – November 2015  
*Aromatherapy 101* - American Massage Conference (Chicago, IL) – June 2015  
*Spa Exfoliation Treatments* - American Massage Conference (Chicago, IL) – June 2015  
*Professional Ethics* – FSMTA – WPB (West Palm Beach, FL) – May 2015  
*I<sup>3</sup>- 3 Steps for Success in Your Spa or Wellness Business*– IECSC-NY (New York, NY) - March 2015  
*Easy Spa Treatments* – IECSC-NY (New York, NY) - March 2015  
*Easy Spa Treatments* – FSMTA – WPB (West Palm Beach, FL) – November 2014  
*Free and Easy Ways to Get New Clients* – FSMTA – CFL (Orlando, FL) – November 2014  
*Last Minute Ethics* – Spalutions - (Greensboro, NC) – October 2014  
*Finding Your Perfect Clients* – AMTA/SC (Greenville, SC) - October 2014  
*Inappropriate Clients and Sexual Situations* – NC/AMTA Area Meeting (Greenville, NC) - September 2014  
*Free and Easy Ways to Get New Clients* – NC/AMTA Area Meeting (Greenville, NC) - September 2014  
*Easy Spa Treatments (Taught twice)* – FSMTA (Orlando, FL) – June 2014  
*Getting Clients to Rebook* - LV Meetup Group (Las Vegas, NV) – June 2014  
*Free and Easy Ways to Get New Clients* – IECSC (Las Vegas, NV) – June 2014  
*They Said What? 5 Steps for Success with Online Reviews* – IECSC (Las Vegas, NV) – June 2014  
*Scrub, Polish & Glow* – American Massage Conference (Atlanta, GA) – May 2014  
*Creating a Spa Experience in Any Treatment Room* – American Massage Conference (Atlanta, GA) – May 2014  
*Student Day Panel* – American Massage Conference (Atlanta, GA) – May 2014  
*Creating a Spa Experience in Any Treatment Room* – ICES Dallas (Dallas, TX) – May 2014

Creating Lifetime Clients – ICES Dallas (Dallas, TX) – May 2014  
 Using Social Media In and Out of the Classroom – AMTA/WA (Tacoma, WA) – May 2014  
 Inappropriate Clients and Sexual Situations – AMTA/WA (Tacoma, WA) – May 2014 (TWICE)  
 Using SOAP Notes to Increase Loyalty, Results & Profit – AMTA/WA (Tacoma, WA) – May 2014  
 Smart Marketing with Social Media – AMTA/WA (Tacoma, WA) – May 2014  
 I<sup>3</sup>: 3 Steps for Success in Retailing – ICES Miami (Miami, FL) – April 2014  
 Creating a Spa Experience in Any Treatment Room – ICES Miami (Miami, FL) – April 2014  
 Creating Lifetime Clients – ICES Miami (Miami, FL) – April 2014  
 Inappropriate Clients and Sexual Situations – NC/AMTA (Statesville, NC) – April 2014  
 Free and Easy Ways to Promote Your Practice – NC/AMTA (Statesville, NC) – April 2014  
 Waterless Spa Treatments – NC/AMTA (Statesville, NC) – April 2014  
 Success with Daily Deals – IECSC/NY (New York, NY) – March 2014  
 They Said What? 5 Steps for Success with Online Reviews – IECSC/NY (New York, NY) – March 2014  
 Finding Your Perfect Clients – AMTA/GA (Conyers, GA) – February 2014  
 Ethics Roundtable – Private Client (Clemmons, NC) – December 2013  
 Student Day Panel – Canadian Massage Conference (Niagara Falls, ON) – October 2013  
 Getting Social with Santa – Canadian Massage Conference (Niagara Falls, ON) – October 2013  
 Free & Easy Ways to Promote Yourself – Canadian Massage Conference (Niagara Falls, ON) – October 2013  
 Dealing with Sexual Situations – American Massage Conference (San Diego, CA) – September 2013  
 Free & Easy Ways to Promote Yourself – American Massage Conference (San Diego, CA) – September 2013  
 Waterless Spa Treatments – (Fort Lauderdale, FL) – August 2013  
 Waterless Spa Treatments – (West Palm Beach, FL) – August 2013  
 Smart Marketing with Social Media (Taught twice) – FSMTA (Orlando, FL) – June 2013  
 Boomerang Marketing – FSMTA (Orlando, FL) – June 2013  
 Free and Easy Ways to Promote Your Practice – American Massage Conference (Atlanta, GA) – May 2013  
 Déjà vu Ethics Review – American Massage Conference (Atlanta, GA) – May 2013  
 Free and Easy Ways to Promote Your Practice – IECSC/NY (New York, NY) – April 2013  
 Inappropriate Clients and Sexual Situations – IECSC/NY (New York, NY) – April 2013  
 Using SOAP Notes for Increased Results, Loyalty and Profits – AMTA/IL (Chicago, IL) – March 2013  
 Free and Easy Ways to Promote Your Practice – AMTA/KY (Lexington, KY) – March 2013  
 Waterless Spa Treatments – AMTA/KY (Lexington, KY) – March 2013  
 10 Secrets for Success as a Massage Therapist – AMTA/KY (Lexington, KY) – March 2013  
 Creating Lifetime Clients – World Massage Conference (Online) – November 2012  
 Using Social Media for the Holidays – IECSC (Ft. Lauderdale, FL) – November 2012  
 Free and Easy Ways to Promote Your Practice – IECSC (Ft. Lauderdale, FL) – November 2012  
 Using SOAP Notes for Increased Results, Loyalty and Profits – Medical Arts School (Raleigh, NC) – November 2012  
 Déjà vu Ethics Review – Medical Arts School of Massage (Raleigh, NC) – November 2012  
 Standard V Roundtable – Spalutions – Greensboro, NC – October 2012  
 Using Social Media for the Holidays – Canadian Massage Conference (Niagara Falls, ON) – October 2012  
 Free and Easy Ways to Promote Your Practice – Canadian Massage Conference (Niagara Falls, ON) – October 2012  
 Inappropriate Clients and Sexual Situations – Spalutions – Greensboro, NC – September 2012  
 Waterless Spa Treatments – Spalutions – Greensboro, NC – September 2012  
 Inappropriate Clients and Sexual Situations – Private Client – Clemmons, NC – September 2012  
 Business Roundtable – Marion Wellness Center – Marion, NC – July 2012  
 Easy Spa Treatments – Marion Wellness Center – Marion, NC – July 2012  
 Inappropriate Clients and Sexual Situations – Private Client – Boone, NC – July 2012  
 Easy Spa Treatments – Private Client – Boone, NC – July 2012  
 Waterless Spa Treatments – Medical Arts School of Massage (Raleigh, NC) – June 2012  
 Managing Your Online Reputation – AMTA (Online Webinar) – June 2012  
 Free and Easy Ways to Promote Your Practice – LV Meetup Group (Las Vegas, NV) – June 2012  
 Using Client Notes for Increased Results, Loyalty and Profits – IECSC (Las Vegas, NV) – June 2012  
 Marketing Through Every Touch – IECSC (Las Vegas, NV) – June 2012  
 Using Client Notes for Increased Results, Loyalty and Profits – Premier DAYSPA Orlando (Orlando, FL) – June 2012  
 The Art of Client Retention – Premier DAYSPA Orlando (Orlando, FL) – June 2012  
 Waterless Spa Treatments – Spalutions (Greensboro, NC) – May 2012  
 Successful Skin Care Practice – ASCP (Online Webinar) – April 2012

Marketing Through Every Touch – IECSC (New York, NY) – April 2012  
 Free and Easy Ways to Promote Your Practice – American Massage Conference (San Diego, CA) - April 2012  
 Déjà vu Ethics Review – American Massage Conference (San Diego, CA) - April 2012  
 Easy Spa Treatments – Spalutions (Greensboro, NC) – March 2012  
 Smart Marketing with Social Media – NWHSU Massage Symposium (Minneapolis, MN) – February 2012  
 Inappropriate Clients and Sexual Situations – Private Client - Winston Salem, NC – January 2012  
 Smart Marketing with Social Media - Canadian Massage Conference (Burlington, ON) – November 2011  
 The Art of Client Retention - Canadian Massage Conference (Burlington, ON) – November 2011  
 Smart Marketing with Social Media – AMTA National Convention (Portland, OR) - October 2011  
 Effective Uses of Social Media in the Classroom – AMTA National Convention (Portland, OR) - October 2011  
 Make Your Business a Success – Open House of Massage Pro CE (Marion, NC) – September 2011  
 Smart Marketing with Social Media - ProKnowledge Workshops (Minneapolis, MN) – July 2011  
 Business Roundtable – World Massage Conference (Online) – June 2011  
 Business Success Panel - American Massage Conference (Atlanta, GA) – May 2011  
 Smart Marketing with Social Media - American Massage Conference (Atlanta, GA) – May 2011  
 Using SOAP Notes for Better Client Results, Loyalty and Profits – NC/AMTA (Hickory, NC) - April 2011  
 Smart Marketing with Social Media - ProKnowledge Workshops (Nashville, TN) – April 2011  
 Smart Marketing with Social Media – Day Spa Expo (Atlanta, GA) – October 2010  
 Déjà vu Ethics Review – Private Client (Clemmons, NC) – October 2010  
 Smart Marketing with Social Media - World Massage Festival (WMF), Berea, KY – June 2010  
 Integrating the Spa Experience into Your Massage Practice - WMF, Berea, KY – June 2010  
 Day Spas and Massage Therapists: Creating Success - WMF, Berea, KY – June 2010  
 Social Media Boot Camp – Live Online Course– April 2010  
 Smart Marketing with Social Media – Day Spa Expo – March 2010  
 Marketing Your School with Social Media – AMTA Schools Summit, St. Pete Beach, FL – February 2010  
 Effective Uses of Social Media in the Classroom – AMTA Schools Summit, St. Pete Beach, FL – February 2010  
 Day Spas & Massage Therapists: Creating Success – World Massage Conference – November 2009  
 Déjà vu Ethics Review – Private Client - Winston Salem, NC – October 2009  
 Déjà vu Ethics Review – Private Client - Greensboro, NC – October 2009  
 Defining the Client Experience – Private Client - Kernersville, NC - October 2009  
 Waterless Spa Treatments I- Privai Academy – Asheville, NC - September 2009  
 Getting Clients to Rebook – Private Client – Charlotte, NC – September 2009  
 Déjà vu Ethics Review – NC/AMTA - Area Meeting – Charlotte, NC - September 2009  
 Boomerang Marketing – NC/AMTA – Area Meeting – Charlotte, NC - September 2009  
 Waterless Spa Treatments – Private Client, Cary, NC – September 2009  
 Hand and Foot Spa Treatments – Private Client, Cary, NC – September 2009  
 Front Desk Success – Private Client – Clemmons, NC – August 2009  
 Defining the Client Experience – Privai Academy – Asheville, NC - July 2009  
 How I Succeeded in Business – Nussbaum Entrepreneur Center – Greensboro, NC – January 2009  
 WOW Spa Treatments – Southern Spa Conference – Hickory, NC – November 2008  
 Hand and Foot Spa Treatments – Southern Spa Conference – Hickory, NC – November 2008  
 Creating Your Vision for Success – Cruise for a Cause – At Sea – October 2008  
 Déjà vu Ethics Review – Private Client - Greensboro, NC – October 2008  
 Waterless Spa Treatments I- Private Client – Greensboro, NC – July 2008  
 Guerrilla Marketing for Spas - Spa & Wellness Quality Forum (Poland) – June 2008  
 Defining the Client Experience - Spa & Wellness Quality Forum (Poland) – June 2008  
 Secrets for Success - Spa & Wellness Quality Forum (Bronisławów, Poland) – June 2008  
 Successful Relationships in the Salon and Spa - IECSC (New York, NY) – April 2008  
 Waterless Spa Treatments I - AMTA – SC Conference (Pawleys Island, SC) – March 2008  
 Waterless Spa Treatments II - AMTA – SC Conference (Pawleys Island, SC) – March 2008  
 Successful Relationships - AMTA – SC Conference (Pawleys Island, SC) – March 2008  
 So, You Want to Open a Day Spa? - Day Spa Expo (Las Vegas, NV) – February 2008  
 WOW Spa Treatments - Day Spa Expo (Las Vegas, NV) – February 2008  
 Boomerang Marketing – Southern Spa Conference – Hickory, NC – November 2007  
 Goal Setting – IECSC International Esthetics, Cosmetics and Spa Conference (Orlando, FL) – October 2007  
 Front Desk Success – Private Client – Winston Salem, NC – October 2007

*Ethics Review - Private Client – Greensboro, NC – October 2007*  
*Ethics Review - Spalutions – Greensboro, NC – October 2007*  
*Successful Relationships – Private Client – Greensboro, NC – September 2007*  
*Retail Sales Techniques – Private Client – New Haven, CT – August 2007*  
*Marketing - Carolina Esthetics Conference (Charlotte, NC) – July 2007*  
*Getting Clients to Rebook – Private Client – Greensboro, NC – July 2007*  
*Front Desk Success – Private Client – Greensboro NC – June 2007*  
*When Intention Doesn't Matter – Spalutions – Greensboro, NC - May 2007*  
*Déjà vu Ethics Review - Spalutions – Greensboro, NC - May 2007*  
*Boomerang Marketing – NC/AMTA Area Meeting (Fayetteville, NC) – 2006*  
*Boomerang Marketing - AMTA National Convention (Atlanta, GA) - 2006*  
*Boomerang Marketing - Southern Spa & Salon Conference (Hickory, NC) - 2006*  
*When Intention Doesn't Matter – NC/AMTA (Wilmington, NC) – 2006*  
*Waterless Spa Treatments – NC/AMTA Area Meeting (Fayetteville, NC) – 2006*  
*Waterless Spa Treatments – NC/AMTA (Charlotte, NC) – 2004*  
*Marketing Ideas – NC/AMTA (Black Mountain, NC) - 1998*

### **Continuing Educations Classes (Online/Video Courses)**

#### **American Massage Therapy Association**

*"Making Your Mark – Guerilla Marketing for Massage Therapists" - April 2010*  
*"Smart Marketing with Social Media" - October 2011*

#### **LMTce.com**

*"Secrets to Getting & Keeping Clients for Free" - April 2016*

#### **Medbridge Education, Seattle, WA**

*"Referral Programs" - July 2016*  
*"Creating a Buzz with Events, Promotions & PR" - July 2016*  
*"Creating Lifetime Clients" - October 2015*  
*"Online Reviews - October 2015*

#### **Universal Companies – Advance with Education**

*"Goal Setting for Career Success" - June 2010*  
*"Getting Clients to Rebook" - March 2010*  
*"Retailing for Massage Therapists" - February 2010*  
*"Defining and Perfecting the Spa Experience" - September 2011*  
*"Front Desk Success" - July 2012*

#### **Spalutions**

*Group Coaching Marketing Coaching Intensive - 6 weeks– Start dates: February 2012 & August 2012*  
*Group Coaching Marketing Coaching Program - 6 weeks – Start dates: January 2011, February 2011, April 2011, June 2011, September 2011, February 2012 & September 2012*  
*Social Media Coaching Program – 4 Weeks - Start dates: January 2011, April 2011 & June 2011*

### **Other Speaking Events & Public Appearances**

*30 Opportunities to Win or Lose your Customers – GMA (Greensboro, NC) – September 2022*  
*Choosing Gratitude – Crescent Rotary (Greensboro, NC) – March 2022*  
*Choosing Gratitude – Gate City Rotary (Greensboro, NC) – March 2022*  
*SCARS to STARS Book Launch (Online) - February 2022*  
*Choosing Gratitude - SEBA (Pleasant Garden, NC by Zoom) - April 2020*  
*Choosing Gratitude - GMDR (Greensboro, NC) - December 2020*  
*Choosing Gratitude - Greensboro Kiwanis (Greensboro, NC) - December 2020*  
*Overcome Anxiety, Procrastination & "I Don't Wanna" Syndrome – GMDR (Greensboro, NC) - November 2020*  
*How to Thrive in Turbulent Times: Reflect - Review – Renew – IMC USA Carolinas (online) - November 2020*  
*Quacking Up – Online – Elevate Summit – July 2020*

Going Quackers – Online – Uplevel Your Consciousness Summit – June 2020  
 Do ONE Thing: Overcome Procrastination, Overwhelm & “I Don’t Wanna” Syndrome – GMA (Online) – May 2020  
 Getting to Know You! The Art of Follow Up – GMA (Greensboro, NC) – December 2019  
 Ignite Your Life: Going from Burned Out to Shining Your Light – Public Library (Greensboro, NC) – June 2019  
 Smart from the Start – Student Day Speaker – FSMTA National Convention (Orlando, FL) – June 2019  
 Free & Easy Ways to Promote Your Massage Business – Living Arts Institute (Winston Salem, NC) – May 2019  
 Overcome Procrastination, Overwhelm & “I Don’t Wanna” Syndrome – ABWA (Greensboro, NC) – May 2019  
 Business Panel – GTCC Massage Therapy Program (Jamestown, NC) – February 2019  
 Team Building Workshop – Atlantic Bay Mortgage (Greensboro, NC) – February 2019  
 Free & Easy Ways to Relax, Renew & De-Stress – Guilford County WRAP (Greensboro, NC) – February 2019  
 Find the Light in Your Life – Central Public Library (Greensboro, NC) – January 2019  
 Inspiration, Relaxation & Motivation – Letting Go in the New Year – A to Zen (Greensboro, NC) – January 2019  
 The Art of Follow Up – Greensboro Merchants Association – (Greensboro, NC) – December 2018  
 Free & Easy Ways to Relax, Renew & De-Stress – Guilford County WRAP (Greensboro, NC) – November 2018  
 Networking with People You Know – Greensboro Merchants Association – (Greensboro, NC) – September 2018  
 Smart from the Start – Student Day Speaker – FSMTA National Convention (Orlando, FL) – June 2018  
 Business Panel – GTCC Massage Therapy Program (Jamestown, NC) – March 2018  
 Book Contest & Signing– American Massage Therapy Association National Convention (Pasadena, CA) – Sept. 2017  
 Commencement Speaker – Living Arts School of Massage (Winston Salem, NC) – September 2017  
 Goal Setting for Professional Success – Greensboro Merchants Association (Greensboro, NC) – June 2017  
 Gavel Club Speaker – FSMTA Convention (Orlando, FL) – June 2017  
 Book Signing Event –American Massage Therapy Association National Convention (Milwaukee, WI) – October 2016  
 How to Succeed in Massage - Living Arts Institute (Winston Salem, NC) - September 2016  
 Networking: The Power of PYK (People You Know) – Women’s Resource Center (Greensboro, NC) - August 2016  
 Free & Easy Ways to Promote Yourself – Women’s Resource Center (Greensboro, NC) August 2016  
 How to Succeed in Massage - Living Arts Institute (Winston Salem, NC) - June 2016  
 The Benefits of Massage – Greensboro Day School (Greensboro, NC) – April 2016  
 Filling Your Own Cup – Private Client (Greensboro, NC) – April 2015  
 Overcoming Toxic Relationships – Girls Nite In (Kernersville, NC) – March 2015  
 Reading of “The Sunflower Princess”– Abbotswood Retirement Community (Greensboro, NC) - November 2014  
 Reading of “The Sunflower Princess”– Scuppernong Books (Greensboro, NC) - October 2014  
 The Success of Failure – ABWA (Greensboro, NC) - May 2009  
 The Success of Failure – Graham Rotary (Graham, NC) - March 2009  
 Success in Business - How I Did It – Greensboro Business Incubator (Greensboro, NC) - October 2008  
 Graduation Keynote Address – GTCC (High Point, NC) – September 2005

**Massage & Spa Industry State, National & International Conference Appearances (specific classes listed above)**

- American Massage Conference - Virginia Beach, VA May 2017; Chicago, IL June 2015; San Diego, CA September 2014; Atlanta, GA May 2014; San Diego, CA September 2013; Atlanta, GA May 2012; Atlanta, GA May 2011
- American Massage Conference Schools Rally - Virginia Beach, VA April 2017
- AMTA National Convention - Cleveland, OH August 2022; Indianapolis, IN October 2019; Washington, DC August 2018; Pasadena, CA September 2017; Milwaukee, WI October 2016; Portland, OR October 2011 (2020 & 2021 cancelled)
- American Massage Therapy Association – Schools’ Summit - St. Petersburg, FL 2012; Anaheim, CA 2025
- American Massage Therapy Association – GA State Convention - Conyers, GA February 2014
- American Massage Therapy Association – IL State Convention - Chicago, IL March 2013
- American Massage Therapy Association – KY State Convention - Lexington, KY March 2013
- American Massage Therapy Association – NC State Convention - Statesville, NC April 2018; Statesville, NC April 2016; Statesville, NC April 2014; Wilmington, NC September 2006; Charlotte, NC April 2004; Black Mountain, NC Fall 1998
- American Massage Therapy Association – NV State Convention - Las Vegas, NV May 2018
- American Massage Therapy Association – SC State Convention - Greenville, SC October 2014; Pawley’s Island, SC March 2008
- American Massage Therapy Association – WA State Convention - Tacoma, WA May 2014
- Canadian Massage Conference –June 2023; September 2022; November 2021; November 2015; November 2013; November 2012; November 2011 November 2010
- Day Spa Expo - Atlanta, GA October 2010; Las Vegas, NV March 2010; Las Vegas, NV February 2008; Las Vegas, NV February 2007
- Florida State Massage Therapy Association National Convention – 2013, 2014, 2016, 2017, 2018, 2019, 2021, 2022

- *International Congress of Esthetics & Spa* - Dallas, TX May 2014; Miami, FL April 2014
- *International Esthetics, Cosmetics & Spa Conference* (New York – 2008, 2012, 2013, 2014, 2015, 2017, 2018, 2019, 2022, 2023, 2024; Chicago IL – 2018, 2019, 2021, 2022; Florida – 2007, 2012, 2015, 2016, 2018, 2022, 2023; Las Vegas, NV - 2007, 2012, 2014, 2017, 2022, 2023
- *ProKnowledge Workshops* - Minneapolis, MN July 2011; Nashville, TN April 2011
- *Premiere DAYSPA* - Orlando, FL – October 2021; June 2019; June 2018; June 2017; June 2012
- *Spa & Wellness Quality Forum* - Bronisławów, Poland June 2008
- *World Massage Conference (Online)* – 2011, 2012, 2015, 2016 (twice), 2017, 2018
- *World Massage Festival* - Berea, KY June 2010; Cherokee, NC 2023