

FELICIA BROWN, LMBT

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EXPERIENCE

Expert Witness Engagements - Defendant

Wrongful Sexual Contact ~ Deasey & Associates ~ Awaiting Trial

2017 - present

Expert Witness - Plaintiff

Wrongful Sexual Contact ~ Hoffspiegel Law ~ Deposition Given ~ Case Settled

2015 - 2016

Sexual Assault ~ Eichen, Crutchlow, Zaslow & McElroy, LLP ~ Awaiting Trial

2017 - present

Sexual Assault ~ Bekman, Marder & Atkins/Horowitz Law ~ Deposition Given ~ Case Resolved

2018 - present

Massage & Spa Businesses

A to Zen Massage (formerly known as Spalutions Massage), Owner/Practitioner

2006 - present

Spalutions (spa consulting, marketing coaching, continuing education), Owner/Consultant/Educator

2005 - present

Stonehaven Massage & Spa, Managing Consultant

2013 - 2014

Inspire Skin & Body, Owner

2008 - 2009

Balance Day Spa, Owner/Practitioner

1996 - 2005

Private Practice, Independent Contractor

1994 - 1996

Massage & Spa Industry Expertise

Cengage Learning, Subject Matter Expert, Curriculum Developer, Content Reviewer

1999 - present

One Concept Radio (organize American & Canadian Massage Conferences), Host & Producer

2011 - 2014

FA Davis, Curriculum Developer

2012 - 2013

Health Positive, Content Reviewer & Developer

1998 - 2008

Lippincott, Content Reviewer

2004

Massage Training

Guilford Technical Community College, (High Point, NC), Massage Program Instructor, "Business, Ethics & Communications"

1998 - 2001

2004 - 2005

Natural Touch School of Massage (Greensboro, NC), Massage Program Instructor, "Business, Ethics & Communication"

1998 - 2001

2009 - 2010

Other Industries

Brown Investment Properties (Commercial Real Estate), Broker

2005 - 2006

LICENSES, AFFILIATIONS & CERTIFICATIONS

Associated Bodywork & Massage Practitioners - member

2017 - present

Florida State Massage Therapy Association - Business Member, Mid-Atlantic Chapter

2016 - present

NC Licensed Massage and Bodywork Practitioner #798

2000 - present

NC Licensed Commercial Real Estate Broker #238273 (currently on inactive status)

2005 - present

National Certification Board for Therapeutic Massage & Bodywork, Approved Provider #45-0357-07

2005 - present

Florida Board of Massage Therapy, Approved Provider #50-11659

2012 - present

Georgia Board of Massage Therapy, Approved Provider #50-11659

2015 - present

American Massage Therapy Association, Member

1994 - present

Day Spa Association, Member

2001 - present

DAYSIPA Magazine, Editorial Advisory Board Member

2008 - present

Living Arts School of Massage, Advisory Board Member

2016 - present

Certified Spa Consultant

2006 - present

Certified Guerrilla Marketing Coach

2007 - present

Day Spa Association Advisory Board, Past Member

2008 - 2010

Massage Therapy Journal Advisory Board, Past Member

1999 - 2009

Greensboro Jaycees (leadership development organization), Past Member, Project Lead & Chair

1994 - 2000

AWARDS & RECOGNITION

Best Massage Therapist of the Triad - Runner Up - Go Triad Magazine

2015

Best Massage Therapist of the Triad - Go Triad Magazine

2014

Volunteer of the Year - American Massage Conference

2011

Spa Person of the Year - Day Spa Association

2009

Top Entrepreneurs of 2009 - Business Leader Media

2009

Top Twenty Five Movers and Shakers - Business Leader Media

2008

National Volunteer Award - American Massage Therapy Association

2007

Small Business Person of the Year Award - Greensboro Chamber of Commerce

2005

Women in Business Award - The Business Journal

2004

FELICIA BROWN

Forty Leaders Under Forty – The Business Journal
Ten Key Jaycee

PAGE 2

2003
 1998

EDUCATION

Milady – Train the Trainer 2010
Mitch Meyerson/Guerilla Marketing Coach Certification Program 2007
Preston Consulting, Preston Spa Consultant Certification Program 2006
Real Estate Licensing Course 2005
CAI (harassment/sexual harassment training intensive) 2004
Leadership Greensboro (leadership training for executives) 2003 – 2004
Servant Leadership School (leadership training) 2000 – 2003
Carolina School of Massage Therapy (massage certification & training) 1993 – 1994
Guilford Technical Community College (various) 1989 – 1997

PUBLICATIONS, PROGRAMS & APPEARANCES**Books & Monographs**

Customer Service Manifesto: Customer Service in the Beauty & Wellness Business – Cengage Learning; August 2010
Free & Easy Ways to Promote Your Massage, Spa & Wellness Business: Volume 1; June 2013
Creating Lifetime Clients: How to WOW Your Customers for Life; May 2016
Every Touch Marketing: Free & Easy Ways to Promote Yourself or Your Small Business; September 2016

Books – Contributing Author/Co-Author

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
How to Make \$100K as a Massage Therapist: More of the Magic Touch by Meagan Holub (Olive Press)
Success from the Start: Business Principles for Massage Therapists – Instructor Guide by Debra Koerner (FA Davis)

Magazine Columns

Massage & Bodywork Magazine – Business Side Columnist 1998 - 2000

Relevant Articles Published

1998 – present

FutureLMT.com

“Create and Maintain a Professional Image” June 2014

Massage Magazine

“Expert Advice Column – Effective Sales Techniques” Sept. 2010

Massage Message**Massage Therapy Journal****Les Nouvelle Esthetique & Spa**

“Creating a Spa Experience in Any Treatment Room” July 2014

Dermascope

“Details, Details, Details” Oct. 2008

“AP Forum: Your Questions – Expert’s Answers” January 2011

“Info-graphic – Massage” Nov. 2016

Spa Management Journal**Skin Inc**

“Travel Spotlight: Poland” Oct. 2008

Skin Deep – Associated Skin Care Providers Association Magazine

“The Bad Client” July/Aug. 2012

“Choosing a Product Line” Sept/Oct 2012

“Using SOAP/Client Notes to Increase Revenue” Nov/Dec 2012

“Online Reviews” May/June 2015

“Summertime Profits” July/Aug. 2015

“The Forever Client” Sep/Oct 2016

Blogs

MassageMag.com (Marketing with Every Touch) 2010 - 2016

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

Core Products (Osceola, WI)

“Who Do You Treat: Customers, Clients or Patients?” 2012

"Learn How To Recommend Products in Your Practice"

2012

Selected Continuing Education Courses on Business, Ethics & Communications

Massage Schools & Continuing Education

Privai Academy (Asheville, NC) <i>"Defining the Client Experience"</i>	July 2009
Massage Pro CE (Black Mountain, NC) <i>"Make Your Business a Success"</i>	Sept 2011
Medical Arts School (Raleigh, NC)	
<i>"Using SOAP Notes for Increased Results, Loyalty and Profits"</i>	Nov. 2012
<i>"Déjà vu Ethics Review"</i>	Nov. 2012
Florida State Massage Therapy Association – West Palm Beach Chapter Meeting <i>"Professional Ethics"</i>	May 2015
Spalutions (Greensboro, NC)	
<i>"When Intention Doesn't Matter"</i>	May 2007
<i>"Ethics Review"</i>	Oct. 2007
<i>"Standard V Roundtable – Ethics"</i>	Oct. 2012
<i>"Inappropriate Clients and Sexual Situations"</i>	Oct. 2015

Selected/Relevant State, National & International Conferences/Conventions

American Massage Conference		
<i>"Déjà vu Ethics Review"</i>	(Atlanta, GA)	April 2012
<i>"Dealing with Sexual Situations"</i>	(San Diego, CA)	Sept. 2013
American Massage Therapy Association – National Convention		
<i>"Boomerang Marketing"</i>	(Atlanta, GA)	Oct. 2006
<i>"Smart Marketing with Social Media"</i>	(Portland, OR)	Oct. 2011
American Massage Therapy Association – KY State Convention		
<i>"10 Secrets for Success as a Massage Therapist"</i>	(Lexington, KY)	March 2013
American Massage Therapy Association – NC State Convention		
<i>"When Intention Doesn't Matter"</i>	(Wilmington, NC)	Sept. 2006
American Massage Therapy Association – SC State Convention		
<i>"Successful Relationships"</i>	(Pawley's Island, SC)	March 2008
<i>"Finding Your Perfect Clients"</i>	(Greenville, SC)	Oct. 2014
American Massage Therapy Association – WA State Convention		
<i>"Inappropriate Clients and Sexual Situations"</i>	(Tacoma, WA)	May 2014
Canadian Massage Conference		
<i>"The Art of Client Retention"</i>	(Burlington, ON)	Nov. 2011
Day Spa Expo		
<i>"So You Want to Open a Day Spa?"</i>	(Las Vegas, NV)	Feb. 2008
International Congress of Esthetics & Spa		
<i>"Creating a Spa Experience in Any Treatment Room"</i>	(Miami, FL)	April 2014
<i>"Creating Lifetime Clients"</i>	(Dallas, TX)	May 2014
International Esthetics, Cosmetics & Spa Conference		
<i>"Goal Setting"</i>	(Orlando, FL)	Oct 2007
<i>"Successful Relationships in the Salon & Spa"</i>	(New York, NY)	April 2008
<i>"Marketing Through Every Touch"</i>	(Las Vegas, NV)	June 2012
<i>"Smart Start-Up"</i>	(Fort Lauderdale, FL)	Oct. 2016
<i>"The Naked Truth: Protecting Your Clients, Staff & Spa from Sexual Misconduct"</i>		
Premier DAYSPA		
<i>"Using Client Notes for Increased Loyalty and Profits"</i>	(Orlando, FL)	June 2012
Spa & Wellness Quality Forum		
<i>"Defining the Client Experience"</i>	(Bronisławów, Poland)	June 2008

Video Courses

Medbridge Education, Seattle, WA	
<i>"Creating Lifetime Clients"</i>	Oct. 2015
<i>"Online Reviews"</i>	Oct. 2015
<i>"Referral Programs"</i>	July 2016
<i>"Creating a Buzz with Events, Promotions & PR"</i>	July 2016

Webinars & Online Conferences

American Massage Therapy Association <i>"Managing Your Online Reputation"</i>	June 2012
Associated Skin Care Providers <i>"Successful Skin Care Practice"</i>	April 2012
World Massage Conference	
<i>"Day Spas & Massage Therapists: Creating Success"</i>	Nov. 2009
<i>"Creating Lifetime Clients"</i>	Nov. 2016

Massage Practices & Spas

Balance Day Spa	
<i>"When Intention Doesn't Matter"</i>	May 2006
Heavenly Touch Day Spa	
<i>"Inappropriate Clients and Sexual Situations"</i>	(Boone, NC) July 2012
Massage Envy	
<i>"Déjà vu Ethics Review"</i>	(Greensboro & Winston Salem, NC) Oct. 2008 & Oct. 2009

FELICIA BROWN

<i>"Successful Relationships"</i>	(Greensboro, NC)	Sept 2007
<i>"Déjà vu Ethics Review"</i>	(Greensboro & Winston Salem, NC)	Oct. 2009
<i>Progressions Spa</i>		
<i>"Front Desk Success"</i>	(Greensboro, NC)	June 2007

Other

Metro Beauty Academy (Allentown, PA) 2011-2012
Developed the curriculum, course outlines and student handbook for new massage therapy training program. Successfully got program approved by the Pennsylvania Board of Education.

Additional Trainings and Classes Conducted at:

LaVida Massage, Balance Day Spa, Stonehaven Massage & Spa, Orrell Design, Blessed Body Day Spa, Yoga Café, Southern Spa & Salon Conference, Carolina Esthetics Conference, Cruise for a Cause, Nussbaum Entrepreneur Center, AMTA Schools Summit, World Massage Festival, ProKnowledge Workshops, Northwestern Health Sciences University Massage Symposium, Marion Wellness Center, American Massage Therapy Association – Illinois State Convention, American Massage Therapy Association – Georgia State Convention Florida State Massage Association State Convention, FSMTA – CFL Chapter, Greensboro Day School, Women’s Professional Networking Group, and the Graham Rotary.

Relevant Media Appearances & Interviews

Orlando Sentinel (Orlando, FL) – August 27, 2017 – [Link to Story](#)
Inside Edition (National) – September 15, 2017 – [Link to Story](#)
WZVN-HD ABC-7 (Naples, FL) – November 28, 2017 – [Link to Story](#)