John C. Gifford CBPM, LMT, BCTMB

Certified Bonnie Prudden Master Myotherapist & Exercise Therapist
Licensed Massage Therapist, #7501000405
National Certification Board for Therapeutic Massage & Bodywork

Professional Experience

- 1991 – Present — Berkley, MI
  Owner of and practitioner of Myotherapy & Exercise Therapy at Motionwise®
  As of 2016 John Gifford has provided over 40,000 sessions of bodywork.
  Board Certified Bonnie Prudden Myotherapist and Exercise Therapist since 1986

- February 2015 – Present
  Board Member
  Ethics and Standards Committee
  National Certification Board for Therapeutic Massage and Bodywork (NCBTMB)

- 2007 – Present — Clinton Twp, MI
  Board Member
  Baker College Massage Therapy Advisory Board

- 2003 – 2004 — Clinton Twp, MI
  Baker College Faculty Instructor: Program of Massage Therapy
  1. Anatomy of Movement
  2. Sports Massage and Occupational Pain

- 1999 – 2010 — Birmingham, MI
  Continuing Education Provider,
  The Pain-Free Dental Professional
  Beyond the Back Seminar
  Created the first pain prevention program approved under Michigan Board of Dentistry that allowed dental professionals to receive continuing education credit for learning strategies to reduce their occupational pain and tension.

- 1995 June – July 1996 — Bloomfield Hills, MI
  Bodysavers Systems Inc.
  President
  Invented and sold first computer stretching software, and related Pain Free Workbook and related posters to reduce occupational pain and injury.

- 1989 – 1993 January — Birmingham, MI
  Preventive Specialists, PC at Birmingham Internal Medicine
  Myotherapist & Exercise Therapist
  Provided trigger point therapy, massage, and corrective exercise instruction

- 1987 - 1992 — Detroit, MI
  Eric Johnston's Detroit Ballet
  Myotherapist and Exercise Therapist
  Provided trigger point therapy, massage, and corrective exercise instruction specific to the injury prevention and treatment related to dancers

- 1986 – 1992, March — Southfield, MI
  Myotherapy Center of Michigan
  Program Director, Myotherapist, Equine Myotherapist & Exercise Instructor

- 1990 – 1991 November — Stockbridge, MA
  Bonnie Prudden Workshops
  Associate Teaching Staff

- 1991 August — Farmington Hills, MI
  The office of Dr. Lawrence Ashman
  Myotherapist and Exercise Therapist

- 1991 July / Aug — Alfred, NY
  Associate Teaching Staff, SUNY State University of New York
  Bonnie Prudden Institute 5-Week Intensive

- 1990 March – June 1991 — Farmington Hills, MI
  The office of Richard Scavo, DDS, MS, PC
  Myotherapist and Exercise Therapist

- 1990 – 1991 — Bloomfield Hills, MI
  The office of Dr. Roy MacAnally
  Myotherapist and Exercise Therapist

- 1990 July / Aug — Alfred, NY
  Associate Teaching Staff, SUNY State University of New York
  Bonnie Prudden Institute 5-Week Intensive

- 1989 – 1990 — Warren, MI
  Myotherapist and Exercise Therapist
  Warren Wildwood Medical Center

- 1989 July / Aug — Alfred, NY
  Associate Teaching Staff, SUNY State University of New York
  Bonnie Prudden Institute 5-Week Intensive

- 1988 July / Aug — Alfred, NY
  Associate Teaching Staff , SUNY State University of New York
  Bonnie Prudden Institute 5-Week Intensive

- 1987 July / Aug — Alfred, NY
  Associate Teaching Staff , SUNY State University of New York
  Bonnie Prudden Institute 5-Week Intensive

- 1986 July / Aug — Allentown, Pennsylvania
  Associate Teaching Staff, Muhlenberg College
  Bonnie Prudden Institute 5-Week Intensive

Presentations and Seminars

- 2018 January 19 (3 hours) — Ann Arbor, MI
  Self-Care Muscle Relief Strategies
  Peak Education and Training

- 2017 October 4 (full-day) — Troy, MI
  Your Back in Dentistry? Body Saving 101
  Periodontal Study Club for Dental Hygienists

- 2017 January 7 (3 hours) — Thomasville, MI
  How's Your Back in the Future?
  MDA Winter Scientific Session

- 2016 November 08 (2 hours) — Flint, MI
  Stress Management
  Genesee District Dental Society

- 2015 March 20 (3 Hours) — Novi, MI
  Managing Muscles Under Stress
  Sponsored by Vestrand Consulting Services, DentalEZ, and Surgital

- 2013 April 18 (3 Hours) — Novi, MI
  Managing Muscles Under Stress
  MDA Annual Session

- 2011 October 7 (2.75 Hours) — Livonia, MI
  Save Your Body — Express
  Vista Tech Center, Schoolcraft College
  Sponsored by Expertec, Kerr Dental, Nobel Biocare

- 2011 May 20 (5 Hours) — Livonia, MI
  Save Your Body! Get Schooled, Smart Moves, Take it Inside
  Sponsored by Surgitel, Arbonne, GC America

- 2009 November 13 (5 Hours) — Bavarian Inn; Frankenmuth, MI
  The Pain-Free Dental Professional
  Genesee District Dental Hygienists' Society (GDDHS)
  Sponsored by P&G — Crest

- 2009 June 12 (4 Hours) — Webers Inn; Ann Arbor, MI
  Essential Stretches and Strategies for the Dental Professional
  Washtenaw District Dental Hygienists' Society and Washtenaw District Dental Society
  Sponsored by Surgitel and Sonicare

- 2008 January 14 (1 Hour) — Webers Inn; Ann Arbor, MI
  Keynote: The Pain-Free Dental Professional
  Washtenaw District Dental Hygienists' Society and Washtenaw District Dental Society

- 2008 October 20 (1 Hour) — Grand Hotel; Mackinac Island, MI
  Keynote: *Knot Happy?*
  Michigan Occupational Therapy Association (MiOTA)

- 2007 October 19 — Macomb Community College; Warren, MI
  Keynote: How's your back?
  Michigan Occupational Therapy Association (MiOTA)

- 2007 April 13 (6 Hours) — Bavarian Inn; Frankenmuth, MI
  Beyond the Back— Dental Professionals

- 2005 May 14 (4 Hours) — Grand Rapids, MI
  Body Saving 101
  MDHA (Michigan Dental Hygienists' Association) Sponsored by Patterson Dental

- 2004 December 3 (4 Hours) — Red Run Golf Club; Royal Oak, MI
  Body Saving 101
  Oakland County Dental Hygienists' Association

- 2003 October 31 (6 Hours) — Troy, MI
  The Pain-Free Dental Professional
  Sponsored by Motionwise

- 2003 January 7 — Lapeer, MI
  Self care
  Macomb Michigan Dental Society

- 2001 August 14 — Lansing, MI
  Manage Your Muscles Under Stress
  Mid-Michigan Dental Society

- 2001 July 21 (6 Hours) — Mt. Pleasant, MI
  The Pain-Free Dental Professional
  Sponsored by Motionwise

- 2000 September 23 (4 Hours) — Warren, MI
  The Pain-Free Dental Professional

- 2000 June 3 (1 Hour) — Ann Arbor, MI
  Ouch! Do You Hurt? The Challenge of Pain on the Road to Self-Transformation
  The 1st Annual Midwest Yoga Conference

- 2000 May 19 (4 Hours) — Lansing, MI
  The Pain-Free Dental Professional

- 2000 April 7 (6 Hours) — Marquette, MI
  The Pain-Free Dental Professional
  Upper Peninsula District Dental Hygienists's Society (UPDDHS)

- 2000 March 10 & March 11 (6 Hours/day) - — Port Huron, MI
  The Pain Free Dental Professional Seminar
  Sponsored by Motionwise

- 1999 August 28 (4 Hours) — Traverse City, MI
  The Pain-Free Dental Professional

- 1999 August 27 (4 Hours) — Grand Rapids, MI
  The Pain-Free Dental Professional
  MDHA (Michigan Dental Hygiene Association)

- 1999 January 29 — Warren, MI
  Happy Muscles, Happy Life (3 Hours)
  MDDHS A Day of Wellness

- 1999 January 12 — Birmingham, MI
  Managing Your Muscles Under Stress! (2 Hours)
  Birmingham Community Continuing Education

- 1998 November 7 — Southfield, MI
  Self Care Trigger Point Therapy
  Yoga Association of Greater Detroit

- 1998 October 31 — Gateway Centre; Flint, MI
  The Pain-Free Dental Hygienist (4 Hours)

- 1998 March 3 — Clarkston, MI
  Managing Your Muscles Under Stress (2.5 Hours)
  Clarkston Continuing Education

- 1998 February 28 — Lapeer, MI
  The Pain-Free Dental Hygienist (4 Hours)
  Sponsored by The Michigan Dental Hygienists' Association

- 1998 January 12 — Birmingham, MI
  Keynote: *If You Wear Out Your Body, Where Will You Live?* (1 Hour)
  Birmingham Chamber of Commerce

- 1997 September 18 — Centerline, MI
  Stretch For Success (Two 45 minute programs)
  HealthyLife Program — Chrysler Motor Company

- 1997 September 17 — Southfield, MI
  Managing Your Muscles Under Stress (Two 1 hour programs)
  Stay Well — Chrysler Motor Company

- 1997 May 20 — Ann Arbor, MI
  Managing Your Muscles Under Stress (2 Hours)
  Key Administrators Group Meeting — Literature, Science and Arts
  University of Michigan

- 1997 April 2 — Detroit, MI
  Keynote: *Pain Free at Work: Wrapping it Up For People Wrapped Too Tight!* (1 Hour)
  Stay Well — Chrysler Motor Company

- 1997 March 26 (1 Hour) Detroit, MI
  Keynote: *Pain Free at Work: Seeking Professional Advice When You Are in Pain*
  Stay Well — Chrysler Motor Company

- 1997 March 19 (1 Hour) Detroit, MI
  Keynote: *Pain Free at Work: Passive Things You Can Do to Stay Pain Free*
  Stay Well — Chrysler Motor Company

- 1997 March 12 (1 Hour) Detroit, MI
  Keynote: *Pain Free at Work: Active Things You Can Do to Stay Pain Free*
  Stay Well — Chrysler Motor Company

- 1997 January 15 (1 Hour) Detroit, MI
  Keynote: *Pain Free at Work: How to get there, How to stay there!*
  Stay Well — Chrysler Motor Company

- 1996 April 19 (3 Hours) Cobo Center; Detroit, MI
  Pain Relief Techniques for the Dental Professional Seminar
  Sponsored by MDHA Scientific Session

- 1996 March 27 (1 Hour) Northville, MI
  Keynote: *Pain Relief for the Dental Professional That Works*
  Oakland County Dental Society

- 1995 October 11 (3 Hours) Detroit, MI
  *Pain Relief Techniques for the Dental Professiona*l
  University of Detroit Mercy Continuing Dental Educational Programs

- 1995 March 3 Saginaw, MI
  Keynote: *Prevention & Treatment of Ergonomic Disorders — Keeping America Pain-Free at Work*
  Michigan College and University Personnel Association Winter Conference
  Saginaw Valley State University

- 1994 October 2 (1.5 Hours)
  Headache Elimination Program! (HELP!) Grand Rapids, MI
  Michigan Association of Professional Court Reporters (MAPCR)

- 1994 Bloomfield Hills, MI
  Presentation at "Celebration of Wellness"
  Bloomfield Hills Schools

- 1993 Dearborn, MI
  Bodysavers: Stretching for Success
  Fordson Health Care

- 1992 Lansing, MI
  Keynote: *Weaving Without Pain*
  American Basket Weavers Convention

- 1992 Southfield, MI
  Bonnie Prudden Myotherapy for the Massage Therapist
  Association of Michigan Myomassalogists State Convention

- 1992 Bloomfield Hills, MI
  Trigger Points and You
  Bloomfield Lions Club

- 1989 October (1 Hour) Detroit, MI
  Keynote: *Relieving Muscular Pain and Tension*
  Sponsored by IBM

- 1987 March (1 Hour) Detroit, MI
  Keynote: *Myotherapy and Stretching for Success*
  Sponsored by IBM

- 1987 February Garden City, MI
  The Prevention and Reduction of Stress Through Exercise
  Hospice Services of Western Wayne County

Media and Publications

- 2012 Fall
  "Sustainable Practice — Sustainable Bodies"
  Preventive Dentistry Canada

- 2012 June
  DVD Quarterly for Dental Hygiene (www.dvdquarterly.com/)

- 2010 October
  Essential Stretches (you'll actually use) featured in "Book Ends: Home Stretch"
  American Spa

- 2010 August
  Featured in: "A Day in the Life…Helping Thousands Find Relief from Muscular Pain and Tension"
  Swiss City Monthly

- 2010 July/August
  Essential Stretches (you'll actually use) featured in "New Products" by Sean Eads
  Massage and Bodywork

- 2010 March/April
  Essential Stretches (you'll actually use) featured in "Productivity: Tools for simple stretches, better meeting and interruption-busters can make a difference"
  Corp! Magazine

- 2010 February
  Article: "5 Tips for a Better Massage"
  Natural Awakenings

- 2009
  Published: *Essential Stretches(you'll actually use)*
  A Pocket Guide to Stretching
  ISBN: 978-0-9795890-3-4

- 2009
  Stretch Finder Poster
  Specialty accompaniment for the Essential Stretches Book

- 2007
  Published *Beyond the Back: Taking Control of Muscular Pain and Tension*
  Seminar Reference Manual

- 2002
  Stretches to Save your Body Poster Series

- 2001 Winter
  Article: "Ouch, Do you hurt?"
  Published by *Environs Online Magazine* (for Landscape Design & Outdoor Living Spaces)

- 2001
  Published: "Taking Control of Muscle Tension"
  Seminar Reference Manual and Pain-Free Resource Guide

- 1997
  Article: "Why Does My Butt Hurt?"
  Moosejaw Fall Newsletter

- 1997
  Article: "Your Gear is Ready, Are You?"
  Moosejaw Summer Newsletter

- 1995
  BodySavers Stretching Software
  First software created to teach stretching at the computer
  Included Specialty Stretching Posters as an accompaniment

- 1995
  The Pain Free Workbook
  Bodysavers

- 1995
  Article: "Muscle Man"
  Published in *Detroit Monthly Health Expo*
  Sponsored by The Detroit Medical Center

- 1994 December
  Article: "Ask the Myotherapist: Stretching is the key to relieving aching muscles"
  Redford Township's Connection

- 1994 November 8
  "Pressure Points: Therapy is geared to relieve aching muscles" By Julie Baumkel
  The Oakland Press (Panorama)

- 1993
  Specialty Bodysavers Poster Series

- 1989
  Keep on Moving
  Television Show — Children's Health and Fitness - 25 Shows

Professional Memberships and Affiliations

- National Certification Board for Therapeutic Massage and Bodywork (BCTMB)
  Ethics Committee Member since March 2015

- National Certification Board for Therapeutic Massage and Bodywork (BCTMB)
  Member since 1998

- National Certification Board for Therapeutic Massage and Bodywork
  Approved CE Provider from 2010 - 2013

- American Massage Therapy Association (AMTA)
  Member since 2006

- International Myotherapy Association
  Vice President as of September 2017
  Member since 1986

- American Bodywork & Massage Professionals (ABMP)
  Member since 2016

Education and Training

- 2017 November 16 — Michigan
  Passed the MBLEx (Massage & Bodywork Licensing Examination) from the Federation of State Massage Therapy Boards (FSTMB)

- 2007 – Present — Tucson, AZ
  Certified Bonnie Prudden Master Myotherapist and Exercise Therapist
  Bonnie Prudden School for Physical Fitness and Myotherapy

- 1986 – 2017 — Tucson, AZ
  610 in Continuing Education Hours — Category A
  Bonnie Prudden Myotherapy and Exercise Therapy
  Bonnie Prudden School for Physical Fitness and Myotherapy

- 1984 September - 1986 May — Lenox, MA
  Certified Bonnie Prudden Myotherapist and Exercise Therapist
  Bonnie Prudden School for Physical Fitness and Myotherapy - 1300 Hour Curriculum
  Academy for Myotherapy and Physical Fitness - 290 Hours Added Curriculum Credits

Community Service

- 2009 – Present — Michigan
  Creator of Mr. Gifford's Story Sandwich
  Mr. Gifford provides volunteer theatrical reads to schools and groups to support a passion for books and increased literacy; reading to over 200 children per week.
  www.storysandwich.org