

John C. Gifford

CBPM, LMT, BCTMB

Certified Bonnie Prudden Master Myotherapist & Exercise Therapist

Licensed Massage Therapist, # 7501000405

National Certification Board for Therapeutic Massage & Bodywork

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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.
- 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
Bonnie Prudden Workshops
Associate Teaching Staff

Stockbridge, MA
- 1991 August
The office of Dr. Lawrence Ashman
Myotherapist and Exercise Therapist

Farmington Hills, MI
- 1991 July / Aug
Associate Teaching Staff, SUNY State University of New York
Bonnie Prudden Institute 5-Week Intensive

Alfred, NY
- 1990 March – June 1991
The office of Richard Scavo, DDS, MS, PC
Myotherapist and Exercise Therapist

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

Bloomfield Hills, MI
- 1990 July / Aug
Associate Teaching Staff, SUNY State University of New York
Bonnie Prudden Institute 5-Week Intensive

Alfred, NY
- 1989 – 1990
Myotherapist and Exercise Therapist
Warren Wildwood Medical Center

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

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

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

Alfred, NY
- 1986 July / Aug
Associate Teaching Staff, Muhlenberg College
Bonnie Prudden Institute 5-Week Intensive

Allentown, Pennsylvania

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 Flint, MI
Stress Management
Genesee District Dental Society
- 2015 March 20 (2 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
Managing Your Muscles Under Stress (2 Hours)
 Key Administrators Group Meeting — Literature, Science and Arts
 University of Michigan

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

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

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

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

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

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

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

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

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

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

Grand rapids, MI
- 1994
 Presentation at “Celebration of Wellness”
 Bloomfield Hills Schools

Bloomfield Hills, MI

- 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*
- 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
Member since 1998; currently Board Certified
- American Massage Therapy Association (AMTA)
Member since 2006
- International Myotherapy Association
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

*Note: John Gifford holds diplomas from two educational programs offering training in the original Bonnie Prudden Myotherapy — The Bonnie Prudden School for Myotherapy and Physical Fitness and The Academy for Myotherapy and Physical Fitness. He entered the two-year Bonnie Prudden School for Myotherapy and Physical Fitness in 1984 and during the second year of his training, the Bonnie Prudden School ownership was changed to an entity named The Academy for Myotherapy and Physical Fitness. The Academy maintained the 1300 hours of content and instruction required for the Bonnie Prudden Myotherapy & Exercise Therapy diploma and eligibility for certification while adding an additional 290 hours of related course content. Therefore, upon graduation from the Academy of Myotherapy and Physical Fitness in 1986, he was also awarded documentation to verify he also fulfilled the requirements to have graduated from the Bonnie Prudden School for Physical Fitness and Myotherapy. He went on to teach as adjunct staff for Bonnie Prudden Pain Erasure in their division of Intensive Training Programs.

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