

# John C. Gifford CBPM, LMT, BCTMB

Certified Bonnie Prudden Master Myotherapist & Exercise Therapist

Licensed Massage Therapist, # 7501000405

National Certification Board for Therapeutic Massage & Bodywork

## Education and Training

- 2007 – Present Tucson, AZ  
Certified Bonnie Prudden Master Myotherapist and Exercise Therapist  
Bonnie Prudden School for Physical Fitness and Myotherapy
- 1986 – 2007 Tucson, AZ  
Certified Bonnie Prudden Myotherapist and Exercise Therapist  
Bonnie Prudden School for Physical Fitness and Myotherapy Re-Certification  
585 Continuing Education Hours — Category A
- 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.

## 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
- 2006 – 2008 Clinton Twp, MI  
Baker College Faculty Instructor: Program of Massage Therapy
  1. Anatomy of Movement
  2. Sports Massage and Occupational Pain

- 1999 – 2010

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.

Birmingham, MI
- 1995 June – July 1996

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.

Bloomfield Hills, MI
- 1989 – 1993 January

Preventive Specialists, PC at Birmingham Internal Medicine  
Myotherapist & Exercise Therapist  
Provided trigger point therapy, massage, and corrective exercise instruction

Birmingham, MI
- 1987 - 1992

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

Detroit, MI
- 1986 – 1992, March

Myotherapy Center of Michigan  
Program Director, Myotherapist, Equine Myotherapist & Exercise Instructor

Southfield, MI
- 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 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

- 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)  
*Save Your Body! Get Schooled, Smart Moves, Take it Inside*  
Sponsored by Surgitel, Arbonne, GC America

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

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

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

Webers Inn; Ann Arbor, MI
- 2008 October 20 (1 Hour)  
Keynote: *Knot Happy?*  
Michigan Occupational Therapy Association (MiOTA)

Grand Hotel; Mackinac Island, MI
- 2007 October 19  
Keynote: How's your back?  
Michigan Occupational Therapy Association (MiOTA)

Macomb Community College; Warren, MI
- 2007 April 13 (6 Hours)  
Beyond the Back— Dental Professionals

Bavarian Inn; Frankenmuth, MI
- 2005 May 14 (4 Hours)  
Body Saving 101  
MDHA (Michigan Dental Hygienists' Association) Sponsored by Patterson Dental

Grand Rapids, MI
- 2004 December 3 (4 Hours)  
Body Saving 101  
Oakland County Dental Hygienists' Association

Red Run Golf Club; Royal Oak, MI
- 2003 October 31 (6 Hours)  
The Pain-Free Dental Professional  
Sponsored by Motionwise

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

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

Lansing, MI

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

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

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

Southfield, MI
- 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 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) Grand Rapids, MI  
*Headache Elimination Program! (HELP!)*  
 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/](http://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

## 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](http://www.storysandwich.org)