

ABMP SCHOOL FORUM

Friday & Saturday, April 10–11, 2026

San Diego



The Winning Formula How to Beat Burnout and Build Unshakable Consistency

with Jarvis Levenson

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I. Introduction

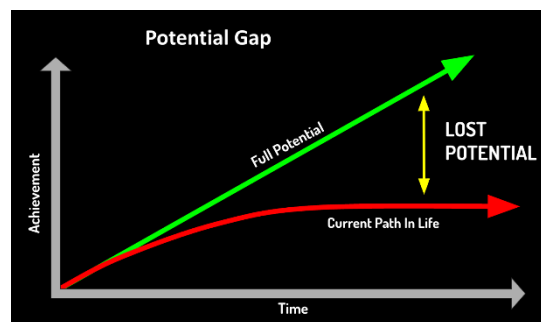
II. What do you want most right now?

- A. Career Growth / Business Success (a.k.a. more money!)
- B. To get in the best shape of your life
- C. More free time for hobbies/interests
- D. Stronger relationships with family & friends
- E. More clarity and direction in life
- F. All of the above!

III. What's stopping you from getting it?

- A. I don't have enough time
- B. I don't have a clear plan
- C. I get distracted and lose focus
- D. I start strong but don't stay consistent
- E. I feel overwhelmed with everything on my plate
- F. Lack of energy or motivation
- G. I know what to do... I just don't do it
- H. All of it!!!

IV. Potential gap



V. The most successful people in the world win the morning!

VI. Zero to Morning Hero

VII. To be a Morning Hero, you must win every day

- A. Wake up early: the power hour; get at least one hour of undistracted alone time before your day starts
- B. Intentions = goals
 - 1. Health
 - a. Heart rate
 - b. Eat right
 - 2. Wealth
 - a. Read
 - b. One big thing
 - 3. Relationships
 - a. Spread joy
 - 4. The hero's day
- C. No days off
 - 1. How much would you have if you doubled a penny every day for 30 straight days?
 - 2. How much would you have if you doubled a penny every other day for 30 straight days?

VIII. The 30-day Morning Hero challenge

- A. W: Wake up one hour earlier for your power hour
- B. I: Set your intentions for a 5-star day (HERO'S)
- C. N: No days off for 30 straight days
- D. Start the challenge on the Morning Hero app

Instructor Bio

Jarvis Levenson is a peak performance coach, bestselling author, and founder of The Morning Hero. He spent 15 years as a sales producer, but after getting married and becoming a father, he realized there wasn't enough time in the day to be effective both at work and at home. Frustrated with having to choose between the two, he developed a productivity formula that allowed him to get his work done by lunchtime so he could spend the rest of the day with his family. He teaches this system to help people improve their business while avoiding burnout. Jarvis co-authored the book *Peak Performance: Mindset Tools for Sales* and wrote the newly released *Every. Damn. Day.* Learn more at [The Morning Hero](#).



**Adaptive Teaching
Strategies to Support Students with Disabilities**
with Kristin Coverly, Kimberlee Melvin, and Sarah Walker

Print this handout or download the document and then use the text boxes to type notes.

I. Sarah and Kim's experience at Alaska Career College

II. Q&A with Sarah and Kim

III. Group discussion

Resources

General

- Resources for Students with Disabilities: <https://educationusa.state.gov/resources-students-disabilities>
- State and local organizations like Center for the Blind, Association for the Deaf and Hard of Hearing; may do an assessment of the school and make recommendations, may provide additional training to school

Financial

- Division of Vocational Rehabilitation: in every state; may help fund training and assistive technology; list of state vocational rehabilitation agencies: <https://rsa.ed.gov/about/states>
- Federal financial aid for students attending accredited schools: <https://studentaid.gov/>
- Grants for Special Education for Individuals with Disabilities: <https://www.ed.gov/grants-and-programs/grants-special-populations/grants-special-education-and-individuals-disabilities>
- Local Lion's Club: financial assistance: <https://www.lionsclubs.org/en>
- Specialized scholarships from organizations like the National Federation for the Blind

Educational

- ADA National Network: <https://adata.org/national-network>
- Local universities' disabilities support office: often open to sharing ideas and resources
- National Center for College Students with Disabilities: <https://nccsd.ici.umn.edu/>
- Textbook digital resources

Advocacy

- Association on Higher Education and Disability (AHEAD): <https://www.ahead.org/home>

Panel Bios

Kristin Coverly, LMT, is a massage therapist, educator, and the director of professional education at ABMP. She loves creating continuing education courses, events, and resources to support massage therapists and bodyworkers as they enhance their lives and practices. Before ABMP, she was an instructor and administrator at the Boulder College of Massage Therapy and Cortiva Institute–Colorado. Learn more about ABMP CE at www.abmp.com/learn and connect with Kristin at ce@abmp.com.

Kimberlee Melvin, LMT, is a therapeutic massage instructor at Alaska Career College where she enjoys sharing the knowledge and tools that have helped her in her career with her massage therapy students. [Connect on LinkedIn](#).

Sarah Walker, LMT, is a recent massage graduate who made a significant career shift in 2025 after years in corporate training, leadership, and development. She also offers a unique perspective on education as a student with a disability, using her experiences to highlight the value of adaptive learning environments. Her journey reflects determination, insight, and a passion for helping others navigate challenges with confidence.



**Where We Are: The Massage Profession, Regulation,
and What Truly Matters**

with Beverley Giroud, Debra Persinger, and Les Sweeney

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I. As the compact turns and the state of regulation

II. Riding the wave of accreditation and federal funding

III. Why and how this matters, or does it?

IV. Group discussion

Resources

ABMP Legislative Updates, <https://www.abmp.com/updates/legislative-updates>

Interstate Massage Compact (IMPact), <https://massagecompact.org/>

Panel Bios

Beverley Giroud

Beverley Giroud is a massage therapist and life coach from Tucson, Arizona. Beverley is passionate about the industry and has worked as a massage school educator for over 20 years including 10 years as director of education for a COMTA-accredited school. She volunteered for COMTA as a commissioner for 12 years before taking on her current position with COMTA. Beverley's extensive experience as a practitioner, educator, administrator, and volunteer brings a well-rounded set of skills and knowledge to her position. As accreditation services coordinator, Beverley shares responsibility for the accreditation services and serves as a resource person for schools in the accreditation process. Learn more at comta.org.

Debra Persinger, PhD

Dr. Debra Persinger brings a rare combination of management experience, examination expertise, and national and state legislative know-how to the Federation for State Massage Therapy Boards (FSMTB), where she serves as executive director. She has directed all psychometric aspects of examination development and was instrumental in offering award-winning quality assessment services for examinations for four professional certification and licensure programs. She has an undergraduate degree in human nutrition, postgraduate teacher training, a master's degree in human development and family studies, and a doctoral degree in human services. She is a former university lecturer and coauthored *Conversations with Teachers of Asian Medicine*. She frequently presents at regulatory and credentialing conferences and has provided trainings for local and federal law enforcement agencies about the intersection of massage therapy with human trafficking. Learn more at fsmtb.org.

Les Sweeney

Les Sweeney is president and chief executive officer of Professional Assist Corporation, the parent organization of ABMP, ASCP, AHP, and ANP, leading membership associations that serve more than 120,000 individuals in the massage and cosmetology professions. Les is a graduate of the University of Virginia, has more than three decades experience in association management, a master's degree in business administration with a concentration in entrepreneurship from the University of Colorado, is a licensed massage therapist, been the lead singer in a band for 30-plus years, recently got an undeserved hole-in-one, and inadvertently appeared on the Super Bowl XLIII telecast while returning to his seat from the restroom. Connect with Les at les@abmp.com.



What Employers and CE Providers Say Students Still Need

Bridging the Gap

with Darren Buford

Print this handout or download the document and then use the text boxes to type notes.

- I. Survey sent to employers and CE providers
 - A. What do you notice that recent graduates are doing well?
 - B. What do you find missing from the skill sets of recent graduates? Please be as specific as possible.
 - C. Please share any thoughts and ideas you have for school owners, administrators, and instructors to bridge the gap in skill sets you find are lacking.

- II. What new grads are doing well
 - A. Genuine desire to help people
 - B. Enthusiasm
 - C. Hunger to learn and grow
 - D. Core massage skills

- III. Skill sets that could be enhanced
 - A. Critical thinking

 - B. Soft skills, communication

 - C. Professionalism

 - D. Timing within a session: both too short and too long

 - E. Massage techniques: pressure and flow

 - F. Confidence

 - G. Body mechanics

 - H. Ethics

IV. Ideas to help bridge the gap

A. Critical thinking

B. Soft skills, communication

C. Professionalism

D. Timing within a session: both too short and too long

E. Massage techniques: pressure and flow

F. Confidence

G. Body mechanics

H. Ethics

Facilitator Bio

Darren Buford is vice president, ABMP and communications. He is the former editor of *Massage & Bodywork* magazine and has worked for ABMP for 25 years. He has served as board member and president of the Western Publishing Association, as well as board member for Association Media & Publishing. Contact him at darren@abmp.com.



Wellness Technology Trends and Schools AI, Robots, and Beyond

with Sherrie Tennessee, PhD

Print this handout or download the document and then use the text boxes to type notes.

I. Industry overview

- A. Source: International Spa Association (ISPA)
- B. US spa revenue: \$23.5B in 2025; 4.2 percent increase from 2024
- C. Spa visits: 191M in 2025; 1.8 percent increase from 2024
- D. Average revenue per visit: \$123.10 in 2025; 2.3 percent increase from 2024
- E. Wellness consumers spend 178 percent more than business and leisure travelers
- F. There are approximately 22,000 spas in the US

G. US population by generation

- 1. 20.4 percent Gen Z (1997–2012)
- 2. 21.2 percent Millennials (1981–1996)
- 3. 19.2 percent Baby Boomers (1946–1964)
- 4. 18.8 percent Gen X (1965–1980)
- 5. 15 percent Gen Alpha (2013–2028)
- 6. 5.4 percent Silent/Greatest (1928–1945)

H. Transition from spa to wellness

I. The luxury of wellness

- J. Wellness is a state of complete physical, mental, and social well-being. It encompasses the balance and integration of various aspects of life, fostering optimal health and a high quality of life.

K. Evolution of wellness

- 1. Wellness has evolved from being a basic concept to a holistic and opulent experience.
- 2. The historical perspective shows a shift from basic spa treatments to integrated wellness retreats and lifestyle programs.
- 3. Shifting consumer perceptions reflect a growing desire for a more profound connection with mind, body, and spirit through luxurious wellness experiences

L. Wellness trends

1. Current wellness trends highlight the luxury aspects within the industry.
2. Exclusive wellness experiences have become a symbol of status, providing an opportunity to showcase one's commitment to personal well-being.
3. Luxury wellness memberships offer privileged access to specialized treatments, exclusive events, and tailored wellness journeys.

M. Holistic wellness expectations

1. Physical well-being
2. Mental clarity
3. Emotional regulation
4. Social trust and connection
5. Spiritual restoration and balance

II. Wellness technology

- A. Advanced technology seamlessly integrates with wellness to create exceptional experiences that cater to individual needs.
 - B. From personalized wellness apps to cutting-edge equipment, technology amplifies the luxury factor by delivering convenience, personalization, and data-driven insights.
 - C. Wellness apps offer guided meditations, personalized workout routines, nutrition planning, and access to virtual wellness coaches for personalized guidance.
 - D. Wearable devices, such as fitness trackers and smartwatches, monitor vital signs, track activity levels, provide real-time feedback, and promote a proactive approach to well-being.
-
- E. Examples of wellness technology
 1. LED facials for rejuvenation and skin revitalization
 2. High-tech skin care devices for personalized skin care routines and advanced anti-aging treatments
 3. Massage tables—vibration, light, relaxation
-
- F. Advanced spa and wellness equipment
 1. Luxurious hydrotherapy systems offer multisensory experiences with programmable settings, ambient lighting, and chromotherapy features.
 2. State-of-the-art infrared saunas provide deep relaxation and detoxification with precise temperature control, chromotherapy, and integrated audio systems.
 3. Cutting-edge cryotherapy chambers use advanced technology to expose the body to extremely cold temperatures, promoting rapid recovery, reduced inflammation, and increased vitality.

G. Virtual reality (VR) and wellness experiences

1. VR technology transports individuals to serene and immersive environments, creating a sense of escapism and deep relaxation.
2. Virtual environments designed for mindfulness, meditation, and visualization facilitate mental and emotional well-being, promoting stress reduction, focus, and self-awareness.

H. Augmented reality (AR) in wellness

1. Interactive and immersive AR experiences blend virtual elements with the real world, offering enhanced engagement and learning opportunities.
2. AR-enabled yoga and fitness classes provide real-time guidance, virtual trainers, and interactive visualizations for improved technique and motivation.
3. AR-based wellness education allows users to explore the human body, learn about holistic wellness practices, and interact with virtual wellness experts.

I. Mindfulness and meditation technology

1. Mindfulness apps with guided meditation, breathing exercises, and stress reduction techniques foster mental clarity, relaxation, and emotional well-being.
2. Biofeedback devices and brain-sensing headbands enable users to monitor and optimize their meditation practice, enhancing focus, relaxation, and overall mindfulness.

J. Digital detox and wellness

1. Mindfulness practices encourage individuals to be fully present in the moment, free from digital distractions.
2. Luxury wellness programs often incorporate mindfulness techniques such as meditation, breathwork, and sensory experiences to help guests develop a healthier relationship with technology.
3. Wellness technology may be used for guided meditations, sleep tracking, or personalized wellness planning, but in a way that supports rather than overwhelms individuals' well-being.

III. AI and personalization

- A. Personalized recommendations based on individual preferences and data analysis
- B. Data-driven insights for optimized wellness plans, tracking progress, and predicting future needs

IV. Sustainability and wellness technology

- A. Eco-friendly practices and green technologies in wellness facilities and services
- B. Organic and sustainable product lines, renewable energy sources, and nature conservation initiatives

V. Marketing technology and AI

A. Marketing and luxury wellness

1. Illustrate the power of social media platforms in marketing
2. Create blogs, video content, and marketing calendar for social media
3. Highlight user-generated content, hashtags, and influencer collaborations to create buzz and attract a wider audience

B. Personalized wellness experiences

1. AI-driven systems create customized wellness plans tailored to individual preferences, health goals, and lifestyle factors.
2. Personalized treatments, activities, and recommendations based on individual health profiles and preferences ensure a transformative experience.

C. Empower your school marketing with AI assistance

1. Use to brainstorm campaign ideas, captions, and content themes
2. Generate emails, promotional copy, or FAQs in minutes
3. Ask for SEO key words, hashtags, and engagement strategies
4. Tip: clear prompts equal clear output

D. Smarter and faster decision-making

E. Boost retention and business clarity

1. Generate retention plans: follow-up email sequences, loyalty rewards ideas
2. Script client check-ins, feedback requests, and referral offers
3. Map out 30-, 60-, and 90-day marketing or business development strategies

Instructor Bio

Sherrie Tennessee, PhD combines scientific expertise from Johns Hopkins University with over 20 years in wellness and hospitality. A former researcher turned wellness innovator, she's worked as a massage therapist, spa owner, and educator. With three published books and a PhD in hospitality administration specializing in wellness tourism and technology, she bridges traditional hospitality with modern wellness approaches through publications, speaking engagements, and collaborations with prestigious organizations. Learn more at [LinkedIn](#) and [SpaSOS](#).



State of Wellness Schools and Graduates
with Carrie Perkins

Print this handout or download the document and then use the text boxes to type notes.

I. Introduction

II. The current climate of Gen Z

- A. Around 29 percent of Gen Z live in poverty; 40 percent of Gen Z adults fall into “asset limited, income constrained, employed” population, which represents individuals who earn more than the poverty level but not enough to afford the basics where they live. *Source: United Way*
- B. Gen Z is the least financially confident generation. *Source: WalletHub*
- C. About half of Gen Z individuals between the ages of 18–27 rely on financial assistance from their parents and family. *Source: Bank of America*

III. Words Gen Z associates with money

IV. How Gen Z identifies

- A. Entrepreneur

- B. Intrapreneur

- C. Solopreneur

V. How do we prepare the next generation?

VI. Three things to teach your students

A. Student loan repayment

B. Tax compliance

C. How to make and grow an income

VII. MONEY EDU

Resources

ABMP x Qnity free and discounted resources for ABMP schools, students, and professionals: abmp.com/abmp-x-qnity and qnity.com/associatedprofessionals.

Instructor Bio

Carrie Perkins has more than 25 years of experience in leadership development, education, and coaching within the professional wellness and beauty industries. Carrie spent several years as director of student experience and training at Inspire Aveda, focusing on elevating education, supporting students, and developing trainers. She has served as director of coaching at Qnity, where she worked closely with salon and spa owners across the country to strengthen leadership, engagement, growth, and execution. Perkins is a former multi-location salon and spa owner, esthetician, a national board-certified health and wellness coach, and an active solopreneur. Learn more at qnity.com and qnityforschools.com.



School Grants and Compliance
How to Access, Manage, and Report with Confidence

with Christe Bomber

Print this handout or download the document and then use the text boxes to type notes.

I. Eligible training provider list (ETPL)

II. Compliance

- A. Ensures funds are only spent on permitted items
- B. Provides detailed reporting showing outcomes
- C. Provides staff training on grant requirements
- D. Prevents financial penalties for non-compliance
- E. Demonstrates accountability during the application process
- F. Protects the school's reputation

III. Eligible training providers

- A. Postsecondary education institutions that provide a program that leads to an associate degree, diploma, or certificate
- B. A training provider that has demonstrated effectiveness in training populations that face established barriers to employment
- C. Other groups approved by the governor including community organizations, vocational schools, proprietary schools, and entities meeting training provider requirements

IV. Approval

- A. Occupational skills training
- B. Workplace + classroom training (co-op programs)
- C. Private sector training programs
- D. Skills upgrading & retraining
- E. Industry-recognized certificate or certification
- F. Registered apprenticeship completion
- G. State or federally recognized license
- H. Programs must also meet employer needs and serve individuals with barriers to employment

V. Reporting

- A. Training providers must provide student performance data and/or credential rate as part of the initial ETPL application.
- B. Annual reporting for the ETPL Annual Performance Reports for each program year is required thereafter, in which you remain on the ETPL.
- C. The in-demand ratings will be updated periodically to reflect emerging in-demand occupations. Training programs will be reviewed for continued inclusion on the ETPL.

VI. Common mistakes

- A. Inconsistent tracking of time and effort. Solution: time-tracking software and additional staff training.
- B. Non-compliance with spending requirements. Solution: establish and follow a strict outline for fund usage.
- C. Last-minute performance reporting leading to poor quality reports and penalties. Solution: dedicated oversight teams, centralized processes, and training on all grant guidelines.

VII. Available funding

- A. The in-demand ratings will be updated periodically to reflect emerging in-demand occupations. Training programs will be reviewed for continued inclusion on the ETPL.
- B. States have specific guidelines in which funding is determined.
- C. Additional fees such as testing, need for uniforms, specific shoes, etc., may be paid out in a stipend to the student if such fees are disclosed in the application and funding is available.

VIII. Application process

- A. The training provider begins the process by registering for an account with their state and completing the online application.
- B. Required documents for this process vary by state. State-specific requirements are available.
- C. The approval process is a two-tier process and typically takes up to 90 days to be completed.
- D. There is no cost associated with being on the ETPL.

Additional notes

Instructor Bio

Christe Bomber is an experienced higher education executive with a proven track record for delivering strategic growth and achieving organizational goals in the private for-profit, postsecondary proprietary school sector. Christe has broad experience in facility expansions, educational program development, accreditation, human resources, and student performance outcomes. Learn more at beautyacademies.net.



The UnSession: Your Topics, Your Questions, Your Session
with Kristin Coverly

Print this handout or download the document and then use the text boxes to type notes.

I. Topic one

II. Topic two

III. Topic three

IV. Topic four

Instructor Bio

Kristin Coverly, LMT, is a massage therapist, educator, and the director of professional education at ABMP. She loves creating continuing education courses, events, and resources to support massage therapists and bodyworkers as they enhance their lives and practices. Before ABMP, she was an instructor and administrator at the Boulder College of Massage Therapy and Cortiva Institute–Colorado. Learn more about ABMP CE at www.abmp.com/learn and connect with Kristin at ce@abmp.com.