



# NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **NCBTMB EMPHASIZES COMMITMENT TO CUSTOMER SERVICE AND COMMUNICATION**

*Two Recent Hires Add Experience and Enthusiasm to Drive Organization's Mission and Vision*

**OAKBROOK TERRACE, Illinois (November 14, 2011)** – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) has named Ann Kinder as its new Communications Manager, and Steve Kirin as its new Customer Service Manager. Both operational areas play a pivotal role in helping the organization deliver its mission of advancing the highest standards in the massage profession and its focus on delivering value to certificants, schools and continuing education providers.

Ms. Kinder has more than 15 years experience as a communications professional working with nonprofit organizations to help them achieve their goals. She previously worked at Learning Point Associates where she facilitated internal and external communications, and increased media coverage nearly 200 percent. She is well versed in using a wide range of communication methods to reach a variety of audiences.

“Providing timely and relevant information and superior service are invaluable as NCB works to continue building the value of certification and its importance to the massage profession,” said Alexa Zaledonis, Chair of the NCBTMB Board. “The addition of Ann and Steve to the NCB team further strengthens our ability to meet the needs of our constituents.”

Mr. Kirin has extensive management and operational experience and is an accomplished customer service professional, having run the customer service operation for SwissAir International Airline at O’Hare International Airport for nearly 20 years. He increased productivity and maintained the highest level of customer service while in the midst of operational transition.

“As NCBTMB and the massage industry move forward, the role of communications and customer service are essential to our success. I am thrilled to add such exceptional and experienced professionals as Ann and Steve to our team,” said NCBTMB CEO Mike Williams. “Their collective experience and expertise will help position NCB to better serve our customers and the massage community as a whole while continuing to advance the highest standards.”

## **ABOUT NCBTMB**

NCBTMB was established in 1992 as an independent, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through two recognized credentialing programs. NCBTMB examinations are currently accepted or recognized in statute or rule by 38 states plus the District of Columbia. There are nearly 87,000 professionals with NCBTMB certification. NCBTMB's certification programs are accredited by the National Commission for Certifying Agencies.

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