



NEWS RELEASE

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FOR IMMEDIATE RELEASE

NCBTMB NAMES NEW DIRECTOR OF SCHOOL OUTREACH

Two New Committee Chairs Also Join NCBTMB's Volunteer Leadership Team

OAKBROOK TERRACE, Illinois (April 22, 2009) – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) has named Betty T. Ward its new Director of School Outreach.

In her new role, Ward will work closely with educational institutions to ensure the schools meet eligibility requirements for preparing students to take NCBTMB exams. She and her team will help lead schools through NCBTMB's license through certification exam program, which has served as the national standard and continues to advance the profession while protecting public health and safety. The department also drives educational initiatives designed to assist schools in their mission to prepare students for success – both in the classroom and in the field.

Ward comes to NCBTMB with more than 12 years of experience in program management and working with businesses and institutions of higher education. She has overseen numerous college outreach initiatives for various corporations and institutions. Her areas of expertise include establishing relationships with a national network of top-tier universities, managing all aspects of corporate internship programs and executive mentoring relationships, consulting with senior university leaders, and providing career development support to college students.

“Betty is extremely qualified to lead NCBTMB in strengthening and expanding its relationships with massage and bodywork schools, which serve as the foundation to ensuring excellence in the profession,” said NCBTMB CEO Paul R. Lindamood. “She is very passionate about her work and understands the importance of education and the future of the massage profession.”

Ward has served as the Director of Career Services for Triton College and for Lewis University, where she also was an assistant director and academic advisor for its Graduate School of Management, as well as an instructor, advisor and mentor for first-year students. She holds a bachelor's degree in applied psychology from Loyola University, a master's in counseling psychology from Lewis University and a master's in education from the University of Illinois.

Ward will oversee a very experienced staff of specialists in the school outreach department, including Manager of Certification Services Jillian Kelly and School Outreach Coordinator Monica Green.

“I am excited about working with the schools and contributing to the great relationships that have already been established,” said Ward. “Together, and with our committees, we will work one-on-one to understand and be responsive to the challenges educators and administrators face.”

Also joining NCBTMB’s school outreach efforts is Nathalie Turotte, who has been appointed Chair of its School Outreach Advisory Performance committee. Turotte is the Director of Career Services at the American Institute, School of Wellness & Beauty in Pompano Beach, Florida.

Newly appointed Government Relations Chair Virginia Cowen has also become part of the volunteer leadership team at NCBTMB. The president of IngeniousWellness, she has more than a decade of fitness- and wellness-related experience. Cowen holds a Ph.D. in exercise and wellness from Arizona State University and a master’s in applied (exercise) physiology from Columbia University.

“Nathalie and Virginia are both accomplished professionals with the experience, education and expertise to lead two of our most critical programs – school outreach and government relations,” said NCBTMB Chair Neal Delaporta. “I am confident they will serve NCBTMB – and those that we serve – extremely well.”

ABOUT NCBTMB

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) was established in 1992 as an independent, private, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through a recognized credentialing program. NCBTMB examinations are currently accepted or recognized in statute or rule by 33 states plus the District of Columbia. There are currently more than 91,000 professionals with NCBTMB certification. The NCBTMB credentialing program has been accredited by the National Commission for Certifying Agencies (NCCA) since 1993 and NCBTMB is currently pursuing American National Standards Institute (ANSI) accreditation.

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