



## Fact Sheet

- Sohnen-Moe Associates, Inc. (SMA)
- 6020 W. Peregrine Way, Tucson, AZ 85745, Phone 800-786-4774, Local 520-743-3936, Fax 520-743-3656, Website [www.sohnen-moe.com](http://www.sohnen-moe.com), Email [andrea@sohnen-moe.com](mailto:andrea@sohnen-moe.com).
- Founded in 1983 by native Tucsonan, Cherie Sohnen-Moe; owner, local author, business coach, international workshop leader and business owner since 1978.
- A full-service consulting and training firm dedicated to assist small business owners (particularly those in the healing arts fields) in developing profitable, enjoyable businesses.
- Motto: “Your success is our business.”
- Services include: workshops, coaching, home-study courses, professional development books, and free business development tips and resources via the SMA website.
- Publisher and author of the ***Business Mastery, Present Yourself Powerfully and The Art of Teaching***. Co-Author and publisher of ***The Ethics of Touch***.
- ***Business Mastery***: This book is now in its fourth edition, and has sold more than 290,000 copies of all editions combined, with 310,000 copies in print.
- ***Business Mastery*** is recommended by more than 1,300 healing arts associations and schools worldwide, and 600+ schools requiring it as a text. The new edition also has an accompanying website [www.BusinessMastery.us](http://www.BusinessMastery.us) that contains additional resources, forms and a workbook.
- ***The Ethics of Touch***. This book is used in over 800 schools and associations with 300+ requiring it as a text. It has an accompanying website [www.TheEthicsOfTouch.com](http://www.TheEthicsOfTouch.com).
- Cherie has written more than 100 articles that have been published in over 15 national and international magazines.
- Awards: Distinguished Service Award and Professional Achievement Award from the American Society for Training and Development; Distinguished Service Award from the Arizona School of Acupuncture and Oriental Medicine; Outstanding Instructor Award at the Desert Institute of the Healing Arts; March 2009 AMTA Missouri Chapter President's Award.  
Cherie is listed in several editions of Who's Who.  
Cherie is a 2012 Inductee to the Massage Therapy Hall of Fame.
- Contact: Andrea Connelly, Marketing Director at 520-743-3936.