



Backgrounder

Founded in 1983, Sohnen-Moe Associates, Inc. (SMA) is a full-service consulting, training and publishing firm dedicated to assisting small business owners in developing profitable, enjoyable businesses.

It began when Cherie Sohnen-Moe, native Tucsonan, author, publisher and business owner made it her mission to bring the power of touch to more people by offering consulting and teaching for wellness practitioners. Her goal to keep massage and wellness practitioners in practice longer, with more earning potential later prompted her to write a premier book in the wellness field titled *Business Mastery*.

Twenty years later, the book that began with 250 original printed copies, has blossomed to over 310,000 in print of all editions combined. The fourth edition, published in January 2008 has 50,000 copies in print to-date with an accompanying website filled with resources, links and downloadable forms at www.BusinessMastery.us. *Business Mastery* is now used in 1300+ wellness schools internationally and is a required text in 600+ schools.

SMA works with approximately 50 schools and individuals daily, providing convenient, affordable access to state-of-the-art information and products for professional development. SMA offers business consulting, coaching, training and educational products. SMA assists people in defining their goals and objectives, supports them in resolving problems and provides suggestions to implement change for a more efficient, dynamic, successful business. Consulting and coaching sessions range from one time to weekly to quarterly.

Training courses are customized, interactive and experiential. Cherie is an approved continuing education provider by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) and the Florida State Department of Health.

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