

'THE MOST TALKED ABOUT SALES & MARKETING NEWS IN THE QUANTUM WORLD'

## INSIDE THIS ISSUE

- President's Message ... pg 1
- Letter From The Editor ... pg 2
- '5 Minutes for 5 Years'  
by CEO, Ken Wilkinson ... pg 3
- A Message from Richard Lloyd ... pg 5
- A Message from our Executive Vice  
President, Mike Russell ... pg 5
- Kathy's Korner ... pg 6
- International Development Report  
with Benny Vervliet ... pg 7
- Regional Development Report  
with Gerald Mason ... pg 9
- Report from The Quantum Center  
Of Excellence ... pg 10
- 5<sup>th</sup> Anniversary Reflections  
& Celebrations ... pg 11
- IMPORTANT NEWS: New FDA  
Compliance Regulations  
- August 1<sup>st</sup>, 2008 ... pg 13
- A NEW Company! ... pg 14
- Eternale Dermagetix is HERE! ... pg 15
- Quantum Biofeedback  
Advocacy Association ... pg 15
- STARS of the Month ... pg 18
- Event Horizon Energetics  
'Practice Building' Series ... pg 19

### CONTACT THE EDITOR:

Monica Erdei  
Director of Communications  
The Quantum Alliance Inc.  
monica@thequantumalliance.com

JULY 2008

## President's Message

Hello Quantum World!

Today it is an extreme pleasure that I announce the 5<sup>th</sup> Anniversary of The Quantum Alliance. Wow, has it ever been a crazy and wonderful 5 years. It all started with Ken Wilkinson, Monica Erdei and myself working in our own homes doing everything from burning videotapes to printing manuals, taking support calls, and handling every aspect of a sale. Now 5 years later we find ourselves with 4 main offices and 9 associative schools. With a team of over 50 people and another 100 wonderful Regional Directors and Zone Managers to keep The Quantum Alliance going. Really, we are still babies only being 5 years old I can only imagine what the Quantum Biofeedback industry and The Quantum Alliance will look like 5 years from now.... it is very, very exciting. Five years ago when the founders of The Quantum Alliance sat down to plan the direction of this new company, CEO Ken Wilkinson coined a phrase "Practitioner-friendly" which meant that every time we came up with a new idea, the question was always asked, "does this make the lives of our practitioners easier?" and if the answer was 'No', then we didn't do it. Five years later The Quantum Alliance still lives by that rule and our day-to-day plans always include, and always will include, the thought, "does this make the lives of our practitioners easier?" With that motto in mind we think that the sky is the limit.

Companies are only as good as the people involved with them and I would like to give a great big thank you to the Practitioners and Consultants who believed in us over the last 5 years. Some of you were with us from the very beginning and some of you have only been with us for a week, but without all of you, there is no Quantum Alliance and that is something that we will never forget. There are a few of you (and you know who you are) that I would like to give an extra thanks to for being there right from the very start and having the faith to believe in our dream and for having the back bone to stick with us through all our growing pains. I would also like to take a few minutes to thank two special people. One is Benny Vervliet who was the CEO of QX Ltd. at the time (now one of our Vice Presidents) for having the ability to see what could be and for giving the right words to Professor Nelson about our group. And the second person, of course, is Professor Nelson for inventing such an incredible device and then giving us the opportunity to market it. Sometimes with everything else going on in our world we need to stop and remember that, without Professor Nelson, there would be no Quantum Biofeedback industry.



I really can't start thanking people for a wonderful 5 years without bringing up The Quantum Alliance Team, from our Associative Academies and Trainers to our Tech Support and Office Administration - from our Regional Directors and Zone Managers to our Fulfillment House and of course our Executive Team. The Quantum Alliance has a lot of wonderful people that keep us functioning from day to day, and as Ken, Monica and I tried to do it all when we first started, we know how lucky we are to have all of them. On a personal note I would like to thank Ken Wilkinson and Monica Erdei for having the faith in me to have me become one of their partners and it has been a definite pleasure to work with them for the last 5 years.

And because it's our 5<sup>th</sup> Anniversary, we have many special things that we'll be announcing over the next coming month, beginning with our symbolic tree planting. Traditionally, you the 5<sup>th</sup> Anniversary symbol is wood, so The Quantum Alliance has decided the best way to keep with this and still be 'green' is to involve mother nature. Many of our Executive have agreed to plant a tree to commemorate the occasion, and we are going to encourage as many of The Quantum Alliance network to also plant as their own symbolic expression (See story below). But this is only the beginning of our celebration and as I've said we have many new fun things that we will be introducing throughout the month of August so I suggest that you keep an eye on your email inbox (make sure you're on our mailing list!) as well as on our website because you're not going to want to miss this. Be sure to read the rest of this issue as we are including some very positive news regarding the EPIX and the FDA.

Have a GREAT month Everyone - And Happy Anniversary.

Until Next Month ...

Brian Thompson  
 President  
 The Quantum Alliance  
[brian@thequantumalliance.com](mailto:brian@thequantumalliance.com)  
 1-877-388-3005

## Letter from the Editor



Hello All and welcome to the July 2008 issue of The Quantum Consultant – your favorite Sales & Marketing Newsletter ... brought to you by The Quantum Alliance ☺

I must admit that I am over-the-top excited about our 5<sup>th</sup> Anniversary and all of the great things we are going to be sharing with you over the next month. Inside this issue you will be getting a good taste of some of the things that are ready and happening as well as things that are on the horizon. The buzz around TQA offices has been incredible – things are good, people! Every day is a great day at TQA!

As one of the 3 founding members of The Quantum Alliance, I am just in awe of where we are today and I feel incredibly grateful to be a part of this organization. The world-class people that have joined our team over the last 5 years has blown me away – I had no idea we would attract such quality people in such a short amount of time not to mention all the amazing people we have attracted through their own purchase of an EPIX, to then now be working with us!

That being said, I would like to just take a moment to personally thank Ken and Brian for continuing to be inspired with our organization. I don't think many people know exactly how much these two great men have put into The Quantum Alliance since our 'birth' 5 years ago. They have made incredible sacrifices and seem to eat, breathe and sleep this industry. Along with our other Executive, I think that any corporation would be blessed to have these fine people sitting in their boardrooms.

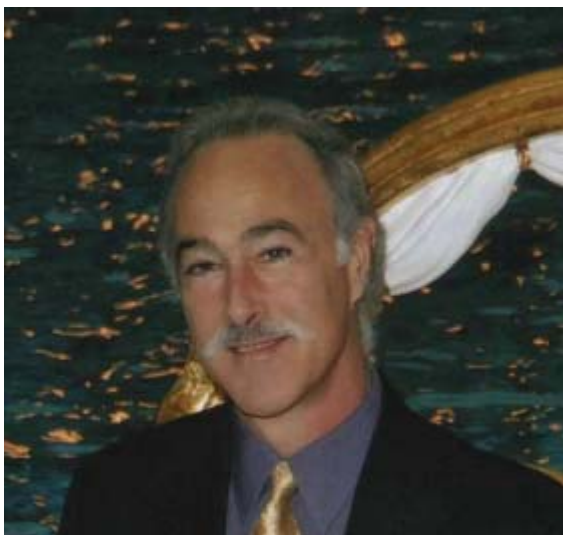
I cannot wait to see the next 5 years unfold. With all that we have been able to accomplish thus far, just imagine what we can do in yet ANOTHER 5 years – starting with a much larger more experienced team than we have ever had!

Happy 5<sup>th</sup> Anniversary Everyone!

Many Blessings,

Monica Erdei  
Director of Communications  
The Quantum Alliance  
[monica@thequantumalliance.com](mailto:monica@thequantumalliance.com)  
1-250-386-6500

## 5 Minutes for 5 Years . . .



Even though it may take me a couple of hours to write this article, that's about how long it will take you to read it; five minutes. But that seems fair enough. For what I have to say, and to make point of, is not necessarily meant to be a "motivational speech" or to "excite" you about anything; and not to "move" you in any way. It's simply a little blip on what's what these days from my position and viewpoint, and what my take is regarding the last five years since the inception of The Quantum Alliance. And although we do not know the "exact birth-date" of TQA, we know it's in and around the third week of July 2003. So we're five years old now.

Starting at the start; when we were first considering a name for the company, our intent was to portray two meanings to it. The actual name of course because we needed one; The Quantum Alliance, Inc. But also too, we wanted to form an Alliance, and what better name for our industry than The *Quantum* Alliance. An alliance of and for the people within the Quantum community. Whereas there would be a common set of values, intents, purposes, and opportunities. Available to any and all that wanted to participate. Not to say that we were “know-at-alls” and thought we had all the answers. Not the case at all, but after having some experience in the business prior to forming The Quantum Alliance, we were well aware of a number of aspects missing from our industry and that for people to realize a better experience in it, there needed to be more. More training, more support, more business opportunities, more this, more that. There was, that many years ago, much that was not available to people.

So over the course of the last five years, and through extra efforts and excellent ideas put forth by a great number of people so far (way to many to name), we think we’re on the right track. Do we still have a ways to go? Have there been hiccups? Do things fall through the cracks every once in a while? Yes we do, yes there has, and yes they do. But forging ahead is still the mandate; improving, enhancing, and increasing the things that are important to the business and the people within it.

Touching down on the more recent, and the more current, certainly the challenges all of us and the business itself has had to endure over the last seven or eight months and the attacks on it and us has been, well just that, challenging. Under the microscope; negative news articles – paper and TV; authoritarian figures blasting us, and on and on. For some people, too much and it has caused them to rethink their commitment to our industry. But for the most part, and for most of the people, there has been a digging in; an entrenching of our stance, and of our belief in what we are doing and what we offer. Regardless of the articles; the media storm of negativity etc, we hung in there and we persevered because we absolutely know of what we have. It seemed tenuous and even very fragile at times, and to be sure, there was some foundation-rocking going on, but you know the old saying; “when the going gets tough, the tough get going”. And for the preservers’, that is what they have been; is tough. Unable to be beat down and vanquished. So for all the ones that lasted the storm and were not to be beaten, kudos to you, you’re the winner; you’ve outlasted the blitz, and countered it with a ‘never give up or in” attitude. There was to be no tail between the legs for you. And now the pay-off; the resetting of things is in view. Sure, there are some small adjustments to the marketing, the purchase and the required qualification for and of the device, but with what we’ve all been through, a walk in the park.

The next five years? If we double the effort and the possibilities of the first five, I believe we’ll all be in good shape. Lots to work on and as mentioned, there is more to come, but we look forward to the challenges, and we look forward to the positives and to the rewards that will be there for all that will come from a continued *Quantum* Alliance.

That’s it; my five minutes is up. Onward Ho!

Ken Wilkinson  
CEO and Co-Founder  
The Quantum Alliance  
ken@thequantumalliance.com  
Toll Free: 1-877-388-3009  
Skype: xrroid

## A Message from Richard Lloyd



**ECLOSION KFT.** Kálvária tér 2. 1089 - Budapest, Hungary • Telephone: + 36 1 303 6043  
Facsimilie: +36 1 210 9340 • Website: [www.eclosion-epfx.com](http://www.eclosion-epfx.com)



Over the last 5 years, I have had the pleasure of working with The Quantum Alliance on a daily basis. Throughout these 5 years I have seen many transformations, but if there is one thing that stands out, it is that they have always been a solid organization offering exceptional service and support to their customers. Their continued loyalty to Eclosion and QX Ltd. is greatly appreciated.

I would like to take this opportunity to thank the team at The Quantum Alliance for all of their hard work in spreading the word of Quantum Biofeedback and in making sure our product has a solid foundation for continued education and training.

And of course I would also like to thank all of the customers and Practitioners associated with The Quantum Alliance, for believing in them and for continuing to use their services. Thank you for sharing your EPFX knowledge with others interested in having an EPFX of their own, and for letting them know all that The Quantum Alliance has to offer.

Happy Anniversary TQA - Here's to another 5 years!

Richard Lloyd  
Office Manager  
Eclosion KFT.  
[Richard@eclosion-epfx.com](mailto:Richard@eclosion-epfx.com)

## Message from our Executive Vice President



The movement taking place in the TQA is very exciting, quite fitting considering this is TQA's 5th birthday. Happy Birthday TQA and to all the thousands of Practitioners who make up TQA.

Congratulations to Mr. Gerry Mason on becoming VP of Regional Development. Gerry will be working with our RD's and Zones in the development of their territories world-wide. Gerry brings to the position a vast knowledge of sales and support earned by his 30 plus years in the direct sales business. Gerry through out his career has occupied every one of the positions up the ladder of success and excelled at every position. Gerry is now available to be at your assistance for the development and support of your territories so give Gerry a call at 877-388-2007 and let's get this show on the road.

Also it's my pleasure to announce Ruth Harris will now be promoted to Administrator of Sales Support. Ruth started with the TQA 3 years ago and along with Kathy Randle has been instrumental in the growth of TQA. Ruth has worked and developed the customer service, sales and support of our Calgary financial offices.

Ruth has been the key member of our credit team. Ruth with her new position will work closely with Time Investment Co., Red Lion in Canada to develop programs for our customers through the world. Look forward to some very exciting news coming on the financing of our two newest products: the Eternale and the Scalar Wave Laser. Ruth, I know I speak for everyone, congratulations and we all look forward to the future.

It's always exciting to see the development of people who have a plan and work that plan. That would be no other than Michael Haarlander and Tinka Smith. Fifteen short months ago they joined TQA as Zone Managers of Tennessee. They started with 13 practitioners and put a plan in place to become RD's within six months. They reached their goal of RD's within 3 months and were awarded 2 additional States to develop. Working the same plan they quickly developed the region into 230 practitioners by working and supporting these people through daily calls, weekly meetings and monthly trainings. TQA is pleased to announce that Mike and Tinka have had their territory expanded to include North Carolina, South Carolina and Virginia. As of August 1st their territory will also include Florida. Wow, what exciting news for practitioners in those States. TQA is also announcing a training academy to be located in Nashville, Tennessee to facilitate the South Eastern States. So give Mike and Tinka a call to see what's coming to your area in the near future.

Any one wanting information on the Eternale or Scalar Wave Laser please feel free to call Gerry or myself or your RD or Zone Manager to find out all the latest information on these programs offered by TQA on these products.

Happy big FIFTH to TQA.

Mike Russell  
Executive Vice President  
The Quantum Alliance  
mike@thequantumalliance.com

## Kathy's Korner




---

***"Everything is created from moment to moment, always new. Like fireworks, this universe is a celebration and you are the spectator contemplating the eternal Fourth of July of your absolute splendor."***

---

~ Francis Lucille

Hello everyone and guess what? We are EXTREMELY excited to announce that we are FINALLY moving into our new offices! After dealing with some unexpected setbacks due to the construction site – we finally got the green light to move in. As a matter of fact, we will pop the champagne and set off the fire works in celebration!!!

Speaking of celebration,

## **HAPPY ANNIVERSARY THE QUANTUM ALLIANCE INC!!!**

Five years in business.... Fantastic! I have had the great pleasure of being with the company coming up on 3 years now and have enjoyed every minute. I have seen the growth and changes along the way and they all have been stepping stones of what is yet to come.

This truly is a milestone and I not only congratulate Ken, Brian, but I congratulate and thank all those who were there, from the very beginning. It is because of you this company has developed the strong roots that has grown into this grand tree it is today.

Staying strong means we all have to stay connected so I want to encourage all of you to keep your information accurate with us. Should you have a change of contact information, please contact your Zone Manager or Regional Director or always feel free to us directly by emailing [randene@thequantumalliance.com](mailto:randene@thequantumalliance.com) . Thank you in advance for your cooperation with this.

Also, please remember to visit AND bookmark [www.thequantumalliance.com](http://www.thequantumalliance.com) as there are many wonderful new updates to the website. Take a moment to check out The Quantum Gallery and if you are listed, do make sure that this information is accurate as well. Should you have updates to your Gallery Listing please contact [riley@thequantumgallery.com](mailto:riley@thequantumgallery.com).

Thank you everyone and take some time to Celebrate this Anniversary you have ALL made happen. I look forward to celebrating many more anniversary years with you yet to come.

Sincerely,



Kathy Randle  
Vice President of Administration  
The Quantum Alliance  
[kathy@thequantumalliance.com](mailto:kathy@thequantumalliance.com)  
Toll Free: 1-877-388-2004  
ext: 222



### **International Development Report ~with Benny Vervliet**

Dear Friends, \*Happy Birthday to us!!!! Happy Birthday to us!!!! Thank you for all the gifts .... the gifts of your friendship and loyalty.

The numerology of our company's 'Birth' date shows that our destiny number is 6. The number 6 stands for following key words:

**Harmony, Creativity, Justice, Balance, Love, Compassion, Service.**

Our company stands for these values - we urge for **Harmony** not only in our immediate family (you) but also extended outwards into society at large.

We **Create** opportunities for new products and services as well as ways for practitioners to attract more business.

Ethics and **Justice** is one of the main pillars our company is based on.

We've been reminded that everyone needs to find **Balance**, between our work and our personal lives. That is why The Quantum Alliance hosts our Congress of Quantum Masters in exotic locations!

**Love** well I can assure you that we would not be existing without all the love we give to the cause and the love we receive from you.

**Compassion**, we've always felt compassion for practitioners who may not have purchased from us, but still need support.

And **Service**, well our name should be The Quantum Service Alliance, there are very few practitioners in this world who did not yet use some of our services, be it our free Hot lines or by attending one of the many events organized by our group of companies.

Six is also the number representing the family or a group of people with a special bond, a goal, a mission. Our mission, which makes our ties with you so close, is to help the world by spreading the use of Quantum Biofeedback.

Without you we would not exist so the song really goes;

\*Happy Birthday to YOU, Happy Birthday to YOU!!!!\*

## **International News:**

A lot of things are happening in our Quantum world, not only in the US (though for some it may seem so). In the \*United Kingdom\* and the \*Republic of Ireland\* we just appointed new Regional Directors, namely\* Dave Ring \*and \*Jeff Hope\*. They formed the company Wellness Tree Ltd. UK (Tinka & Mike does this name sound familiar?) who will represent us in the region. These two gentlemen build big business networks before and bring with them not only tons of marketing knowledge but also the will and enthusiasm to serve our existing and new customers in their region and beyond.

I'm also happy to announce our success in \*Portugal\*, Regional Director \*Filipa Cardoso\* and The Quantum Alliance have adopted over 40 practitioners in Portugal and The Quantum Academy will soon start their second round of courses.

Don't forget to visit The Quantum Center for more info about courses and training events: [www.thequantumcenter.com](http://www.thequantumcenter.com)

\*Hungary\* is at the moment our fastest growing International Market, considering the population and the number of new sales per month. \*Ildiko Storch\* and her group are doing a great job.

We also have now two devices on the islands of \*New Caledonia\*, so now you can safely make holidays on \*Bora Bora\* and still find an EPPFX/SCIO practitioner.

In \*South Africa\*, \*Mary Anne Jacobs\* and her team are scheduling a big event for mid-September, I do not want to reveal too much, only that \*Dr. Faith Nelson\* and \*Fred Eagles\* will be presenting, I will also be there and Mary Anne is preparing besides the event a big surprise for the whole community there.

Benny Vervliet  
VP of International Development  
The Quantum Alliance  
benny@thequantumalliance.com

## Regional Development Report ~ with Gerald Mason



I am excited with my new position of Vice President of Regional Development. I want to thank Ken and Brian for the wonderful opportunity they have given me and confidence in my abilities to help The Quantum Alliance move to next step in its quest to help the people of the world enjoy the many benefits of Quantum Biofeedback.

As I look back over the last several months, I see the adversity we have faced and overcome. It is easy to wish it hadn't happened but history has proven that these adversities are very important in the growth and maturity of a company. We are able to see the light at the end of the tunnel and recognize it is not a train. The good news that has been filtering from the FDA is very exciting and I am confident that The Quantum Alliance will emerge as a stronger more vibrant organization. Ultimately the real winners are the many people who make up The Quantum Alliance. I believe the thousands of EPPFX owners can look forward to a long, fulfilling and prosperous career and I advise you to hang on tight as it will be a great ride.

I commend the Alliance team for their steadfast attitudes in spite of the difficulties they faced. The introduction of the Scalar Wave Laser and the Eternale device to enhance your practice, and allow you to offer a wider range of services to your clients, is an important step in our progress. You will continue to see innovative cutting edge products added to our product line up and all with the intent of helping you better serve your clients.

I will be working closely with Mike Russell to further assist our valued EPPFX owners in developing their practice and expanding the EPPFX network. We will endeavor to attend your events and meet as many of you as is possible. I also continue with my responsibilities in Mexico, Central and South America and Australia.

The team in Mexico has worked very hard over the last several months to build the practitioner network and are currently scheduling several events in Mexico. Jorge Martinez, the RD for Mexico, is also planning our first event in South America in September.

Our hats are off to RD Christopher and his wife Lisa for the completion of the Australian practitioner certification program. With the help of Alyce Harms, they worked through some difficult issues in order to attain the accreditation through Trans Tasman college and Dean; Edward Burns. This program may well serve as the template for recognized certification in other countries around the world.

I look forward to meeting those of you whom I have not met and of course seeing those I have had the pleasure of meeting. Please feel free to call if I can be of help to you. My new number is 877 388 2007.

Gerald Mason  
VP of Regional Development  
The Quantum Alliance  
gerry@thequantumalliance.com  
Toll Free: 1-877-388-2007

## Report From The Quantum Center of Excellence



### Update from Kevin Jellerson

Greetings Everyone!

It's been an ENERGETIC July at the new Center in Dallas. New systems are being implemented to enhance your Quantum journey as well as improvements and additions to our line of accessories to complement your business and EPMX results.

Our online store (we've been told) should be up THIS WEEK. We're behind schedule a bit... but the wait will be worth

it. The delay is due to setting up a U.S. based international merchant account. They make you jump through all kind of hoops... however we've crossed all the T's and dotted the I's and are ready to launch SOON!

Keep an eye out for MONTHLY SPECIALS at the store to \$AVE YOU \$\$\$! We're also talking with several companies who manufacturer alternative wellness products to make available to YOU. Products to enhance your EPMX and your businesses. We're always on the lookout for new and ENERGETIC products to bring to your store... so please let us know if you run across anything that you think would benefit our Quantum family!

Registration is settling down to a system that is both efficient and fast. More and more of you are taking advantage of the online ordering process. THANK YOU as this allows us more time to spend with those who really need it most.

We've been receiving a lot of TECH SUPPORT calls lately. In order to get the tech support toll-free number to those calling for this department, we've added it to the beginning of the Welcome Voice Mail System which has helped a lot.

In addition, we've added a FAQ button at the top of each page on our website. Be sure to check this out as we've added some new frequently asked questions, like... "Is my air fare and hotel included in my EPIX investment?"

And last, we've had some phone system challenges with the extensions not ringing where they should. The phone company is looking into that now and hopefully will have it resolved ASAP. So if you're trying to reach a particular person and are forwarded somewhere else, enjoy the journey, leave a message and we'll make sure your call is handled by the correct person.

All for now in Big D. Until next time... be well and stay ENERGIZED!!

Kevin Jellerson  
The Quantum Center :: Chief Energizer  
**972.247.3400**  
[Kevin@thequantumcenter.com](mailto:Kevin@thequantumcenter.com)

## 5<sup>th</sup> Anniversary Celebrations & Reflections:

### Calling all Forces! The Quantum Alliance 'Plant a Tree' Project – Commemorating 5 Years in Business

Originally, the ladies in the Finance & Administration Offices at The Quantum Alliance, did a little research on 5<sup>th</sup> Anniversaries, finding that the traditional symbolic gift for 5 years is wood. And what a great way to not only carry on this tradition – but to launch a year-long 'Plant a Tree' Project involving the entire Quantum Alliance Family – including YOU!

Launching this special project into momentum is President, Brian Thompson, and his two beautiful daughters. They planted a tree at their home this July and took a photo of it:



And now it's YOUR turn! To take part in our 5<sup>th</sup> Anniversary "Plant A Tree" Project, simply plant a tree in your yard or community and take a photo. Send the photo to Monica Erdei at [monica@thequantumalliance.com](mailto:monica@thequantumalliance.com) complete with your Name, Location and how many years you have been a Quantum Practitioner and we will add your name and photo to our website on a special webpage we will be dedicating to this project.

## Remembering Our First 5 Purchasers

With the date of our official anniversary passing, we've been reflecting on the past and remembering our very first month in business! Wow, have things ever changed since then! We always say how without all our clients, The Quantum Alliance would be nothing – and that is certainly true. Recently, we went through our old business records and found the exact names of the first 5 people who chose The Quantum Alliance to be their EPFX broker. One of them even works with us now and WE pay HER!

In keeping with our theme of "5" – here are the first five people who purchased from The Quantum Alliance in July of 2003:

Jill Vanmeeter  
Julie Montez  
Gail Kuettel  
Kirrill Sorrell  
Rae Lorenz

Thank you to each and every one of you for being our first customers. We will never forget you. It is through your first steps in becoming a Quantum Biofeedback Practitioner, that we began our ongoing mission in providing the very best training, support & services.

## Some words from clients who purchased from us 5 years ago:

*"I bought my device from Quantum Alliance in 2003, I called Brian after my purchase to ask a few questions and that's when I found out that they had only been in business for three weeks!!! At the time it was just Ken, Brian and Monica, to say the least I was very concerned that I had sent so much money to a company that had just started. Brian assured me that my purchase was secure and that Quantum Alliance would take excellent care of me and they have been doing so every since!!! I have never regretted for a moment purchasing my device from Quantum Alliance and I shiver when I think that I ALMOST purchased from another company. Thanks for all that you did and continue to do for myself and all the other practitioners."*

*"The Quantum Alliance hasn't just been the company I bought my device from 5 years ago, I consider you all my friends"*.

*"Has it really been 5 years? I've been having so much fun I can't believe it! Thank you for always being there to help me. It's really true what you say because you ARE there, every day, and you're here right now! Thanks for all the continued help over the years – I can't believe how much better my computer skills are since I've taken advantage of your Tech Support!"*



## **IMPORTANT NEWS: New FDA Compliance Regulations as of August 1, 2008**

Hello Quantum Family,

As you may already know, the FDA has provided us with new regulations for the sale and use of the EPFX in the United States. These regulations include:

1. **IMMEDIATELY:** All current owners and brokers must use correct language and not make claims of the device outside of its registration (you will be receiving a letter from Eclasion outlining this information);
2. All new purchasers of the EPFX (after August 1, 2008) in the United States must either be a State Licensed Healthcare Practitioner OR receive a “prescription to purchase” from a State Licensed Healthcare Practitioner (The Quantum Alliance will be sending you a letter outlining this information);
3. All new purchasers of the EPFX (after August 1, 2008) who wish to go into business using the EPFX must either be a State Licensed Healthcare Practitioner OR have completed the Certified Biofeedback Therapist program (The Quantum Alliance offers this complete program) in order to work on clients;

It is to be noted that by August 1, 2008, if you know of someone who wishes to purchase an EPFX who is not a State Licensed Healthcare Practitioner, they must get a “prescription to purchase” before they may purchase an EPFX. We can provide you with detailed information on how they may do this.

The Quantum Alliance will continue to ensure that we provide our clients with a complete EPFX Service right from the moment someone wishes to purchase a device, to the moment someone goes into practice using the EPFX with clients – and beyond.

We are available to answer any questions you might have.

It should be known that The Quantum Alliance is embracing these new FDA regulations and views them as a positive step into the future of our industry. We believe that these new regulations will allow our industry to receive greater acceptance and to move forward with our plans to make Quantum Biofeedback a household healthcare choice used in illness prevention and health awareness.

Thank you for taking the time to read our notice. We will continue to keep you informed over the next few weeks.

Sincerely,

Brian Thompson  
President  
The Quantum Alliance  
1-877-388-3005  
[brian@thequantumalliance.com](mailto:brian@thequantumalliance.com)

Ken Wilkinson  
CEO  
The Quantum Alliance  
1-877-388-3009  
[ken@thequantumalliance.com](mailto:ken@thequantumalliance.com)

## **A NEW Company Joining Our Alliance!**

The Quantum Alliance is very excited to announce a new company that will be joining our Alliance of Companies – it's called, The Quantum Academies! Incorporated in the United States, The Quantum Academies will be doing nothing but training and education. To begin, Quantum Biofeedback Training will be offered – but in the near future we expect that The Quantum Academies will be offering training in other modalities in the realm of Complementary Health.

We are also excited to announce that this company will be owned and operated by Nirvana Zarabi-Smith, who has been serving as our Director of Education. Nirvana has dedicated many years to creating educational resources and tools for our industry, she has taught at our training academies, has spoken multiple times at the Congress of Quantum Masters and has helped to shape the future of education in Quantum Biofeedback. We couldn't think of anyone more suited to be running The Quantum Academies so CONGRATULATIONS Nirvana!

*“Over the last five years I have watched things grow and transform in the Quantum World. I had always admired The Quantum Alliance because of their dedication to education and training and how it shaped the foundation of their organization. When I joined The Quantum Alliance 4 years ago, I knew I had made the right choice. I would like to thank everyone in the organization for allowing me to head up the Education Program for customers of The Quantum Alliance and I am looking forward to where things will be headed with the creation of The Quantum Academies. The future is very bright. Watch for further announcements about The Quantum Academies in following issues of The Quantum Consultant Newsletter”.*

*Sincerely,*  
Nirvana Zarabi-Smith  
Head of The Quantum Academies

## And just for some clarification on our Alliance of Companies:

The Quantum Alliance is the company that brings you the EPPFX.

The Quantum Center is the company that brings you other products and services related to the EPPFX including registration for trainings and events.

And ...

The Quantum Academies will be in charge of all education & training for Quantum Biofeedback Practitioners.

## Eternale Dermagetix is HERE!



is proud to announce “Our NEW website is up and running!!!!”

In keeping with all the exciting 5<sup>th</sup> Anniversary Celebrations, Eternale would like you to visit us at [www.eternale.com](http://www.eternale.com) and discover our Revolutionary Beauty Experiences. We offer our **ETERNALE™** Dermagetix Organic Skin Care Line plus tips of creating a relaxed younger more radiant you. EPPFX/SCIO practitioners will receive a 30% discount off our Dermagetix Retail prices when you sign-in under “Professional Specials”(At view cart-coupon reference: clasp32) Also, find out how to become a member and an **ETERNALE™** consultant to receive special offers, how to enhance your business with a link directly from your site to ours, which includes drop shipping for your clients plus information on how to infuse our water-base products with your EPPFX/SCIO to customize them for you and your clients.

For more information, e-mail us [info@eternale.com](mailto:info@eternale.com)

## Quantum Biofeedback Advocacy Association



### Quantum Biofeedback Advocacy Association News

Greetings All and Happy Anniversary Quantum Alliance!

QBAA is on the move and coming to speak at an event near you! Please visit our website <http://www.qbaa.org/> and review our presentation about the benefits of membership, and to sign up on line!

The Quantum Biofeedback Advocacy Association was founded to promote **Quantum Biofeedback** stress reduction as a **legitimate science-based modality**, for use in the fields of health and wellness. Through research, outreach and advocacy we will develop,

fund and publish quantum biofeedback research studies. As we continue to publish quantitative research, there will finally be a **simple and immediate answer** to the new prospective purchaser or client's question, "**where's the research?**"- simply click on QBAA website and "viola!"- references and citings of all applicable studies in our industry; including the ones QBAA has administered. **It's definitely a win for ALL of us!**

### What is QBAA?

- QBAA is a professional organization for all quantum biofeedback practitioners. (much like the AMA, NASW, HNA, VNA)
- QBAA's aim is to protect and strengthen the interests of our profession for the future.

### The QBAA Mission

#### Research & Development

- To generate funding for the development & publishing of research
- To administer and publish grant funded research projects that clarify and define the efficacy of Quantum Biofeedback

#### Outreach

- To increase global awareness of Quantum Biofeedback as a safe, effective and valuable tool in holistic healthcare
- To unite practitioners globally
- To unite all brokerages / schools / affiliates

#### Advocacy

- To support health care reform
- To increase public acceptance of Quantum Biofeedback as an appropriate, effective and accessible primary preventative modality
- To source a unified voice & vision for the profession

### How Will it Work?

#### QBAA will use annual membership dues to:

- Fund Quantum Biofeedback Research Studies
- Publish Research Results Proving Quantum Biofeedback Efficacy
- Community members who otherwise could not afford sessions will have a chance to benefit from sessions.
- We will be able to reach broader populations than ever before perhaps.
- QBAA anticipates funding and publishing three studies each year once minimum membership is obtained.

### QBAA goals and timeline

- Fund Raising: July – December 2008
- 600 members by end of 2008
- Initial endowment goal = \$150,000 will fund 3 projects each year
- We hope to initiate request for proposals in early 2009

There are over 25,000 quantum biofeedback practitioners worldwide!

That's just **3% membership to make it happen**-- imagine how much we could get done if 50% or 100% joined?

### **Benefits of QBAA membership**

- ⌘ Professional website with easy access to current research in the applications of biofeedback.
- ⌘ Quarterly Newsletters and updates on changes within the industry.
- ⌘ Professional research support and technical assistance:

### **Why Join QBAA?**

- To support your industry's right to flourish, and be able to continue to freely do the amazing work that you do!
- Join Today! It may be the most important thing you do for your career!

This is the time for us to join together to secure our future! Join QBAA right away! Go to [www.qbaa.org](http://www.qbaa.org) for an online membership application or email Jacqui Neulinger and Lori Strolin at [info@qbaa.org](mailto:info@qbaa.org). We are deeply honored to be of service to our industry in this way; and grateful for all the support, acknowledgment and generosity that QBAA has received so far!

Blessings All,  
Lori Strolin, MSW  
Jacqui Neulinger



## **Quantum STARS of the Month for July**

(\*based on performance during the month of June 2008)

### **Top Consultant of the Month**

Isidra Evangelina Avila  
Ursula Johnston  
Valentine Weaver

### **Top Zone of the Month**

Diana Donaldson, California

### **Top Region of the Month**

Jorge Martinez, Mexico



## **Welcome back to the Event Horizon Energetics 'Practice Building' Article Series!**

Last issue we talked about the importance of creating a formal business structure – there is power in creating an entity outside of yourself that you now have to be accountable to, not to mention the possible personal liability and taxation benefits...

Over the next couple of months we're going to talk briefly about the power of branding. 'Branding' is the deliberate molding of the market place mind to immediately link you/your business with the product or service you offer. Kleenex, for instance, is a 'brand' of facial tissue and Coke, is a 'brand' of soda. These companies have so effectively branded themselves that we think of the product name as synonymous with the product. That's power.

While it may not be possible to reach that level of branding effectiveness in our businesses, it's imperative that we be conscious of the choices we make in choosing our company name and image so that as a minimum - we are immediately recognizable to our client base and our image is congruent with our product/service and how we want to be perceived.

First up: What's in a name? Well, there are really two approaches that seem to be most effective. First, if we look at our two examples above we can see that both are fairly descriptive of the product. Kleenex, if you look into the history of the product was intentionally derived from the word 'clean'. They wanted to, on a less than conscious level, imply the benefit of their product. Coca-Cola on the other hand was enticing consumers with the availability of a cheap high – back when Coke actually contained cocaine. With both names, you don't have to know what the product is exactly in order to immediately – if only subconsciously – jump to conclusions about its benefits. In this case, half your marketing job, is already done for you!

The other avenue, unless you're already a celebrity, is to generally make the name anything other than personal! As I have said, and say often, always begin with the end in mind. Even though many practitioners do not start out with the idea of eventually selling their practice, trust me, if you've built it up and it has value, when you are ready to retire - you'll want to profit from it. Why not, so I suggest planning for it from the get go!

The problem with naming your company after yourself is primarily this: If you begin "Nancy Shepard Wellness Services" and John Taylor wants to buy your practice, he's clearly going to have a difficult time continuing on with your branding. He will obviously have to change the name. And here's the problem with that:

- A) All new marketing materials, waivers, forms, etc.
- B) All new phone book and internet listings
- C) New website domain name (lose current rankings)
- D) Customers think it's no longer the same business
- E) Hassle with suppliers & creditors

F) Etc., etc., etc...

Statistics say that something as simple as changing a business name can adversely affect their customer base to the tune of 15-20%. While perhaps that doesn't seem an insurmountable number, it can make or break the sale.

An example I give in my book is of an optometrist in Southern California who has been trying to sell his practice for nearly two years. It was a clean, well-run, firmly established practice: John Doe Optometry. When we looked at his books he was making about \$250,000 in gross sales, clearing about \$65,000 per year (part-time). A 15% decline in sales would decrease profits to about \$55,000. With the practice purchase loan costing \$5000 a month, the \$10,000 difference would have been the difference between clearing \$5000 a year and PAYING \$5000 a year to own the new practice... And this doesn't even take into consideration all the unintended expenses I listed above. It's not hard to figure out why we didn't purchase this business. At the end of the day, it came down to something as simple as the name! Who would have guessed?

The cost of rebranding can be enormous and certainly more than many new business owners will want to deal with. So do yourself a favor and DON'T NAME YOUR BUSINESS AFTER YOURSELF. It may seem simpler than getting creative, but in the end, you'll best be served by taking a few minutes to brainstorm and get some great ideas to choose from.

While a rose is rose by any other name - Go with a name that fits the *feel* of image you want to create and will empower your choices down the road!

Visit my website [www.eventhorizonenergetics.com](http://www.eventhorizonenergetics.com) for some resources available to practitioners wanting to structure their practices. A printable .pdf version of this article and past articles is also available at [www.eventhorizonenergetics.com/PDFgallery.htm](http://www.eventhorizonenergetics.com/PDFgallery.htm).

*Maraia Hoffman is a UC Berkeley and UC Irvine educated physicist and former aerospace engineer. She worked as a lead space satellite designer before leaving one of Southern California's premier aerospace firms to pursue a practical business education and become a stay-at-home (rather, work-at-home) mom and Quantum Biofeedback Practitioner. Today, she offers business success training to her fellow Quantum Biofeedback practitioners through the business she founded in 2007, Event Horizon Energetics, Business Success Training.. She lives in So. California with her husband, daughter 3 1/2 and son nearly 1 year.*

## LATE BREAKING NEWS ...We're Moving!



Please be advised the Calgary Finance / Administration Department will be relocating to our new offices on **Monday, July 28<sup>th</sup>, 2008**. Telephone and internet services will be disrupted during this time. We apologize for any inconvenience this may cause.

New Office Address: #202 - 1933, 10th Ave SW  
Calgary, Alberta  
Toll Free - 1-877-388-2004  
International - 1-403-503-1150  
Monday to Friday - 9am to 5pm (MST)