

NLCC Business Plan

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I. Introduction

The Nourishing Life Cultivation Center (NLCC) stands apart as a premier retreat destination in Sedona, Arizona, offering an unparalleled blend of traditional Chinese medicine (TCM), immersive healing experiences, and modern wellness innovations. Nestled within the Sedonya Conscious Living Center, NLCC provides a tranquil, nature-immersed sanctuary where corporate teams, wellness seekers, and individuals can reconnect with themselves, restore balance, and cultivate vitality. Our retreat experience is uniquely designed to integrate Yang Sheng principles, the art of nourishing life, through acupuncture, movement therapies, sound healing, and mindful nutrition. With access to Sedona's renowned energy vortexes, guests will experience transformational healing supported by breathtaking red rock views, sacred landscapes, and holistic therapies.

NLCC Retreat has plans for a corporate and community retreat to be held at Sedonya Conscious Living Center in Sedona, AZ. NLCC is designed to meet this growing demand by offering an evidence-based, holistic retreat experience tailored for corporate teams and individuals seeking preventive health strategies. Sedona, known for its strong wellness culture, provides an ideal setting for this initiative. Unlike traditional relaxation retreats, Yang Sheng retreats focus on long-term well-being, incorporating acupuncture, movement therapies, stress-reduction techniques, and lifestyle education to promote physical vitality, emotional balance, and cognitive clarity.

The scalable Yang Sheng program's business model presents tangible benefits for individuals and organizations. Research suggests that structured stress-reduction programs can decrease stress levels, improve productivity, and reduce absenteeism and turnover. For a company with 10,000 employees, even a 5% productivity gain could equate to millions in

additional revenue annually.. These findings support the integration of corporate wellness retreats as a cost-effective, results-driven approach to enhancing employee performance and organizational culture. Beyond corporate applications, Yang Sheng principles offer broader community health benefits. The Yang Sheng principles of “Nourishing Life” can support aging populations, individuals with chronic conditions, and those seeking preventive health strategies. By bridging ancient wisdom with modern wellness research, Yang Sheng provides a versatile framework for achieving sustainable health in high-pressure environments.

Location

Located in Sedona, Arizona, NLCC in Sedonya Retreat Center serves as the dedicated space for NLCC retreats. Nestled near the renowned Sedona energy vortexes, the facility is surrounded by breathtaking red rock formations, desert flora, and tranquil landscapes that promote deep relaxation and healing. The retreat center offers a peaceful and secluded atmosphere, ideal for personal reflection and spiritual rejuvenation.

The center is near notable landmarks such as Oak Creek, Cathedral Rock, and Bell Rock, making it a prime location for nature walks and meditation. The landscape features an abundance of desert wildflowers, native plants, and shaded areas for quiet contemplation. The serene environment is complemented by stunning sunsets, clear star-lit skies, and a gentle desert breeze.

The center includes:

- Classrooms and studio spaces for workshops, lectures, and hands-on learning
- A tranquil outdoor pool for relaxation and hydrotherapy
- Private and shared accommodations for retreat participants
- Dedicated acupuncture and treatment rooms
- Meditation halls and quiet reflection spaces
- Outdoor spaces for movement, Qigong, and mindful walking

A. Needs Assessment

This needs assessment evaluates the viability and necessity of a Wellness Retreat at Sedonya Conscious Living Center, housed within the Sedona Creative Life Center. The retreat aims to provide foundational teaching and practical implementation of *yang sheng* (nourishing life) practices for fifty participants. Rooted in Traditional Chinese Medicine (TCM) principles, *Yang Sheng* emphasizes preventive health strategies, holistic self-care, and lifestyle cultivation to promote longevity and well-being (Matos et al., 2021). The retreat seeks to empower attendees with sustainable tools for self-care, stress reduction, and improved vitality.

We will examine factors such as community demand, target demographics, logistical feasibility, and potential benefits for participants. Additionally, it will explore how the retreat aligns with the mission of Sedonya Conscious Living Center and complements the existing wellness landscape in Sedona. The findings will aid in determining the scope, structure, and potential impact of the retreat, ensuring it effectively serves both the participants and the broader wellness community.

Pre-Existing Resources in the Community

Sedona, Arizona, is known for its vibrant wellness and holistic healing community, with numerous wellness centers, yoga retreats, and alternative therapy practitioners. The Sedonya Conscious Living Center already offers a serene environment that aligns with our retreat's objectives. Key resources for the retreat include the established infrastructure at Sedonya Conscious Living Center, providing a dedicated space for wellness programs. The region boasts experienced acupuncture practitioners, along with complementary holistic services such as yoga, meditation, and sound healing. Additionally, Sedona's strong tourism and wellness industry attracts health-conscious visitors, creating an ideal environment for a successful retreat.

Identified Gaps in the Community

Although there is an abundance of wellness services in Sedona, there are significant gaps that highlight the need for an integrated acupuncture-focused retreat. Currently, there are limited dedicated retreat experiences that offer immersive, structured programs centered around acupuncture and yang sheng. Few evidence-based integrative health retreats combine Traditional Chinese Medicine (TCM) with modern wellness approaches, leaving a gap for those seeking a comprehensive, research-supported experience (Cohen et al., 2017). Our proposed retreat seeks to offer an immersive, evidence-informed experience but also equip participants with practical tools and knowledge that can be seamlessly integrated into their daily lives. Through guided teaching moments, hands-on practices, and personalized wellness strategies, attendees will gain a deeper understanding of how acupuncture, nutrition, and complementary modalities can support their ongoing well-being long after the retreat ends. This approach ensures that the benefits extend beyond the retreat setting, empowering individuals to incorporate yang sheng practices into their routines for sustained stress management and mental health support.

Community Needs & Justification

The retreat aims to address numerous community needs by providing a structured and educational approach to health, wellness, and personal growth. With a rising demand for preventative medical options, particularly for stress, anxiety, and chronic pain management, the retreat offers a space for participants to learn and experience the benefits firsthand. Attendees will gain practical tools they can integrate into their daily lives, expanding upon long-term well-being beyond the retreat itself (Naidoo et al., 2018). Additionally, the retreat cultivates a strong sense of community by bringing participants together in a shared healing journey, offering a safe space for self-exploration and supportive wellness practices. Beyond individual benefits,

the retreat also contributes to Sedona's economic and tourism growth by collaborating with local businesses and practitioners, reinforcing the city's reputation as a premier destination for holistic healing. Through a combination of learning, expert guidance, and community-building, the retreat not only serves as a transformative experience but also empowers participants with sustainable wellness practices that extend far beyond their time at Sedona Conscious Living Center.

Proposed Program Overview

Our proposed wellness retreat is designed for individuals seeking stress relief, holistic healing, and acupuncture-based wellness, offering an immersive 3-to-5-day experience. Each day will feature acupuncture sessions focused on relaxation and therapeutic healing, providing participants with direct exposure to the benefits of this ancient practice. Complementary wellness activities such as meditation, yoga, and sound healing will further support relaxation and mind-body balance. Educational workshops will introduce participants to the principles of acupuncture, Traditional Chinese Medicine (TCM), nutrition, and self-care techniques, ensuring they leave with practical knowledge they can integrate into their daily lives. Additionally, nature-based healing experiences—including guided hikes, forest bathing, and mindful movement—will encourage a deeper connection with the environment as a source of renewal. To support overall well-being, nutrition-focused meals will be provided, emphasizing balance and vitality through mindful eating practices. By blending experiential learning with holistic therapies, the retreat will offer a transformative experience that extends beyond the retreat setting, equipping participants with sustainable tools for lifelong wellness.

Development & Implementation

Successful implementation of the retreat will require close collaboration with Sedonya Conscious Living Center to tailor the experience to meet the needs of corporate teams seeking holistic healing and stress management solutions. A comprehensive marketing and outreach strategy will be developed to engage businesses looking to invest in employee well-being, emphasizing the retreat's unique integration of acupuncture, Traditional Chinese Medicine, and complementary wellness practices. Establishing partnerships with local acupuncturists and wellness professionals will further enhance programming, ensuring a diverse range of healing modalities and expertise. Additionally, securing grant funding and corporate sponsorships will be a key focus to subsidize costs and improve accessibility, allowing more organizations to participate in this transformative experience. By leveraging Sedona's strong wellness tourism industry and its reputation as a center for holistic healing, this retreat has the potential to provide long-term benefits for both participants and the local community. Through strategic planning, collaboration, and targeted outreach, the retreat will create a sustainable model that promotes workplace wellness, personal growth, and lasting holistic health benefits.

The Next Steps

A wellness acupuncture retreat at Sedonya Conscious Living Center offers a unique opportunity for corporate teams to enhance stress management, mental clarity, and team cohesion. By integrating acupuncture, Traditional Chinese Medicine (TCM), and complementary wellness practices, the retreat provides a structured yet restorative experience that promotes resilience and productivity. The next steps include finalizing costs, developing a balanced itinerary of therapeutic and team-building activities, and securing corporate sponsorships. Targeted outreach will engage businesses seeking innovative employee wellness solutions.

Leveraging Sedona’s reputation as a wellness destination, this retreat can become a sought-after corporate offering, equipping professionals with lasting self-care tools for both work and life.

B. Asset Mapping of Helpful Community Resources

Retreat Center Asset Map

Sedona, Arizona 86336, Yavapai County

The city of Sedona, Arizona 86336, in Yavapai County, possesses community asset provisions that address its community needs to enhance residents’ well-being and improve quality of life through collaborative efforts and resources ensuring basic needs, education, healthcare, mental health support, and counseling, spirituality, social support, community services, conservation, and impact organizations. The community asset provisions of Sedona, Arizona 86336 consider health equity among its strengths, needs, and challenges for residents, local organizations, and stakeholders by addressing any inequities to build and foster a more benevolent and resilient environment.

The asset map chart illustrates positive community resources as strengths for residents of Sedona Yavapai County, Arizona. There are a few challenges, such as housing insecurity in the affordability and availability of housing, water conservation, and resource management due to arid climate, and addressing the needs for sustainable water use practices in a program called the “Ripple Effect.” The last challenge is prioritizing access, support, and education on mental health resources together with mental health centers working with individuals in need.

Asset Type	Organization Or Facility	Address & Phone Number	Website
Basic Needs	Sedona Community Center: Meal programs, Meals on Wheels, and	2615 Melody Lane, Sedona, AZ 86336 (928) 282-2834	sccsedona.org

	various support services.		
Education	<p>Sedona Red Rock Junior Senior High School: Education for grades 7–12.</p> <p>Yavapai College Sedona Center: Mission: Yavapai College transforms lives and strengthens the local economy through education. Vision: Yavapai College ensures our community is a premier place to learn, work, and live.</p> <p>Sedona Public Library: This library offers access to book collections, online resources, and community programs.</p>	<p>995 Upper Red Rock Loop Road, Sedona, AZ 86336 (928) 204-6700</p> <p>4215 Arts Village Dr, Sedona, AZ 86336 (928) 649-4275</p> <p>3250 White Bear Road, Sedona, AZ 86336 (928) 282-7714</p>	<p>sedonak12.org</p> <p>https://www.yc.edu</p> <p>sedonalibrary.org</p>
Healthcare	<p>NextCare Urgent Care – Sedona: Provides walk-in medical services for non-life-threatening conditions.</p> <p>Verde Valley Medical Center – Sedona Campus: Full-service hospital and emergency room.</p>	<p>2530 AZ-89A, Sedona, AZ 86336 (928) 203-4813</p> <p>3700 W State Route 89A, Sedona, AZ 86336 (928) 634-2251</p>	<p>https://nextcare.com/locations/az/sedona/</p> <p>https://www.nahealth.com/northern-arizona-healthcare-medical-group-sedona/</p>
Mental Health Support & Counseling	<p>NAMI Yavapai: Offer understanding to anyone concerned about mental illnesses and the treatment of mental illness.</p> <p>Spectrum Healthcare: Behavioral health services, counseling, and crisis intervention.</p>	<p>PO Box 11962 Prescott, Arizona 86304-1962 928-642-5705 National NAMI (800) 950-6264</p> <p>National Suicide Hotline (988) 24/7</p> <p>8 E. Cottonwood Street, Cottonwood, AZ 86326 (928) 634-2236</p> <p>Satellite Location: 651 W. Mingus Ave, Cottonwood, AZ 86326</p>	<p>https://namiyavapai.org/</p> <p>https://www.spectrumhealthcare-group.com/</p>
Social Support	Verde Valley Sanctuary:	221 S Main St, Cottonwood, AZ 86326	verdevalleysanctuary.org

<p>YouTube October 26, 2023</p>	<p>Arizona Water Company</p>	<p>65 Coffee Pot Drive Suite F Sedona, AZ 86336 (928) 282-7092</p>	<p>https://www.azwater.com/communities/sedona/</p>
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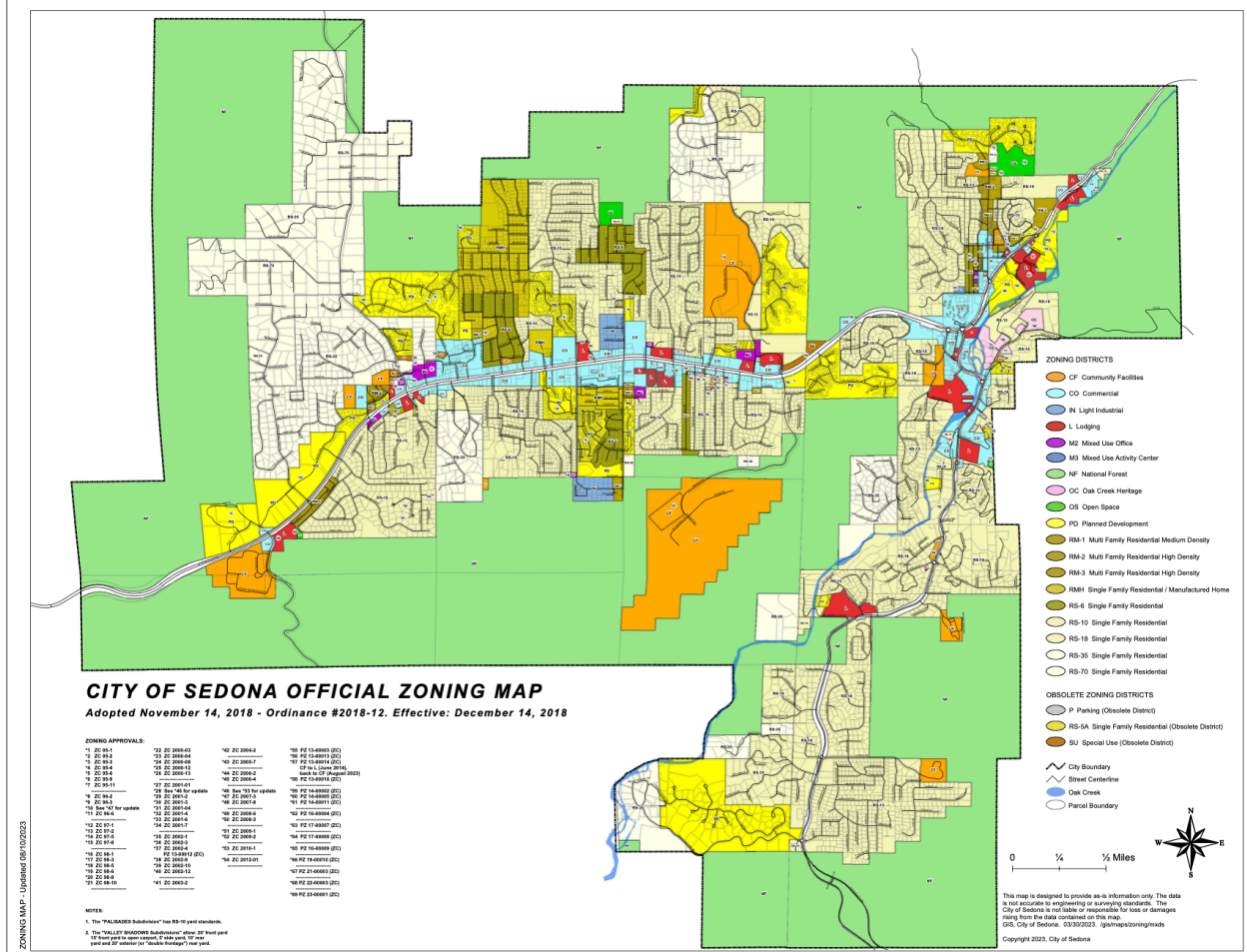
UCLA Center for Health Policy Research (n.d.) defined community assets and the purpose of asset mapping as:

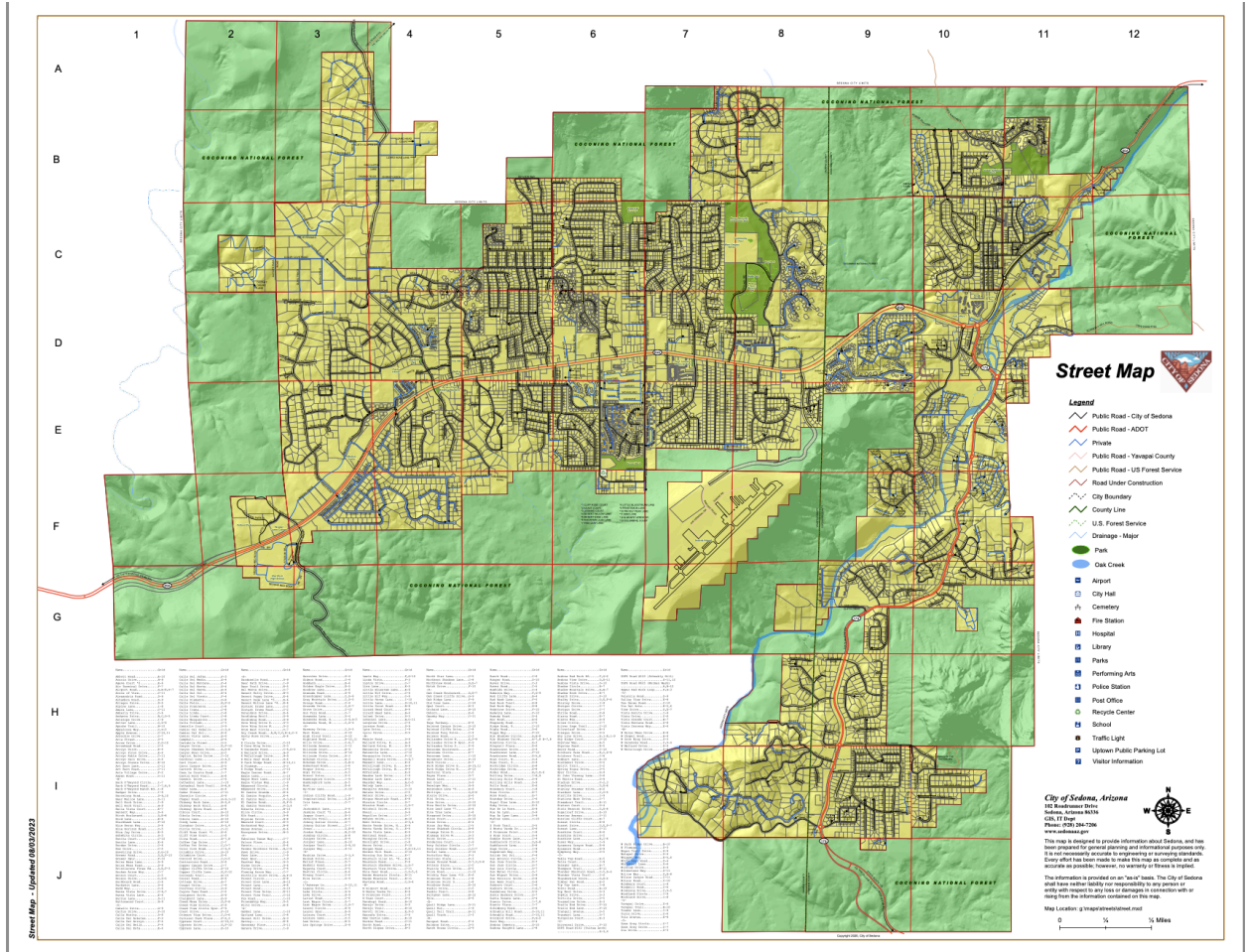
Resources that improve the quality of community life and the strengths of these resources are inventoried and depicted on a map as a tool to address community needs and improve community health to promote involvement, ownership, and empowerment. (UCLA Center for Health Policy Research, n.d.)



Map Image 1: GSTCouncil.org:

<https://www.gstcouncil.org/doing-it-better-sedona-arizona/>





Map Image 3: City of Sedona Street Map (2025)

<https://www.sedonaaz.gov/home/showpublisheddocument/5116/638271122508070000>

C. SWOT Analysis

A strategic analysis focusing on corporate retreats outlines this initiative's strengths, weaknesses, opportunities, and threats (SWOT). This analysis evaluates performance objectives, competition, risks, and potential outcomes of offering a Yang Sheng retreat in Sedona, Arizona. The framework allows for ongoing evaluation, fostering creative perspectives, and generating new ideas to help the business stand out, operate smoothly, and meet community needs. Additionally, it will aid in developing successful practices, guiding future decisions, and

preparing for the challenges of launching a new business. A review of the current status of the Nourishing Life Retreat Center has generated the following SWOT analysis:

STRENGTHS

Four DAC Practitioners with strengths in corporate relations, business management and administration, marketing, branding, web development, data analysis, public relations, and staffing along with expertise in Chinese medicine, Yang Sheng, health leadership, and collaboration.

Based on holistic, complementary and alternative medicine that addresses the root cause of pain and imbalances, appealing to clients seeking a more comprehensive approach to health.

Tailored plans based on individual needs and diagnosis, offering a customized experience for each patient.

Owners have a deep understanding of TCM theory and diagnostic methods, providing a unique perspective on health.

Chinese medicine is increasing in mainstream recognition, considered safe, and attracts clients seeking natural remedies (Hsiao et al., 2024).

Yang Sheng effectively promotes health, lowers stress, creates habits for physical, emotional and mental wellbeing.

Inclusive retreats can improve employee outlook, boost motivation, and benefit company cohesiveness.

Warm weather location with lots of surrounding amenities.

Lower crime rate with a large visiting population (average age 67 years) traveling from all over the USA, that prefer a leisurely vacation (Sedona Visitor Survey Summary, n.d.).

WEAKNESS

Potential for the discomfort of guests in learning new wellness ideals that may stretch their current understanding.

New business, new retreat not yet established. Must build recognition, reputation, and clientele. Need feedback from corporations on the validity of retreat.

Will take time away from work and should overcome loss of productivity.

Potential for lack of organization or plans to be disrupted by weather, illness, or emergency.

Location has not been visited and approved.

Owners have never done a retreat before and are unfamiliar with the process and pitfalls.

Potential skepticism from some patients regarding the effectiveness of acupuncture due to its non-Western origins (Hsiao et al., 2024).

A large pool of acupuncturists in some areas, requires strong marketing to stand out.

High overhead.

SW

O P P O R T U N I T I E S	T H R E A T S
<p>Yang sheng lifestyle can help employees learn effective ways to lower stress levels, deal with health challenges, and create habits for physical, mental, and emotional well-being.</p>	<p>Lack of follow-up after retreat can leave participants failing to implement health strategies once back into their home environment.</p>
<p>Trends in corporate retreats focused on self-growth.</p>	<p>Potential changes in licensing or practice regulations that could impact operations.</p>
<p>Focus on strengthening employees while preventing burnout in high-stress positions.</p>	<p>The costs of attending could turn off corporations or employees. Search on google suggested \$100k for 40 people all-inclusive (Free Retreat Budget Calculator, 2025).</p>
<p>Foster interaction, feedback, personal growth experience, and holistic health.</p>	<p>Misinformation or negative publicity surrounding acupuncture and Chinese medicine could damage public perception.</p>
<p>Sought-after area for travel especially during the cold winter months when many sightseeing locations are within a short distance (Sedona Visitor Survey Summary, 2025).</p>	<p>Increasing availability of other holistic treatments, competitors, and retreat centers could potentially impact market share (Gandolf, 2013).</p>
<p>Designed to focus on programs for the specific needs of the participants around health and wellness and that focus can be fluid.</p>	<p>Traveling can deter certain participants, including those with disabilities.</p>
<p>Options to collaborate with local businesses to offer additional activities for retreat participants (Gandolf, 2013).</p>	<p>Economic instability could lead to reduced participant volume.</p>
<p>Ability to target new audiences, corporations, areas, and regions to reach a wider clientele.</p>	<p>Practitioner burnout.</p>
	<p>Extreme heat/weather conditions in summer can affect timing or availability of retreat.</p>

Table 1 SWOT Analysis

II. Program Business Structure

A. Vision Statement

We aim to incorporate Yang Sheng principles into corporate wellness and community health, making preventive care a natural part of daily life. Through Yang Sheng retreats, workplace programs, and nonprofit initiatives, we empower individuals and organizations to nurture holistic well-being for long-term health and harmony.

B. Mission Statement

Our mission is to create wellness retreats, workplace programs, and nonprofit initiatives that equip individuals and communities with Yang Sheng practices. Rooted in traditional wisdom and adaptable to any cultural context, our programs enhance productivity, reduce stress, and promote long-term health. Through corporate responsibility and community engagement, we bridge the gap between workplace wellness and accessible healthcare for underserved populations worldwide.

C. Program Objectives

The NLCC empowers individuals and communities through integrative wellness practices rooted in Yang Sheng philosophy. We offer experiential learning programs that foster lifelong transformation by balancing mind, body, and spirit. Our center caters to individuals seeking preventive health strategies, corporate teams looking to improve workplace wellness, and communities focused on holistic well-being.

NLCC provides retreats, wellness workshops, and community events designed to address the growing challenges of stress, burnout, and imbalance in modern life. Our offerings include acupuncture, movement therapy (Tai Chi, Qi Gong, and yoga), meditation, nutrition education, breathwork, and sound healing to help individuals cultivate vitality, resilience, and a deep sense

of connection. Furthermore, we collaborate with corporations and community organizations to integrate Yang Sheng wellness practices into workplaces, supporting healthier and more productive teams while fostering overall community well-being.

Core Values


- **Preventive Care & Holistic Health:** True health starts with preventive care, and Yang Sheng offers a sustainable, natural approach to well-being.
- **Comprehensive Transformation:** We believe in leading individuals toward lifelong wellness by cultivating harmony for mind, body, and spirit.
- **Community Well-Being:** When individuals thrive, communities flourish. Our programs are designed to create a ripple effect of health and vitality.
- **Accessibility & Sustainability:** We strive to make holistic health practices achievable, enjoyable, and available to all.
- **Corporate & Community Integration:** Wellness should not be a luxury. We advocate for integrating preventive health strategies into workplaces, schools, and public health models.

D. SMART Goals and Timeline


NLCC SMART

GOALS


SPECIFIC

- Research and call for our corporate retreats
- Do video bio for each practitioner
- Attend Sedona, AZ community activities and networking events
- Share one long video and 2 shorts/week 


MEASURABLE

- Two corporations to discuss our retreat offerings (every week)
- Four videos to promote on social media (SoMe) and the website
- Build 2 community relationships every week
- Health tips, sample classes, NLCC promos 


ATTAINABLE

- Personally talk to contact at each company and send them more information.
- Each practitioner focuses on their expertise and offerings at NLCC
- Get to know practitioners, business owners and wellness specialists in the area
- Spread the word to gain 50 followers in the first month 

RELEVANT

- To promote an executive employee retreat at our wellness center
- Promoting our wellness retreat packages and benefits to participants
- Build community and give them passes to events at our retreat
- Sharing our services and options and their benefits to participants 

TIME

- Two per week and follow up in 2 weeks
- Four videos on the website & SoMe for 1000 views within the first month
- Attend at least one event a week or stop by one business a week to introduce ourselves
- Three videos every week 

NOURISHING LIFE CULTIVATION CLINIC TIMELINE

Micheline Coley, Rebecca Douglass, Deborah Jablonski, Jessica Stinson
 Doctor of Acupuncture, Won Institute of Graduate Studies
 AM-860 Nourishing Life
 April 20, 2025



E. Timeline



D. Goal Assessment Plan

1-Year Goals: Launching & Establishing the Retreat

- Secure retreat rental space and determine program length and dates.
- Develop a strong brand identity with a logo, messaging, and visuals.
- Launch targeted marketing campaigns to attract participants and corporate clients.
- Define the ideal customer base and build a community of early adopters.
- Collaborate with local businesses (food, entertainment, day trips) to enrich the retreat experience.
- Partner with holistic health providers (sound healers, herbalists, acupuncturists) to expand offerings.
- Finalize a comprehensive retreat structure and wellness program.
- Recruit and train staff, assigning key planning and operational roles.
- Organize transportation and logistics for participants.
- Develop a referral network and partnerships with corporate wellness programs.
- Ensure compliance with all legal and financial regulations, including obtaining licenses, insurance, and permits.
- Create a participant welcome package to enhance the retreat experience.

5-Year Goals: Expansion & Program Diversification

- Develop a full-time wellness hub, offering retreats throughout the year.
- Expand retreat offerings to include tailored programs for corporate wellness, individuals, and specialized groups.
- Introduce a Yang Sheng corporate wellness certification, recognizing companies that implement preventive health measures.

- Launch an educational program that offers training and certification in Yang Sheng principles, acupuncture, and holistic lifestyle coaching.
- Develop online wellness resources, including a virtual portal with guided meditations, movement therapy videos, and self-care courses.
- Partner with universities and health organizations to integrate Yang Sheng retreats into research studies on acupuncture and corporate wellness.
- Create scholarship programs for individuals from underserved communities.
- Streamline customer relations and booking systems for ease of access.

10-Year Goals: National & Global Expansion

- Establish a permanent Yang Sheng Cultivation Center featuring dedicated treatment spaces, meditation areas, wellness kitchens, and holistic healing gardens.
- Expand to multiple retreat locations, including wellness hubs in Hawaii, California, Colorado, and international destinations.
- Create a research institute focused on integrating Traditional Chinese Medicine, acupuncture, and mind-body medicine with modern wellness research.
- Develop a Yang Sheng practitioner certification program, training facilitators to expand the reach of Yang Sheng principles worldwide.
- Host an annual Yang Sheng Global Summit, bringing together integrative medicine, corporate wellness, and holistic health experts.
- Advocate for policy shifts, integrating Yang Sheng-based preventive care into mainstream healthcare and corporate wellness models.

- Expand nonprofit wellness centers, creating a fully integrated corporate-nonprofit ecosystem where businesses fund preventive care initiatives for employees and underserved communities.

E. Follow-Up/Reassessment Plan

NLCC aims to continuously enhance our services and customer satisfaction while increasing efficiency. To achieve the objectives set for years 1, 5, and 10, the founders and financial advisor will meet quarterly to assess progress, analyze data, make necessary adjustments, and develop plans to further improve our retreat center.

III. Activities

A. Program, Product Offerings, Pricing

Program and Pricing

At NLCC, we offer the following services and products. Services are provided individually (one-on-one) and in groups. In addition, we offer passes dependent on the length of your stay. If you'd like to book a one-on-one session, please contact our office.

Day Pass—\$210: This includes access to all group activities. (Individual healing sessions and meals are available at an additional cost.)

The 3-Day Retreat Package Pass—\$570: This includes a 3-day pass to all group activities. (One-on-one services, meals, and accommodations are not included.)

The 5-Day Retreat Package Pass—\$900: This includes a 5-day pass for all group activities. (One-on-one healing sessions, meals, and accommodations are not included.)

Group Services

Community Acupuncture	30m	Clothed acupuncture sessions in a communal setting to foster a sense of community and shared experience.	\$45
NADA/Ear	20m	Ear acupuncture techniques that promote balance, relaxation, and overall well-being.	\$30
Sound Healing	60m	Holistic practice that uses sound vibrations, from singing bowls and tuning forks, to promote relaxation, reduce stress, and improve physical and mental well-being.	\$35
Nutrition Workshop	60m	Discover how to nourish both body and mind through mindful eating, where food becomes a source of harmony, vitality, and deep connection to your body's needs.	\$40
Meditation	20m	20 minute practice of gentle training to help calm the mind, reduce stress, and enhance mental clarity.	\$15

	60m	60 minute practice of gentle training to help calm the mind, reduce stress, and enhance mental clarity.	\$35
Mindfulness	30m	The practice of being fully present and aware of your body, actions, feelings, and surroundings without reacting.	\$20
Guided Hikes	3hr	Enjoy breathtaking views through red rock landscapes of Sedona, Arizona for an immersive experience designed to incorporate breathwork, mindful movement, and meditation within nature.	\$100
Yoga	60m	60 minute mindful movement practice that supports flexibility, relaxation, and strength.	\$30
Beg/Int/Adv	90m	90 minute mindful movement practice that supports flexibility, relaxation, and strength.	\$45
Qigong	60m	60 minutes of coordinated body postures, movements, breathing, and meditation to promote self-cultivation, enlightenment, harmony, and balance.	\$30

	90m	90 minutes of coordinated body postures, movements, breathing, and meditation to promote self-cultivation, enlightenment, harmony, and balance.	\$45
Tai Chi	60m	60 minute series of coordinated movements and deliberate, flowing motions focused on deep, slow, meditative breaths, also known as "meditation in motion.	\$30
	90m	90 minute series of coordinated movements and deliberate, flowing motions focused on deep, slow, meditative breaths, also known as "meditation in motion.	\$45

One on One

Services

Acupuncture	30m	Chinese medicine technique where thin needles are inserted into specific points on the body to regulate the body	\$120
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		bringing it back into balance.	
Acupressure	30m	Safe and effective form of bodywork that applies physical pressure on acupoints. Similar to acupuncture but needleless.	\$120
Tui Na	60m	Chinese medical massage for releasing tension in muscles, tendons, and ligaments, as well as facilitating the movement of joints and releasing emotional holding patterns.	\$165
Guasha	20m	Chinese medicine technique that involves using a smooth-edged tool to gently scrape the skin to improve circulation, reduce inflammation, and promote healing.	\$65
Cupping	20m	20 minute powerful treatment that uses suction to improve circulation, relieve tension, and promote healing.	\$40
	50m	50 minute powerful treatment that uses suction to improve circulation, relieve tension, and promote healing.	\$85

Infrared	30m	Non-invasive treatment that uses infrared light to penetrate deep into muscles, joints, and tissues.	\$50
Stone	30m	Heated infrared stones placed strategically to relieve muscle tension, stimulate acupressure points, and enhance localized circulation.	\$60
Whole body	30m	Whole-body infrared therapy using an infrared-emitting blanket providing deep relaxation, detoxification, circulation improvement, and stress relief.	\$70
Cupping + Infrared	50m	Provides soothing warmth while encouraging relaxation and deeper healing to improve the benefits of cupping alone.	\$140

Products

As NLCC expands, more products will become available to meet the needs of our customer base. We offer packaged herbal tea blends by Loose Leaf Tea® and essential oil blends by Snow Lotus® to support stress relief, relaxation, vitality, and immune support. In addition, we provide meditation supplies for those wanting to customize their experience.

Loose Leaf Herbal Tea	2.7	\$21.99
Snow Lotus Therapeutic Blend Essential Oils	10	\$19.95
	oz	
	ml	

Lavender Eye Pillow	\$18.95
Meditation cushion	\$59.00

B. Referrals

Loyalty Rewards

NLCC offers a rewards program for repeat corporate business, repeat customers, the local community, affiliates, staff, and underprivileged women to build lifetime corporate and customer loyalty, support the local community, build brand awareness, and personalize the customer experience through discounts and coupons.

C. Class Types (Private and Community)

Individual Acupuncture and Acupressure (Customized 30 Minute Sessions):

Through Licensed Practitioners: Micheline Coley, Rebecca Douglass, Deborah Jablonski, or Jessica Stinson

What is Acupuncture?

Acupuncture uses the insertion of thin, sterilized needles to stimulate acupoints along meridians or channels on the body: the head, trunk, arms and legs, hands, and feet.

Benefits

Acupuncture helps regulate imbalances and blockages by freeing the flow of energetic influence, de-qi, and moving blood circulation.

What is Acupressure?

Acupressure, a non-invasive form of bodywork, is a safe and effective method that applies physical pressure on body points on channels of the body, similar to acupuncture.

Benefits

Acupressure improves circulation, relieves stress and tension, and promotes well-being.

What can Acupuncture and Acupressure alleviate?

Address a wide range of mental and physical imbalances:

- Stress, anxiety, emotional and sleep disturbances
- Inflammatory condition
- Acute and chronic pain
- Improve circulation and respiratory function

Who can benefit?

Adults who have sleep disturbances, mood changes, and stress-related issues, poor circulation, inflammation, pain intolerance, and other health conditions

Session Options

- 30-minute individual sessions of acupuncture or acupressure for stress relief and energetic dispersion.
- 30-minute alternative community acupuncture style of ear acupuncture using NADA protocol group sessions for up to 12 persons.

Community Acupuncture:

Through Licensed Practitioners: Micheline Coley, Rebecca Douglass, Deborah Jablonski, or Jessica Stinson

Community Acupuncture is an accessible and affordable way to experience the benefits of acupuncture in a shared healing space. Designed for individuals seeking relief from stress, pain, and various health concerns, this session offers a relaxing environment where multiple people receive treatments at the same time while remaining fully clothed in a comfortable setting.

We utilize auricular or ear acupuncture techniques that promote balance, relaxation, and overall well-being. Whether new to acupuncture or a returning client, Community Acupuncture provides a supportive and cost-effective way to integrate this ancient healing modality into your wellness routine.

This offering occurs regularly, allowing participants to experience consistent care and gradual improvements in their health.

Community Sound Healing:

Held By: Rebecca Douglass

Duration: 1 hour

Community Sound Healing is a deeply restorative experience designed for individuals seeking relaxation, energetic alignment, and emotional release. This one-hour session is suitable for anyone looking to reduce stress, enhance mindfulness, and promote inner harmony through the power of sound therapy.

Led by Rebecca Douglass, this immersive experience incorporates instruments such as singing bowls, gongs, chimes, and other vibrational tools to create a meditative soundscape. Participants are invited to lie down or sit comfortably as the resonant frequencies encourage deep relaxation, improved focus, and an overall sense of well-being.

Sound healing is beneficial for individuals dealing with anxiety, sleep disturbances, physical tension, or those simply looking for a moment of tranquility in their busy lives. Sessions are offered regularly, providing an opportunity for ongoing healing and self-care within a supportive community setting.

Guided Hikes:

Held by: Jessica Stinson

Enjoy breathtaking views through red rock landscapes of Sedona, Arizona. This immersive experience is designed to incorporate breathwork, mindful movement, and meditation within nature. Guided hikes begin at sunrise, when the desert is bathed in golden light, led by an experienced guide. Throughout the hike there will be pauses for breaks of meditation and gentle stretches. Get ready for the opportunity to find clarity, relieve stress and return with a renewed sense of balance.

Duration: 2-3 hours

Difficulty level: easy to moderate (customizable to group's abilities)

What to bring: Comfortable hiking shoes, water, sunscreen, hat, sunglasses, or anything to make you comfortable

Guasha:

Through Licensed Practitioners: Micheline Coley, Rebecca Douglass, Deborah Jablonski or Jessica Stinson

Experience the ancient healing practice of Guasha, a Traditional Chinese Medicine (TCM) technique designed to promote circulation, release muscle tension, and encourage the body's natural detoxification process. Using a smooth tool to gently scrape the skin, this therapy helps to break up stagnation, improve lymphatic drainage, and relieve areas of tightness.

Perfect for those seeking deep relaxation and relief from chronic stress, headaches, or muscle discomfort, this session is customized to your individual needs. Whether you're looking to restore balance, release toxins, or simply unwind, this 30-minute treatment will leave you feeling refreshed and revitalized. Enjoy the grounding energy of Sedona as you allow your body to reset and heal through this time-honored practice.

Nutrition Workshops:

Held by: Jessica Stinson LAc

Frequency: Held twice per week, one workshop focuses on mindful eating and the other workshop focuses on healing the body with food. **Duration:** 60 minutes per session

Mindful Eating Nutrition Workshop

In this immersive workshop, discover how to nourish both body and mind through Traditional Chinese Medicine (TCM). Learn the art of mindful eating, where food becomes a source of harmony, vitality, and deep connection to your body's needs. Through guided practices, you'll explore how flavors, seasonal eating, and mindful consumption influence digestion, emotions, and overall well-being.

Set against the tranquil landscape of Sedona, this session offers tools to cultivate intentional eating habits, reduce stress, and enhance digestion, helping you feel more grounded and energized. Leave with practical strategies for slow eating, breathwork, and intuitive food choices to bring balance into your daily life.

Healing the Body with Food

Through interactive discussions and hands-on learning, you'll walk away with personalized nutrition insights, simple yet powerful dietary adjustments, and a deeper understanding of how food can be a form of self-care. Explore the energetic properties of food, how different ingredients affect the body's meridians and organs, and how to create meals that support healing, longevity, and balance. This session dives into TCM food therapy, helping you understand warming and cooling foods, the Five Elements, and how

diet can alleviate common ailments such as inflammation, fatigue, digestive issues, and emotional imbalance.

Cupping/Infrared:

Through Licensed Practitioners: Micheline Coley, Rebecca Douglass, Deborah Jablonski or Jessica Stinson

What is Cupping Therapy?

Cupping therapy is a gentle yet powerful treatment that uses suction to improve circulation, relieve tension, and promote healing. It has been used for centuries in Traditional Chinese Medicine to help with pain, stress, and overall well-being. Suitability/duration to be determined by the practitioner. eL Electric cups will be used. Not suitable for those with uncontrolled hypertension.

*A blood pressure reading will be required for all participants.

What Can Cupping Help With?

- **Muscle tension and stiffness**, especially in the back, shoulders, and neck
- **Stress and fatigue** relief
- **Joint pain and inflammation**, including arthritis and fibromyalgia
- **Respiratory issues** such as cough, asthma, and congestion
- **Headaches and migraines**
- **Digestive discomfort and bloating**
- **Sports recovery and injury support**

How Long Does a Cupping Session Take?

A typical session lasts 20 minutes, including:

- **5 minutes for setup** – Skin is cleaned, and cups are placed.
- **2-10 minutes of cupping therapy** – Cups remain in place (2-10 minutes, depending on the person) or are gently moved (10 minutes) over the skin.
- **5 minutes for removal and aftercare** – Cups are removed, and the area is soothed.

What to Expect?

You may feel a gentle pulling sensation as the cups create suction. After treatment, mild circular marks may appear, this is a natural part of the healing process and fades within a few days. Most people feel relaxed and refreshed after cupping.

Infrared Therapy:

Infrared therapy is a non-invasive, heat-based treatment that uses infrared light to penetrate deep into muscles, joints, and tissues. Unlike traditional heat therapy, which only warms the skin, infrared therapy reaches deeper layers of the body, promoting healing, reducing inflammation, and enhancing circulation.

How Does It Work?

Infrared therapy uses **infrared light waves** to generate heat, which:

- **Increases blood circulation**, delivering more oxygen and nutrients to tissues.
- **Relaxes muscles and joints**, easing stiffness and discomfort.
- **Reduces inflammation**, helping with chronic pain and injury recovery.
- **Boosts cellular repair and detoxification**, supporting natural healing processes.

Why Combine Cupping with Infrared Therapy?

Combining cupping therapy with infrared therapy enhances the benefits of both treatments, making it a powerful option for pain relief, relaxation, and healing.

How the Combination Works

1. Cupping Increases Circulation and Detoxification

- The suction effect draws blood to the surface, promoting circulation and releasing muscle tension.
- It helps break up stagnation and flush out toxins from the tissues.

2. Infrared Therapy Enhances Healing and Recovery

- **Infrared heat penetrates deeply** into muscles and joints, relaxing tissues and reducing inflammation.
- **It improves circulation further**, allowing oxygen and nutrients to reach areas that cupping has stimulated.
- **Helps the body process the aftereffects of cupping**, reducing soreness and enhancing recovery.

Benefits of the Combination

- **Deeper Muscle Relaxation** – Cupping releases tension, and infrared heat relaxes muscles further.
- **Enhanced Circulation** – Both treatments increase blood flow, improving healing and oxygenation.
- **Reduced Inflammation and Pain Relief** – The combination is highly effective for chronic pain, muscle soreness, and joint discomfort.
- **Faster Recovery** – Helps the body clear waste products and promotes tissue repair.
- **Boosts Detoxification** – Cupping draws toxins to the surface, and infrared heat helps eliminate them more efficiently.

Who Can Benefit?

This combination is ideal for:

- **Athletes and active individuals** needing muscle recovery.
- **People with chronic pain conditions** like arthritis, fibromyalgia, or tension headaches.
- **Those experiencing high stress, fatigue, or muscle tightness.**
- **Individuals seeking a deeper therapeutic effect** beyond cupping alone.

Cupping + 30-Minute Infrared Therapy (50 Minutes Total)

- **Improves the benefits of standard cupping.**
- **After cupping, a 30-minute session with infrared therapy** is applied.
- **Infrared heat enhances circulation,** deepens muscle relaxation, and supports tissue healing.

What to Expect?

- **A gentle pulling sensation** occurs during cupping as suction is created.
- **Mild circular marks may appear** after treatment, which fade within a few days.
- **Infrared therapy provides soothing warmth,** encouraging relaxation and deeper healing by appointment only.

Let us know how we can support your relaxation and healing.

Meditation:

Held by: Deborah Jablonski

What is Meditation?

Meditation is a practice that helps calm the mind, reduce stress, and enhance mental clarity. It can be deeply relaxing or invigorating, depending on the approach. Some forms help with stress relief, while others enhance focus and problem-solving. Not suitable for those with PTSD, dissociative, or bipolar disorders

Types of Meditation

- **Active Meditation** – Involves movement, sound, or guided focus to engage both the body and mind. This can include rhythmic breathing, walking meditation, chanting, drumming, or other sound-based techniques. Active meditation can be invigorating and help improve energy, creativity, and problem-solving skills.
- **Passive Meditation** – A still practice where you sit or lie down, focusing on your breath, a mantra, or simply observing thoughts. This type of meditation promotes deep relaxation, stress reduction, and emotional balance.

How Meditation Supports Problem-Solving

- **Active meditation helps unlock creative thinking** by engaging different parts of the brain. Sound, movement, and breathwork can break mental blocks and offer new perspectives.
- **Passive meditation allows the mind to settle**, making space for insights and clarity to arise naturally.

Session Options

20-Minute Meditation

- 5 minutes to settle in and prepare.
- 15 minutes of active (sound, movement, breathwork) or passive (breath, mantra, stillness) meditation.
- Ends with a smooth transition back to awareness.

60-Minute Meditation

- 5 to 10 minutes for relaxation and breathwork.
- 40 to 45 minutes of guided or self-directed meditation.
- Finishes with gentle reintegration and reflection.

What to Expect?

- A supportive space for relaxation, focus, or energy renewal.
 - Options for guided or self-led meditation based on personal goals.
 - Techniques that can improve emotional balance, creativity, and problem-solving.
- Meditation can be a powerful tool for both relaxation and mental clarity. Whether you seek deep rest or a more active, problem-solving approach, there's a style to fit your needs. Let us know how we can support your meditation journey.

Yoga:

Held by: Deborah Jablonski

What is Yoga?

Yoga is a mindful movement practice that supports flexibility, relaxation, and strength. It can be deeply restorative, gently energizing, or physically challenging, depending on the style. Whether you're looking for stress relief, improved mobility, or a balanced practice, there's an approach for every level. For safety reasons, this session is not suitable for individuals who are pregnant. We recommend exploring prenatal-specific options that provide tailored support during this time

Yoga Styles Offered

Yin Yoga (Beginner/Seated Through Advanced)

A slow, meditative practice that focuses on deep stretching and stillness. Poses are held for several minutes to target the deeper connective tissues, improve flexibility, and support joint health.

- **Beginner/Seated Yin Yoga** – A gentle practice using seated and reclined postures, perfect for those new to yoga or looking for a restorative session. Great for improving flexibility and calming the nervous system.
- **Intermediate Yin Yoga** – Incorporates a wider range of seated, reclined, and some standing postures for a deeper stretch and increased body awareness.
- **Advanced Yin Yoga** – Longer holds with a focus on breathwork, mindfulness, and deeper connective tissue release. Suitable for those experienced in Yin and looking for a profound meditative practice.

Yin/Yang Yoga (Beginner/Seated Through Advanced)

A balanced practice that combines the deep stillness of Yin Yoga with the active, flowing movements of Yang Yoga.

- **Beginner/Seated Yin/Yang Yoga** – A mix of gentle seated stretches and slow, controlled movements to create circulation and balance. Perfect for beginners or those needing a low-impact approach.
- **Intermediate Yin/Yang Yoga** – A balanced combination of passive Yin holds and standing or flowing movements to build strength and flexibility.
- **Advanced Yin/Yang Yoga** – A more dynamic integration of long-held Yin poses and strong, fluid Yang sequences, offering both deep release and physical challenge.

Somatic Yoga

A therapeutic and mindful movement practice that focuses on nervous system regulation, releasing muscular tension, and restoring natural movement patterns. Somatic yoga is slow, intentional, and ideal for those looking to ease pain, improve posture, and enhance body awareness. It can be practiced seated, reclined, or standing, making it accessible to all levels.

Session Options

60-Minute Class

- 5 to 10 minutes of breathwork and warm-up
- 40 to 45 minutes of guided movement, including seated, standing, and reclined postures
- Ends with relaxation or meditation

90-Minute Deep Practice

- Longer breathwork and preparation to open the body
- Extended holds, deeper stretches, and a mix of slow and active movement
- Concludes with restorative relaxation and integration
- Somatic exercises

What to Expect?

- A welcoming space with guidance for all levels.
- A mix of seated, reclined, and standing postures based on the style and experience level.
- Breath and mindful movement techniques to enhance flexibility, strength, and relaxation.
- Whether you're looking for deep stillness, gentle movement, or an invigorating flow, there's a yoga style to fit your needs. Let us know how we can support your practice.

Qigong and Tai Chi (Group Sessions 1 Hour Practice, 30 Min Philosophy Education):

Held by: Micheline Coley

What is Qigong?

- Qi is a life force or energy, including breath. Gong is a skill, achievement, or work. Together,
- Qigong translates as the training or achievement of the skill of living life.
- Qigong is a form of slow-moving, coordinated exercise and breathwork that cultivates body, mind, and spirit.

Qigong promotes

Qigong uses preventive purposes to foster philosophy, spirituality, and martial arts training to balance life force and energetic influence on physical, mental, and spiritual well-being. Qigong combines coordinated body postures, movements, breathing, and meditation to promote self-cultivation, enlightenment, harmony, and balance.

The Philosophy of Qigong

The interrelationship philosophy of body, mind, and spirit is represented in Traditional Chinese Medicine as the **Three Treasures of Life: Jing (Essence), Qi (Internal Energy), and Shen (Spirit)**. The Three Treasures must be understood to acquire the fundamentals of Qigong theory, learn and train how to retain the Jing, strengthen and smooth the flow of Qi, and enlighten the Shen.

Who can benefit?

Adults who wish to recenter and ground their well-being in breath, meditation, and slow-moving coordinated exercises to promote relaxation, increase flexibility, build strength, and maintain balance within the **Three Treasures of Life: Jing (Essence), Qi (Internal Energy), and Shen (Spirit)**.

Duration: 90 minutes

30 minutes of Qigong philosophy education

60 minutes of slow-moving, coordinated exercise and breathing practice of The Eight Pieces of Brocade Qigong for up to 12 people.

What can Qigong and Tai Chi alleviate and promote?

Qigong and Tai Chi offer many benefits, including

- improved quality of life, cognition, and memory
- Improve arterial flexibility, muscles, immune function, and bone health
- Increase heart and lung fitness
- Reducing anxiety and depression
- Reduce total and LDL cholesterol
- Improving balance and preventing falls
- Increasing bone mineral density and strength
- Lowering blood pressure
- Relieving chronic pain and reducing pain
- Reduce symptoms in chronic illnesses and inflammatory conditions:
- Fibromyalgia, multiple sclerosis, neuropathy
- Diabetes, heart failure, menopause
- Risk of strokes and heart attacks

Tai Chi:

Tai Chi or Taiji translates as the Fist of the Great Ultimate or the Supreme Pole from ancient times of Traditional Chinese martial arts training for self-defense and combat. Tai Chi is a series of coordinated movements and deliberate, flowing motions focused on deep, slow, meditative breaths, also known as "meditation in motion." Tai Chi has evolved into the practice of gentle, low-impact exercise movements and as a competitive sport in modern times.

Benefits

Tai Chi aims to improve the concentration and focus balancing of Qi, the body's vital energy life force, to improve physical and mental well-being.

The Philosophy of Tai Chi

The theoretical perspective of Tai Chi in Traditional Chinese Medicine developed from the Taoist and Confucian philosophical teachings of **Yin and Yang** as the equal forces in the flow of softness and hardness elements, **Qi** and the **three Dantian (Upper, Middle, and Lower)**.

Wu Wei (effortless action) shows how softness can overcome hardness and yield **Wuxin ("no-mind" or "no-thought")** by developing a naturally relaxed and inward slowing of the mind, body, and breath **Ziran (spontaneity naturally)**, as in moving meditation.

Who Can Benefit?

Adults who wish to become less tense learn to let go of thoughts, change conditioned habits, and improve physical, mental, and spiritual self-awareness and self-cultivation.

What To Expect?

Learning and practicing Tai Chi involves a sequence of forms of movement in a natural range of motion, abdominal breathing, and a straight spine. Tai Chi has physical fitness with a self-defense component: knowing how to respond, redirect, and yield to outside forces' attacks without applying opposing force.

Duration: 90 minutes

30 minutes of Tai Chi philosophy education

60 minutes of slow-moving, coordinated exercise and breathing practice for up to 12 people.

Tui Na:

Through Licensed Practitioners: Micheline Coley, Rebecca Douglass, Deborah Jablonski or Jessica Stinson

What is Tui Na?

Tui Na, also known as Chinese medical massage, has two primary forms: Yang style and Yin style. Yang style involves vigorous techniques that target the musculoskeletal and fascial systems, while Yin style consists of slow, gentle techniques that utilize a light touch to engage with the body's life force. During a session, your practitioner may use both styles based on your needs, requests, and treatment requirements.

How Does It Work?

Tui Na is effective for releasing tension in muscles, tendons, and ligaments, as well as facilitating the movement of joints. Additionally, it can help release emotional holding patterns, allowing for greater ease and flow in life. Tui Na can also be combined with acupressure, aligning with the principles of Chinese medicine, similar to acupuncture.

What To Expect?

Tui Na is performed on a massage table, but you remain fully clothed. Please wear loose, comfortable clothing. Those with fractures, open wounds, active infections, fevers, hemorrhagic disease, cancer, organ injuries or critical illness should not receive Tui Na. If in doubt, please check with your doctor before booking your time slot. Feel free to reach out to us with questions or concerns.

Who Can Benefit?

Tui Na benefits everyone, especially those with musculoskeletal issues, chronic pain, stress, digestive problems, and respiratory conditions, as well as individuals seeking overall wellness and enhanced energy flow.

Duration: 60-minute individual sessions are scheduled when booking your retreat

Mindfulness:

Through Licensed Practitioners: Micheline Coley, Rebecca Douglass, Deborah Jablonski or Jessica Stinson

What is Mindfulness?

Mindfulness is the practice of being fully present and aware of your body, actions, feelings, and surroundings without reacting impulsively. There are three components to mindfulness: intention, attention, and acceptance.

How Does It Work?

While it is often used in conjunction with meditation, mindfulness can also be practiced in everyday life. It can help you manage emotionally challenging situations, reduce stress, and promote compassion, effective communication, and connection with others. At YSCC, you can learn how to integrate mindfulness into your daily routine by participating in one of our mindfulness workshops where you will be lead through techniques to stay in the present moment with acceptance.

Who Can Benefit?

Mindfulness practice is for anyone wanting to experience decreased stress and anxiety, better focus and memory, increased emotional flexibility, enhanced recovery, and improved health.

Duration: 30 minute group sessions or incorporated into your meditation or sound healing practice.

Sound Healing:

Held by: Rebecca Douglass

What is Sound Healing?

Sound healing is an ancient practice that utilizes various frequencies of sound vibrations from bowls, tuning forks, or gongs to promote relaxation, meditation, grounding, and vitality.

Who Can Benefit?

These vibrations can benefit mental and physical health challenges, trauma, pain relief, and a general sense of well-being. Most individuals notice the effects for hours or days after a sound healing session. At YSCC, you will experience sound healing in your meditation or evening relaxation workshops, helping you prepare for a peaceful day or restful night’s sleep.

What To Expect?

You will be welcomed into our serene meditation room, which is supplied with mats, cushions, and blankets to create a comfortable resting place. Our sound healer will bathe you in the rich sounds of bowls and tuning forks to promote rest and relaxation. Many report that sound healing shifts their brain into a more relaxed state that induces sleepiness or a deep sense of groundedness, melting the pressures and stress of the day away, ultimately spreading a deep sense of healing through their body.

Duration: 60 minutes

D. Schedules for Classes and Events

DAILY					
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SCHEDULE							
Week of:	W	Apr					
	4/7	4/8	4/9	4/10	4/11	4/12	4/13
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:30 AM	QI GONG	SOMATIC/YOGA ADVANCED	QI GONG	ARRIVAL DAY FOR 3 DAY PRIVATE RETREAT	Meditation 30 min	Meditation 30 min	Meditation 30 min
8:00 AM							
8:30 AM				SIGHTSEEING	BREAKFAST	BREAKFAST	BREAKFAST
9:00 AM							
9:30 AM	TAI CHI	TAI CHI	TAI CHI		YOGA	QI GONG	GUIDED HIKE
10:00 AM							
10:30 AM							
11:00 AM	YOGA	GUIDED HIKE	YOGA		NUTRITION 1		
11:00 AM						Inspiration	

:30 AM						rational Stories/Reading	
12:00 PM							
12:30 PM					CH LUN	CH LUN	CH LUN
1:00 PM	NUTRITION 1	SOUND HEALING	NUTRITION 2				
1:30 PM							
2:00 PM	Individual treatments	Individual treatments	Individual treatments		CHI TAI	YOGA	NUTRITION 2
2:30 PM							
3:00 PM				Arrival/ Check-In			
3:30 PM				Arrival/ Check-In	MINDFULNESS + MEDITATION		MINDFULNESS + MEDITATION
4:00 PM				Arrival/ Check-In		MEDITATION 30 MINUTES	
4:30 PM				Arrival/ Check-In			
5:00 PM				Arrival/ Check-In	DINNER	DINNER	DINNER
5:30 PM	GUIDED HIKE						

6:00 PM		Individual treatments	MEDITATION		Individual treatments	Individual treatments	Individual treatments
6:30 PM				Meet and Greet Social Function with Buffet			
7:00 PM	COMMUNITY SOUND HEALING		COMMUNITY SOUND HEALING				
7:30 PM							
8:00 PM					SOUND HEALING	SOUND HEALING	SOUND HEALING
8:30 PM							
NOTES					TO DO		
Individual treatments are 30 or 60 min in length (acupuncture, tui na, cupping, guasha). With four practitioners and rooms that would be possible total of 24 (60 min) treatments with 15 minutes between or 36 (30 min) sessions with 15 minutes between. (for the time I have allotted)					make up separate individual schedule for 4 treatment rooms		
Bring meals on Hikes and Sightseeing activities					work schedule of employees with days off indicated		

Week of:	April 14						
	4/14	4/15	4/16	4/17	4/18	4/19	4/20
	MON DAY	TUE SDAY	WED NESDAY	THU RSDAY	FRID AY	SAT URDAY	SUN DAY
8:00 AM	END OF PRIVATE RETREAT	MEDITATION	MEDITATION	MEDITATION	MEDITATION	SOMATIC/YOGA ADVANCED	GUIDED HIKE
8:30 AM	prior weeks retreat checks out						
9:00 AM		YOGA 60 MIN	YOGA 60 MIN	YOGA 60 MIN	YOGA 60 MIN		
9:30 AM						MEDITATION	
10:00 AM		Individual treatments	TAI CHI	Individual treatments	TAI CHI	GUIDED HIKE	
10:30 AM							
11:00 AM		TAI CHI	QI GONG	TAI CHI	QI GONG		Individual treatments
11:30 AM							
12:00 PM		Individual treatments		Individual treatments			
12:30 PM							

		SOM	SOM	SOM	SOM	COM	
1:00 PM		ATIC/YOGA ADVANCED 90 MIN	ATIC/YOGA ADVANCED 90 MIN	ATIC/YOGA ADVANCED 90 MIN	ATIC/YOGA ADVANCED 90 MIN	MUNITY ACUPUNCTUR E CLINIC	
1:30 PM							
2:00 PM							
2:30 PM							
3:00 PM		MED ITATION	GUID ED HIKE	MED ITATION	GUID ED HIKE		
3:30 PM							
4:00 PM		Indiv idual treatments		COM MUNITY ACUPUNCTUR E CLINIC			
4:30 PM							
5:00 PM	SOM	SOM				TAI CHI	SOM ATIC/YOGA ADVANCED
5:30 PM							
6:00 PM			YOG A 60 MIN	YOG A 60 MIN	YOG A 60 MIN		
6:30 PM						MED ITATION 60	

						MIN	
	COM	MED	COM	MED	COM		COM
7:00 PM	MUNITY SOUND HEALING	ITATION 60 MIN	MUNITY SOUND HEALING	ITATION 60 MIN	MUNITY SOUND HEALING		MUNITY SOUND HEALING
7:30 PM							
8:00 PM							
	NO				TO		
	TES				DO		
Bring meals on Hikes					work schedule of employees with days off indicated		
					make up separate individual schedule for 4 treatment rooms		

Week of:	W	April 21						
		4/21	4/22	4/23	4/24	4/25	4/26	4/27
		MON DAY	TUE SDAY	WED NESDAY	THU RSDAY	FRID AY	SAT URDAY	SUN DAY
8:00 AM			MED ITATION	EAR TH DAY GUIDED HIKE	MED ITATION	MED ITATION	COM MUNITY SOUND HEALING	COM MUNITY SOUND HEALING
8:30 AM								

9:00 AM	MEDITATION						
9:30 AM		Individual treatments		Individual treatments	Individual treatments		
10:00 AM						QI GONG	QI GONG
10:30 AM	Individual treatments						
11:00 AM							
11:30 AM			MEDITATION				
12:00 PM						MEDITATION	MEDITATION
12:30 PM							
1:00 PM	QI GONG	YIN YOGA	QI GONG	YIN YOGA	QI GONG		GUIDED HIKE
1:30 PM						GUIDED HIKE	GUIDED HIKE
2:00 PM							
2:30 PM	Individual treatments	Individual treatments		Individual treatments	Individual treatments		
3:00 PM			YIN YOGA				

3: 30 PM							
4: 00 PM						COM MUNITY ACUPUNCTUR E CLINIC	
4: 30 PM			EAR TH DAY NUTRITION SPECIAL CLASS				
5: 00 PM			mak e + gather cooking				
5: 30 PM							
6: 00 PM	A YOG	COM MUNITY SOUND HEALING	A YOG	COM MUNITY SOUND HEALING	A YOG		A YOG
6: 30 PM							
NOTES					TO DO		
Bring meals on Hikes				work schedule of employees with days off indicated			
				make up separate individual schedule for 4 treatment rooms			

	treatments	treatments	treatments	treatments	treatments		
1:30 PM							YIN YOGA
2:00 PM							
2:30 PM							
3:00 PM						GUIDED HIKE	GUIDED HIKE
3:30 PM		Individual treatments					
4:00 PM	MEDITATION		MEDITATION	COMMUNITY ACUPUNCTURE CLINIC	MEDITATION		
4:30 PM							
5:00 PM						MEDITATION	MEDITATION
5:30 PM							
6:00 PM	YOGA	COMMUNITY SOUND HEALING	YOGA		COMMUNITY SOUND HEALING	YOGA	COMMUNITY SOUND HEALING
6:30 PM							
7:00 PM							

NO					TO		
TES					DO		
Bring meals on Hikes					work schedule of employees with days off indicated		
					make up separate individual schedule for 4 treatment rooms		

IV. Staffing

A. Acupuncturists and Directors

Dr. Rebecca Douglass (Executive Director): The ED oversees business strategy, financial operations, and regulatory compliance. The ED also develops and implements long-term vision and initiates business growth.

Rebecca has been a professional licensed and NCCAOM board-certified

Acupuncturist/Chinese Medicine practitioner since 2003 with continued training in myofascial systems, craniosacral therapy, holistic nutrition, Chinese dietary therapy, Tui Na, essential oils, sound healing, and herbal medicine. She is also a certified Trust Technique practitioner, licensed equine acupuncturist, and a former professor of equine acupuncture at MUIH. She desires that everyone who crosses her path be enriched in body, mind, and spirit.

Dr. Jessica Stinson (Operations Director): The OMD is responsible for overseeing business operations and managing day-to-day administrative tasks, including branding strategies and marketing analysis, policies and procedures, safety protocols, personnel and staff management, HR compliance, onboarding, and training.

Jessica Stinson is a licensed acupuncturist and dedicated wellness professional specializing in holistic patient care and guest experience management. She holds a Master of Acupuncture (M.Ac.) and is completing her Doctorate of Acupuncture (DAc.)

at the Won Institute of Graduate Studies. Jessica is nationally board-certified by the NCCAOM and trained in both Traditional Chinese Medicine (TCM) and contemporary integrative care practices. Jessica's clinical focus includes stress management, mental health support, chronic pain relief, and preventive medicine. She combines acupuncture with adjunct therapies such as gua sha, cupping, and microneedling to enhance therapeutic outcomes, emphasizing the cultivation of lifelong wellness practices among her patients.

Dr. Michelin Coley (Clinical Director): The CD supervises the healthcare team, governs TCM modalities, acupuncture, and treatment protocols, and ensures high-quality patient care, safety, privacy, and HIPAA compliance standards.

Micheline Denise Coley is a licensed acupuncturist certified by the NCCAOM. She holds a master's degree from the New York College of Traditional Chinese Medicine and is currently pursuing a doctorate in acupuncture from the Won Institute of Graduate Studies, which she is expected to complete in 2025. With her extensive training, knowledge, expertise, and experience, Ms. Coley is well-equipped to contribute to the growth of our Acupuncture Wellness Clinic. She is dedicated to providing first-class treatment and services, utilizing an integrative approach to healthcare that emphasizes values-based and participant-centered care. She specializes in a bio-individuality strategy for a healthier well-being through Eastern Medicine as a lifestyle medicine focused on nutrition, physical movement, and rest/stress/sleep management.

Dr. Deborah Jablonski (Retreat & Program Director): The RPD originates and manages wellness and educational programs in collaboration with instructors and supervises curriculum

development. The RPD also monitors guest experiences and community outreach engagement and directs the community acupuncture clinic.

Deborah A. Jablonski is an integrative health practitioner with over 18 years of experience. Deborah is a Licensed Massage Therapist, Reiki Master (Japanese and American lineages), and certified in aromatherapy and advanced energy medicine. She also has a longstanding background in traditional and fusion belly dance, which she integrates into her wellness philosophy as a form of somatic healing and embodied expression. Deborah holds a Bachelor of Science in Biomedical Science from the National University of Health Sciences, a Bachelor of Science in Nutrition and a Master of Science in Oriental Medicine from the Midwest College of Oriental Medicine, and completed prior study in Naturopathic Medicine (2016–2018). Deborah is currently a doctoral candidate at the Won Institute of Graduate Studies, completing a Doctor of Acupuncture, with expected licensure as a Licensed Acupuncturist and Traditional Chinese Medicine Practitioner in 2025. Deborah’s clinical interests include integrative dermatology, trauma recovery, women’s health, and energy-based healing, with a focus on bridging Eastern medicine with modern care systems.

B. Ancillary Staff

Administrative Assistant

- Estimated Number: 1-2
- Responsibilities: Scheduling, data entry, assisting management, and handling client inquiries.
- Training & Certification:
 - An associate’s or Bachelor’s degree is preferred.
 - Experience in administrative roles, preferably in healthcare or wellness.

Marketing and Communications Specialist

- Estimated number: 1
- Responsibilities: Social media, branding, outreach, content creation, and community engagement.
- Training & Certification:
 - Bachelor's degree in Marketing, Communications, or related field.
 - Experience in wellness or healthcare marketing preferred.

Mind-Body Movement Instructor

- Responsibilities: Teach yoga, Tai Chi, Qi Gong, or meditation classes.
 - Training & Certification:
 - Certified Yoga Instructor (RYT-200 or higher)
 - Tai Chi or Qi Gong certification required.
 - Experience in therapeutic settings preferred
- #### Chef
- Estimated Number: 1
 - Responsibilities: Prepare nutritious meals that align with holistic health principles.
 - Training & Certification:
 - Culinary degree or extensive experience in health-conscious cooking.
 - Food safety certification is required

Kitchen Staff

- Estimated Number: 3-4
- Responsibilities: Support the chef, prep food, and ensure kitchen cleanliness.
- Training & Certification:
 - Food safety certification is required.
 - Experience in wellness or organic-focused kitchens is preferred

Hospitality Manager & Janitorial Staff: 1-2

- Maintain cleanliness, guest accommodations, and general upkeep of facilities.
- Training & Certification:
 - Hospitality experience preferred.
 - Basic safety training is required.

Medical Professional/First-Aid Responder (On-Call for Emergencies)

- Estimated Number: 1 (on-call)
- Responsibilities: Provide emergency medical assistance as needed.
- Training & Certification:
 - Registered Nurse (RN), Paramedic, or licensed medical professional. ○
 - A current Arizona medical license is required.

C. Training and Policy Manuals

1. HIPAA

Health Insurance Portability and Accountability Act (HIPAA) Compliance

- NLCC adheres strictly to HIPAA guidelines to ensure patient privacy and confidentiality.
- Participants must sign a HIPAA consent form before receiving treatment.
- All patient information and health records are securely managed by the HIPAA Compliance Officer.
- Any questions regarding privacy rights or data security should be directed to the designated HIPAA Compliance Officer.

Record Keeping & Financial Management

- All equipment used for record-keeping, financial management, and medical documentation is routinely inspected and maintained to ensure reliability and compliance.
- NLCC utilizes JaneApp and acupuncture-oriented software for financial record management, ensuring accurate bookkeeping, transaction tracking, and budget management.

Each practitioner has a dedicated electronic device to record the necessary information in real-time, ensuring accurate and secure data entry.

2. OSHA and Safety

Safety Precautions for NLCC Sedona Retreat Participants

1. Weather & Heat Safety

- Sedona experiences extreme heat, particularly in the summer months, with daytime highs often exceeding 100°F (38°C).
- Always carry sufficient water and electrolytes to stay hydrated, especially during outdoor activities.
- Symptoms of heatstroke include dizziness, confusion, rapid pulse, nausea, excessive sweating followed by dry skin, and loss of consciousness. Seek medical attention immediately if any symptoms arise.
- Wear lightweight, breathable clothing, sunscreen, hats, and sunglasses to protect against the sun.
- Avoid strenuous outdoor activities during peak heat hours (typically 12 PM – 4 PM).

2. Outdoor & Hiking Safety

- Stay on designated hiking trails to prevent injuries and avoid dangerous terrain.
- Be aware of rattlesnakes, scorpions, and other desert wildlife. Never attempt to handle or approach animals.

- Wear sturdy, closed-toe hiking shoes to navigate rocky paths safely.
- Inform retreat staff before heading out on hikes; carry a fully charged phone or two-way communication device.
- Flash floods, strong winds, and lightning storms can occur suddenly. If a storm arises, seek shelter immediately.

3. Security & Emergency Preparedness

- All equipment is excellently maintained to ensure functionality and safety.
- Equipment inspections are conducted after every retreat to verify proper operation and identify necessary repairs or replacements.
- Acupuncture equipment and supplies are inspected and replenished daily to ensure cleanliness, sterility, and availability for treatments.
- A standardized checklist is used for inspections to ensure consistency and thoroughness.
- An adequate inventory of emergency supplies, medical equipment, and essential tools is maintained at all times to support retreat operations.
- NLCC has trained security staff available for assistance at all times.
- Contact information for fire, police, and the nearest hospital will be provided upon arrival.
- Staff members are trained in Cardio Pulmonary Resuscitation (CPR), first aid, and heat-related illness response, and all CPR certifications are kept up to date.
- A designated Health Insurance Portability and Accountability Act (HIPAA) Compliance Officer ensures that all medical records, privacy policies, and emergency procedures meet federal regulations.
- All medical and emergency equipment are sanitized in accordance with HIPAA compliance standards.
- Secure valuables: NLCC is not responsible for lost or stolen items.
- Issuance of guest lanyards ensures that only registered retreat participants and staff have access to designated retreat spaces, preventing non-retreat individuals from mingling in restricted areas.
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- All medical and emergency equipment are sanitized in accordance with HIPAA compliance standards.
- Secure valuables: NLCC is not responsible for lost or stolen items.

4. Dining & Food Safety

- Participants must disclose dietary restrictions ahead of time.
- Meals are prepared under strict hygiene standards to ensure safety.
- Consume balanced meals to support well-being, especially in high-heat environments.
- All catered foods are inspected prior to guest consumption

5. Compliance with State & National Regulations

- NLCC follows all Arizona state laws regarding health and wellness retreats, including licensing requirements, food safety laws, and environmental protection guidelines.
- The retreat adheres to HIPAA and OSHA (Occupational Safety and Health Administration) standards for workplace and participant safety..
- The center maintains appropriate liability insurance to cover all retreat activities and services.

6. General Safety Tips

- Always inform someone when leaving for an activity.
- Weather alerts and safety notices will be provided as needed.
- First-aid stations and trained medical personnel are available on-site for immediate assistance

3. Personnel Policies

Staff Responsibilities for Ensuring Safety

- Conduct regular safety checks of hiking trails, common areas, and medical supplies.

- Keep track of heat advisories, storms, and environmental risks, adjusting activities as necessary.
- All participants were given a safety sheet
- Conduct regular training sessions on first aid, heatstroke response, and evacuation procedures.
- Ensure proper guidance and assistance are available during hikes and excursions.
- Be prepared to assist with first aid, CPR, and emergency care if necessary.
- Provide guests with safety guidelines upon check-in and ensure access to emergency resources.
- Observe guests for signs of heat exhaustion, dehydration, or discomfort, offering assistance as needed.


Any participant displaying disruptive, aggressive, or inappropriate behavior will be addressed by retreat staff. Security staff will intervene if necessary, and NLCC reserves the right to remove individuals who pose a risk to themselves or others without a refund.

4. Ethical Policies

NLCC will abide by the ethics set forth by NCCAOM and the following policies.

- The primary concern will be the welfare of the patient or customer, and this will be achieved by respecting their dignity, privacy, and autonomy.
- Any staff member who suffers from a physical, mental, or emotional impairment, including chemical abuse, will seek professional treatment and refrain from working with patients.
- Staff will always interact with professionalism, honesty, integrity, respect, and fairness.
- In the event of a lawful investigation, the staff will cooperate fully.
- No one employed by NLCC shall
 - Participate in fraudulent, dishonest, or deceitful behavior.
 - Misrepresent qualifications or credentials, OR provide care they are not licensed to provide.


- Discriminate against another person based on race, sex, gender identity, sexual orientation, age, or political and religious affiliation.
- Exploit a patient or another employee.
- Engage in a sexually intimate act with a patient or staff member.
- Engage in sexual misconduct.



CODE OF ETHICS

As an NCCAOM® Certified Diplomate, I hereby pledge my aspiration and on-going commitment to the following principles to maintain the highest level of competency and ethical standards of my profession:

- *Respect the rights, privacy and dignity of my patients by maintaining confidentiality and professional boundaries at all times.*
- *Respect my colleagues, employees, students and mentees by maintaining appropriate boundaries.*
- *Treat within my lawful scope of my practice and training and only if I am able to safely, competently and effectively do so.*
- *Assist those seeking my services in a fair, nondiscriminatory and unbiased manner.*
- *Allow my patients to fully participate in decisions related to their healthcare by documenting and keeping them informed of my treatments and outcomes.*
- *Render the highest quality of care and make timely referrals to other health care professionals as may be appropriate.*
- *Continue to advance my knowledge through education, training and collaboration with my colleagues.*
- *Participate in activities that contribute to the betterment and wellness of my community.*
- *Support in the care and access of my medicine to underserved populations.*
- *Promote my profession's access to all people and its growth in the broad spectrum of health care.*



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5. Retreat Policies

1. Retreat Registration and Payment

Participants must complete online registration and payment prior to attending.

- Full payment is required 14 days before retreat commencement.
- A deposit of 50% secures your spot, with the remaining balance due as specified above.

2. Cancellation and Refunds

- Cancellations made more than 30 days before the retreat date will receive a full refund minus a \$100 administrative fee.
- Cancellations made between 14-29 days prior will receive a 50% refund.
- Cancellations within 14 days of the retreat are non-refundable.
- If the retreat is canceled by NSCC, participants will receive a full refund or credit toward a future event.

3. Arrival and Departure

- Arrival and check-ins begin from 8:00 AM to 9:00 AM on the first day of the retreat.
- Departure and check-outs are also from 8:00 AM to 9:00 AM on the day after the final day.
- Dining times and detailed itineraries, including activities and pricing, will be provided for each specific 3, 4, or 5-day retreat.
- Dining times will be clearly posted for each retreat.
- NLCC reserves the right to adjust or alter activities as needed due to inclement weather or unforeseen circumstances that may adversely affect attendees.

4. Acupuncture Sessions and Safety

- All acupuncture sessions will be conducted by licensed, certified practitioners.
- Participants must complete a medical intake form and sign consent prior to receiving acupuncture treatment.
- Inform practitioners of any health changes or concerns before treatment.
- Participants are advised to rest adequately after acupuncture sessions and stay hydrated.
- NLCC reserves the right to refuse treatment if deemed necessary due to health concerns or potential harm.

5. Conduct and Respectful Environment

- Participants must maintain a respectful, quiet atmosphere conducive to healing and relaxation.
- Cell phones and electronic devices should be silent and used discreetly.
- Any disruptive or disrespectful behavior may lead to dismissal without refund.

6. Health and Hygiene

- Participants should observe personal hygiene standards to ensure comfort and well-being for all guests.
- Use hand sanitizing stations regularly provided throughout the retreat.
- Report any health issues or emergencies immediately to retreat staff.

7. Meals, Dietary, and Allergies

- Meals are thoughtfully prepared by our kitchen staff.
- Meal times are offered in the morning, afternoon, and evening for retreats and special events.
- Whether participating in a structured retreat or enjoying a pop-up experience at a studio event, price lists and offers are due at the time of service.
- Dining options require a reservation.
- Participants must disclose dietary restrictions and allergies at the time of registration.
- Meals provided will cater to health-focused, nourishing diets suitable for supporting acupuncture treatments.

8. Emergency Procedures

- Emergency contacts and procedures will be clearly outlined during orientation.
- Retreat staff is trained in basic emergency response and CPR-certified.
- First-aid kits and emergency medical contacts will be accessible at all times.

9. Property and Liability

- NLCC is not responsible for lost, damaged, or stolen items.
- Participants assume responsibility for personal belongings.
- Participants release NLCC and practitioners from liability for any injury or harm incurred, except in cases of negligence or malpractice.

10. Feedback and Improvement

- Participant feedback is encouraged and will be collected at the end of the retreat to enhance future experiences.
- Anonymous feedback forms will be provided, and suggestions will be carefully reviewed.

11. Health Insurance Portability and Accountability Act (HIPAA) Compliance

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V. Business Management

A. Insurance Billing

JaneApp

Nourishing Life Cultivation Center uses JaneApp, a secure, cloud-based practice management system designed to support our seasonal retreat operations efficiently. JaneApp manages critical functions including client intake, appointment scheduling, clinical charting, payment processing, and the creation of superbills. Through these capabilities, the platform enables our guests to request out-of-network reimbursement from their insurance providers for eligible services received during their stay at the retreat. This integrated approach minimizes administrative burdens while enhancing the guest experience.

Patient Insurance Profiles

Guests of the Nourishing Life Cultivation Center are invited to provide their insurance information during the intake process. JaneApp securely stores this information, supporting the documentation of multiple insurance policies if necessary. The system also allows guests to upload photographs or scans of their insurance cards,

ensuring that all relevant details are accurately captured and readily available for future superbill preparation.

Creating Superbills

JaneApp is equipped to generate professional-grade, insurance-compatible superbills for all eligible and billable services rendered at the retreat. Each superbill includes essential components such as:

- ICD-10 diagnosis codes that fall within our defined scope of practice
- CPT procedure codes corresponding to services like acupuncture or massage therapy
- Service dates, provider credentials, location of service, and payment verification details

These documents are carefully structured to meet the standards insurance companies require for processing reimbursement claims.

Timing and Delivery

Superbills can be securely emailed to guests at the end of the retreat session. Additionally, they are saved within each guest's JaneApp profile, making it easy for guests to retrieve their documents if needed for future reference or resubmission.

Customization for Retreat Services

All services provided at Nourishing Life Cultivation Center—such as acupuncture, cupping, herbal consultations, or wellness assessments—are mapped to appropriate CPT codes within JaneApp. This ensures that the superbills accurately reflect the treatments and maintain compatibility with insurance billing expectations.

No Direct Insurance Billing

At this time, Nourishing Life Cultivation Center does not submit insurance claims on behalf of guests. Instead, we provide the necessary documentation to allow guests to submit claims independently. If future operational models require it, JaneApp does offer verification and direct submission capabilities. Front desk personnel will generate the superbills, and each of the four directors will be trained in how to produce and review these statements. No additional budget will be required for this training.

B. Supply Purchasing

● Program & Activity Supplies (Initial Expenses)	\$6,125 - \$7,650
Yoga Mats, Blocks, Blankets	\$700 - \$900
Meditation Cushion, Bolsters	\$500 - \$800
Nutrition - food samples/TCM premade teas	\$100 - \$200
Sound Therapy Instruments (Singing Bowls, Tuning Forks, Gongs, Chimes)	\$800 - \$1,000
Tai Chi/Qigong Props (if needed)	\$150 - \$500
Decors - sacred statues/ceremonial objects, Art	\$250 - \$600
Community Acupuncture Supplies	\$375 - \$400

(Ear Needles, Ear Seeds, Alcohol Wipes, Sanitizer, Gloves, Masks)

Acupuncture & Modalities Supplies \$3,150.00

(Body Needle, Sharp Containers, Alcohol Wipes, Table Paper, Paper Pillowcases, Paper

HeadRest Covers, Towels, Stainless Steel Basins, Patient Gowns, Table Warmers)

Gusha Tools, Cupping Sets, Massage/Cupping Oil, Essential Oils, Eye Pillows

Cleaning Supplies (Disinfectant Compliant) \$100

● **Equipment and Furniture (One-time Expenses) \$7,265**

Acupuncture Tables (4) \$2,200

Reclining Chairs (8)/Covers (24) \$2,650

Infrared \$1,600

Rolling Stools (4) \$516

Portable Printer/Scanner \$299

● **Emergency & Wellness Kits (per event) \$250 -\$500**

First Aid Kit, PPE, wellness supplies, \$100 - \$250

Sunscreen, bug spray, hydration gear \$150 - \$250

C. Safety Policies

Safety Precautions for NLCC Sedona Retreat Participants

Weather & Heat Safety

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- The center maintains appropriate liability insurance to cover all retreat activities and services.

General Safety Tips

- Always inform someone when leaving for an activity.
- Weather alerts and safety notices will be provided as needed.
- First-aid stations and trained medical personnel are available on-site for immediate assistance

D. Bookkeeping

Bookkeeping Systems

Jane App is a practice management software designed specifically for health and wellness providers. As a standalone platform, it offers:

- **Electronic Medical Records (EMR)** with customizable charting templates
- **Online appointment booking** with calendar integration and automated reminders
- **Point-of-sale (POS)** functionality for services, packages, and products
- **Integrated payment processing** for credit cards, insurance billing, and invoices
- **Secure patient portal** for forms, documents, and messaging

- **HIPAA-compliant** data handling and cloud-based access ● **Insurance management**, superbills, and receipts
- **Mobile access** via tablet or phone — no desktop required
- **Tiered pricing** based on the number of practitioners (cost-efficient for startups)
- **User-friendly interface** with minimal training required

QuickBooks Online is a leading cloud-based accounting software widely used by small businesses across industries. On its own, it offers:

- **Comprehensive bookkeeping:** income, expenses, bank reconciliation
- **Payroll services** (add-on) for employees and contractors
- **Chart of accounts** customized to industry and structure
- **Automatic categorization** of bank and credit card transactions
- **Financial reports:** profit & loss, balance sheet, cash flow statements
- **Mobile-friendly:** accessible on phone or tablet anytime
- **Tax prep tools:** 1099s, sales tax, quarterly estimates, year-end reports
- **Invoicing and recurring billing** (outside of EMR) ● **Integrates with hundreds of apps**, including accountant portals
- **Real-time collaboration** with accountants like MetzCPA

Financial Outlook

Metz CPA, as a national accounting firm with a deep focus on small business, wellness services, and seasonal income models, MetzCPA offers the right blend of expertise, accessibility, and affordability. Unlike larger national firms that prioritize high-volume accounts, MetzCPA provides dedicated, relationship-based service tailored to early-stage businesses with mission-driven goals.

The use of Jane App and QuickBooks, supported by MetzCPA, will assist in:

- Reducing administrative costs while maintaining compliance
- Offering real-time financial insight to guide operations
- Simplifying tax reporting and funding readiness
- Providing scalable infrastructure for national and global growth
- Tax structure planning and multi-jurisdictional registration (as expansion begins)
- Payroll setup and compliance for seasonal employees and 1099 contractors
- Tracking of deposits, prepayments, and service-based revenue
- Monthly and quarterly financial reporting
- Pre-launch budgeting and capital deployment tracking

- Forecasting tools for seasonal cash flow and off-season stability
- Producing investor- and lender-ready statements and audit preparation
- International tax compliance guidance as needed
- Strategic reinvestment analysis for reinvesting retreat profits into property, staffing, or education programs
- Budget scenario planning to evaluate growth decisions with financial clarity
- Establishing sound systems for sustainable expansion
- Maintaining transparency for future grant and investor relationships
- Minimizing early financial risk
- Ensuring regulatory compliance across changing operational contexts
- Building a finance-forward culture capable of supporting international growth

This financial system strategy ensures that Nourishing Life Cultivation Center, Inc. launches with strong financial oversight, practical tools for everyday use, and the structural flexibility required to achieve its growth vision.

Compensation Plan Summary

NLCC provides a comprehensive and competitive compensation structure tailored to support employee well-being and engagement. Salaried employees, including management, acupuncturists, the chef, and the marketing specialist, receive full-time benefits such as health insurance, paid time off, and professional development funds, ensuring long-term career growth and stability. Hourly employees, such as administrative staff, kitchen staff, and janitorial team members, receive competitive wages with opportunities for overtime, allowing for financial flexibility and additional earnings. Meanwhile, contract and per-session staff, including workshop leaders, movement instructors, and on-call medical professionals, are compensated per session or hourly, with engagement incentives to encourage participation and enhance the retreat experience. This structured approach ensures that every team member, regardless of role, is fairly compensated and supported in contributing to the transformative wellness experience NLCC offers.

Personnel and Staff Hourly and Salary Wages in Arizona

Staff Positions & Floating Staff Positions	Hourly Wages	Annual Wages
	Low (L) Median (M) High (H)	Low (L) Median (M) High (H)
Acupuncturists	L: \$22.41 M: \$38.98 H: \$42.53	L: \$46,610 M: \$81,080 H: \$88,450
Clinic Administrator	L: \$31.59 M: \$52.64 H: \$106.04	L: \$65,710 M: \$109,490 H: \$220,570
Operations Manager	L: \$21.67 M: \$40.90 H: \$98.57	L: \$45,080 M: \$85,070 H: \$205,020
Guest Services & Hospitality Manager	L: \$14.04 M: \$17.89 H: \$20.24	L: \$29,210 M: \$37,210 H: \$42,100
Marketing & Communication Specialist	L: \$18.81 M: \$32.64 H: \$62.61	L: \$39,130 M: \$67,900 H: \$130,220
Administrative Assistant	L: \$16.86 M: \$20.61 H: \$26.32	L: \$35,070 M: \$42,860 H: \$54,750
Event Coordinator	L: \$16.56	L: \$34,430

	M: \$24.46	M: \$50,880
	H: \$36.54	H: \$75,990
Holistic Wellness	L: \$35.03	L: \$72,860
Coordinator	M: \$46.72	M: \$97,180
Workshop Leader	H: \$75.40	H: \$156,820
Mind-Body Movement	L: \$14.47	L: \$30,100
Instructor	M: \$23.71	M: \$49,320
	H: \$37.95	H: \$78,940
Medical Professional &	L: \$14.45	L: \$30,050
First-Aid Responder	M: \$16.47	M: \$34,260
(On-Call Emergencies)	H: \$22.07	H: \$45,910
Chef	L: \$21.12	L: \$43,920
	M: \$31.04	M: \$64,560
	H: \$49.63	H: \$103,230
Food Preparers	L: \$14.22	L: \$29,580
	M: \$16.19	M: \$33,680
	H: \$20.02	H: \$41,640
Housekeeping	L: \$14.40	L: \$29,950
	M: \$16.57	M: \$34,460
	H: \$18.79	H: \$39,070
Janitorial Staff	L: \$14.40	L: \$29,950
	M: \$16.53	M: \$34,180
	H: \$20.34	H: \$42,300

(U.S. Department of Labor, 2025)

E. Employee Supervision

To effectively manage a large retreat center, strong leadership is essential for ensuring employee and customer satisfaction and retention. The leadership qualities that are important to NLCC include integrity, clear communication, self-awareness, emotional maturity, collaboration, positive interactions, and the ability to inspire and empower others. The founders and directors of NLCC aim to cultivate this culture in all relationships and interactions.

To achieve this mission, we will provide leadership and collaboration training to all employees through an annual relationship-building retreat. Additionally, we will hold weekly group meetings every Thursday at 9:00 AM to encourage open discussion and facilitate conflict resolution. Monthly one-on-one meetings will also be conducted in private with each employee to promote open communication between directors and staff.

NLCC is committed to maintaining an open-door policy for team building throughout the retreat. Our goal is to embrace transformational leadership, and all employee supervision will reflect this objective. Each director will be responsible for supervising employees within their respective departments, while also being available to all staff during normal business hours.

F. Marketing

Target Market Population Profiles

The Nourishing Life Cultivation Center (NLCC) serves a client and patient base comprising three distinct target audiences with varying marketing population profiles. NLCC's three primary target audiences for marketing are corporate employers and their employees,

construction laborers, skilled tradespersons, construction supervisors, forepersons, and marginalized, underserved, and disadvantaged young adults and women in local communities.

In our first primary marketing population, NLCC targets corporate employers and employees who fit into the categories of achievers and precisians, combined with super-supporters and workaholics, alongside under-supported or overlooked employees. These corporate market profilers are employers and employees who experience burnout, stress, and overwhelming feelings due to the daily demands of corporate deadlines, scheduling, and workload. The workforce and corporate sector face numerous demographic challenges, including generational, gender, ethnic, cultural, familial, and physical and mental health issues, along with socioeconomic disparities (from entry-level to senior-level) and variations in employment tenure and employee/worker types (full-time, part-time, gig, contract, freelance, remote, and hybrid). Kinne, A. (2024), 12 Common Workplace Challenges and Solutions to Overcome Them, examined workplace challenges for employees and employers who have poor work-life balance, unhealthy team dynamics, low engagement, lack of motivation, trust issues, undervalued, conflicts and toxic behaviors affecting morale and productivity for an efficient work environment. (Kinne, 2024)

In our secondary marketing population, NLCC seeks construction laborers, skilled tradespersons, construction supervisors, and forepersons who experience physical fatigue, muscle strains, prolonged periods of standing or bending, repetitive strain injuries, and mental and emotional stress. The demographics of these construction laborers involve physically demanding manual labor tasks, such as operating machinery, demolition, hauling, and digging. Meanwhile, the expertise of specialized tradespersons requires problem-solving, precision in the demographics of electrical, plumbing, carpentry, or HVAC systems, and the ability to complete repetitive tasks that meet project deadlines. The potentially hazardous demographics in

construction and the leadership responsibilities of construction supervisors and forepersons include coordinating projects and deadlines, managing teams and budgets, and ensuring job site safety, efficiency, and compliance with OSHA regulations. Kermanshachi & Pamidimukkala (2024), Suicide and Mental Health Challenges in the Construction Industry, reported on the physical demands of construction jobs, which result in physical exhaustion and strain, thereby increasing the potential for accident-producing injuries that contribute to workers' overall stress levels. (Kermanshachi & Pamidimukkala, 2024)

In our tertiary marketing population, NLCC is seeking to serve local communities, organizations, and nonprofits whose clients are disadvantaged, marginalized, and underserved young adults and women who experience behavioral health challenges, mental health disparities, and survivors of trauma, PTSD, or domestic violence. The marginalized, underserved, and disadvantaged demographics of young adults and women can span from low-income, minority, LGBTQ+, rural locals, abuse, trauma, and domestic violence challenges causing chronic stress, anxiety, behavioral health, emotional, substance abuse, and mental health conditions. NLCC had identified the following types of needs in its needs assessment and asset mapping with specific organizations, including the factors of community impact (United Way of Yavapai County), community service (Sedona Community Center), social support (Verde Valley Sanctuary), and mental health support (NAMI and Spectrum Healthcare). The Arizona Department of Health Services (2024) produced a comprehensive 2024 State Health Assessment (SHA) on Arizona's community health outlook, which reported on the health outcomes and health disparities affecting historically underserved and marginalized populations. (Arizona Department of Health Services, 2024)

Target Marketing Population Profiles

<p>Corporate Sector Employers & Employees Management & Non Management</p>	<p>Construction Laborers Skilled Tradespersons Supervisors & Forepersons</p>	<p>Sedona, AZ Communities Marginalized, Underserved and Disadvantaged Women and Young Adults</p>
<p>Achievers & Precisians</p> <ul style="list-style-type: none"> • Challenges: Highly driven goals for success, unrealistic expectations, fears of failure leading to chronic stress, physical ailments, neglect, and burnout. Experiencing sleep disturbance, anxiety, migraine headaches, and digestive issues. 	<p>General Laborers</p> <ul style="list-style-type: none"> • Challenges: Working long hours in repetitive manual labor, potentially hazardous conditions exposure, and compromised health in posture, musculoskeletal, and joint injuries leading to chronic pain and fatigue. 	<p>Disadvantaged Women & Young Adults</p> <ul style="list-style-type: none"> • Challenges: Hardships, stress demands, and emotional imbalances leading to overwhelm. Experiencing instability, insecurity, and low self-esteem and self-worth in daily life.
<p>Super-Supporters & Workaholics</p> <ul style="list-style-type: none"> • Challenges: Working extended hours with inadequate sleep, high fatigue, stress, and emotional unrest due to limited boundaries. Experiencing instability and overcapacity in life and work. 	<p>Skilled Tradespersons (i.e., Electricians, Plumbers & Carpenters)</p> <ul style="list-style-type: none"> • Challenges: Prolonged positions of standing and bending with repetitive actions leading to strains in joints, eyes, and extremities, developing into chronic pain and stress. 	<p>Trauma & PTSD Survivors</p> <ul style="list-style-type: none"> • Challenges: Harboring unsafe feelings, unresolved trauma, negative thoughts, and emotions with a lack of trust. Experiencing trauma-related hypervigilance and dysregulation.
<p>Under-Supported & Overlooked</p> <ul style="list-style-type: none"> • Challenges: Working in a toxic or unsupported work environment, minimal recognition, and 	<p>Supervisors & Forepersons</p> <ul style="list-style-type: none"> • Challenges: The managerial demands of meeting project completion deadlines can lead to mental stress and fatigue. Experiencing migraine 	<p>Marginalized & Underserved</p> <ul style="list-style-type: none"> • Challenges: Living with limited socioeconomic resources, suffering through cultural and racial biases, demographic discrimination,

<p>disengagement from leadership. Experiencing job dissatisfaction due to a lack of motivation and unclear expectations, isolated and undervalued.</p>	<p>headaches, chronic pain, brain fog, burnout, and emotional exhaustion.</p>	<p>and barriers. Experiencing health disparities, physical, mental, and emotional hardships, and chronic stress.</p>
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The potential benefits of our NLCC’s Yang Sheng Retreats, experiential learning program activities, and clinic services will deliver holistic health practices that promote physical joint and muscular relief, restorative energy and movement, dietary rebalancing, mind-body awareness, and sleep enhancement. NLCC seeks to foster community engagement, inclusivity, a safe space, and empowerment through education on stress management, building emotional balance and resilience, and focusing on recalibrating lifestyle, improving work-life balance, and prioritizing self-care regimens. NLCC's goals are through the lens of experiential learning and empowerment, promoting well-being, energy flow, healing, and recovery.

Risk Assessment

Competitors

Yang Sheng Competitors:

Path of Dao: Croatia, Portugal.

<https://path-of-dao-qigong.ch/en/offer/retreats/yang-sheng-portugal/>

- Strengths: focus on Yang Sheng, at an ancient sanctuary, eco-sustainable, organic, outdoor focus, beaches nearby, plenty of free time, focus on meditation, Qi Gong, Tai Chi, and martial arts.
- Weaknesses: Portugal location, vegetarian only, courses, not a corporate retreat.

Wu Dang White Horse Daoist Retreat: Oregon.

<https://www.wudangwhitehorse.com/immersions/2024-breitenbush-retreat>

- Strengths: pricing easy to find (\$1450 for 6 days), specializes in Qi Gong and Kung Fu, online courses also offered.
- Weaknesses: vegetarian menu only, small rooms or tent stay only, student focus, not a corporate retreat.

Nourishing Life (not a retreat but many offerings in yang sheng).

<https://nourishinglife.ie/yang-sheng/>

- Strengths: Tui Na, Chinese herbs, Daoism, dietary therapy, Qi Gong, has a clinic on the grounds, herbal formulas for sale.
- Weaknesses: study and training programs only, not a retreat.
 - Direct Competitors: Those offering similar holistic retreat experiences (e.g., yoga retreats, wellness retreats, meditation retreats).

In Arizona

Canyon Ranch Corporate Wellness Retreat in Tucson, AZ.

<https://www.canyonranch.com/corporate-wellness-programs/>

- Strengths: sample itinerary, offers corporate wellness retreat, interesting membership plan, and packages.
- Weaknesses: retreats are just one way to participate, other guests could be present, more than one location.

Civana Wellness Resort and Spa in Scottsdale, AZ. <https://civanacarefree.com/>

- Strengths: good social proof, top spa, sign up for classes when you book your stay.
- Weaknesses: offers classes, not retreat only.

In Sedona

Magic Dana Women's Wellness Retreat in Sedona, AZ. <https://magicdana.com/sedona>

- Strengths: mind, body, and spirit focus, shamanism, outdoor tours, nature-focused, payment plans.
- Weaknesses: focus on women, not corporate, everything led by one person, small groups.
- Indirect Competitors: Retreats that offer wellness services but aren't in Arizona. This is just a small sample. There are many corporate retreats to choose from. This means we would need to stand out in Yang Sheng and Chinese medicine to offer something different from the competition.

Around The World

Emotional Recovery Retreat in Costa Rica.

<https://www.health.travel/book/emotional-healing-recovery-retreat-at-the-retreat-costa-rica/>

Vitality Escape Wellness Retreat.

<https://www.health.travel/book/personalised-wellness-retreat-at-melea-the-healthconcept/>

- Strengths: offers many types of wellness retreats, 5-star, offers pricing structure, lists sample inclusions, through health travel can access other retreats as well.

- Weaknesses: too many options, mostly out of USA (far to travel), pricing in euros.

Beyond the Desk Wellness Retreat for employees.

<https://promotioncorporatewellness.com/blog/corporate-wellness-retreats>

- Strengths: blog for ideas, have different focuses depending on needs of employees, and help professionals form retreats.
- Weakness: It's not an actual wellness retreat, but the organization helps you plan them

Hilton Head Corporate Wellness in SC.

<https://www.hhhealth.com/corporate-wellness-retreat/>

- Strengths: includes transportation, all-inclusive, world-class spa. ■ Weaknesses: hotel feel.

Altha Corporate Wellness Retreat. Multiple locations.

<https://www.altha.com/corporate-wellness-retreat>

- Strengths: expertise in sound healing, emphasis on employee workplace challenges, good FAQs, and top corporate partners.
- Weaknesses: lots of reading on the website, focus only on sound healing, serving CA.

Enhancing Employees Wellness Getaways.

<https://mitendicotthouse.org/employee-wellness/>

- Strengths: emphasis on employee empowerment and mental health, would be a potential site for our retreats, great reviews by top corporations and private entities, culinary expertise, beautiful grounds, website easy to use, supply conference space, audio visual, and support services.
- Weaknesses: multiple themed retreats (focus too broad), cold in winter, pricing not available online without booking, and only accommodating 50 guests with 37 rooms.

NLCC Competitive SWOT Analysis

Strengths

NLCC Unique Selling Proposition (USP): What makes our retreat stand out?

1. Highly Trained Staff

We have four licensed acupuncture practitioners (DACs) who specialize in dietary therapy, Tui Na, Qi Gong, Tai Chi, cupping, infrared therapy, and acupuncture. Our center is in a beautiful winter vacation area known for its natural energy and vibrant alternative medicine community. NLCC offers a wide range of services, making it much more than just a yoga or traditional wellness retreat.

2. **Strong Brand Reputation:**
Within the next year, we aim to receive numerous positive reviews and testimonials, along with establishing a significant social media presence.
3. **Customer Loyalty:**
We will measure our success in this area through repeat bookings and referrals. This goal will be assessed in the future.
4. **Financials:**
Our financial success will be reflected in our profitability and our ability to secure funding for our long-term goal of opening retreats for at-risk women's groups within the next ten years.
5. **Pricing:**
Our prices are competitive both locally and nationally.
6. **Location:**
Our center is easily accessible with flights into Phoenix, AZ.

Weaknesses

1. **Pricing:**
If the retreat is opened to the local community, it will compete with existing acupuncture clinics and their offerings. Therefore, the pricing structure must be both profitable and competitive with other retreats.
2. **Location:**
The retreat should be situated in a popular area that is already home to other retreats and vacation spots, which can be a source of competition.
3. **Limited Marketing Reach:**
We need to improve our outreach to target audiences by developing corporate relationships.
4. **Lack of Resources:**
We must focus on building our staff, acquiring necessary equipment, and renting infrastructure to support the retreat effectively.

Opportunities

1. **Growing Demand:**

There is an increasing interest in wellness and holistic practices. The market is expected to reach \$364 billion by 2032 (Allied Analytics LLP, 2024).
2. **New Target Audiences:**

Our primary goal is to establish corporate retreats, and our secondary goal is to secure funding to offer these retreats to at-risk women.
3. **Partnerships:**

We aim to collaborate with complementary wellness providers and local businesses to offer amenities and activities that align with the Yang Sheng model.
4. **Technology:**

We will develop a strong online presence, build corporate relationships, and utilize social media for marketing and bookings.

Threats

1. **Competitive Pricing:**

We cannot set our prices higher than the local market allows. It is essential to raise public awareness about NLCC's extensive offerings and potential transformations.
2. **Changing Consumer Preferences:**

We need to keep an eye on the evolving healthcare landscape, especially concerning potential pandemics, collaboration with other healthcare providers, corporate needs, and customer demands.
3. **Economic Downturn:**

Recent inflation has highlighted the importance of paying attention to national economic trends, travel costs, and people's willingness to invest in retreat-style vacations. Given the volatility of the economy, participation may be affected, even for corporations. During economic downturns, we may consider offering shorter retreats and virtual online retreats.
4. **Natural Disasters or Unexpected Events:**

Factors like extreme heat, climate change, weather patterns, wildfires, and drought could significantly impact the Sedona area, potentially hindering our ability to host retreats in Arizona. Outdoor events may need to be moved indoors during extreme temperatures, and hiking activities will be canceled if weather conditions or fires threaten safety. It is essential that all staff receive training on safety procedures, first

aid, and CPR. In cases of emergency evacuations, cancellations may be necessary, and refunds may be issued.

5. Increased Regulation:

Compliance with HIPAA requirements, changes in healthcare insurance and legality, eco-sustainability concerns, and environmental issues can all impact the corporate wellness retreat business model. We will review current legislation, regulations, and insurance changes annually, adjusting our policies as needed to reflect any new developments.

6. Supplies:

Multiple vendors supply the retreat's needs and can be altered to reflect changes in suppliers, customer demands, or changes in the retreat operations. Local suppliers are preferred to support the local community.

Risks and Mitigation

Key Risks and Threats (that pose the biggest problems for NLCC)

- Bad reviews due to poor customer experience.
- Staff turnover.
- Disorganization and dissatisfaction within the retreat.
- Not fostering a healing environment for all.
- Not maintaining excellent customer and community relationships.
- Poor leadership skills.
- Disagreements between the four founders.
- Physical and emotional burnout is common in the industry.
- Financial problems.
- Local and online competitors.
- Injuries and illnesses to participants and staff.
- Failing to create a safe place for emotional healing that may accompany physical healing.

Mitigation Strategies

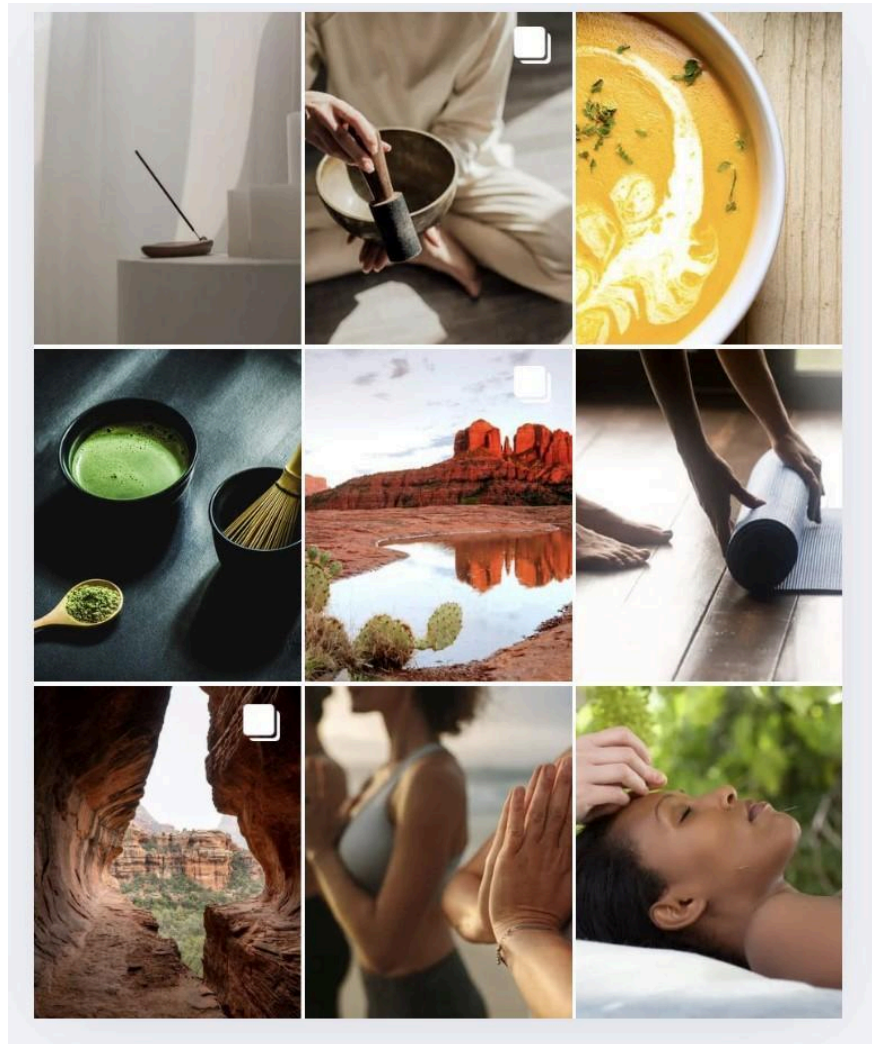
- **Competitive Advantage:** Focus on our strengths and differentiate our retreat from competitors. Focus on the customer experience, their healing journey, and how we can support their transformation.
- **Organization:** Develop operational procedures that lead customers through the shared experience.

- Leadership: Continue our own education in leadership skills, conflict resolution and ongoing skills development.
- Burnout: Schedule vacation time and days off, and foster our own health to keep all staff and practitioners from the common burnout scenarios in healthcare.
- Diversification: Explore new offerings and target audiences as demands shift to stay competitive.
- Cost Mitigation: Optimize pricing and operations to maintain profitability.
- Risk Management: Develop contingency plans for potential disruptions, including weather, travel issues, sickness, injuries, pandemics, emergencies, economic downturns, and staff turnover.
- Continuous Improvement: Review this and previous SWOT analyses regularly to adapt strategies accordingly.

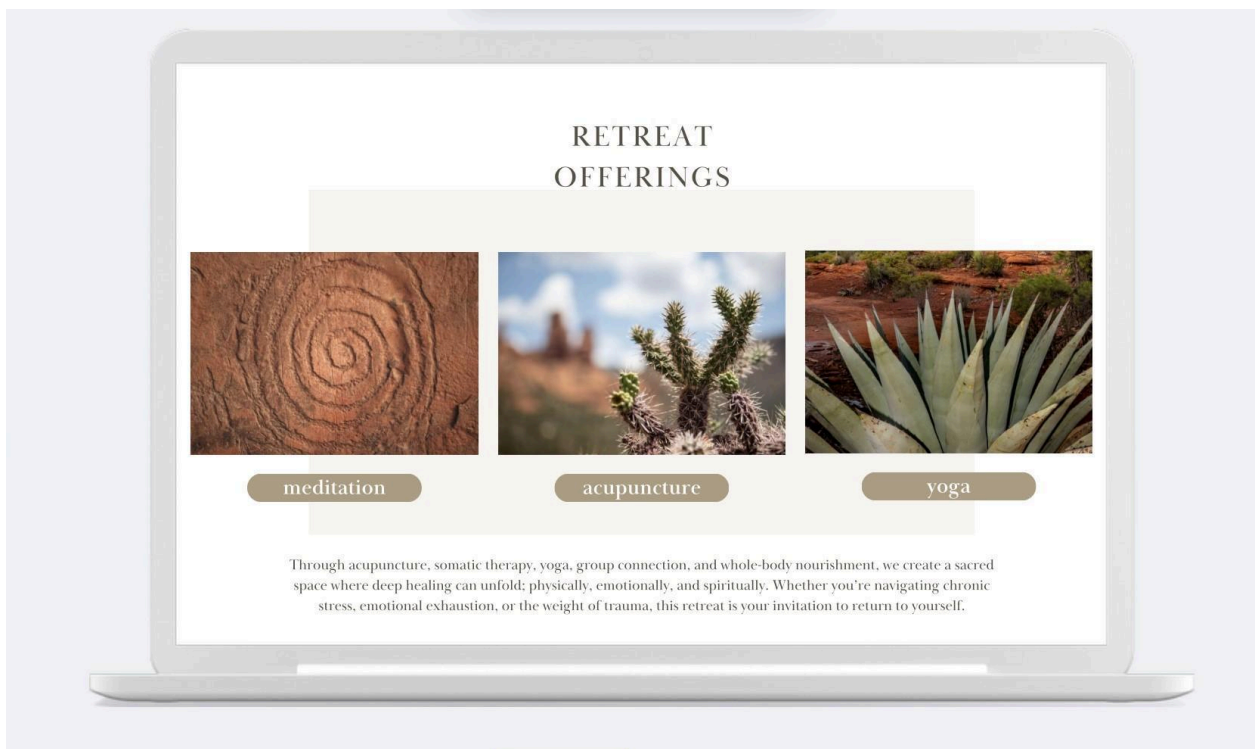
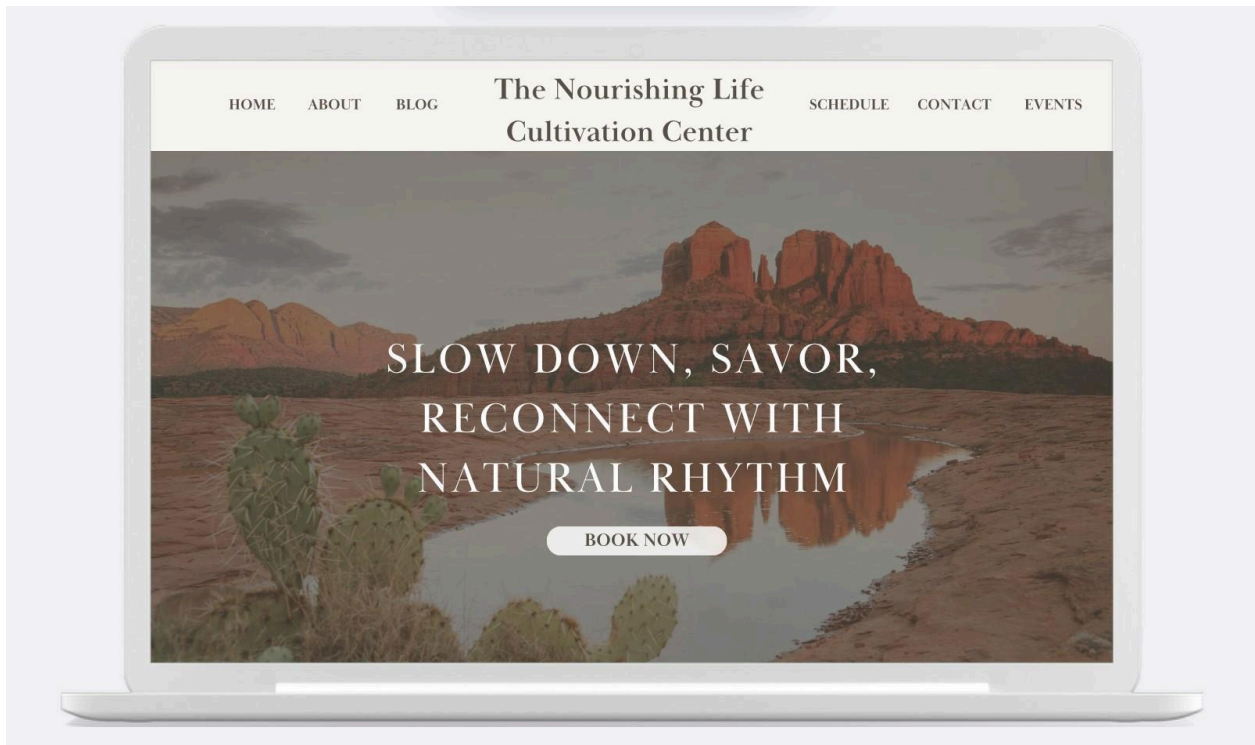
Marketing Samples

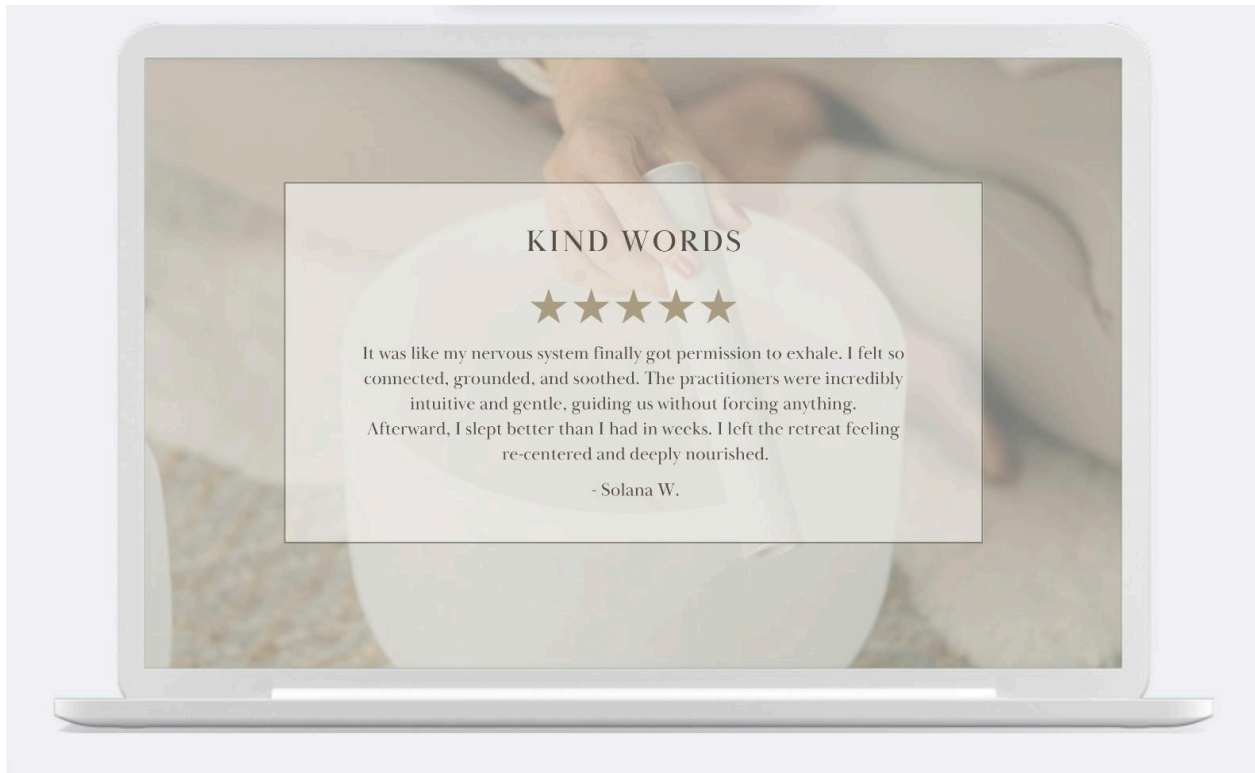
Instagram Feed

Our Instagram captivates through calming imagery of our offerings and thoughtful, engaging captions that reflect our values of wellness, mindfulness, and intentional living. Each post is intentionally curated to inspire, ground, and invite reflection; whether it's a peaceful snapshot from a recent retreat, a behind-the-scenes look at our healing practices, or words of encouragement for everyday life. Through a warm and consistent visual style, we aim to create a digital space that feels as restorative and welcoming as our in-person experiences.



Website:





Overview by Category

	Goal	Time	Budget	Rationale
Promotion	Create awareness among both local and regional audiences	Six Months: Jan – June	\$2,000	Print flyers, postcards, business cards for local coffee shops, businesses, and health centers. To engage with both owners and customers
Advertising	Generate website traffic and retreat inquiries via digital ads	Six Months: Feb – July	\$4,500	Paid Google and Meta ads targeted to corporate wellness seekers and audiences looking to better their health in multiple aspects

Publicity	Secure 3 media	March – June	\$2,000	Hire PR support or submit press releases to wellness blogs, Sedona community news, and local NPR
	features in local news or wellness blogs			
Community Relations	Build local alliances with orgs, unions, and nonprofits	Ongoing	\$1,500	Host info sessions and donate retreat scholarships through community partnerships

Promotion

To promote the NLCC, we will design and print branded collateral, including 500 flyers, 100 brochures, and 300 business cards. These materials will be strategically distributed in high-traffic areas and key partner locations, such as local coffee shops, wellness centers, co-working spaces, and other local businesses, to raise awareness and drive engagement across our target audiences.

Advertising

- **Goal:** Increase retreat bookings and email list subscriptions.
- **Strategy:**
 - Google Ads with keywords like “corporate burnout retreat,” “construction healing retreat,” “Sedona wellness”
 - Facebook/Instagram Ads with carousel stories targeting stress-recovery and wellness.
- **Metrics:** Click-through rates (CTR), signups, bookings.

Publicity

- **Goal:** Establish NLCC as a thought leader and safe space for holistic recovery.
- **Tactics:**

- Press release sent to Sedona Monthly, AZ Health & Wellness Magazine, and podcasts.
- Interviews with founders and retreat leaders.
- **Outreach Deadline:** End of March

Community Relations

- **Goal:** Build community trust and engagement.
- **Strategies:**
 - Partner with Verde Valley Sanctuary, United Way, and trade unions for co-branded outreach.
 - Provide 5 need-based scholarships with visible community impact.
 - Host a pre-retreat community healing event with complementary sound bathing and auricular acupuncture or info session in Sedona (July).

Marketing Strategy

The Nourishing Life Cultivation Center (NLCC) Sedona Retreat is uniquely positioned to provide a transformative, healing experience for its guests. Each marketing strategy is rooted in empathy, holistic wellness, and evidence-based therapeutic approaches, aligning with the core values of NLCC and its commitment to inclusive healing spaces.

Marketing Objectives

- Raise awareness of the Sedona Retreat as a haven for restoration, physical rejuvenation, and emotional recalibration.
- Develop customized messaging and outreach strategies that resonate with the challenges and needs of each target demographic.
- Build strategic partnerships with businesses, unions, and nonprofit organizations to generate sustainable referral pipelines.
- Position NLCC as a culturally competent, trauma-informed, and community-integrated wellness provider in Arizona.

Target Audience Messaging & Channels

1. Corporate Employers & Employees

- **Demographics:** High-performing achievers, precisians, super-supporters, workaholics, and under-supported employees in hybrid or traditional work settings.
- **Pain Points:** Chronic stress, burnout, migraines, digestive issues, anxiety, and sleep disturbances due to high expectations and minimal work-life balance.

Messaging Strategy

“Recharge Your Mind. Realign Your Goals. Retreat with Purpose.”

Highlight the Sedona Retreat as a mental reset that boosts productivity, team cohesion, and personal wellness. Emphasize the ROI of employee well-being and the integration of Eastern and Western wellness modalities.

Marketing Channels

- LinkedIn campaigns targeting HR departments and corporate wellness leaders
- Strategic partnerships with Employee Assistance Programs (EAPs)
- Digital ads via business wellness newsletters and industry-specific podcasts
- Wellness webinars and informational lunch-and-learns with corporate partners

Metrics for Success

- Retreat attendance numbers across target groups
- Number of established referral partnerships
- Pre- and post-retreat wellness survey results
- Social media engagement and click-through rates on digital campaigns ● Percentage of participants returning or referring others

Competition Analysis

NLCC vs Typical Sedona Wellness Retreat

NLCC clearly offers most of what other Sedona retreats do, but with deeper integration rooted in Yang Sheng.

Aspect	Your Yang Sheng	Typical Sedona
	Retreat	Retreat

Core Philosophy	Grounded in Classical Chinese Medicine and Yang Sheng ("Nourishing Life")—focused on long-term balance and vitality	Influenced by New Age, spiritual, or Western holistic traditions
Purpose	Teach sustainable practices for daily life, stress resilience, and inner harmony	Provide relaxation, insight, or emotional release during the stay
Practices & Modalities	Meditation, sound healing (tuning forks and bowls), Tai Chi, Tui Na, infrared therapy, and Qigong—all within the Yang Sheng framework	Meditation, sound healing, massage, yoga, and intuitive energy work
Movement & Embodiment	Tai Chi, breath-led Qigong, meridian-based stretching—focused on internal cultivation	Yoga, stretching, or free-form/intuitive movement

Touch & Therapy	Tui Na (Chinese medical massage), cupping, infrared therapy, herbal compresses	Massage (Swedish, deep tissue), Reiki, or spa-like treatments
Sound & Energy	Tuning forks and singing bowls used as part of vibrational medicine grounded in Chinese theory	Tuning forks, bowls, or sound baths used for chakra or energetic alignment
Lifestyle Guidance	Offers practical daily living tools—aligned with seasons, digestion, rest, and emotional regulation	Focuses on the in-retreat experience; less take-home lifestyle support
Customization	Personalized according to constitution, current health state, and seasonal conditions	Typically group-based with minimal individual assessment

Connection to Nature	Emphasizes internal	Focus on external
	harmony with natural rhythms (circadian, seasonal, elemental) hiking, vortex tours	connection with nature (hiking, vortex tours)
Takeaway	Leave with integrated practices and self-care tools for lifelong health and balance	Leave feeling inspired or rested, but with fewer take-home tools

Differential Advantage

More than a retreat, this is a return to rhythm, where the pulse of nature meets the wisdom of ancient medicine. Rooted in Yang Sheng, we offer not just healing but remembrance: of how to live in tune with breath, season, and spirit. Through acupuncture, cupping, Tai Chi, Qigong, Tui Na, sound healing, mindfulness, and nutrition, along with food prepared with intention, guests are invited to unwind their story and rewrite it with vitality. Here, hiking becomes meditation, nourishment becomes medicine.

Addressing Competitive Challenges in the Retreat Market

1. We Lead with Depth, Not Trends

While many Sedona retreats follow trends in spiritual tourism or commercialized wellness, we offer timeless healing grounded in Classical Chinese Medicine. Yang Sheng sets us apart as a philosophy of life, not just a menu of treatments. We’re not trying to be everything—we’re delivering something authentic, rare, and deeply rooted.

2. We Offer Integration, Not Just Experience

Most retreats focus on in-the-moment transformation but leave guests with little for the day after. We give people practical tools—acupuncture, food therapy, Tai Chi, Qigong, mindfulness, and seasonal living—that they can carry into daily life. This gives us a long tail of impact and higher guest loyalty.

3. We Combine Ancient Wisdom with Modern Wellness

By blending Tui Na, infrared therapy, sound healing with forks and bowls, and intentional movement, we speak to both holistic purists and wellness seekers who want effective, grounded healing. We're not caught between worlds—we unify them.

4. We Know Our Audience Intimately

While other retreats may cast a wide net, we are precise. We serve the stressed, the burned out, the seekers who want depth over dazzle. We meet the needs of wellness-conscious professionals, caregivers, healers, and those in transition—people who are ready for restoration and reconnection. We remain acutely aware of existing and potential market conditions.

5. We Position Yang Sheng as a Lifestyle, Not an Escape

This is more than a retreat. It's a reset of one's relationship with self and nature. While others market escapes, we offer a return to what sustains. That emotional and philosophical shift becomes our competitive anchor.

6. We Deliver Cultural Integrity with Accessibility

In a market where Eastern modalities are often diluted or detached from their roots, we maintain cultural respect and accuracy while making these practices accessible, embodied, and warmly delivered.

G. Business Planning

Legal Form of Ownership

Nourishing Life Cultivation Center (NLCC) will conduct business as a S Corporation to offer corporate retreats, clinical services, Yang Sheng program activities, and events in Sedona, Arizona 86336, in Yavapai County. S-Corporations protect its owners against personal liability while allowing for pass-through taxation (US Small Business Administration, 2025). NLCC will submit Form 2553 to the US Department of the Treasury to establish its legal status. The owners

will become shareholders and will elect a board of directors. The following tax forms are required: Form 1120S, Form 940, Form 1040, Schedule E, and estimated taxes, which are due quarterly via Form 1040ES (US Small Business Administration, 2025).

Under Arizona state law, as governed by the Arizona Corporation Commission (A.C.C.), a statutory agent must be appointed to meet the business formation requirements and is required to operate within the state of Arizona. The NLCC will utilize the location of Sedonya Conscious Living Center, at 120 Deer Trail Drive, Sedona, AZ 86336, as a local reservation facility for our corporate retreats. The inaugural corporate retreat is scheduled for April 2026, coinciding with the one-year implementation of our NLCC business plan.

By state law and regulation, a business formation must be established to operate and conduct a business entity in Arizona. A filing for a professional corporation (PC) and its Articles of Incorporation must be submitted to the Arizona Corporation Commission (A.C.C.) in the Corporation Division. The Arizona Corporation Commission (A.C.C.) highly recommends appointing a statutory agent in Arizona, as outlined in Arizona's legislature, A.R.S. § 29-3115, for corporations. Limited liability companies (LLCs) are required to hire a statutory agent (Arizona Corporation Commission, 2021).

The statutory agent is a business entity or individual who accepts the service of a process involving legal documents for a corporation filing. During this process, the statutory agent's business address can be the same as the corporation's physical address. The statutory agent will follow the ten recommended steps to start a business in Arizona, as outlined by the Arizona Corporation Commission (A.C.C.) (www.arizonastatutoryagent.net, 2025).

The A.C.C. Ten Steps to Start a Business include:

- Provide the chosen name of the business
- Check name availability
- Secure the business name

- Form the Entity
- Purchase a domain name
- File the articles of incorporation with A.C.C. <http://ecorp.acc.gov>
- File for EIN or Tin with the Internal Revenue Service www.irs.gov
- File for tax designation (S-Corp), business licensing, and permits (city, county, and state agencies)
 - Arizona Department of Revenue www.azdor.gov
 - Arizona Commerce Authority Small Business Services <http://www.azcommerce.com/>
 - City of Sedona Community Development Department <https://www.sedonaaz.gov> (www.sedonaaz.gov, 2025)
- Establish a Bank account - Sedona, AZ 86336 OneAZ Credit Union oneazcu.com
- Arizona Publication Requirements for Newly Formed Corporations: Three consecutive newspaper circulation publications must be made within 60 days of receiving the A.C.C. approval, accompanied by the publication notice form to acquire an Affidavit for Publication. (<https://azcc.gov/corporations>, 2025)

Arizona Business Formation

ecorp.azcc.gov

Professional Corporation (PC)

Create an LLC or Corporation:

Arizona Statutory Agent TM

Arizona Corporation Commission (A.C.C.)

Arizona Statutory Agent

1300 W. Washington Street,

4539 N. 22nd Street, Suite B.

Phoenix, AZ 85007

Phoenix, AZ 85016 602-542-3026

(520)422-2279

<https://www.arizonastatutoryagent.net>

Licensing, Permits, and Insurance

Establishing the Nourishing Life Cultivation Center in Sedona, Arizona, requires compliance with various local and state regulations, including obtaining specific licenses, permits, and insurance coverage. Below is an overview of our needs:

1. Business License

- City of Sedona Business License: All businesses operating within Sedona must secure a city-issued business license. The application fee is \$70 per calendar year. (City of Sedona, n.d.)

2. Zoning and Occupancy

- Tenant Occupancy Permit: Before commencing operations, we must verify that our clinic's location complies with local zoning laws. This ensures the property is designated for commercial use suitable for a holistic health clinic.
- Certificate of Occupancy: Post any necessary renovations, this certificate confirms that the building meets all safety and building codes.

3. Health and Safety Compliance

- Fire Safety Inspection: We will coordinate with the Sedona Fire Department to conduct an inspection, ensuring adherence to fire safety standards.

4. Professional Licensing

- Medical Facilities Licensing: Because of the range of services offered, we will need licensure from the Arizona Department of Health Services. This is particularly pertinent because of the medical treatments and procedures that are provided.
- Individual Practitioner Licenses: All healthcare professionals, such as acupuncturists and medical staff, hold valid Arizona state licenses.

5. Taxation

- Transaction Privilege Tax (TPT) License: Arizona mandates this license for businesses engaging in taxable activities. While the state doesn't charge a fee for the TPT license, it's essential to register and comply with tax obligations.(Arizona Department of Revenue, n.d.)

H. Financial Management

Business Start-Up Costs for Retreat Events

Estimated Total Start-Up Cost Range Projections (per Retreat)

- Low Budget Retreat Estimate: \$15,000 - \$20,000
- Mid-Range Retreat Estimates \$25,000 - \$30,000
- Luxury Retreat Estimates \$35,000+

Yang Sheng Retreat Start-Up Costs

- **Venue Rental** **\$5,100 - \$15,500**
 - Private Retreat Center or Resort Space (3-5 days) \$5,000 - \$15,000
 - Outdoor permits for Red Rock Area, if applicable: \$100 - \$500
- **Lodging and Meals** **\$200 - \$400**
 - Guest Lodging (if not included in the venue) \$150 - \$300 per person/night
 - Catering Meals (organic, dietary - vegan or non-vegan) \$50 - \$100 per person/day
- **Products - Retail Pricing/Bulk Cost (Initial expense)** **\$2,500 - \$3,000**
 - Retreat T-Shirts \$25 - \$35
 - Retreat Tote Bags \$30
 - Loose Leaf Herbal Teas \$21.99
 - Eye Pillows \$18.95
 - Essential Oils \$20 - \$30
- **Facilitators & Guest Practitioners (per event)** **\$500 - \$2,000**
 - Practitioner Fees \$500 - \$2,000
 - Practitioners will cover their own transportation and accommodations
- **Transportation & Logistics** **\$750 - \$1,650**
 - Shuttle Service for participants (optional) \$400 - \$750
 - Staff Transportation \$200 - \$500
 - Storage bins, carts, luggage carriers \$150 - \$400

Business Start-Up Costs

- **Administrative & Office Supplies** **\$800 - \$2,275**
 - Registration Software & Platform (Eventbrite, Retreat Guru) \$100 - \$300
 - Office Supplies: pens, clipboards, stationery, copier paper, binders \$250 - \$275

brochures, postcards, posters/signage, printing costs	\$150 - \$500
CRM System, Website/Email Marketing Setup	\$300 - \$1,200
● Staff Salaries (part-time staff, four acupuncturists, one admin, chef)	\$128,750
● Business Licensing & Permits (One-time Expenses)	\$2,659 - \$3,150
Arizona business registration, name, annual reporting, expedited fees	\$350 - \$425
Arizona Acupuncture license, application, auricular certificate (4)	\$2,000
Statutory Agent Fees	\$49 - \$200
Registered Agent Fees	\$125
City of Sedona Business License	\$35 - \$100
Special Event Permits (if applicable)	\$100 - \$300
● Marketing & Branding	\$12,400 - \$15,000
Logo/Brand Identity \$800/4 \$200 quarterly	\$600 - \$1,000
Social Media Ads, Flyers, Website SEO/Blog \$1,8k/4 \$450 quarterly	\$1,300 - \$2,500
Photography/Videography for Promotion \$1k per event	\$500 - \$1,500
Promotion (Six Months) \$1.334 quarterly	\$2,000
Advertising (Six Months) \$3k quarterly	\$4,500
Publicity (Four Months) quarterly	\$2,000
Community Relations (Ongoing) \$1,5k/4 \$375 quarterly	\$1,500

Profit and Loss Forecast (Quarterly)

Assumptions for 3-Month Period:

- **Retreats Offered:** 3-day and 5-day retreats
- **Clients per Month:** 20 (15 clients for 3-day retreats, 5 clients for 5-day retreats per month)
- **Gross Sales Estimates:** (room and board additional to be paid directly to retreat)
 - 3-Day Retreat: $\$570 \times 15 \text{ clients/month} \times 3 \text{ months} = \$25,650$

- Goal: 50 clients/month x 3 \$85500 would be the long-term goal to pay a fair market salary
 - 5-Day Retreat: \$900 × 5 clients/month × 3 months = \$13,500
 - Goal: 30 clients/month x 3 = \$81000 would be the long-term goal to pay a fair market salary
 - **Total Retreat Sales = \$39,150**
 - **Projected Retreat Sales Goal (\$88,200)**
- **One-on-One Services & Products (estimated average monthly sales):**
 - Acupuncture, Bodywork, Group Classes: \$4,000
 - Goal: \$7200 20 people/week, averaging prices of 4 services)
 - Products (teas, oils, meditation gear): \$2,000
 - **3-month total = \$18,000**
 - Projected Goal \$27,600
- **Total Gross Revenue: \$57,150**
- **Projected Gross Revenue Goal \$194,100**

Quarterly Operating Expenses Estimate:

- **Staff Wages** (part-time staff, four acupuncturists, one admin, chef, etc.): ~\$24,000
 - **Goal Staff Wages** \$128,750
 - **Rent & Utilities:** ~\$6,000
 - Projected Rent & Utilities \$30,750
 - **Marketing (as per Week 12 doc):** ~\$3,000
 - **Projected marketing cost:** \$7800
 - **Insurance & Permits (quarterly share):** ~\$1,500
 - **Supplies (acupuncture needles, tea stock, etc.):** ~\$2,000
 - **Miscellaneous/Admin:** ~\$1,000
- Total Quarterly Expenses: \$37,500**
Projected Quarterly Expenses: \$171,800

Estimated Net Profit for Quarter:

\$57,150 (Revenue) - \$37,500 (Expenses) = \$19,650 Profit
Projected Profit: (\$22,300)

Cash Flow Projection (Quarterly)

Month	Cash Inflows	Cash Outflows	Net Cash Flow	Cumulative Cash

Month 1	\$19,050	\$12,500	\$6,550	\$6,550
Month 2	\$19,050	\$12,500	\$6,550	\$13,100
Month 3	\$19,050	\$12,500	\$6,550	\$19,650

Assumes steady inflows and outflows. You could adjust for seasonal/marketing events or add an upfront deposit-based model that increases early cash flow.

Profit & Loss Forecast Explanation:

The Nourishing Life Cultivation Center (NLCC) anticipates a total gross revenue of approximately \$57,150 over a three-month period. This estimate is based on expected bookings for both 3-day and 5-day wellness retreats, as well as supplemental income from one-on-one healing services and wellness products. Key revenue sources include group retreat packages, acupuncture sessions, sound therapy, and curated health products, such as herbal teas and essential oils.

Quarterly operating expenses are projected at \$37,500, which accounts for staffing, rent, marketing, insurance, supplies, and administrative costs. After deducting expenses, NLCC is expected to generate a net profit of around \$19,650 for the quarter, indicating a strong initial financial outlook as the business becomes established.

Cash Flow Projection Summary:

NLCC's cash flow projection assumes steady monthly revenue and operating expenses, resulting in a consistent monthly net cash flow of \$6,550. By the end of the quarter, the business

is expected to accumulate approximately \$19,650 in positive cash flow, supporting reinvestment into operations, marketing expansion, and staff development.

Maintaining healthy cash reserves will allow NLCC to remain flexible, adapt to market demand, and cover unexpected costs such as equipment upgrades or seasonal shifts in retreat participation.

Balance Sheets

Nourishing Life Cultivation Center		
Balance Sheet		
[USD \$]		
		2026
Assets		
Current assets:		
Cash		1,000
Accounts Receivable	first retreat 15x\$570	8,550
Prepaid expenses	rent (3mos), advertising (6mos), insurance	46,570
Supplies		5,137
Inventory	retail items	3,000
Non-current assets:		
Licensing & Software		4,454
Property & Equipment	acupuncture + retreat equipment, furniture, computer	13,581
Total Assets		82,292
Liabilities		
Current liabilities:		
Salary Payable		8,000
Accounts Payable		1,200
Accrued expenses	advertising products	1,800
Unearned revenue	first 5 day retreat	4,500
Total current liabilities		7,500
Long-term debt	small busn loan	35,000
Other long-term liabilities	mortgages	-
Total Liabilities		42,500
Shareholder's Equity		
Equity Capital	owners investment	17,492
Retained Earnings	from P&L	22,300
Shareholder's Equity		39,792
Total Liabilities & Shareholder's Equity		82,292
<i>Check</i>		<i>0.000</i>

Projected Balance Sheet

Nourishing Life Cultivation Center		
Balance Sheet		
[USD \$]		
		2026
Assets		
Current assets:		
Cash		23,916
Accounts Receivable	first retreat 15x\$570	8,550
Prepaid expenses	rent (3mos), advertising (6mos), insurance	46,570
Supplies		5,137
Inventory	retail items	3,000
Non-current assets:		
Licensing & Software		4,454
Property & Equipment	acupuncture + retreat equipment, furniture, computer	13,581
Total Assets		105,208
Liabilities		
Current liabilities:		
Salary Payable		32,916
Accounts Payable		1,200
Accrued expenses	advertising, products	1,800
Unearned revenue	first 5 day retreat	4,500
Total current liabilities		40,416
Long-term debt	small busn loan	25,000
Other long-term liabilities	mortgages	-
Total Liabilities		65,416
Shareholder's Equity		
Equity Capital	owners investment	17,492
Retained Earnings	from P&L	22,300
Shareholder's Equity		39,792
Total Liabilities & Shareholder's Equity		105,208
Check		0.000

I. Taxes

Taxes will be prepared by Metz CPA, LLC, which will advise the best strategy to take.

The following are rules and estimates only.:

Estimated Tax Prep: Nourishing Life Cultivation Center (S-Corp)

This outlines estimated tax obligations and planning considerations for Nourishing Life Cultivation Center, a seasonal retreat business operating as an S-Corporation in Arizona. This guidance is based on current 2025 federal and state tax regulations.

1. Owner Compensation (Payroll Taxes)

Under S-Corp status, the owner(s) must receive a reasonable salary subject to payroll taxes. The salary portion is taxed at a rate of 15.3%, which includes Social Security (12.4%) and Medicare (2.9%) (IRS, n.d.-a). Reasonable compensation must be documented, and proper payroll filings such as Form 941 and W-2s are required.

2. Federal Income Tax (on Salary and Distributions)

Both salary and profit distributions are subject to federal income tax. The effective tax rate generally ranges from 10% to 22% for this income level, depending on allowable deductions (IRS, 2023).

3. Distributions (Avoid Self-Employment Tax)

Distributions not paid as salary are exempt from self-employment tax but are still subject to federal and state income tax. This is a key tax advantage of the S-Corporation structure (IRS, n.d.-a).

4. Arizona State Tax

Arizona applies a flat income tax rate of 2.5% on taxable income, including both salary and distributions (Arizona Department of Revenue, n.d.).

5. Quarterly Estimated Payments

Even for seasonal businesses, federal and state estimated taxes must be paid quarterly to avoid penalties. Safe harbor rules generally require 90% of the current year's taxes or 100% of the prior year's liability to be paid timely (IRS, n.d.-b).

6. Year-End Filing and Payroll Reporting

Annual filings include Form 1120-S for the corporation and Schedule K-1 for shareholder distributions, along with W-2 issuance for salaries paid.

Engaging Metz CPA, LLC from the planning phase ensures that all financial decisions, reporting, and regulatory compliance efforts are aligned with the company's mission and growth goals. Their services will help Nourishing Life Cultivation Center, Inc.:

Establish sound systems for sustainable expansion

Maintain transparency for future grant and investor relationships

Minimize early financial risk

Ensure regulatory compliance across changing operational contexts

Build a finance-forward culture capable of supporting international growth

Outlook

The Yang Sheng Cultivation Center is committed to revolutionizing preventive health and holistic wellness by blending ancient wisdom with modern approaches. Through Yang Sheng retreats, corporate programs, and nonprofit initiatives, we strive to empower individuals, workplaces, and communities with practical tools for lifelong health, stress reduction, and holistic transformation. Over the next decade, we envision a world where Yang Sheng principles become a cornerstone of corporate wellness, community health, and global well-being.

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