

Uniting and Inspiring People through Conscious Breathing

Country: Switzerland
National Representative's name: Blanca Maria Müller Lagunez
NR since: 2009
Member IBF since: 2009

Overview Membership status for the country – (please take over from the global overview) :

Friends: Many to come
Members: 4
Professional Members: 7
Organisations: Not yet

General summary:

- We are spreading “Conscious Breathing” as a beneficial lifestyle everywhere we go. We are present and constantly inviting people to become members/friends of the IBF. I am working again on the Spanish translation of the second edition of the “Conscious Breathing in the Classroom” manual. Attended most of the NR calls and took many of the minutes. As I spent quite a few weeks in the USA, I was able to introduce the 2019 GIC to many persons in the Kentucky and Indiana areas I have continued with my educations. In August I will present in a three day Woodstock celebration at the DADA House: three days of conscious breathing spotlights where I will show case IBF.

What happened last year in your country in terms of breathwork and conscious breathing?
Overview of your actions/activities. How is breathwork doing in your country?

- A peculiar situation in Switzerland, is that many therapists are not allowed to belong to other organizations outside their own, which makes recruiting somewhat difficult. We are inviting people to become “Friends of IBF” as a first step into this world. We welcome people like Heinz-Gerd and Lera giving workshops in the northern part of Switzerland.

What did you do to network with other Breathwork organizations? What was the outcome?

- The Breathwork organizations networking will intensify as of September. We hope to gain new such members for the IBF.

World Breathing Day, 11th of April: What happened in your country?

- As we were looking for a proper venue for the event, we were able to share this information

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with many people. I know a lot of them participated on an individual basis from their working places.

Next year I have decided to add museums, churches and schools to the venues and so create collectives for World Breathing Day.

What did you do to attract new individual members and to have more organizational memberships? How did you do this? Any best practices to share?

- I carry with me a color printout of our Juicy Core Values. That always sparks interest. It would be ideal to be able to hand them out with each NRs information on it, but minimum, the whole data of IBF and GIC.
The IBF flyer could have a list of videos and other sources which people could check out by themselves.
The same applies to World Breathing Day.
What about buttons/stickers with words like "I was breathing consciously on World Breathing Day". "I took part in World Breathing Day" "I'm a Juicy Core Values follower". "I am a Conscious Breather thanks to IBF".
What about stickers with single points of the Juicy Core Values and the IBF information.

Do you have any suggestions for the IBF as an Organization?

- There are constant requests for physical flyers, in English and German, to hand out. There is lots of interest, but I see it is not enough to give out the url of our beloved and in the future most influential IBF.
I am wondering about the outcome of the IBF in California: I hope that IBF stays a united and strong single organization and truly International.

How can IBF serve you in a better way in your role as NR?

- There are constant requests for physical flyers, in English and German, to hand out. There is lots of interest, but I see it is not enough to give out the url of our beloved and important IBF.
Eventually I hope to have IBF buttons & stickers. Stickers ARE used, it is part of their nature.
I would like to have IBF business cards with my data on it.
As we are becoming more and more, we need to keep it short, sweet and to the point during the NR meetings. By the same token, depending on the number of participants, it would be wise to have two people dividing the minutes taking. If we are going to keep the meeting for a maximum of 1 hour, one hour fifteen, then we have to choose carefully what we are going to share with the others.

Do you still want to take up your current IBF role for the next year

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- Yes, most certainly.

What are your objectives – as NR – for the next year?

- After dealing with very demanding personal events, I am now the Phoenix who has risen from all these situations. We are in constant contact with schools and most important, the official educational system in the Kanton of Zurich and have established contacts on a national level. It is one of my goals to get the Conscious Breathing in the Classroom into the curricula of the educational system here. Starting with one school, one kindergarten, one family circle, etc at a time.
I will start giving workshops and conferences again.
I see my representation of the IBF becoming as ubiquitous as possible

Personal note:

- My most personal effort is to be present at the 2020 in Sweden. Very sorry not to be at the GIC in 2019.

Wishing all of us a most productive, marvellous, magical, GIC 2019.

In the Spirit of Conscious Breathing,

Blanca Maria Müller Lagunez
IBF NR for Switzerland.

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