

*"Community & Business Training, Economic Development, Partnerships,  
Job Creation.....Rural American Indian Communities Moving Forward"*



*Operated by Southwest Business Development Consultants, LLC Funded by MBDA-U.S. Department of Commerce*

### **Client Success Story 1<sup>st</sup> Quarter 2020-2021**

Kyle O Massage Therapy  
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Kyle Obrien was born and raised in Albuquerque New Mexico. He owns Kyle O Massage Therapy located in the bustling downtown Albuquerque. He is three quarters Dine and an enrolled tribal member of the Navajo Nation. Kyle comes from a lineage of Navajo medicine men and women, healers from previous generations, practicing and passing along healing techniques of his Navajo ancestors.

At an early age, Kyle knew he wanted to help people as a profession, after saving his earnings waiting tables, he entered Crystal Mountain School of Massage. "Studying for massage therapy is like entering into pre-med" Kyle adds. After receiving his massage therapy license, Kyle worked as an independent contractor at Betty's Day Spa. "The experience was rewarding and the clients' loyalty was refreshing", he explains "I'm grateful for the opportunity at Betty's but I felt restricted to only providing relaxation massages".

During the five years at the day spa, Kyle divided his time between Betty's and decided to continue his education and skill sets, enhancing his therapeutic modalities to include sport massage, deep tissue, myofascial and lymphatic drainage. Ready to spread his wings, Kyle took the entrepreneurial leap and opened his own practice in 2017. He rented two other locations before settling near Robinson Park near downtown Albuquerque where he currently resides.



Kyle's clients include Kenjon Barner with the Tampa Bay Buccaneers, multiple-time world champion boxer Holly Holm, Actor Tom Hanks and Rita Wilson.

As the Covid-19 pandemic reached its all-time high in New Mexico of March 2020, the Governor mandated the stay at home order and all non-essential businesses closed their doors, to include massage therapy. During the shutdown, Kyle kept his practice afloat with his medical lymphedema clientele. By July, gyms, spas, fitness clubs and massage therapy businesses were able to operate at a 50% capacity. With Kyle's overhead reaching the breakeven point, he contacted the Four Winds Diversified Project for assistance. Kyle has been a client of the FWD Project since February 2020.

During that time, the Navajo Nation received \$60 million of the CARES funding to assist Navajo Owned small businesses. "The application was complex and the process was tedious" Kyle remembers, "the consultants at the Four Winds brought me relief and did all the heavy lifting for me!". In September Kyle received his Navajo Nation Cares funding support in the amount of \$6,500 keeping his accounts payable in check. "I'm blessed for what I have to offer in the healing process of my clients".



With another possible government mandated shutdown, Kyle is utilizing his time rebranding his company and remodeling a new location to house his massage therapy practice & salon with his good friend and business partner. Kyle is rebranding his company to "Cure Therapy" and plans to launch his Massage Practice & Salon in summer 2021. The Four Winds Diversified Project is currently assisting Kyle with his logo design, website development and providing local contractors to assist him with the remodeling phase.