



Cassie Sampson, BA, LMT

(515) 991-0753 • EVDaySpa@gmail.com • www.EVDaySpa.com

Facebook: @eastvillagespa • Instagram: @evdayspa

SUMMARY

I am an entrepreneur, wellness provider, volunteer, and a champion for the massage therapy profession. My business serves as a vehicle that allows me to support the greater Des Moines community via quality employment opportunities, wellness services and charitable donations.

PROFESSIONAL EXPERIENCE

East Village Spa Owner, Des Moines, IA, 2008-Present

As a Licensed Massage Therapist in private practice from 2006-2008, I saw a need for a spa in the growing Historic East Village. I signed my first spa lease the day before the stock market crashed in 2008, then slowly built my business from a 4-employee 1800 sf spa into a 4300 sf spa with a team of 25 employees and \$1.25 million annual revenue.

Recreation Therapist and Volunteer Coordinator, Westview Care Center, Indianola, IA, 2001-2005

I was fortunate to serve on the management team at Westview as they shifted to the "Person-Centered Care" model, which was progressive for that time. We took a care center that looked and felt clinical and turned it into a homelike environment where residents were empowered to make more choices about their care and day-to-day life.

INDUSTRY AND BUSINESS LEADERSHIP

Iowa Board of Massage Therapy, Governor's Appointment, 2016-Present

- Elected Chair, 2017-Present
- Iowa delegate for Federation of State Massage Therapy Boards National Meeting 2018

Massage Therapy Advocacy

- Consulted with several city councils in 2018 to steer creation of municipal massage therapy ordinances that helped fight human trafficking without harming legitimate massage therapists or their businesses.
- Coordinated legislative education days at the Capitol in 2018 and 2019 with Iowa's American Massage Therapy Association chapter to offer chair massage and educate lawmakers and the public about the importance of massage therapy licensure.

FuseDSM Chamber MOXIE (Member Owners eXchange Ideas and Experiences) Chair, 2016-Present

- Facilitate a monthly support group for small business owners, similar to a Mastermind group.
- Coordinate an online group for members to exchange ideas and support each other between meetings.

Business Educator and Speaker

- I developed curriculum for a 38-50 hour courses on entrepreneurship and business ethics tailored to massage therapy students. I've instructed hundreds of massage students from 2007-2018.
- Selected to present a session at the 2019 International Spa Association from 240 speaker applicants

COMMUNITY SERVICE

Historic East Village Neighborhood Association

- Board Secretary, 2010-2013
- Chair of the East Village Holiday Promenade, 2010-2016

“Spalloween” Fundraiser, 2011-Present

- Developed a signature event at East Village Spa to provide wellness services to the community while raising funds for animal rescue organizations.
- To date, this event has raised over \$14,000 for animal rescue charities
- Spalloween has been featured in the International Spa Association’s Pulse publication as a model spa fundraising event.

Rotary Club of Des Moines AM, 2016-Present

- Assist with club social media
- Volunteer with partner organizations like the Capitol View Elementary School and Children and Families Urban Movement.

South Suburban YMCA Board, 2015-2018

YWRC Celebrity Server, 2017, 2018

AWARDS

- International Spa Association Innovate Award for work with employees who have disabilities, 2014
- East Village Spa named Des Moines’ Best Spa by Cityview Magazine Readers, 2011-2018
- East Village Spa named Des Moines’ Best Spa by USA Today 2016-2017
- East and South Des Moines Chamber of Commerce Entrepreneurial Spirit Award, 2013
- East and South Des Moines Business of the Year finalist, 2013 and 2014
- Des Moines Business Record 40 under 40 class of 2018

EDUCATION

University of Northern Iowa, BA in Leisure Services-Therapeutic Recreation, 2001

Body Wisdom Massage Therapy School, Massage Therapy program, 2005