

Connectives . . . January/February 2004

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Mind·Body·Spirit Connected (MBSC) is a 501(c)(3) nonprofit association dedicated to the education and advancement of holistic practitioners and complementary healing methodologies. While many organizations focus on various aspects of holistic practice, *MBSC* strives to bring together all disciplines and to bridge the gap between the holistic and traditional healing communities. *MBSC* encourages an understanding of both eastern and western philosophies.

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New Year Tips for Expanding Your Practice

If you want to do something nice for your business to start the new year, consider reading the book "Raving Fans" by Ken Blanchard and Sheldon Bowles. It is inexpensive, is easy to read, offers revolutionary ideas related to customer service, and virtually guaranteed to help you improve at least one aspect of the way you do business. In the meantime, here are some specific ideas for generating new clients:

- Review *MBSC's* 2003 newsletters and find a wide variety of website listings for your practice, most free of charge.
- Set aside at least one half day each month to for promoting your business, for example, meet with a key contact, distribute your business cards or flyers at local health food stores, wellness centers, etc.
- Attend *MBSC* programs regularly, even if the topic is not of specific interest to you. Why? Familiarity breeds comfort. People who see you on a regular basis get to understand your business and can support you with referrals or helpful ideas.
- Advertise in the Yellow Pages if there is a holistic category for you, especially if you don't have a website. Yes, directory advertising is expensive, but it is still one of the easiest ways for clients to find you. Consider sharing an ad with a colleague if you feel an ad costs too much. We are collaborators, right?
- Advertise in *Balanced Living* magazine. They have a mainstream audience and are good networkers, in addition to being strong supporters of *MBSC*.
- Invest in at least a simple website if you don't already have one.

Informed Consent Forms for your Clients

If you read the last newsletter article which summarized Maxwell Mehlman's legal presentation at the Cleveland Clinic, you may recall him stressing the importance of using "Informed Consent" forms/waivers. He believes this is an absolute must for all professionals involved in complementary and alternative medicine. Some professional associations provide templates for their members, such as the National Guild of Hypnotists and International Association of Reiki Professionals. If you are not currently getting a signed waiver from your clients, we suggest that you begin doing so immediately.

Your "Informed Consent Form" should include the client's acknowledgement that they voluntarily requested and consent to receiving your services. Many practitioners begin by indicating that their services are intended as a form of coaching or designed to enhance relaxation and aid in stress reduction.

Please see the next page for continuation of this article and other items the waiver should include.

2004 Membership Drive...

We welcome new members:

Kate Biddle, Willoughby Hills
Licensed Social Worker/Yoga

Rose Marie Fantelli, Beachwood
Professional Clinical Counselor

Carol Puma, Middleburg Heights
Vibrational Healing/Reiki

Dee Wolk-Orum, Beachwood,
Teacher/Motivator (Weight mgmt)

Jan Rubins, Hudson
Owner/GM of LifeCenter plus

Stephanie Richards, Pepper Pike
Planet Organics

Should you save these dates?

Even if the topic of an *MBSC* program may not “hit your hot button”, please consider the benefit of coming so you can meet other holistic practitioners, potential clients, and referral sources who may prove invaluable. You also make it possible for seekers to meet you! Guests who attend regularly are making an important “investment” in themselves and their business. Each time you support *MBSC*, you are helping advance complementary and alternative medicine and making it possible for others to embrace holistic practice.

Cleveland area

March 3 – “Creating a Professional Image in Holistic Practice”

April 14 – “A Holistic Approach to Gardening”

Late May – Yet to be finalized

July 24 - Members only potluck picnic

Akron area

February 3 – “Getting to the Heart of Love”

March 10 – “Recovering from Fibromyalgia”

April 22 – “Bridging the Gap Between Traditional Healthcare and Holistic Practice”

May 6 – Members only – Potluck social and labyrinth walk

Informed Consent (continued)

The waiver should also acknowledge the client’s understanding that:

- You are not diagnosing or prescribing treatment of illness or injury and that your services are not being held out as any form of healthcare or psychotherapy unless you are licensed to do so. Even if research exists to the contrary, by law in Ohio you may make no health benefit claims to clients for your services unless licensure clearly states that you may do so.
- Your services are not a substitute for medical treatment or medications.
- Consultation with their doctor or primary caregivers for any health conditions they have is recommended.
- They have a right to a thorough explanation of your services and the right to discontinue at any time.

The waiver may also include basic information concerning your credentials, training and experience, as well as any form of redress the client has if he/she is dissatisfied with your services. You might even include a statement regarding your fees, professional memberships, privacy policy, and your approach to holistic practice. *MBSC’s* Code of Ethics may be helpful to you in establishing specific wording, or other practitioners may be willing to share their paperwork. Ask for a copy of their “Client Bill of Rights”, “Informed Consent Forms” or “Client Waiver”.

On the Lighter Side: You Are Special

You may not realize it, but the following things are probably 100% true. Think about it!

1. There are at least two people in this world for whom you would die.
2. At least 15 people in this world love you in some way.
3. A smile from you can bring happiness to anyone, even if they don't like you.
4. You mean the world to someone
5. You are special and unique.
6. When you make the biggest mistake ever, something good comes from it

Friends are angels who lift us to our feet when our wings have trouble

Author Unknown, Original Reference “Have No Regrets”

We Are Special

One of the nice things about being an *MBSC* member is that we have an opportunity to reach out to people who can’t find the help they are seeking or feel they have nowhere else to turn. During the holidays, *MBSC* received an inquiry from the friend of a family whose 14-month old baby with Down syndrome and a complicating interstitial lung disease was vomiting after eating. Since conventional medicine seemed unable to help, the friend was researching alternative medical avenues. A quick email to our members resulted in a wealth of ideas and offers of help. While we don’t yet know the medical outcome in this situation, the outpouring of love and generosity from our members provided a much-needed level of support and hope for the family and friends. And each of us was blessed by the opportunity to respond to some-one in need.

We also recently received a referral request from NYC, a daughter looking for a Rolfer for her mother in Cleveland. *MBSC* has definitely spread its wings.

Members in the News

Drumming made the front page of *The Sun Star* newspaper for North Royalton and Strongsville. There was a BIG picture of Barb Clugh and Corky Larsen with an article about community drumming circles and a picture of the last Westlake drum circle on page five! There is a small picture of the cover page on website www.sunnews.com.

Graced Space

Article by Anne Stevens, Interior Designer & Feng Shui Practitioner

Recently a dear friend sent me an email containing a message reportedly from the Dalai Lama. It was a list of life instructions for the new millennium. The advice is beautiful and contains uplifting thoughts to live by. I would like to list here #12: "A loving atmosphere in your home is the foundation for your life."

Having devoted so much of my time and energy to creating beauty in place and space, these words give me a renewed sense of purpose. We are all a part of our surroundings. One of the most beautiful homes I have seen was a simple hut with no electricity. What made it outstanding was the presence of pure simplicity and an inspiring *atmosphere of love*.

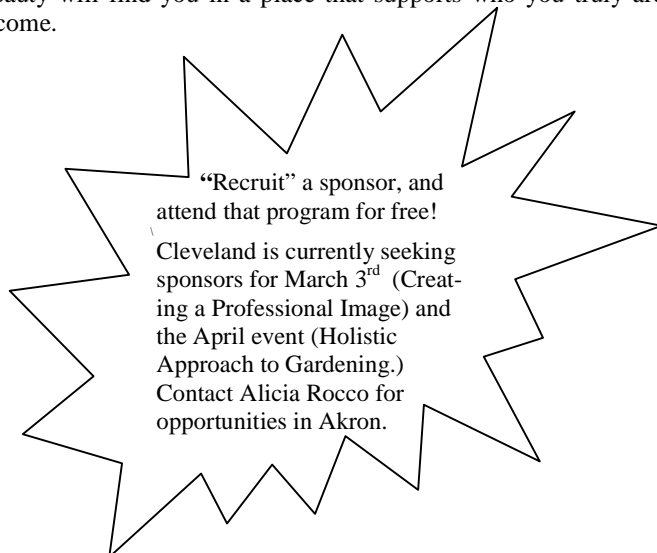
Surrounded by technological comforts, many of us long for inspiration and a sense of sacredness that is natural, practical, and personal. I encourage you to look deeply into your immediate surroundings. Discover the forms, textures, and colors that embody the workings of its soul, the *foundation for your life*.

The psychological power contained in ordinary places such as kitchens, bathrooms, bedrooms, and gathering places is often overlooked. Discovering the link between our spirit and form, we are inspired to create homes that express and enrich our daily life. The symbolic view of home provides deeper possibilities for living. It enables us to experience more imagination and creativity. When you re-envision your home as a sacred setting with depth and meaning, each room can become a delight to the senses where daily life can be experienced in true beauty.

Natural materials such as wood, stone, silk, and cotton create an environment that opens to the vital forces of fiery sunlight and fresh air. A sensuous dwelling urges us to notice the mingling of spirit.

- A simple bookshelf holding photos of family and friends or precious personal items creates a nurturing touch.
- Taking a bath by candlelight with soothing oils deepens the bathing experience into total serenity.
- A seat near a window within a living room can offer a haven of peace and quiet.
- Soothing sounds, fragrances, textures, colors, and lighting all contribute to the inspiration of a loving home's embrace.
- Plants symbolize growth and connect us with the renewing powers of nature.
- On the nightstand next to your bed, place a book of poetry or inspirational quotes. Keep a journal and pen to record your dreams.

When we learn to observe simple objects, such as stoves and bathtubs, as symbols of nourishment and transformation, we free our hearts and replenish our spirit. The goal of creating beauty will find you in a place that supports who you truly are and what you want to become.



Sharing MBSC...

We asked a variety of our members why they support *MBSC* through membership and active participation at programs. Here is a variety of responses:

"*MBSC* is fun. Members are like the family I wish I had."

"I like the programs, but one of the major benefits is the cost savings on printing. We saved almost \$100 last year by paying only \$.03/single page and \$.05/duplex at CopyMax. We used to pay the regular price of \$.14 for two-sided pages—ouch!"

"Even if the program topic doesn't sound particularly interesting, I almost always make some good connections. Some attendees have given me referrals or helped on some tough issues; others have proven to be helpful referrals for my clients. I am a better, more successful practitioner for having gotten active in *MBSC*."

"*MBSC* programs are professional; it feels like a safe environment to me."

"I attend regularly because it's a \$25-30 investment that is paying big dividends. The food isn't bad for a group kind of thing, but I go for the networking mostly. Oh, yeh, I love the newsletter."

"I had a wonderful experience at my first gathering that makes me want to attend many more. I connected with great people...and the topic was very relevant. Thank YOU for birthing this wonderful organization that is such a powerful force for health and connection. I LOOOVED it!"

Do you have a comment you'd like to share about the value of your *MBSC* membership and involvement? Email or fax it to us. As a nonprofit organization, each of you is important as we collectively work together to help the world transition to integrative medicine. Changes don't happen overnight, and they usually don't happen without both an investment of time and money. By supporting *MBSC* through membership dues and program attendance, you are helping advance the progress of holistic practice, and we thank you very much!

Akron Chapter Revs its Engines

The Akron Chapter of *MBSC* got off to a strong start last year under the direction of charter member, Stephanie Burns of Chakra & Meridian Balancing in Munroe Falls. A plaque of thanks and recognition was awarded to Stephanie to commemorate *MBSC's* "attitude of gratitude". Now the baton has been passed to Kelly Brown who is serving as Chapter President, Tajalli Leppla as Vice-President and Programming Chair, Linda Knight as Secretary, and Jan Boling as Treasurer.

New board member Alicia Rocco, has agreed to take charge of Sponsorship and Fundraising, and Kris Halter will be heading up the membership effort. Other committees are kicking into high gear, so you are encouraged to invite any holistic professionals in the Greater Akron area to join this fine group. If you would like to serve on a committee, please contact Kelly Brown.

When I Die...

When I die, I want to die like my grandfather--who died peacefully in his sleep. Not screaming like all the passengers in his car."

--Author Unknown

Energy Healing

Many *MBSC* members are energy healing, or biofield, practitioners. According to the National Institute of Health Center for Complementary and Alternative Medicine, biofield modalities are defined as "those therapies intended to affect energy fields that purportedly surround and interpenetrate the human body". This includes such healing arts as Reiki, Healing Touch, Therapeutic Touch, QiGong and other energy modalities, all of which are believed to balance the biofield and strengthen the body's ability to heal itself. Since the most commonly practiced energy modality in northeastern Ohio at present is Reiki, this article will speak mostly about that. Our primary reference source is *Alternative Therapies* March/April 2003, Vol. 9, No. 2 issue, article beginning on page 62.

Reiki is described as a vibrational, or subtle energy, therapy most commonly facilitated by light touch. It is often referred to as an ancient Tibetan technique, but Mikao Usui clearly referred to himself as the founder of Reiki, and although he was a lifelong practitioner of Tendai Buddhism, he was Japanese. If someone is trying to make the Tibetan connection, it is appropriate to note that Tibetan medicine does not include hands-on energetic healing!

According to the article, an increasing number of research studies are showing some interesting results. Individuals with diabetes have been reported to require less medication once beginning treatment, and outpatients with HIV/AIDS have been able to reduce psychiatric medications under medical supervision when using Reiki self-treatment. Unfortunately, since the foundation of biofield energies is in subtle energies that as yet lie beyond technology's ability to consistently measure, they present a special research challenge. "The preponderance of Reiki studies to date consists of a limited number of case reports, descriptive studies, or randomized controlled studies conducted with a small number of patients. There is no agreed-upon theory yet for how Reiki might work, and its mechanism of action is still unknown. For this reason, Reiki is subject to the criticism leveled at other CAM modalities by skeptics: It cannot be efficacious because it lacks a known biological mechanism of action... The concepts underlying energy therapies such as Reiki have theoretical commonalities with a variety of models in physics, none of which have been experimentally linked with medicine or clinical outcomes. Models in bioelectromagnetism, quantum physics, and super string theory are consistent with Asian scripture in suggesting that very subtle vibration may be the substratum of reality as we know it, and therefore such vibration may have a role to play in health and disease."

Reiki's popularity is on the rise, as evidenced by the fact it has been mentioned in wide variety of publications from the *New York Times* and *Time*, to *Esquire* and *Town & Country*. It is increasingly used as an adjunct to conventional medical care, both in and out of hospital settings. "Reiki appears to be an effective stress reduction technique that easily integrates into conventional medicine because it involves neither the use of substances nor manipulative touch that might be contraindicated or carry unknown risks, and because the protocol for Reiki treatment is flexible, adapting to both the need of the patient and of the medical circumstances." An increasing number of hospitals are training patients to use Reiki on themselves. This is great because it may not only reduce the side effects of medical interventions, it is a simple, effective way for them to address anxiety, insomnia, and pain without incurring significant costs. In addition, it is pretty commonly accepted that patients who have the resources necessary to minimize their pain and suffering are better able to cooperate with medical protocols and act responsibly in their own healing process.

One of the challenges for Reiki practitioners in gaining credibility and acceptance is the fact that there are no uniform, professional standards of practice. As a result, certificates have little meaning. Whether we are talking about energy healing practitioners, or another field of CAM, we might all benefit from learning how conventional healthcare providers are being encouraged to "interview" Reiki practitioners; we can then apply it to our own area of specialization. In order to evaluate a Reiki practitioner's expertise and ability to work in a medical setting, the following series of questions are suggested by Pamela Miles (founder of the Institute for the Advancement of Complementary Therapies) and Gala True, PhD (Senior Scientist and Assistant Director of Medical Ethics at the Albert Einstein Center in Philadelphia). These are noted on the next page.

- 1) When did you complete each level of training and how many hours of training did you receive at each level?
- 2) Do you practice daily self-treatment?
- 3) What clinical experience have you had since your training?
- 4) How do you describe Reiki?
- 5) How would you respond to questions about the meaning of various sensations a recipient might have during or after treatment?
- 6) How do you feel during and after giving treatment?
- 7) What role do you see yourself playing as part of an interdisciplinary healthcare team?

If you would like to subscribe to *Alternative Therapies* magazine, call toll-free 866-828-2962, write to 169 Saxony Road, Suite 104, Encinitas, CA 92024 or email alternative.therapist@innerdoorway.com

Three Generations of Reiki Practitioners

It is not that unusual to have four Reiki Masters all giving Reiki to a client at the same time. However, it is *not usual* for those four Reiki Masters to be a mother and her three daughters! Add to that, two granddaughters who also are Reiki practitioners, and you get a rare occurrence of Reiki energy flowing through three generations of practitioners. Great-grandmother Mary Spears, her three daughters (Linda, Gail, and Carol--who is an *MBSC* charter member and serves on the Board of Directors), as well as granddaughters Tracy and Wendy, have found Reiki to be profoundly effective for themselves and others. Linda was the first to receive and learn Reiki, during her battle with a "terminal-in-one-year" disease. The entire family has since learned and benefited from this gentle but powerful holistic modality.

Update on Volunteer Speakers Bureau

Our launch of the Speakers Bureau last fall to more than 100 community service organizations, churches, libraries and others was welcomed with open arms. As a result, presentations were scheduled beginning in January and continuing through April on dreamwork, feng shui, color therapy, the chakra system, meditation, naturopathic medicine and even more! Another mailing to promote topics and speakers is planned for March, so if you've been procrastinating, now is the time to submit your application. Deadline for submission is Monday, February 16. Please call the office if you need a copy of the application packet.

Question Corner

In each newsletter we would like to address an issue or two that has come up since the last edition. Our hope is that the "Question Corner" will help you understand why *MBSC* does things a certain way. In this issue, we will address the following:

Q: *Why can't MBSC serve tastier, healthier meals at its programs?*

A: As a 501(c)(3) educational nonprofit, most of our programs must be promoted to the public. This means that our audience will likely be diverse, with different food preferences. In order to effectively satisfy the majority of people, many factors must be considered. Those determined important by *MBSC* include:

- Easy to find, geographically desirable location (preferably one site "east-central", one site "west-central"), with safe, free parking for 50-100 attendees
- Professional and comfortable environment; competent and helpful management and staff to work with our organization
- Affordable site, able to accommodate our needs on a recurring basis (this includes cost of room rental, selection/quality/cost of meals, availability of podiums and audio-visual equipment, willingness to provide guests a choice of two entrees, ability to serve 50-100 people a sit-down dinner in 45 minutes, ability to change room size since our audience is unpredictable)

Extensive time has been spent in evaluating many possible sites over the past two years. There is almost always a trade-off. For instance, we believed the food at The Mustard Seed would be healthy and tasty. Although the location is rather out-of-the-way, the biggest knock-out was that three different members (one staff and two board members) could not get a call-back after repeated attempts. We ran into the same thing when exploring a lovely restaurant conveniently located off the freeway on the near west side. We are a volunteer organization which needs our "host site" to handle things professionally.

Since we reach out to the public, our cost of marketing (including printing and postage) is substantial for each event. We must generate enough revenue to cover all costs, or we will not be financially viable. As a result, meal costs must be minimized. As you know when shopping for yourself or family, healthier, tastier meals usually cost more! We have actually tried to host a couple of events without sit-down dinners, and the cost has been higher or virtually the same, but attendance has been lower. We continue to explore new possibilities, so if you believe you have a good idea, we hope you'll share it with us. We also hope that you'll keep an open mind since there are so many things that go on behind the scenes.