



# Connectives

July-August 2006

Newsletter of Mind•Body•Spirit Connected (MBSC)

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MBSC's newsletters are posted online bi-monthly at [www.MBSConline.org](http://www.MBSConline.org). Non-members who would like to receive this newsletter by mail may subscribe for \$10/year to help defray printing, postage and handling expenses. Call 216-321-9181 for a subscription.

### Did You Know?

Collaboration and partnership abounds...

MBSC has been a member of COSE (Council of Smaller Enterprises) for two years, but until recently, we were unaware that through a special partnership arranged with Tri-C, we have access to a remote office with computer and printer at no additional charge at Corporate College East and West. In addition, small meeting rooms are available at no extra charge, and lovely classroom space that can accommodate 40 students, and conference rooms for 12-person meetings are available in two-hour blocks for only \$75.

Perhaps those of you who are COSE members already knew this, but since we were previously unaware, it seems to be good information to share. As a COSE member you can:

- Host training sessions (helpful if you used to teach at Sophia?)
- Reserve free meeting space online (for fewer than five attendees) when you desire privacy versus meeting at a busy coffee shop
- Hold a board retreat or management meeting in a professional setting (\$75/two hour increments)
- Access phones, fax, free wireless or a computer or printer when yours is on the fritz

COSE members interested in learning more or reserving space should contact Rhonda Giuffrida at 216-987-2910 or [rhonda.giuffrida@tri-c.edu](mailto:rhonda.giuffrida@tri-c.edu).



### Reception for MBSC's Special Supporters

Have you received an invitation? If you are a Practitioner Patron, a committee or board volunteer, Speakers Bureau VIP, or you were a sponsor of a program or event in 2005 or 2006, you should have received an invitation by now to an exclusive Thank-You Reception. A cocktail party is being co-hosted by Board President Linda Droblich and Executive Director Donna Nowak in late August.

Please contact the office if your invitation has not yet arrived because we value the opportunity to celebrate your important contribution to MBSC's continued growth and success.

Thanks to the Institute of Alternative Medicine in Columbus for its advertising sponsorship of our September 14<sup>th</sup> program.  
*Note change of location: Holiday Inn Cleveland-South.*

**Founder/Executive Director**  
Donna Nowak

### MBSC BOARD OF DIRECTORS

- Linda Droblich, President
- Dr. Tanya Edwards, Vice-President
- Maggie Busser, Secretary
- Ellen Mattingly, Treasurer
- Tedde Abbott
- André Bryan
- Judith Carlin
- Jennifer Corlett
- Carol Fifner
- Dr. Stephen Flynn
- Dr. Ed Miller
- Carol J. Spears



Photos taken by Jerry Masek at MBSC's program on June 29

## MBSC Members in the



Congratulations to not one, but *two* MBSC members who were winners in the second annual COSE “Ten Under 10 Awards 2006” competition.

Sarah Littlefield of Townsend Learning Centers and Blaze Monaco of The Littlest Heroes were recently featured in a special supplement to the COSE Update magazine. They were recognized and honored as small businesses with ten or fewer full-time employees for their best practices in:

- 1) innovation
- 2) growth and success
- 3) value to the community and the environment
- 4) diversity promotion
- 5) customer service excellence

We applaud both Sarah and Blaze for their fabulous contribution to the community and for blessing our organization with their membership, time and talents. Way to go, ladies!

Also getting a lot of public exposure these days is Dee Wolk. Dee has been one of MBSC’s strongest financial supporters, but she is best known for her highly successful non-diet, weight-loss program. She recently launched an exciting audio program called “Dee’s Weight Solution”, and she is a regular columnist for *SmartHealth*, a monthly wellness magazine for women, published by the *Cleveland Plain Dealer*. We’re so proud of you, Dee!

### Welcome New Members

- Rebecca Allgeier, Social Worker/Personal Trainer,  
Brecksville
- Mary Calabrese, Preventive & Restorative Dentist,  
Mayfield Heights
- Alice Marie Duber, Herbal Skincare Representative,  
Walton Hills
- Dr. Lawrence Gray, Integrative Medical Physician,  
Cleveland Heights
- Jan Lewis, Westlake
- Mary Zaller, Wellness Consultant, Cleveland

Please note that Barbara Tisi was incorrectly included as a new member in the May/June newsletter.



and the winner is...

Joining MBSC resulted in Dr. Lawrence Gray’s name being entered into a raffle, entitling him to attend this year’s Annual Benefit for free. This \$125 value more than pays for his membership! Congratulations, Dr. Gray.

## Spirit in Action

Most of us can share stories of how we have personally felt or witnessed God/Spirit/Creative Force working behind the scenes. And many of us know that we often only need to step into the flow (or get out of the way) in order to experience divine, right action in our own lives. Well, here is a member story to remind us of the incredible synchronicity that can put us in the right place at the right time, doing the right thing...

Dr. Jeannette Potts of the Cleveland Clinic Foundation, Glickman Urological Institute, has been an MBSC member since February 2005. In May, she lectured to the Franco-American Urological Society, with her usual spiritual, mind-body spin. It was very well received by a "discriminating" audience and in fact, the association president wrote her a note afterwards, saying “What a hit! What a splash! I kept hearing about your performance and your personality during my stay in Atlanta.”

In June, she delivered a presentation at the bi-annual convention of the Latin American Urological Society in Brazil. The way it came about is what’s interesting. As is the case with many professional organizations, faculty members are sometimes asked for a specific topic or are invited to provide a list of related topics they would like to present at the annual convention. Jeanette submitted her list of very clinical/urological topics, but at the last second, she threw in "The Art of Healing" with NO additional description. She planned to incorporate her experiences in Turkey, visiting the ancient hospital of Esclepius, exploring the power of the curanderas and the hx of midwifery. She also planned to finally redefine placebo and challenge the audience to consider themselves the most powerful placebo in existence. But no one knew that but Jeannette.

Well, it turns out, that this is the ONE lecture that the convention chose. “I was almost euphoric as I prepared,” Jeannette said. And, on top of this, the president of the Mexican Urological Society (a long-time friend of Jeanette’s) saw the Confederacion Americana de Urologia-Brazil agenda and asked her to give exactly the same lecture in Mexico City in September.

Jeannette has been lecturing to these societies since the late 1990’s, and she says that they have repeatedly enjoyed or welcomed the spiritual spin of her urological lectures. But this was really a BIG step, according to Jeanette. “This is the most macho of medical specialties and one of the most macho of societies. I think this really says so much about our era... it is a great era... people are opening up, broadening their visions and welcoming something ancient, timeless, eternal... in a new way.”

And Jeannette thinks that MBSC is the right organization, doing the right thing, at the right time...



A fun way to use your brain's power and to get to know fellow MBSC members at the same time is by joining one of our planning committees.

Below are committee meeting dates and times. Please contact the chairperson if you are interested in learning more about a committee, or you wish to join it!

**Advertising/PR** *Wednesdays, 9:00 a.m.*  
 Contact: Jerry Masek 216-267-5827  
 Meetings held at RTA office, W. 6<sup>th</sup> Street, Cleveland  
 Aug 23

**Benefit (Masquerade Party)** *Sundays, 7:00 p.m.*  
 Contact: Judith Carlin 216-832-3658  
 Meetings held in Beachwood (23505 Beachwood Blvd)  
 Aug 6\* Sep 10  
 Aug 27 Sep 24  
 \* Includes making prototype of the table decorations

**Membership** *Thursdays, 9:00 a.m.*  
 Contact: Donna Nowak 216-321-9181  
 Meetings held at CCF's CIM in Broadview Heights  
 Aug 10 Sep 7

**Programming** *Thursdays, 8:30 a.m.*  
 Contact: Jennifer Corlett 440-442-4160 x 239  
 Meetings held at Wild Oats, Chagrin Blvd, Woodmere  
 Aug 24 Sep 21 Oct 19

**Speakers Bureau** *Evening varies, 7:00 p.m.*  
 Contact Kathleen Calby 216-297-0739 if you are interested in joining the planning committee.  
 Contact the MBSC office 216-321-9181 if you want to apply to be a volunteer speaker.  
 Aug 15 (tentative)

## Guess Who Got Physical...

Attendees rated MBSC's June 29<sup>th</sup> "Let's Get Physical" program with a 4.96 score out of a possible 5. The energy in the room was palpable, and everybody seemed to enjoy the opportunity to learn about three alternative approaches to fitness and exercise. Presentations introduced martial arts by member Michelle Martin; neurointegrative action (NIA) by Angela Huang and Kim Miller; and yoga by member Judi Bar.

Nearly half our guests accepted the invitation to experience NIA for themselves (photos on front page), and virtually all attendees tried chair yoga. Our very own beloved Maggie Busser volunteered to try and break a board during the martial arts demo. Yes, she was successful (pictured below).



**Michelle Martin, Marilyn Wise, Maggie Busser**  
 The bright, the bold and the beautiful...



**Judi Bar** shown doing the soon-to-be world-famous yoga yawn.

## MINDFUL MOMENTS

Current information about Mindful Moments meditation classes can now be found at [www.MindfulMomentsOnline.com](http://www.MindfulMomentsOnline.com).  
 Fall classes will begin in September.



*For more information, contact:*  
**Nancy Rubel, Ph.D, LLC**  
 6611 Rockside Road, Suite 215  
 Independence, OH 44131  
**216-524-7772, press 1, then 30**

Would you like to advertise in one of MBSC's newsletters? It's a great way to promote an upcoming workshop or share some important bit of news about your business. Advertising space is limited, depending upon each issue's editorial requirements, so please make your request early in order to avoid disappointment.

## Reserve Early for September 14<sup>th</sup> Program

MBSC's September 14<sup>th</sup> event will be held at a convenient location, i.e., the Holiday Inn Cleveland-South on Rockside Road in Independence. This program may sell out, so be sure to send in your registration form early. Joan Fox, Ph.D., of the Cleveland Clinic and Marion Good, Ph.D., of Case Western Reserve University will present *Controlled Clinical Trials: Their Role in CAM*.

## CONCERNED ABOUT TOO MANY CARBS IN YOUR DIET?

For those of you who watch what you eat, here's the final word on nutrition and health. It's a relief to know the truth after all those conflicting nutritional studies.

1. The Japanese eat very little fat and suffer fewer heart attacks than Americans.
2. The Mexicans eat a lot of fat and suffer fewer heart attacks than Americans.
3. The Chinese drink very little red wine and suffer fewer heart attacks than Americans.
4. The Italians drink a lot of red wine and suffer fewer heart attacks than Americans.
5. The Germans drink a lot of beers and eat lots of sausages and fats and suffer fewer heart attacks than Americans.

### CONCLUSION:

Eat and drink what you like.  
Speaking English is apparently what kills you.

## A.R.E.-Nowak Update

Thank you to all MBSC members and friends who have been holding the Association for Research & Enlightenment in consciousness as that organization seeks a replacement for their CEO. Donna Nowak is no longer under consideration for the position, but her intention to pass the MBSC baton continues.

## MBSC Executive Search Update

Ellen Mattingly, newly appointed Human Resources Director for Rand Technologies (and an active member of MBSC's Board of Directors), is heading the Search Committee for a new Executive Director. Our goal is to fill this position by year-end, and Ellen reports that we have received resumes from many interesting applicants. We are still in the early interview stages.

## Exciting Possibilities

Member Elizabeth Grosse has been making "cold calls" to various building owners to see if any are interested in hosting MBSC as a tenant. We've learned that there are some landlords in the Cleveland area who sometimes offer space free of charge to non-profit organizations, or at a nominal rate, so it's just a matter of us talking to the right person/firm at the right time. Please let us know if you have any suggestions or ideas.

***MBSC Members: Save \$45*** while enjoying a blissful 1-1/2 hour massage, Reiki and guided imagery experience.



***Marilyn Wise, LICDC, CMP***  
LivingtheLight.net  
Holistic Healing and Health Services  
**440-622-8782**  
*wiseoneforall@hotmail.com*

**Counseling:** Specializing in addiction (all forms); alternative and complementary approaches to depression, anxiety, phobias and ADHD, such as psychoenergetic healing, child within work, guided imagery, visualization, mindfulness training, and nutritional support

**Body/Energy Work** such as massage, polarity, Reiki, craniosacral therapy and chakra balancing. Marilyn includes aromatherapy, sound healing and the finest massage creams from Harmonious Essentials.

**Dance Fitness:** Marilyn teaches a dance fitness training called NIA, which combines yoga, martial arts, Tai Chi and free dance for fun and healthy exercise.

Marilyn believes in and practices in her own life a holistic approach to creating health, joy and fulfillment. She is a licensed addiction counselor, certified massage practitioner, Reiki master and licensed NIA instructor. She has 25 years of training and experience in mind/body/spirit techniques and has trained at the Harvard Medical School's Mind Body Institute.

Marilyn practices in a beautiful setting at  
Insight Learning & Wellness Center, 25901 Emery Road (at Emery and Richmond roads) and at  
72 N. Main Street, Hudson

# HOW TO RAISE YOUR FEES WITHOUT LOSING CLIENTS

Written by Steve Strauss for “Ask the Expert, Small Business Success Tips” for COSE Update

**Q** I would like to raise my fees but am afraid that if I do, business will drop off, and I can't afford that. What am I to do?

**A** Yours is not a unique issue. In fact, it is fairly common. Too many small businesses set their prices when they first open their doors and then fail to raise them. Afraid they will drive away customers, these business people get stuck in time, charging and getting paid amounts that are years out of date; yet all the while, inflation and the cost of doing business continue to rise.

So the question is not whether you *should* raise your fees, but rather, how do you raise your fees without losing customers in the process? There are several steps to take.

**1 DECIDE UPON A REASONABLE AMOUNT.** If it has been awhile since you have raised your rates, you may be a bit out of touch with what the market will bear. What do your competitors charge? That's a good place to start. Like Goldilocks, you do not want to be too hot or too cold. You want to be just right (unless what you offer is qualitatively different).

**2 GIVE CLIENTS REASONABLE NOTICE.** Whether you intend to raise your rates \$10 an hour or 25 percent, you need to give your clients advance warning so that it is not a shock and is something for which they can plan. When you tell them, be business-like. Do not apologize, and you need not explain. Confidence is key. You are good at what you do, and you deserve to raise your rates, too. Be sure that you explain that your new rates are in line with the norm in the industry. If you do feel the urge to explain the rate hike, you can always say, for instance, “My fees are still reasonable, and I have not raised them in years. I have to keep up with my overhead,” or “I have decided that I need to raise my rates 10 percent every other year.”

**3 TEST.** This is an optional step. If raising your fees makes you nervous and concerned that you will lose clients, consider trying it out on a few clients for starters.

**4 HANDLE RESISTANCE.** Clients who voice their displeasure will need a little extra TLC. Explain how much you do for them and how much extra you do that is gratis. Make sure they understand that your new fees are in line, and that if they switched to someone new, it would require time and training, which would eat up any savings they might get. Reiterate all that you do. Explain that you dislike raising your rates but feel this is the best choice and that based on your longstanding working relationship, you hope they will understand. If they balk, consider giving them a perk—maybe another 60 days at the old price. That might work. The important thing is to put a high value on yourself so the world can do the same.

## Candid Comments on Pricing

Here's how MBSC members responded to the question: “How do you determine what price to charge for your products or services, or...How and when do you raise your prices/fees?”

“I used to *check the inflation rate* in Ohio and then raise my prices about that same percentage each year. Since inflation has been low in recent years, I now look mostly at the prices I pay for services and determine a cost that seems fair for what I offer.”

“Periodically I *check the going rate for similar services* and aim for charging in the mid-range. I also adjust to keep up with the increases in my expenses such as advertising, utilities, etc.”

“I don't have the same certifications or level of experience that some of my colleagues do, so I charge about 20% less.”

“A colleague pointed out that my price was lower than everybody else's and she thought clients might interpret that as my quality being inferior, so I raised my fees to be somewhere in the middle.”

“In determining a fee for services, it's important to *do some research* and find out what other professionals in your line of work are charging for similar services. You also need to *consider what the market in your area will bear*...what people can afford. It's a balance of having a fee that is competitive, within a price range potential clients can afford, and earning enough to make a living.”

“I try to keep fees comparable to those of area practitioners for whom I have personal and professional respect. I raise my fees when I *perceive overhead* to be rising significantly; I generally *perform at least an informal survey* of fees before I actually raise mine.”

“My fees are revealed to me intuitively. I *go within, ask what the fee should be*, and I get a very clear answer. In the corporate world, fees are often based upon comparison with similar professionals, but this never works for me. It doesn't feel spirit directed and, therefore, I am not comfortable with the exchange. I am also intuitively guided to gift sessions to people or to reduce the fee on occasion but am careful to not let my healer archetype take over and give up fees altogether. I believe that we are meant to treat the profession of healing with the respect given to any other professional activity.”



## Save the Date

Friday, November 3, 2006

### “Integrated Therapies: Blending the Past with the Present”

**When:** Friday, November 3, 2006

**Where:** MetroHealth Medical Center, Scott Auditorium, 2500 MetroHealth Drive, Cleveland, OH 44109

**Time:** 8:00 a.m. to 4:30 p.m.

**Cost:** \$65 - Employees of MetroHealth System/Students  
\$80 – Other registrations received by Friday, October 20  
\$90 – Registrations received after October 20

Note: Parking, lunch, refreshments and course materials will be provided

#### Speakers:

- *Integrative Medicine: The Big Picture*, Tanya Edwards MD, MEd, Medical Director of Cleveland Clinic’s Center for Integrative Medicine
- *Medical Intuition*, Sarah Weiss, MA, LMT
- *Guided Imagery: A Proven Tool to Decrease Stress, Pain and Enhance Coping Skills*, Diane Tusek, RN
- *We Are What We Eat: The Role of Nutritional Supplements*, Paula Vetter, RN, MSN, FNP
- *The Evolution of Consciousness*, Vince Lisi, MA,
- *Yoga for Health, Awareness and Serenity*, Karen Allgire, MFA, RYT

Contact hours applied for: nurses, psychologists, social workers, counselors, clergy and chaplains

Live harp music by Carol Spears, MS, Reiki Master and Teacher, Certified Music Practitioner Harpist

Items for sale from various speakers

Informational Vendors: *Balanced Living Magazine* and *Mind·Body·Spirit Connected*

**For more information, call 216-778-7707**

## Think Recycling for MBSC’s Benefit

The theme of this year’s fundraiser, a masquerade party on October 28 (“Make a Refashion Statement”) is generating some fun and exciting ideas. Don’t be surprised if one of our members shows up wearing her bathroom curtains and another one sports a head-piece made out of pop cans.

Auction donations are also intriguing, thanks to recent items gathered by event chair, Judith Carlin. We have a delightful clutch bag from Ecolist, using recycled candy wrappers and a briefcase from Vy & Elle made out of vinyl which has been recycled from billboards. Organic materials also fit this year’s theme, as demonstrated by a beautiful, soft French terry wrap made of organic cotton, donated by Stewart & Brown.

Your help in gathering recycled *and* new items for the auction will be greatly appreciated. They are being collected at 3073 Fairmount Boulevard, Cleveland Heights, 44118. Your own products and gift certificates make popular bid items, too!

At its August 6th meeting, members of the Annual Benefit Committee will be making prototypes for table centerpieces, using newspapers and colorful magazines. Feel free to join the committee from 7-9:00 pm that Sunday at Judith Carlin’s home, located at 23505 Beachwood Boulevard in Beachwood.

## Nominations for Board of Directors

MBSC Board President, Linda Droblich, is chair of the 2006-07 Nominating Committee, which will begin deliberations to identify directors to be elected by the full membership at the November 15<sup>th</sup> annual meeting.

If you would like to propose a candidate for consideration, please contact Linda at [linda.droblich@tri-c.edu](mailto:linda.droblich@tri-c.edu). A list of director expectations/commitments for 2007 will be reviewed (and, hopefully approved) at the August 8<sup>th</sup> board meeting. Shortly thereafter, any members who are interested can have a copy.



**Remember to use your Retail Connect Card at OfficeMax...**

Did you know that empty ink cartridges can be exchanged for a free ream of paper? All of MBSC’s white paper is now free! And, be sure to maximize your savings at OfficeMax by using your Retail Connect Card. Contact Shelley Barnhardt, 330-618-7225 or Brian Bogner, 440-446-2592 for more details.

# Special Meeting to Amend MBSC Bylaws

from Board President, Linda Drobnich

Amendments to MBSC's Code of Regulations must be approved by an affirmative vote of two-thirds vote of the members present at any annual or special meeting. Such a meeting has been called for 7:25 p.m. on Thursday, August 24, at 3073 Fairmount Boulevard in Cleveland Heights. This date was selected because many members will already be gathered for a special reception for volunteers and sponsors that evening. The business meeting will require only 5-10 minutes.

The primary reason for amending the bylaws is to clarify our purpose and modify our membership categories. The amendments will help minimize confusion:

1) We were incorporated as a 501(c)(3) tax-exempt, charitable organization with a focus on education and networking which enhances awareness of holistic health. Our programming is targeted toward *all constituents* who are interested in Complementary and Alternative Medicine (CAM), a holistic approach to wellness, and integrative healthcare.

Although there may be a desire and need for a professional organization just for holistic practitioners, MBSC was not incorporated as a 501(c)(6) business association whose purpose is to increase revenues for that group of individuals.

2) Our initial membership consisted of four categories, including Practitioner, Associate, Academic and Student. Amended categories (noted below) were: a) proposed by the Membership Committee under the direction of the Executive Director (Donna Nowak), b) reviewed by the Advisory Council (Laura Chapman, Dr. Joan Fox, Neal Szpatura) and c) approved by the Board of Directors. The five new categories will include Student/Academic/Seniors, Friend, Contributor, Supporter and Benefactor.

Membership dues are fixed and assessed by the Board of Directors or the Executive Committee, but below is a comparison of our current structure with the new one:

2005:	Student/Academic	\$ 75
	Associate	\$100
	Practitioner	\$150
2006:	Student/Academic/Seniors 65+	\$ 75
	Friend	\$100
	Contributor	\$150
	Supporter	\$250
	Benefactor	\$500

Any individuals who wish to join MBSC will now be able to do so at the basic level of \$100 if they choose, regardless of whether they are a CAM practitioner, business owner, housewife, physician, or other. Each member will select the level of contribution that feels most appropriate.

Different benefits (perks) will be associated with the various membership levels. Same as in the past, membership dues will remain tax-deductible as a charitable contribution to support MBSC's educational programming.

Following is a review of the proposed amendments. If you have any questions, or if you wish to vote by proxy, please direct correspondence no later than Tuesday, August 22, 5:00 p.m., to Donna Nowak at [Help@MBSCOnline.org](mailto:Help@MBSCOnline.org).

## Amendment 1

Article I, Section 2. Purpose will now read:

(c) Serve as a forum for convening individuals interested in a holistic approach to health and wellness in order to exchange information, ideas and knowledge about Complementary and Alternative Medicine (CAM) and integrative healthcare.

(d) Promote high standards of practice and integrity, as well as improved methodologies in complementary and alternative healing disciplines.

(e) Promote the image of holistic practitioners and integrative healthcare providers as credible professionals committed to the highest standards of practice.

(f) Serve as liaison and a clearinghouse of information between seeking clients and holistic/integrative practitioners.

(g) Serve as a bridge between the holistic and conventional healing communities.

## Amendment 2

Article II, Section 1. Categories will now read:

(a) Student/Academic/Senior

(b) Friend

(c) Contributor

(d) Supporter

(e) Benefactor

## Amendment 3

Article II, Section 6. Annual Meeting will now read:

The annual meeting...shall be held in Cuyahoga County at 7:00 o'clock p.m. on Wednesday of the second full week in November of each year, or at such other time and place as may be determined by the Board of Directors.

## Amendment 4

Article II, Section 6. Special Meetings will now read:

...shall be held in Cuyahoga County...

As mentioned at the beginning of this article, a special meeting to discuss and vote on these amendments will be held on August 24 at 7:25 p.m.