

# Connectives... March/April 2003

Published for Members and Friends of *Mind-Body-Spirit Connected*, Cleveland, Ohio

*Mind-Body-Spirit Connected (MBSC)* is a nonprofit association dedicated to the education and advancement of holistic practitioners and complementary healing methodologies. While there are many organizations that 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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## MBSC's Board of Directors

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If you are not an *MBSC* member and wish to receive this bi-monthly newsletter, you may subscribe for \$12. This helps defray printing and postage expenses. The newsletter is routinely mailed only to *MBSC* members and paid subscribers.

## Happy Anniversary MBSC!

*MBSC's* official incorporation was February 21, 2002, which means that we recently reached a significant milestone: our one-year anniversary. Looking back on the first year of operations at its retreat on February 15, the *MBSC* Board of Directors noted the following accomplishments of the organization:

- ❖ Provided opportunities for networking and meeting great people
- ❖ Offered high quality and diverse programs served as a forum for education
- ❖ Achieved an impressive cross-section and quantity of members and among attendees at events
- ❖ Served as an important resource for practitioners
- ❖ Benefited from the work of volunteers
- ❖ Established a professional image and gained recognition by the community
- ❖ Began a connection between traditional and holistic businesses
- ❖ Established possibility for expansion and growth of the organization

Themes which emerged from those accomplishments include:

*People – Quality, diversity, interaction*  
*Community Awareness*  
*Professionalism*  
*Education – Members and the community*  
*Growth – Personal, the entity, professional*

With these accomplishments in mind, the Board revisited *MBSC's* original Mission Statement, making a few subtle but important changes. They are as follows:

**Revised:** To promote wholeness and help the community heal through increased understanding of mind, body and spirit connectivity. To increase the effectiveness and professionalism of holistic practitioners and to increase awareness of healing modalities. To provide a gathering place and support network for holistic practitioners and those interested in complementary and integrative medicine.

**Original:** To enlighten and heal the community through increased understanding of mind, body and spirit connectivity. To enhance awareness of non-traditional healing modalities and practitioners in northern Ohio and to increase their effectiveness and professionalism. To provide a support network for healing practitioners.

## Welcome New Members

*MBSC* welcomes *Hank Roth*, not only as an associate member but as a director serving on our governance board. Many of you probably recognize Hank as having been keynote speaker at the January program on prosperity. He is corporate counsel for a relocations company. Welcome, also, to *Bobi Surmick* of "Energy for Healing" as an *MBSC* member. She is currently a student in Rosalyn Bruyere's Crucible Program. *MBSC* would like to extend its gratitude to Sarah Weiss for her work as a member of the board of directors. Sarah resigned last month after a year of service; we wish her well with all of her endeavors.

## Upcoming MBSC Events

**April 29, 2003**

5:30-8:00 p.m.

Dinner

*Dr. Joan Fox, Director of the Center for Integrative Medicine at the Cleveland Clinic*

**June 25, 2003**

Dinner

*Dr. Sherry Tenpenny, Osteopathic Physician,* will speak on the association between food and common illness.

## Membership Directory

*MBSC's* first printed directory, including the names of all members who paid dues and submitted profiles by January 10, is now being distributed. Members receive one copy free of charge; additional copies are available at \$5 each to cover printing and postage expense. Our website also includes basic information for members, so please visit *MBSCOnline.org* for a current listing.



## Celebrate Earth Day

Carol Spears, Reiki Master and Teacher, Certified Music Practitioner, Wildlife Biologist, and *MBSC* member, will be hosting a gathering to honor our Wild Earth on Saturday, April 19, from 1:00 to 3:00 p.m. at a Touch of Serenity in Mentor. Connect with the spirit of the Earth through meditation on this Earth Day/Peace Day.

Register by calling 440-255-1638  
Cost is \$15.

## Board Approves Expansion of MBSC to Other Cities

At its February 15th retreat, the Board of Directors brainstormed various ways to deal with inquiries from other cities interested in *MBSC*. The options they came up with included simply consulting other cities about what has worked well for us, providing a "training kit" to help them get started, or moving forward with the founder's vision of establishing a chapter system. Consensus was that a chapter network would allow us to do the greatest good.

It is clear that *MBSC* is filling a legitimate need for education, increased professionalism, and a sense of cohesiveness in the holistic community. While the preference would be to have a little more time to stabilize and create a stronger infrastructure in northeastern Ohio, consensus was that there is a need to expedite a plan for establishing chapters in other metropolitan areas. Interest expressed so far has been from Columbus, Cincinnati, Phoenix, New York and even a couple of places outside the United States. It may even make sense for the Akron-Canton area to function as a chapter, and there has been mention of Toledo and Youngstown as well.

Since *MBSC* has limited financial and human resources, growth must necessarily be controlled. But, if you become aware of a core group of holistic practitioners in a particular metropolitan area, willing to devote the time and energy to establish and maintain a chapter, please suggest that they contact our office. Hopefully, you can see the benefits of bringing the universal community of holistic practitioners together so that we may all be resources to each other.

## Holistic Practices Make the Top Ten

According to a recent survey of *Jobs Rated Almanac, 2001* and *Best Jobs for the 21st Century* many holistic practices are also top-rated careers. Those careers that offer help to others, along with being associated with lower stress levels and a pleasant working environment for the practitioner, made the top ten.

1. Activity Specialist
2. Chiropractor
3. Choreographer
4. Florist
5. Massage Therapist
6. Nutritionist
7. Personal Trainer
8. Professor
9. Running Coach
10. Yoga Teacher

Even if your holistic practice did not make the top of this list, you may take heart in the following quote by Sir William Osler:

“Happiness lies in pursuing a vocation which absorbs the soul.”

The full article, which also gives the top five “super stressful” jobs, written by Allan Hoffman, is available by accessing the following web site:

<http://editorial.careers.msn.com/articles/tenhealthiest/>

## Committee Involvement

Whether you're a new member or one of the faces we have seen often at *MBSC* events, we hope you will consider getting involved in one of *MBSC's* many committees. This is a great way to get to know other practitioners and an opportunity to develop plans and programs contributing to the organization's success. Call the *MBSC* office to find out the various ways you can get involved.

## Program Updates

### Prosperity Consciousness and MBSC Membership

The January program on Prosperity Paradigms was well-attended and very well-received. A handful of attendees even signed up for the 12-week “Four T’s” prosperity course being taught by speaker, Hank Roth, confirming their high level of interest.

As you might imagine, occasionally we hear concerns related to the costs associated with joining or participating in MBSC, so we decided to take a look at how someone with a prosperity consciousness (versus a “lack” or “poverty” consciousness), might view their MBSC involvement. Following are some thoughts associated with membership dues and programming from both a prosperity and “poverty” consciousness!

#### Annual Dues

##### *Poverty/Lack*

The annual dues are too high  
I don't make enough money to join.

##### *Prosperity*

I am glad to pay dues to an organization that is serving such a meaningful purpose. My dues and program fees are an investment in my own personal growth; they also help promote holistic medicine as a credible profession. I am making a positive difference in the world.

#### Program Fees

##### *Poverty/Lack*

Why do I have to pay for programs?  
Programs cost too much. Why do they have to include dinner?

##### *Prosperity*

I feel good about contributing my share toward the cost of events that bring us together for education and camaraderie in a comfortable and pleasant setting.

Another way of looking at MBSC involvement, perhaps for someone with a dollar & cents outcome in mind, would be like this:

#### Increase in Business

##### *Poverty/Lack*

I joined six months ago and haven't seen much value from being a member. No one has given me a referral. I only attended two programs, but something should have materialized already. I am not going to rejoin.

##### *Prosperity*

If I attend programs regularly, demonstrate my competence and skills as a practitioner, I will make important connections from which referrals or something even better will likely result. Maybe not within a week or a month, but over time. I trust the Universe.

## Networking

If you were unable to attend our networking program, or if you attended and were inspired to learn more about how your “net” is working, the following classes may be of interest. Both are being offered at Lakeland Community College through the Professional Women’s Institute. (Men are welcome, too!). For more information or to register, please call the college at 440-953-7116.

#### *Develop a Winning Introduction:*

Dr. Kathy Whan-Marko will help you take a look at how you introduce yourself and help you decide how you want to be known professionally. You will write a new introduction, practice delivering it, and receive feedback on how you are perceived. Monday, March 31, 6:00-8:30 pm, Section 90467BR, Fee, \$15.00

#### *Golden Rules of Networking:*

Sharon Parker will be teaching the dos, don'ts, and how-to's of networking. Come away with a better idea of how to approach networking opportunities. Monday, April 7, 6:30-8:30 p.m., Section 90769BR, fee: \$15.00

## A Special Thank You to April Program Sponsor

As a nonprofit organization still in the start-up phase, MBSC relies heavily on the generosity of sponsors and members to help finance our programs. As such, we are very thankful to Dr. Benjamin Hornstein of The Center for Advanced Dentistry, for his \$500 “silver sponsorship” of our April 29<sup>th</sup> program. Thanks also to member, Annette Hemminger for securing this sponsorship on MBSC's behalf. Her neck and back massage for clients before dental work, or her foot massage while you're in the dental chair, are certainly delightful.

### **The Center for Advanced Dentistry**

3690 Orange Place  
Suite 180  
Beachwood, OH 44122  
www.ctrforadvdentistry.com

*Innovative Aesthetic &  
Family Dentistry*

Benjamin Hornstein, DDS  
Alan Gray, DDS

## Recommended Reading from Deepak Chopra, M.D.

**Alternative Medicine: The Definitive Guide**  
**Second Edition, Revised and Expanded**  
**By Burton Goldberg**  
**\$29.95 - \$34.95**

According to ARE Press, “a treasure trove of alternative treatments, this 1233-page reference book covers more than 200 health conditions. It gives good explanations of alternate therapies including chelation, herbal medicines, naturopathic medicine, and yoga. The index is extensive, and both the index and table of contents are user-friendly. This is a useful reference book...and should be consulted along with other books of this nature when a good alternative health book is needed.” Some holistic practitioners have called this the “Bible” of Alternative Medicine, so you may want to pick up a copy.

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## Healing Medicine by Martin J. Sullivan, M.D.

**Excerpted from Traditional Chinese Medicine World, Winter 2002, Vol. 4, No. 4**

Medicine, as well as society in general, stands at a historic crossroads as we enter the new millennium. Technology, innovation, and scientific achievements are advancing at an increasingly rapid pace, ushering in an era of better diagnosis and treatment for many patients through focused pharmacotherapy, advanced surgical techniques and implantable devices, instant communication, computerized diagnostics, and now, the promise of genetic engineering. Although these advances have led to better treatment outcomes for many patients with many conditions, many experts see a crisis looming in medicine.

Despite the highest per capita spending on medicine and rapidly increasing expenditures each year, the United States ranks only 39<sup>th</sup> among nations in the world in overall quality of health care. There is a growing sense of dissatisfaction among both patients and health care practitioners with our current delivery system. Patients sense that medicine is becoming more mechanized and impersonal, often too focused on technology and its own business practices to meet their needs for deeper meaning in the medical encounter. This unmet need to address relationship-centered issues has been cited as an important reason why so many Americans seek therapy from complementary and alternative medicine practitioners and has likely contributed to a general erosion of public goodwill toward medicine over the past 30 years.

From the physician and health care provider standpoint, there is a growing trend toward dissatisfaction fueled by increasing pressure to see more patients in shorter amounts of time, greater administrative demands, a perceived loss of control and more complex liability issues. For many, a critical theme underlying these difficulties is the perceived disconnect between the original intention to enter a helping profession and the current realities of practice...

**“Listen with the ears of your heart.” – St. Benedict**

Medicine in balance (integrative medicine) takes into account both curing and healing. Here, healing would be defined as involving the individual’s psychospiritual journey toward self-fulfillment, connection with others, self-efficacy, peace of mind and meaning; while curing involves restoration of normal physiologic function and relief of symptoms. They are certainly related, but can occur as distinctly different processes in many cases. Integrative medicine in balance respects both the pure science of medicine, with its diagnostic and treatment algorithms, and the art of medicine as a healing profession.

At present, the trend in medical practice is to focus almost entirely on curing through utilizing appropriate evidence-based methods and to spend little time and attention to healing. Clearly, applying the best of science to elicit physiologic cure is an extremely worthy goal which brings great satisfaction to both doctor and patient and is perhaps the seminal accomplishment of modern medicine. Putting a pacemaker in someone with complete heart block is a technological triumph that essentially cures a condition which was usually fatal even 40 years ago. However, both curing and healing are needed to bring medicine to a new level of effectiveness in our society.

Although a medical system providing healing without curing (like medicine might have been 400 years ago) is inadequate, a medical system that provides curing without healing is not sufficient. Healing provides an avenue for patients, especially those with serious chronic illness, to find meaning and purpose in the midst of illness, to do what they can do to participate in helping themselves, to find peace of mind and to optimize relationships with family and friends....

*For a full copy of this article please contact the MBSC office at 216-321-9181 or [MBSChelp@cs.com](mailto:MBSChelp@cs.com).*

# *Bridging the Gap...*

## *Between Traditional Healthcare & Holistic Practice*

- What must holistic practitioners do to be perceived as credible by hospitals and physicians?
- How important is research and scientific study in furthering the advancement of complementary and alternative medicine? What is the reaction of the medical community to anecdotal evidence vs. scientific research when it comes to holistic practice?
- How can you respond if you encounter resistance from the traditional healthcare community?

Guest speaker, Dr. Joan Fox, Director of the Cleveland Clinic's Center for Integrative Medicine, will share her thoughts regarding attitudes toward complementary and integrative medicine, ways a holistic practitioner can be perceived as credible and helpful in the healing process, and much more about how holistic practice and traditional healthcare can work hand-in-hand.

Seating may be limited for this presentation so reserve your space early. Registration forms have already been mailed, or a copy can be downloaded from the *MBSC* website at *MBSCOnline.org*

**When:** Tuesday, April 29, 2003

**Time:** 5:30 Registration and Networking  
6:00 Welcome & Invocation (Drumming by Neal Szpatura)  
6:15-7:00 Dinner (Choice of entrée' Broiled Scrod or Stir-fry vegetables over rice)  
7:00-8:30 Program

**Where:** Wellington Catering, 777 Alpha Drive Highland Heights (Take I-271 to Wilson Mills exit, go west one block on Wilson Mills, turn right on Alpha into the parking lot on your right).

**Presenter:** *Joan Fox, Ph.D.*; Director, Cleveland Clinic's Center for Integrative Medicine

Dr. Fox is a research scientist and professor of physiology and biophysics at Case Western Reserve University. She has 25 years of experience as a National Institute of Health (NIH) funded research scientist, serving on committees and advisory boards for organizations such as the American Heart Association, American Society of Hematology, and the National Institute of Health. She has a grant from the NIH to investigate effective ways of integrating spirituality, the power of the mind, and life-style interventions into traditional medicine. Her current research projects include the possibility that spirituality and intention can affect physiology.

**Cost:** \$30 *MBSC* and *WCC* members; \$40 non-members (payable by check to *MBSC*).

*Advance reservations are required* and as stated above, may be limited. Registration forms should be mailed so they are received no later than Thursday, April 24.

Reservations not cancelled prior to the 4/24 deadline will be charged since *MBSC* is obligated to pay for all reservations, regardless of whether or not the meals are actually served.

### **Healthy Referral Discounts**

Tom Katovsky of Healthy Referral gives *MBSC* members a supply of Healthy Referral "Well Being" cards (at no charge) for personal use and distribution to our clients. The card offers discounts on a wide variety of wellness products and services, similar to an Entertainment Book.

Save 10% at great restaurants such as Tommy's restaurant or Soul Vegetarian, both in Coventry Village. The Saffron Patch offers delicious Indian food and you can save \$5 with a purchase of \$20 or more. Other benefits include discounts on services from massage to bone density testing and from earth friendly candles to chemical free lawn care. For more information, check out their website at [www.healthyreferral.com](http://www.healthyreferral.com).



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## Connectives . . . a bi-monthly newsletter for holistic practitioners (Mar/Apr '03)

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### OfficeMax Discount for Your Copying Needs

In the last newsletter, we told you about special pricing arranged for *MBSC* members on business cards, stationary and brochures from Minuteman Press. Well, now you can save on all your printing needs, as well as folding, stapling, laminating, and other special services from OfficeMax. As an example of what *MBSC* has negotiated for you at CopyMax centers, without the discount, you'd pay \$.14 for an 8-1/2 x 11 duplex copy; with our discount, you pay only \$.05. Savings apply on all quantities. Specific pricing, and your member discount card, is available upon request from the office at 216-321-9181.



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Remember to mark your calendar for the  
International LIFEexpo  
April 4-6, 2003  
Cleveland IX Center

Healthy Referral Foundation  
Box 271, Chagrin Falls, OH 44022  
440-519-1889/440-553-6799