

# Connectives... May/June 2003

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

*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 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

Donna Nowak, Founder/President  
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*MBSC's* newsletters are now posted online at our website. If you are a non-member who would like to receive this bi-monthly newsletter by mail, you may subscribe for \$12 to help defray printing and postage expenses. The newsletter is routinely mailed free of charge to *MBSC* members who prefer a hard copy. If you have news to contribute or comments or suggestions about the newsletter, please contact one of the following newsletter committee volunteers: Rachel Rizzi (chair), Tedde Abbott, Therese Stadul, or Donna Nowak (office).

## New Holistic Magazine

A new bi-monthly magazine called *Balanced Living* will be released this summer. Circulation is designed to include 15,000+ readers throughout northeastern Ohio, and you will probably recognize the names of its primary organizers: Carol Krentzman-Perkoski and Bob Perkoski.

*Balanced Living* will be made available free of charge to a wide variety of people involved in both alternative and mainstream activities who are, each in their own way, searching for higher meaning and purpose in their lives. The publication will have a professional look, feel and message designed to communicate effectively with both a "new thought" and mainstream audience. The magazine will be dedicated to individual, societal and planetary healing as it presents topical articles and columns to help people reach optimal health in mind, body and spirit. Included will be articles on:

- Nutrition and Natural Foods
- The Environment
- Holistic Health
- Spirituality
- Relationships
- Body Work
- Other topics dealing with a holistic lifestyle

The magazine will also include book, music and movie reviews, horoscopes, business profiles, a directory, and an events calendar. The founders/publishers were guided to create *Balanced Living* to serve as a bridge between holistic professionals and readers who seek to realize their wholeness. They recognized a need in northeastern Ohio for a high-quality holistic publication where intention and relationships are recognized as important ingredients in wholeness and success.

If you would like to support the launch of this publication, please consider placing an ad, or making a financial contribution (not tax-deductible). For the first issue, they are offering a free directory listing as well as 10% off Display Ads and Business profiles. There will also be a need for additional sales reps and writers. Information is available by calling 440-333-5646, by emailing them at [info@BalancedLivingMag.com](mailto:info@BalancedLivingMag.com), or online at [www.BalancedLivingMag.com](http://www.BalancedLivingMag.com).

**Deadline for articles considered for the July/August newsletter will be July 17**

**Do you have access to audio taping and/or duplication capability?  
*MBSC* would like to find a volunteer to record some of our educational programs.**

## Membership Retention/Recruitment

Board member Nancy Strick has accepted the position as Chair of Membership. She will be responsible for member retention, as well as new member recruitment, sharing the benefits of *MBSC* membership and answering any questions that arise. If you know of a prospective *MBSC* member, please get in touch with Nancy at 330-656-3425 or email [strickmn@earthlink.net](mailto:strickmn@earthlink.net).

## Membership Directory

*MBSC* plans to reprint its directory in July, including the names of all members in good standing as of 6/30/03. If your 2003 membership dues were set up under our deferred billing plan, please be sure that your second half payment reaches Treasurer, Rachel Rizzi, no later than June 30. And, if any of your contact information has changed, or you did not originally complete the profile form to give us detailed information concerning your credentials, training, bio, etc., please do so today. It would also be a good idea for you to review your current directory listing just to make sure everything appears the way you would like it. (Some changes noted shortly after printing have already been revised.)

If you know anyone who has been thinking about joining *MBSC*, please encourage them to do so now so they may be included in the next printing of our directory. This publication serves as a wonderful resource for fellow practitioners, prospective clients, and professionals in traditional healthcare who may wish to make referrals to you. If you have any questions, please call the office at 216-321-9181.

## Directory Ads

If you paid for an ad in the January directory, that same ad will be included in the reprinted publication at no charge. New advertisers? See the back page of this newsletter.

## Online Directories

Holisticopia is an online geographic database directory of over 130,000 holistic businesses and places in the world. It appears they have some pretty aggressive search engines designed to help various Internet browsers/spiders find their listings. Their mission is stated as "creating a place for holistic businesses to advertise their services, to be easily found via the Internet". Advertising rates are \$35/year (basic listing) or \$125 (premium listing). Visit [www.holisticopia.com](http://www.holisticopia.com) or email [advertising@holisticopia.com](mailto:advertising@holisticopia.com) for more info. Since this is a fairly new site, you may find yourself as the only person listed under a particular modality in a specific geographical area--primo visibility!

Do you want a **free** basic listing? Visit [www.holisticwebdirectory.com](http://www.holisticwebdirectory.com).

HolisticOnline is another website directory that may be of interest to you. Visit [www.Holisticonline.com](http://www.Holisticonline.com) or [www.Holistic-online.com](http://www.Holistic-online.com). A basic listing in one category only is **free** of charge; additional services, bold listings, website links, etc., are available for a monthly fee. It is our understanding that not every practitioner who applies will be listed, since HolisticOnline does some prescreening of applicants. It sounds as though they check credentials and other information supplied, so some time may lapse between your initial application and when your listing actually shows up online.

## Member Benefits Summary

Quite a few members have begun to take advantage of discounted printing prices at OfficeMax or on office supplies from Viking, but please remember that there are a host of other products/services available to you at a member discount. A separate information sheet, telling you how to take advantage of these discounts is available upon request:

- Ad specialties (Showtoppers)
- Health-food restaurants and gift shops (e.g., Well-being card from Healthy Referral, Journeys books & gifts in Rocky River)
- Computer installation/networking/repair (Hal-Com)
- Website design and maintenance (Rod's Web Design)
- Accounting/tax/advisory consulting (Ciuni & Panichi)
- Business cards, stationery, brochures (Minuteman in Strongsville)
- Copying and related services (OfficeMax--various locations)
- Office supplies (Viking-catalog and online)

## What Do Your Colleagues Know That You Don't?

An increasing number of Cleveland-area holistic practitioners are showing up online at SourceOne's *BodyMindSpiritDirectory.org*. This is an easy-to-find, easy-to-navigate website that includes a national directory of holistic practitioners. We mentioned this directory to members in a couple of previous newsletters because we knew firsthand that it was helping clients find their way to practitioners, so this is just another courtesy reminder. If you are not included in this online directory, your colleagues are likely to have an opportunity to help clients that you will not even be aware of. Take time to promote yourself through *BodyMindSpiritDirectory.org*.

## New Members

*MBSC* welcomes the following new members:

John Toby Booth, Parma; massotherapist  
Gabe Council-Lemmers, Cleveland Heights/Rocky River; colon hydrotherapist  
Michelle Martin, Shaker Heights; school psychologist  
Tom Ockler, Willoughby; Alternative Physical Therapist  
Karen Raven, Euclid; Psychologist

## Results of Participation in LIFEexpo

Thanks to the help of four board directors and six general members (plus spouses), *MBSC* had a very nice booth at the IX Center April 4-6. Attendance at the health exposition was sparse at times, but interest in *MBSC's* efforts was encouraging: Twenty-eight people asked to be added to our mailing list, and twenty-one of those requested additional information concerning programming and/or membership. Some valuable connections were made.

Calvin Lewis, licensed massage therapist and wellness consultant at Optimal Health, won the prize drawing and plans to attend the June 25th program as our guest.

Thank you to these people for staffing *MBSC's* exhibit: Tedde Abbott, Stephanie Burns, Rodney Dawson, Linda Droblich, Chris Meyer, Donna and Larry Nowak, Karyn Pistone, Carol Spears, Therese and Michael Stadul, Ted Suzelis.

### Upcoming MBSC Events

**Wednesday, June 25** 5:45 Registration and Networking  
"The Link Between Common Foods & Illness" 6:15 Dinner  
Radisson Cleveland Hotel Airport South 7:00-8:30 Program

*Dr. Sherri Tenpenny*, Osteopathic Physician of OsteoMedII in Strongsville, will speak on the link between common foods and illness. You may wish to invite a guest since this would be an excellent program for friends, family, and colleagues. Help us educate the public about the connection between mind, body and spirit by exposing them to *MBSC* educational programs.

**Saturday, August 2** 5:00 p.m. until dark  
Members only, plus spouse/significant other Networking, meditation, & drumming  
*Summer Social* Potluck dinner  
Hines Hill Conference Center, Cuyahoga Valley National Park, Boston Hills area

## The Road Less Traveled

shared by Thelma Freedman, IBRT; original author unknown

A few centuries ago a bishop heard of a group of isolated monks who were not saying the prayers the right way. So he journeyed there. Their little monastery was on an island in a lake, and the trip was long and arduous. Once there, he tried to teach the monks the correct ways to say the prayers. Although they tried hard and were very devout and sincere, they turned out to be very slow learners; so he finally decided he had done all he could, boarded his boat, and went back to the mainland.

As he landed back on the mainland, he heard the monks calling to him. He turned around, and here they came, running over the water. They reached the shore and said "Please, your excellency, please don't despair of us yet. Please come back and teach us more, for we really do want to say our prayers the right way."

The bishop stared at them for a long moment. Then he said "I will come back with you, and I will join you if you will have me. Because whatever you're doing, it's the right way."

In holistic practice, we often have to discard much of what we have learned is "right", what is conventional and "approved". We must be open to different possibilities in order to find new ways to help our clients. Perhaps there is no "right way" and we should try running on the water. Metaphorically, of course!

## MBSC Receives Grant

The Cleveland Women's City Club Foundation, dedicated to helping organizations that serve the Greater Cleveland Community, voted to grant \$400 to assist *MBSC* with expenses of our Angel Fund. The goal of the Angel program is to offer complementary admission to those who may otherwise miss the opportunity to attend our educational programs due to financial reasons. The CWCCF grant will allow two individuals (*MBSC* members and non-members alike) to attend one educational program per year at no charge.

Interested individuals submit their name and telephone number for consideration no later than 15 days before a scheduled program date by calling or emailing the *MBSC* office. There are no embarrassing or cumbersome forms to complete; the person alone decides whether he/she is unable to afford a particular *MBSC* program. Names are chosen at random by the Executive Director, and individuals are notified by phone. Individuals are eligible for only one award per year.

## Sponsors Wanted

Do you know a wellness center, food/gift/book store, or a holistic-oriented organization that would benefit by being a sponsor at one of *MBSC's* programs? If so, please share your thoughts/ideas with the *MBSC* office. Sponsor benefits, based upon the amount of their contribution, are noted on *MBSC's* website or in our sponsor brochure, available upon request.

## National Meditation Center for World Peace

The National Meditation Center for World Peace is a youth and cultural advocacy center that promotes humanitarian aid. The organization encourages holistic practitioners to be involved in aid projects.

To find out more, visit website [www.nationalmeditation.org](http://www.nationalmeditation.org)

## Expansion of *MBSC* to Other Cities

Information packets regarding *MBSC* chapters have been sent to holistic professionals in several areas now, and it appears that chapter expansion to Akron/Canton and Columbus is imminent. Alicia Rocco, Natural Health Practitioner/Educator in Minerva, is identifying metropolitan areas and holistic practitioners who are interested in establishing an *MBSC* chapter. If you have professional contacts in other cities where *MBSC*'s presence would be helpful, please get in touch with either Alicia at 330-868-5353, [Alicia12@cannet.com](mailto:Alicia12@cannet.com), or Donna in the *MBSC* office.

Assuming we are successful in the chapter effort, your *MBSC* membership would be in a national organization, creating expanded networking resources and added credibility. A percentage of membership dues would be rebated to the local chapter to help with their operating costs and other budget requirements. *MBSC* "National" would maintain responsibility for the website (expanding it to include chapter information); provide brochures and other collateral materials; and assist with programming ideas, training and other support. Work has already begun on the creation of a Chapter Handbook.

Twelve holistic practitioners familiar with and committed to *MBSC*'s mission, goals and ethics are asked to petition for chapter formation. Before a launch will be considered, we are suggesting that a database of at least 750 prospective members and program attendees be created. (Cleveland started with 800+ names for its preliminary survey-mailing and then expanded to nearly 1,400 when programming began. We have since pruned our list to less than 500.)

Please let us know if you have any questions or concerns about national expansion plans or would like to get involved in that activity.

## Public Education Through Speakers Bureau

by Carol Spears

Would you like to help educate the public about holistic practices beginning this fall? *MBSC* is forming a Speakers Bureau to help inform the community about complementary healing methodologies and holistic practice. Presentations on a specific list of topics will be offered at no charge to churches, schools, nonprofit groups and others. We will be looking to establish a cadre of *MBSC* member practitioners who have experience either teaching or giving public presentations. Speakers will gain exposure to potential new clients; however, these educational programs will not be a means to promote the speaker's practice or solicit business.

The Speakers Bureau Committee has established a set of guidelines and forms to help make the Speakers Bureau a highly-effective and professional source of information for the public. These guidelines and forms include: Speakers Criteria, Topics List, Speakers Application Form, List of Potential Users, Training/Coaching Services, Evaluation Forms, and Standard Operating Procedure. If you are interested in more information, or want to apply to be a speaker, please contact the *MBSC* office at 216-321-9181.

*MBSC* would like to thank the members of the Speakers Bureau Committee for their many hours of hard work and dedication in getting this important public service up and running. Active members include: Nancy Strick, Karen Raven, Donna Nowak, and Carol Spears. Thank you also to contributors: Julie Mitchell and Neal Szpatura.

## A Feast for Your Eyes

Article by Cheryl Redmond in *Natural Health Magazine*

Strong evidence shows that plant chemicals can protect your eyesight against macular degeneration, glaucoma and cataracts. Two of those chemicals, lutein and zeaxanthin, filter out wavelengths of blue light that damage your macula. Beta carotene and vitamins C and E combat oxidative damage, to which your eyes are especially vulnerable. Anthocyanins support the blood vessels in your eyes. Glutathione keeps your lenses flexible and zinc protects your retinas.

The following six foods are particularly good sources of these protective compounds. Your body makes better use of lutein, zeaxanthin, and beta carotene in cooked foods, while glutathione and vitamin C-rich foods are at their most potent raw.

*Kiwi:* Stir a large sliced kiwi into your yogurt, and your vitamin C needs are met.

*Orange bell peppers:* Toss them roasted in a salad. Rich in beta carotene and zeaxanthin.

*Pumpkin seeds:* Snack on an ounce and get more than 10% of your daily requirement of zinc.

*Kale:* Serve it sautéed with your next meal;  $\frac{3}{4}$  cup has four times the recommended daily amount of lutein.

*Avocado:* Mash it on toast for 20% of your daily vitamin E requirement and plenty of lutein and glutathione.

*Blueberries:* Sprinkle on your cereal. They are rich in anthocyanin and have the highest antioxidant capacity of any fruit.

*Additional articles related to Food and Health are on reverse side of this insert*

Attend *MBSC*'s June 25<sup>th</sup> program for more on the topic of the link between common foods and illness

## Do Fatty Foods Weaken Bones?

*Excerpt from Diet & Nutrition, Natural Health, October/November 2002*

Researchers find that what's bad for your heart may also be bad for your bones. That breakfast muffin may do you more harm than adding a few extra calories to your diet. The problem stems from the hydrogenated vegetable oils (like margarine and shortening) often used to make baked goods and convenience foods. It turns out that hydrogenation, a process by which liquid vegetable oils are partially solidified, not only creates trans fats (which are bad for your heart) but also destroys the vitamin K naturally found in vegetable oils, according to a recent study published in the American Journal of Clinical Nutrition. Your bones need vitamin K, and vegetable oils are one of the most common dietary sources. But as you consume more hydrogenated oils, you're eating less healthy oils and thus lowering your intake of vitamin K.

More research must be done to determine long-term effects of hydrogenated oils on bone health, says the study's lead researcher, Sarah Booth, PhD. Until then, be sure to get enough K from sources like leafy green vegetables (just 1 cup of broccoli or 2/3 cup of spinach will provide enough of the K you need) and nonhydrogenated vegetable oils.

Note: One muffin can contain up to 20 grams of trans fats from hydrogenated oils.

## Get More Vitamin C in Your Orange

*Natural Health, October/November 2002*

A new report says organic oranges pack the best punch. If you buy organic produce, you probably choose it because it's chemical-free. Now a recent study hints that organic produce may have another advantage: more nutrients. Researchers at Truman State University in Kirksville, MO, found that organic oranges have up to 30% more vitamin C than conventional oranges. That's despite the fact that the organic oranges tested were about half the size of conventional ones.

The nitrogen in fertilizers used to grow conventional oranges may cause the fruit to absorb more water than organic oranges. The researchers theorize that the extra water means more vitamin C moves into the peel. Theo Clark, PhD, who headed the study, plans to compare the nutrient content of other organic and conventional produce.

## Good News for White Wine Lovers... the health benefits of wine are no longer limited to red.

*Natural Health, October/November 2002*

You know a little red wine is good for you. Evidence suggests the same may hold true for white wine.

You may want to make drinking a glass of Chardonnay a part of your regular routine. Researchers at the State University of New York at Buffalo looked at the drinking habits of 1,555 adults and found that white wine drinkers had better lung function—a general indicator of health and life expectancy—than those who drank other types of alcohol or didn't drink at all. The results were independent of the adults' smoking habits, weight, and socioeconomic status.

The healthier lung function could be due to white wine's unique antioxidant content, which could help ward off cell damage, says lead researcher Holger Schunemann, MD, PhD. He isn't ready to prescribe white wine, but he says drinking one or two glasses with dinner isn't bad for you and may even be healthy.

## “Healthy” Books for Your Consideration

*A Celebration of Wellness* (vegan cookbook) by Dr. James Levin, MD and Natalie Cederquist

Over 300 deliciously inspired recipes from the exotic Pacific Rim to the sensual soul food of South America. Featuring heart-healthy menus, vibrant body care, environmental and nutritional facts.

*Eat Right For Your Type* by Peter D'Adamo and Catherine Whitney

This book is based upon the theory that blood types reflect a body's internal chemistry, providing a key to disease, longevity, fitness, and emotional strength. Blood type is linked with susceptibility to illness, the foods you should eat, and ways to avoid the most troubling health problems. The book includes charts of beneficial and neutral foods by blood type, as well as those that should be completely avoided.

*Vibrant Living* (vegan cookbook) by Dr. James Levin, MD and Natalie Cederquist

250+ “Live Food” recipes dedicated to regenerating your body through the use of enzyme-rich fresh fruits and vegetables, sprouted seeds and legumes, cultured and dehydrated foods. Includes a 30-day live foods menu, full-color illustrations.



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**C o n n e c t i v e s . . . a bi-monthly newsletter for holistic practitioners (May/ Jun '03)**

Available free of charge to *MBSC* members; others may subscribe (see page one).

## Directory Reprint

*MBSC* expects to reprint its membership directory in early summer, so if you've had any change of information, please submit the corrections to the *MBSC* office on, or preferably before, June 30. Only those members in good standing (with dues paid by that date) will be included in the reprint. If you took advantage of *MBSC's* deferred billing program, be sure to pay the balance due no later than 6/30/03.

If you know anyone who has been thinking about joining *MBSC*, now would be an especially good time. Dues are prorated in the first year of membership so that subsequent year membership is on a calendar year. A 25% discount is available to a second member who joins from the same firm, and a 35% discount for third or subsequent members. This discount may also be used to benefit married couples when both partners wish to be actively involved in *MBSC*.

**Directory Advertising:** If you'd like to place an ad in the membership directory, the cost is \$30 for a business card, \$35 for 1/3 page, \$50 for 1/2 page and \$100 for a full page. Deadline for ad placement is 6/15/03.



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