

Connectives... September/October 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
Chris Meyer, Vice-President
Linda Drobnych, Secretary
Rachel Rizzi, Treasurer
Joan Fox, Ph.D
Elizabeth Grosse
Karyn Pistone
Hank Roth
Carol Spears
Nancy Strick

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MBSC's newsletters are now posted online at our *MBSConline.org*. 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.

Annual Meeting

October marks the month of the second annual meeting for members of *MBSC*. This year the meeting will be held on Wednesday, October 15, following an enlightening program entitled "*Holistic Practitioners: Colleagues, Collaborators, or Competitors?*" Join us at the Cleveland Marriott on West 150th Street for a thoughtful discussion, and then stay to hear about the growth of the organization in the past year and elect new members to the board of directors. A dessert reception will follow the brief business meeting.

Nominations Committee Report

An important piece of business on October 15 will be the election of *MBSC's* board of directors. The Nominating Committee evaluated each name submitted from the membership at large in order to maintain a board that has breadth in key functional areas, diverse geographical and personal demographics, and one that will ensure strong governance and organizational vitality.

We are pleased to present the following slate of candidates to serve three-year terms on the Board of Directors, to be elected by the full *MBSC* membership at the October 15th annual meeting.

Tedde Abbott	Hypnotherapist, Avon
Cliff Berns	Healing Arts Practitioner, Cleveland Hts.
Anne Marie Diemert	Reiki Master/Organizational Consultant, Westlake
Linda Drobnych*	Marketing Specialist, Lyndhurst (*re-election)
Joan Fox*	Director of Integrative Medicine, Shaker Hts. (*re-election)
Anne Stevens	Feng Shui Consultant, Lakewood

Consistent with *MBSC's* Code of Regulations (by-laws), the new board of directors elects its own officers. Candidates proposed by the Nominating Committee include Donna Nowak as President; Hank Roth as Vice President; Linda Drobnych as Secretary, and Rachel Rizzi as Treasurer.

Thank you to the volunteer efforts of the 2003-04 Nominating Committee consisting of Karyn Pistone, Rachel Rizzi, and Therese Stadul. Donna Nowak served as chair.

Directories Are Available

Additional copies of the *MBSC* directory are available for only \$5. Consider purchasing copies for distribution to the offices of traditional healthcare providers. Wouldn't it be great to see one of our directories in every doctor's lobby?

MBSC is Still Growing...

MBSC's membership has expanded to include 94 professionals, and additional membership inquiries or applications come in pretty regularly. Please extend a warm welcome to our newest members:

Kelly Brown, Stow

Akron Board Member
Attorney

Judith Corrente, North Canton

Akron Board Member
Attorney

Susan Duve, Columbus

Business Professional

Chaz Henderson, Cleveland

President of The Gathering

Calvin Lewis, Windsor

Wellness Consultant/LMT

Jeanette Michalak, Alliance

Director of Educational Services

Phyllis Schaeffer, Alliance

Homemaker

Kevin Schillig, Alliance

Akron Board Member
Massage Therapist

Suzanne Ramacciato, Beachwood

Massage Therapist

JoAnne Scullin, Westlake

Healing Touch Apprentice

Dianna Stahl, Sterling

Biofield Analyst

Barbara Tisi, Perry

Wellness Consultant/LMT

Marilyn Wise, Chagrin Falls

Massage Therapist/Counselor

If someone you know is considering MBSC membership, you may want to tell them about our year-end membership special. Practitioners can join for the balance of 2003 and all of 2004 combined for \$235; Associate members pay only \$215. Second or third members from the same firm can enjoy a significant discount. Contact the office or Membership Chair Nancy Strick for details.

Upcoming MBSC Programs

Grab your calendar planner and pencil us in for these two wonderful programs:

Tuesday, November 18 at Wellington Catering, 777 Alpha Drive, Highland Heights
Dream Exploration with Dr. Doris (El-Tawil) Cohen and Neal Szpatura
5:30 p.m. Registration/Networking, 6:15 Dinner, 7:00-8:30 program

Tuesday, December 16 at 3073 Fairmount Boulevard, Cleveland Heights
Members Only Holiday Social

Join us for an open house between 5:30-7:30, as we celebrate the holidays at the home of founder Donna Nowak.

Akron Chapter Launches Website

Be sure to visit MBSCAkron.org the next time you have a few minutes to spare on the Internet. You'll see the fabulous, easy-to-use website that has been created for MBSC's new chapter in the Greater Akron area. Special thanks to Bob Barrett of OhioWebman Internet Consulting for donating his incredible services to create and maintain Akron's website. "I think the site is beautiful, and Bob set record time for us," said Stephanie Burns, President of the Akron Chapter. He is great to work with and very professional. It will be a pleasure to support him and tell others about him."

His website address is www.ohiowebman.com, or he can be reached at 330-813-5714 or email Pres@ohiowebman.com Bob's mailing address is 5267 Thornbury Boulevard, Lyndhurst 44124.

Note: Bob Barrett of OhioWebman.com and Rodney Dawson of Rodswebdesign.com both extend to MBSC members a 10% discount off their work. They have proven track records and can help you develop a strong web presence quickly and cost-effectively.

Free Listing for Your Holistic Practice

You may want to list your holistic practice for FREE on Bob Barrett's new NE Ohio directory www.holisticpros.com. Also be sure to check out the new directory/listings at the back of *Balanced Living* magazine. This is an excellent way to get good exposure for your practice.

MBSC Akron Programs

The first annual meeting of the Akron chapter will be held on Tuesday, October 7, at Panera Bread in Cuyahoga Falls. This will be a great opportunity to meet and get to know other holistic practitioners in the Akron area. To register or for more information, please call chapter president Stephanie Burns at 330-777-0150.

Akron's kick-off program will be held on Wednesday, October 29, at 5:30 p.m. at the Sheraton Suites in Cuyahoga Falls. The topic for this evening will be "*How I Grew My Holistic Practice: Tips on Building a Holistic Practice, Getting & Giving Referrals, and Marketing & Networking Ideas*". Learn from the experiences of others and join the Greater Akron Chapter for what promises to be an informative and fun evening.

One Step Further

Do more than exist
LIVE

Do more than touch
FEEL

Do more than look
OBSERVE

Do more than read
ABSORB

Do more than hear
LISTEN

Do more than listen
UNDERSTAND

Do more than think
REFLECT

Do more than just talk
SAY SOMETHING

Author Unknown

Sponsorship Thank You

MBSC would like to extend its gratitude to the sponsors of the September and October programs. Those who were in attendance at the program on integrative medicine on September 18 were treated to free samples of natural hair care products thanks to Denise Zingale, owner of D'MAZ Lifestyle Salon located in Woodmere. Thank you Denise for your support of *MBSC*.

Rod's Web Design is the sponsor for our upcoming program on October 18. We are most appreciative to Rod for his generous support of *MBSC*.

Interested in promoting your business or practice? By sponsoring a program you will be supporting a good cause and marketing your services to like-minded individuals. Call the *MBSC* office at 216-321-9181 for further details.

Extra! Extra! Read All About It!

The premiere issue of *Balanced Living* magazine made its debut in early September. The cover story focused on the Cleveland Clinic's Center for Integrative Medicine, headed by *MBSC* board member Dr. Joan Fox. Page four also included a nice article on *MBSC*. This bi-monthly magazine, whose mission includes providing a bridge between the holistic community and the mainstream public, also has recipes, book reviews and a special feature titled *I Love My Job*, among many other well-written articles and features.

Check out the calendar of events in the back of the magazine for a list of classes and events happening in the area. And be sure to consider inclusion in the Directory. If you have not already received a copy, pick one up soon from Borders Books and Music, Nature's Bin, Unity churches, or talk to one of the magazine's staff members to find out where quantities may still be available. They are going like hotcakes!

The magazine offers a special discount for *MBSC* members, so see the back page of this newsletter for details. Congratulations to the publisher and staff of *Balanced Living* for a job well done!

Maybe So, Maybe Not

From *Don't Sweat the Small Stuff...and it's all small stuff* by Richard Carlson, Ph.D.

"There once was a village that had among its people a very wise old man. The villagers trusted this man to provide them answers to their questions and concerns.

One day, a farmer from the village went to the wise man and said in a frantic tone, 'Wise man, help me. A horrible thing has happened. My ox has died and I have no animal to help plow my field!' Isn't this the worst thing that could have possibly happened?' The wise old man replied 'Maybe so, maybe not.' The man hurried back to the village and reported to his neighbors that the wise man had gone mad. Surely this *was* the worst thing that could have happened. Why couldn't he see this?

The very next day, however, a strong, young horse was seen near the man's farm. Because the man had no ox to rely on, he had the idea to catch the horse to replace his ox – and he did. How joyful the farmer was. Plowing the field had never been easier. He went back to the wise man to apologize. "You were right, wise man. Losing my ox wasn't the worst thing that could have happened. It was a blessing in disguise! I never would have captured my new horse had that not happened.' The wise man replied once again, 'Maybe so, maybe not.' Not again, thought the farmer. Surely the wise man had gone mad now.

But, once again, the farmer did not know what was to happen. A few days later the farmer's son was riding the horse and was thrown off. He broke his leg and would not be able to help with the crop. Oh no, thought the man. Now we will starve to death. Once again, the farmer went to the wise man. This time he said, 'How did you know that capturing my horse was not a good thing? You were right again. My son is injured and won't be able to help with the crop. This time I'm sure that this is the *worst* thing that could have possibly happened. You must agree this time.' But, just as he had done before, the wise man calmly looked at the farmer and in a compassionate tone replied once again, 'Maybe so, maybe not.' Enraged the wise man could be so ignorant, the farmer stormed back to the village.

The next day troops arrived to take every able-bodied man to the war that had just broken out. The farmer's son was the only young man in the village who didn't have to go. He would live, while the others would surely die.

The moral of this story provides a powerful lesson. The truth is, we *don't* know what's going to happen – we just think we do. Often we make a big deal out of something. We blow up scenarios in our minds about all the terrible things that are going to happen. Most of the time we are wrong. If we keep our cool and stay open to possibilities, we can be reasonably certain that, eventually, all will be well. Remember: Maybe so, maybe not."

“The Right Massage For You”

By Steve Calechman, excerpted from *Natural Health Magazine*, Oct/Nov 2001

Massage can deliver more than utter relaxation. The full-body kneading of Swedish massage is great for minor back pain, for example, while shiatsu's targeted deep-knuckle pressure eases nausea. Below we profile five popular techniques – from most to least well known. Here's what to consider before you sign up.

Swedish Massage

Best for: Moderate pain, muscle tension, stress

What it is: Practitioners of Swedish massage, developed in the 1800's, originally used it to treat disease and to rehabilitate patients after injuries. While it's known as the classic full-body massage for stress and muscle tension relief, it also eases moderate pain. A placebo-controlled study published in the June 2000 *Canadian Medical Association Journal* found that subjects with lower back pain who received massage therapy, including Swedish, fared better than those who received other treatments.

This technique works mostly on the superficial layers of your muscles, so its effects are not long lasting. And it's not recommended for acute injuries, like a torn hamstring, says Anthony Gilbert, a nationally certified massage therapist in San Mateo, CA.

Deep Tissue Massage

Best for: Headaches, postural problems, and repetitive motion injuries

What it is: This technique combines Swedish massage, acupressure, and deep strokes along your muscles. It goes beyond the superficial layers to break up long held tension, says Gilbert. Researchers have found that an upper body deep tissue massage significantly lessens the pain from chronic tension headaches and helps increase range of motion. It's not good for acute injuries like a recently sprained ankle, though; it can cause further injury.

Sports Massage

Best for: Athletic injuries and repetitive motion injuries

What it is: Sports massage focuses on specific injured body parts and aims to improve performance and speed recovery. Studies show that massage can benefit athletes mentally and physically. A 2000 study from the *International Journal of Sports Medicine* show that combining massage therapy and activity benefits athletes on the mend more than just activity or massage and rest.

Shiatsu

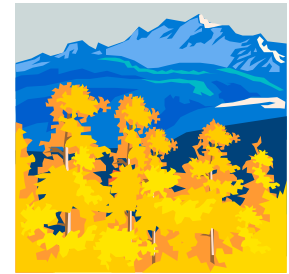
Best for: Asthma, depression, headaches, hypertension, insomnia, menstrual problems, muscular problems, nausea, and sinusitis

What it is: Based on Asian medical principles, shiatsu balances your flow of blood and qi, your life energy. Practitioners use fingers, knuckles, palms, elbow, and knees to apply rhythmic pressure to certain points that will stimulate your body's 12 meridians, or energy pathways. Shiatsu is effective for any ailment resulting from blocked energy flow, say Barbra Esher, a certified Asian bodywork therapist in Baltimore. A placebo-controlled study of 94 women scheduled for Caesarean section found that acupressure, a component of shiatsu, reduced the incidence of vomiting before and after the operation up to 66 percent; the study was published in the *British Journal of Anaesthesia*.

Thai Massage

Best for: Decreased motor function, headaches, muscle tension, neurological problems, poor digestion, and postural problems.

What it is: First developed to help monks sit for long periods, Thai massage includes elements of acupressure and yoga. This technique promotes flexibility and loosens joints. It is a long and slow treatment that puts you into a meditative state and works for stress-related disorders as well as transient depression. There are no studies to verify these claims.



Climb the mountains and get their good tidings. Nature's peace will flow into you as sunshine flows into trees. The winds will blow their own freshness into you, and the storms their energy, while cares will drop off like autumn leaves.

- John Muir

MBSC Angel Fund

The grant we received from the Cleveland City Women's Club Foundation has already been put to good use, but we hope more people will take advantage of the generosity we received. For those in the general public or practitioners who feel they cannot afford the fee to attend one of our programs, the Angel Fund program allows them the opportunity to do so at no charge. If you or someone you know wants to attend a program but does not have the extra money, please call the MBSC office. The personal information of those who take advantage of this program remains strictly confidential.

If you are interested in learning more about or experiencing one of these types of massage, contact one of these MBSC members: John Toby Booth (440-322-9096), Linda Clark (330-833-2733), Wendy Collura (216-321-5576), Annette Hemminger (216-595-1710), Linda Knight (330-666-3779), Calvin Lewis (440-272-5742), Merida Raines (330-722-2750), Suzanne Ramacciato (216-408-2816), Kevin Schillig (330-935-2420), Barbara Tisi (440-259-4523), or Marilyn Wise (440-893-9945).

Promotion of MBSC Speakers Bureau Launches in October

The Speakers Bureau Committee, chaired by Carol Spears, is delighted to announce that seven *MBSC* members submitted applications and were approved for participation in our volunteer speakers bureau. Beginning this month, the following professionals will be promoted as potential speakers to a wide variety of organizations, including Chambers of Commerce, Metaphysical Churches, Community Service Programs, Hospitals with Holistic Programs, Hospice Organizations, Libraries, and Parish Nurse Programs.

The Volunteer Speakers Bureau is part of *MBSC*'s educational effort to increase public awareness of holistic practice and complementary healing methodologies. Our sincere thanks (and congratulations) go to these approved Speakers Bureau Volunteers. Your application packets were quite impressive, and we appreciate your willingness to help educate the community!

Stephanie Burns	Meridian & Chakra Balancing	Munroe Falls
Janie Ehrman	Clinical Hypnotherapist	Brunswick
Dr. Erin Holston	Naturopathic Physician	Cleveland Heights
Tom Ockler	Alternative Physical Therapist	Willoughby
Karen Raven	Psychotherapist	Euclid
Carol Spears	Reiki Master, Music Practitioner	Mentor
Dianna Stahl	Biofield Analyst	Sterling

Workshop topics that will be promoted on behalf of these individuals initially will include:

Auras	Complementary Modalities Helpful for People with Cancer
Chakra System	Current Research Related to Integrative Medicine
Color Therapy	Non-traditional Approaches to Using Physical Therapy
Dreamwork	Tools for Evaluating Holistic Modalities & Criteria for Selecting Practitioners
Music as Expressive Therapy	Using Energy Work as a Holistic Approach to Manage Pain
Homeopathy	What's the Difference Between Reiki & Therapeutic Touch
Hypnotherapy	What's the Difference Between Music Therapy & Therapeutic Music
Medical Intuition	
Meditation	
Meridian System	
Naturopathy	
Reiki	

*The following **Press Release** is being disseminated in October to a wide variety of newspapers, radio stations and other public sources. If you know any specific organizations that might publish news about the Volunteer Speakers Bureau, please call the MBSC office.*

Mind-Body-Spirit Connected (MBSC) is making it easy for the public to learn about a myriad of complementary and alternative therapies through the launch of its volunteer Speakers Bureau. *MBSC* is a 501(c)(3) nonprofit educational organization dedicated to the advancement of holistic practice. Under the Speakers Bureau, select members of the organization are offering their professional speaking services at no charge to schools, churches, community service organizations and other nonprofits. According to Committee Chairman, Carol Spears, "All volunteer speakers have gone through a rigorous screening process in order to ensure their core competence and professional presentation skills." Each speaking engagement will be viewed as an educational opportunity, as opposed to promotion of someone's personal services.

Executive Director, Donna Nowak, says that "*MBSC* is delighted to coordinate this community outreach program, which provides its members an opportunity to be educators and representatives of their respective holistic practices." A direct marketing campaign targeted to community groups will be starting this fall, but any organizations interested in this service are encouraged to contact the *MBSC* administrative office at 216-321-9181. A list of topics and corresponding qualified speakers for the topics will be provided. It is then up to the group to contact and make arrangements for the speaker whom they select.

Topics include: 1) an introduction to holistic modalities; 2) programs that focus on just one type of complementary therapy, and 3) theme programs that may combine several different practices, e.g. overviews of at least two different, but similar complementary modalities. The free educational programs of the Speakers Bureau help *MBSC* achieve its commitments as a 501(c)(3) non-profit charitable and educational group.

Through the operations of the Speakers Bureau, *MBSC* will help the public gain a clearer understanding of the tremendous benefits of wisely using complementary therapies. For more information, please contact Donna Nowak, Executive Director, at 216-321-9181.



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

Available online and free of charge to *MBSC* members; others may subscribe for hard copy (see page one).

Two New Websites to Check Out

The Akron Chapter of *MBSC* has an exciting new website: www.MBSCAkron.org. The site lists all of the group's upcoming programs and meetings. Another great site to check out is www.HolisticWebDirectory.com. This site now has discussion boards to post questions regarding holistic practices, information about lifestyle, and sharing in the success of others.

“Balanced Living” Advertising Discount

In addition to a routine discount of 10% to holistic practitioners, *Balanced Living* magazine is offering a 3% discount for *MBSC* members. Practitioner members are eligible for a 13% discount on ads placed in this exciting, new Cleveland publication. Contact Carol Krentzman-Perkoski at info@BalancedLivingMag.com for more information, or to place your ad.



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