



Caring Palms Massage and Reiki Newsletter February 2014

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Greetings!

Welcome to this month's Caring Palms Massage and Reiki newsletter. This month, we have class schedule changes, an announcement, and an article or two.

I hope you enjoy what we have here.

Valentine's Day

Valentine's Day is fast approaching. Caring Palms has ways to show that person you care about that you truly appreciate them. First, you can give your loved one a gift certificate for a massage or a Reiki session.



This is something that people like, a tailored session specifically for them. You can also give them hand-crafted jewelry made by Shirley Dean. In fact, Caring Palms has stocked its display cases with fresh new pieces that would tell someone that you care. Caring Palms is also adding couples massage now that room and therapists are available (see article below). You can also get a gift certificate for this.

So, come visit the studio and decide what would best tell the person you care about that they are loved.



Couples Massage

Caring Palms is now offering Couples Massage since we now have a big enough room and available therapists. This is a cooperative effort between Caring Palms and one of the other therapists (Alicia, Karrie) currently renting a room at the studio. The price for Couples Massage is \$140 for a 1-hour session and \$200 for a 90-minute session. Appointments would have to be made in advance to coincide with the schedules of all concerned.

Reiki Share

Caring Palms has a Reiki Share the first Wednesday of each month. A Share is where Reiki practitioners get together to work on each other. Group Reiki work is done where each person gets time on the table and worked on by several therapists at once. Any practitioner is invited no matter what lineage they have.

The next Reiki share is on
Wednesday, February 5th from 7pm to 9pm.

Please let us know if you will be coming.

Room For Rent

Caring Palms has a room for rent to a holistic arts practitioner. This person could be a practitioner of accupuncture, reflexology, hypnosis, massage or any similar modality. If you know anyone interested, please have them call Brian at Caring Palms.

Looking To Hire

Caring Palms is looking to hire a massage therapist for the new studio. This person would be working as an employee of Caring Palms and should be licensed in the state of Florida and have practitioner's insurance (or be willing to get it). Serious applicants will

be expected to give a massage to be evaluated. They should also be willing to build a clientele rather than walk into one built by someone else.

We are looking for either one full time employee, or some part time employees. If you know anyone interested, please have them call us.

Still More Photos On The Website

More photos of the inside of the studio will soon be available on the website. We will be adding pictures of the second treatment room. Go to the Our Studio tab and select Photos and then chose Exterior, Lobby, Main Treatment Room / Classroom, or Second Treatment Room.

Medical Herbalism Class to be Hosted at Caring Palms

Energy Solutions

Saturday, March 15, 2014, 10:00am - 3:00pm
(with a break for lunch)

Location: The Caring Palms Studio

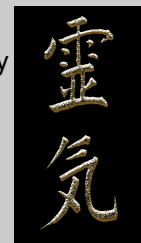
Cost: \$75 (includes all materials for three remedies)

Are you struggling to have enough focus and energy to get through your day? Are you mentally weary? Let Master Herbalist, Cindy Whitley, teach you how to rev up your physical, mental and emotional endurance naturally! Through the time tested use of specific herbs, you can get more out of life and achieve more than you ever thought possible. In this workshop, you will learn how simple it can be to make huge improvements in your energy, focus and mood and even how to create your own herbal remedies. You won't want to miss this! For more information, go to Cindy's website, [Natural Healing Workshops](#).

To sign up for this class, go to the [Caring Palms Events Page](#).

Reiki Class Schedule

The following is a list of currently scheduled Reiki Classes. Each class (unless otherwise marked) currently has a status of 'Scheduled'. This means that a date has been set, but no one has signed up for it yet. Once a deposit has been received for a class, the status will be 'Confirmed'. Any class marked as 'Closed' has filled up. (Note: In some cases, one may be able to enter a class marked 'Closed' with permission of the instructor.)



Reiki 1

- February 8 (Saturday) 10am - 5pm **Confirmed**

- March 8 (Saturday) 10am - 5pm
- April 12 (Saturday) 10am - 5pm
- May 10 (Saturday) 10am - 5pm
- June 14 (Saturday) 10am - 5pm
- July 12 (Saturday) 10am - 5pm
- August 9 (Saturday) 10am - 5pm
- September 13 (Saturday) 10am - 5pm
- October 11 (Saturday) 10am - 5pm
- November 8 (Saturday) 10am - 5pm

Reiki 2

- February 22 (Saturday) 10am - 5pm
- May 26 (Saturday) 10am - 5pm
- July 28 (Saturday) 10am - 5pm
- October 25 (Saturday) 10am - 5pm

Reiki 3

- April 24 (Saturday) 10am - 5pm
- August 26 (Saturday) 10am - 5pm
- November 22 (Saturday) 10am - 5pm

All classes are open to anyone wanting to learn this unique method of hands-on healing. The cost for each class is \$125 no matter what level of Reiki the class is for. A \$50 deposit is required a minimum of seven (7) days prior to the class date (or permission of the instructor) to reserve a space in the class. Classes with no deposits received by the cut off date will be canceled. All class statuses may be viewed under Reiki, Reiki Class Information, and Class Schedule. You can also sign up for classes there. (Check the website for the location.)

Each Reiki class is six (6) CEUs for Florida massage therapists.

Clarity

Clear as a bell. Clearing away the fog. What is clarity? Is it the ability to see the truth beyond all the obstacles and misdirection? Is it the ability to hone in on that one piece of needed information? Is it knowing what is needed by gut instinct? Is it having perfect focus even though things are clouded? Yes to all of the above and so much more.

We go through life searching for meaning, for direction, for that one piece of clarity to know that we are on the right track, following the right path. We ask, "Who are we?" and, "Are we doing what is right or right for us?" But finding that piece of information is often elusive. We search through lots of information, get sidetracked a lot, learn by

trial and error. We ask questions like, "Are we happy?" and, "Am I successful?" But that leads us to harder questions. Here is where we define "happy" and "success". And depending on how we define them, we either answer the questions with a "yes or no", or ask more questions about whether our definitions are important.

But let's come back to those last questions and ask if they are important (and here we start going down the rabbit hole again). You see, while it is important if we are happy and successful, what is more important is clarity and focus.

But before we go there, how do we get clarity and focus. Well, we look at things. We study things. We make decisions. But how we make decisions is the important part. Do we make them emotionally? Sometimes we do. Sometimes that is all we can do. And sometimes we hurt very badly afterwards because all too many of those decisions have negative consequences.

What if we make our decisions logically? Well, logic is great (especially if you're a Vulcan), but logic does not take into account emotion. If we make "the logical decision" and follow that path, we may feel it is the right one, but it may not make us happy. If we are not happy on this path, we don't put out as much effort.

So while emotional decisions and logical decisions have value separately, they are better together. But even then, you may miss that point of clarity. Here clarity is that bit of intuition, that gut sense that says that this is right. It is that point that you open yourself to the energies of the universe, let them into you, and go with whatever feels right. It is trusting that bit of the unknowing and running with it.

Usually, we weigh all the pros and cons. We logic it out. Or we forget logic and go with our baser emotions. But clarity is the point that you let go of all of that, and go with your gut. You trust the universe to steer you straight (you help that process, of course) and see you to your goal.

Where focus comes in is at the point of the goal. What goal do you have in mind? Make that decision, then focus on it. And while you hold that focus, let go, and allow that moment of clarity to come in and guide you. After all, nothing is black and white. Everything is shades of gray. And it takes that clarity to allow yourself to be guided through those gray clouds.

Clarity and focus. If we can see through all the fog out there, then we can get a feel for who and what we are. If we know that, then we would hopefully know if we are doing the right thing. If we know who we are and that we are doing the right thing, then that should make us happy. And if we are happy, then we are successful.

Last month, I wrote an article about the Undercover Boss episode that featured Massage Heights. My response to the program was like many other massage therapists across the country, disbelief and anger. In fact this one episode caused a massive outpouring of comments and hate across the internet. But that was mostly from massage therapists, and a lot of that was justified, but some of it was not.

The program showed Shane Evans, the COO (Chief Operating Officer) of Massage Heights going into several of their stores and doing jobs in them. Those jobs ranged from the normal management of the front desk to actually doing massage on a client and performing the job of an esthetician (which actually happened here in Jacksonville). In the case of the last two, state laws were broken as Ms. Evans was not licensed.

This angered many massage therapists who poured out their opinions over the internet as what was shown demeaned what they do. Keep in mind that the outrage came from those that work in the profession, not the general public, which is part of the problem. The program basically said that anyone can go in and 'rub bodies' and get paid for it. That they don't need any specialized training in the field of healthcare or anything else. "Here just rub like this and you'll be fine." And what was even more concerning than her doing massage was her doing the facials where she was popping pimples and such.

Now, I have had the opportunity to read one article which came after an interview with Ms. Evans, and watch an hour long video interview with her talking to The Massage Nerd (a YouTube regular program). And the truth behind that program came out, or as much as she could talk about. You see, she had to sign so many confidentiality agreements that she really could not talk too much about her experience without opening herself up to legal action from Undercover Boss. But through these interviews we know this...

Undercover Boss (referred to hereafter as UB only because I am lazy) tapes for hours and days to come up with 43 minutes of programming, and they decide how they want to edit it. The company featured has no say in it whatsoever. So if UB wants to put a slant on a company (positive or negative) they do.

Ms. Evans did not know that she would be doing actual massage on an actual client, and truly was not comfortable with it. At the same time, this client was told that their session would be free and that a trainee would be working on them. (I am not sure that this is still something I would do as a business owner. I am pretty sure I would not do it as a client because I know the value of a quality massage, and how a bad one can really make you feel bad. At the same time, I feel that most of the people that go to franchises like this do not really know the value of a good massage. They just go for the price.)

Again, there are so many contracts going on in the background with UB that it makes one's head spin.

One of the other things that caught everyone's attention was when Ms. Evans referred to the idea of Massage Heights as a "sexy business model". That sparked a tremendous amount of hate for this company because she referred to it as sexy, which sparks most people to think of it as sex, or part of the sex trade. And this is something that every legitimate massage therapist has a battle with. Massage is healthcare, not sex. Yet we still get people coming in asking for 'happy endings' and other sexual favors. (It almost makes one wish that the government would make prostitution legal so people looking for that had somewhere to go instead of to a massage therapist.)

But this comment bothered others more than it did me. I have heard things being described as sexy and have nothing to do with sex. These things include cars, the weather, houses. I even had a boss describe the word processing program he wrote as sexy. It is just another term meaning good, or really neat. But when Ms. Evans said it, she said a lot more around it, yet she knew right away that UB would cut everything around it and leave it on its own to infer whatever it would. She said she regretted it the second it came out of her mouth.

One of the other things that caught people's attentions was the way she reacted when she found people were not using the company lotions. In the Massage Nerd interview, she admitted that they have trouble with some of the scents mixing with the lotion and they are looking into it.

Now, do I like franchises that pay their people very little so they can charge less? No. Do I think the person going in gets the same quality and care from their therapist du jour as they do at stand-alone massage therapy places? No. (But that's only my opinion. I could be wrong.)

But I do feel that Massage Heights got a really bad showing from this program? Yes. Now, I do feel that during one of the interviews, Ms. Evans did a little backpedaling. But even still, the program made her look awful. And because of all the contracts signed, she has no recourse to prove otherwise either in court or the court of public opinion.

One has to remember that these programs are entertainment. UB goes in to someplace with their cameras all around. In most cases (especially after the first one at Hooters), I feel most people think and act differently when they are being filmed. In each case, there is always some unsung hero that is supporting 10 kids and working five jobs to make ends meet. It really takes imagination to believe any of

it is real.

UB is a loose cannon on the business industry. People believe it is real, but it is far from it. Oh, some of it is real, but by the time all the footage is taken apart and melded into the 43 minutes they show on air, UB can take everything said and done out of context and put whatever spin on it they want. Now, I watched this program the first season. But I lost interest as I started seeing a pattern which caused disbelief. I only watched this one because I saw an advertisement just moments before it aired and it was in my industry, an industry that was badly maligned by their program.

I guess if you watch programs like Undercover Boss, you have to realize that this is entertainment. The program is classified Reality Programming, but that is a big contradiction in terms because these shows are anything but real. They edit down and make dramatic situations where none exist. They force situations when there are none to start with because it makes good entertainment no matter what companies or people are being hurt.

I feel that the outrage this one program caused from the massage industry should be directed toward the network and in boycotts of advertised products instead of Massage Heights. Just remember all of this the next time you want to watch UN-Reality TV.

To read the one article, go [Here](#).

To see the Massage Nerd interview, go [Here](#).

Modality of the Month

Esalen-Inspired Freeform Massage

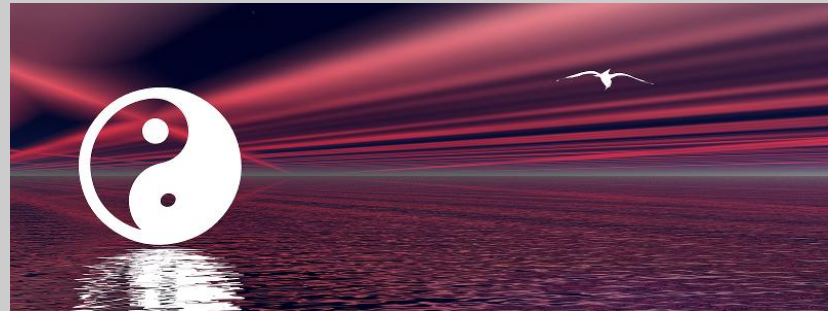
A beautifully landscaped grounds overlooking the Pacific ocean is the home of the Esalen Institute in Big Sur California. The institute has a center for the arts, a center for theory and research, lush gardens, natural hot springs, and massage. While the owner wanted it to be known for the arts and research and such, Esalen became known for its unique style of massage.

Californians are very laid back when it comes to massage. Esalen became known for doing massage without draping (as long as the client was comfortable with it). There were times even when the therapists wore nothing because they were comfortable with it. At one point, when the local licensing board became aware of this, they told the therapists that they would have to wear something or be licensed under Adult Entertainment.

While they do Esalen in California with little or no draping, it can be done within most people's comfort levels. Sometimes creative draping is needed to keep a person covered, but it can be done. Minimal draping is best, but full draping can be used.

What came out of this freedom was a very unique style of massage that was geared to major relaxation with therapeutic results. It utilizes long strokes done with slow motions to create a very relaxing feeling. The client is encouraged to breathe deeply, and the therapist tries to match that breath pattern in their breathing and motions. Movements sweep the entire length of the body in straight lines and swirling patterns. These movements are done with the hands, forearms, elbows, and so forth.

[read more](#)



Caring Palms Promise

At Caring Palms, we pledge to do the best work we can at every session. We not only do this to continue to earn your business, but because we believe that you deserve the best care possible every time you are here. This is true whether it is massage, or energy work, or classes. This is our promise. This is what we will continue to do.

Can We Answer Your Questions?

You have Questions? Maybe we have answers.

Each month, we write articles on a variety of subjects. Is there something that you would like to see us write about? Do you have questions that you'd like answered? Do you have questions on massage? On Reiki? On energy work in general? Submit your questions or requests to Brian@CaringPalms.com and we will try to see if we can answer them for you.

May light continue to illuminate your path. Take care.

Sincerely,

Brian
Caring Palms Massage and Reiki
(904) 246-2206
