



Caring Palms Massage and Reiki Newsletter January 2014

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Greetings!

Welcome to this month's Caring Palms Massage and Reiki newsletter. It is a new month, and a new year. This new year begins the new journey of Caring Palms as it starts the year in the new studio. We hope you'll come out and visit or get the work you missed when we were in transition.

In this issue, we have a new article or two and some changes to the class schedule.

I hope you enjoy what we have here.

In Case You Missed it...

The new studio has been open for business since December 9th. We have been getting regulars coming in and a few new people that are just seeing us in the new location. The new sign that went up on the 23rd has been a big draw. People have been coming over from the restaurants and other businesses in the area. This has the earmarks of being the way things will go for the future.



At any rate, in case you missed it, we are open.

New Years Day

Caring Palms will be closed New Year's Day (Wednesday, January 1st). We will reopen Thursday, January 2nd at the normal hours. We hope everyone has a safe and happy new year.

We Got Our Name Up In Lights

On December 23rd, Caring Palms got its sign up. Now people can see that we are there in the shopping center. The sign is over top of the window in the restaurant as there is no front facing on the studio itself.

Here it is at night...



and in the daylight...



Reiki Share

Caring Palms has a Reiki Share the first Wednesday of each month. (Because of the holiday, this month's share will be on the second Wednesday.). 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, January 8th 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 acupuncture, 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.

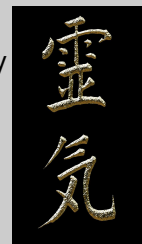
Caring Palms pays 50% of the hourly rate charged (\$70) with any discounts coming out of Caring Palms' half. If you know anyone interested, please have them call us.

More Photos On The Website

More photos of the inside and outside of the studio are now available on the website. Go to the Our Studio tab and select Photos and then chose Exterior, Lobby, or Main Treatment Room / Classroom.

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

- January 18 (Saturday) 10am - 5pm **Confirmed**
- February 8 (Saturday) 10am - 5pm
- 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.
November 9 (Saturday) 10am - 5pm

Time For a Change?

As it is the start of a new year, we ask what we are going to change for the coming year. We make resolutions. We plan on making changes. And whether we realize it or not, we are constantly changing, constantly growing, and (hopefully) constantly learning. As we have been told, the only constant is change.

Well, when someone posted these quotes online, I thought it good to pass it on here...

Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek. - Barack Obama

Your life does not get better by chance. It gets better by change. - Jim Rohn

Human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives. - William James

If we don't change, we don't grow. If we don't grow, we aren't really living. - Gail Sheehy

For the past 33 years, I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been 'No' for too many days in a row, I know I need to change something. - Steve Jobs

All great changes are preceded by chaos. - Deepak Chopra

Very often a change of self is needed more than a change of scene.
- A. C. Benson

I can't change the direction of the wind, but I can adjust my sails to always reach my destination. - Jimmy Dean

Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever has. - Margaret Mead

You must be the change you wish to see in the world. - Mohatma Ghandi

Undercover Boss

A couple of weeks ago, I watched Undercover Boss, and decided I couldn't keep my big fat mouth shut any longer. In this episode, the COO of Massage Heights went to several locations to see how her company was doing, and one of those locations was Jacksonville. The tag line was that she was in a contest to see if she should be awarded money to start her own franchise, and how she performed each of the jobs in this business would determine if she won.

In Jacksonville, she had to do the job of an Esthetician, basically doing face scrubs, popping pimples, and such. She watched the actual Esthetician work on one person and then she worked on another with basically no training.

Later in Texas (I believe), she got to watch a massage therapist do a massage and then had to participate in a couples massage with the only training being her watching the previous session. They told the people that she was a trainee.

First of all, there had to be some kick back to the customer to allow a 'trainee' to work on them, especially someone that had never done a facial or given a massage before, but also to allow the cameras in there. Frankly, if I went to that business and was told my session would be half price or free, I might consider letting someone that had never worked on a body before, but probably not, especially if I were in need of that service.

But more so than that, I am personally and professionally offended. I know I went through a lot of training before I was allowed to touch a person off the street. I know estheticians go through the same thing. Both professions are licensed as healthcare, at least here in Florida. Now, knowing that this show does a lot of filming and a lot of cutting, I can't say what was done behind the scenes, but if we went by just what they showed, they broke so many laws they could be shut down. Let's see, they bring in an unlicensed, untrained therapist to work on someone that they are charging money for. (Like I said, there had to be some legal stuff in the background so they would not be liable for breaking those laws.)

I also feel that it makes the company look bad. Again, there had to be a lot of stuff in the background that was not shown, but it makes it look like the company COO was working on regular customers, and that I can not believe. That makes me think that this program is fake. It might make good entertainment, but the 'undercover bosses' go to places where they always find people with interesting stories. But enough on that.

According to the entertainment (which is what the program is), Massage Heights would allow someone without licensing to come in and work on their clients. I can't believe that either. At least I would hope they would not do that. I would never put my clients at risk by having someone work on them that I had not tested previously, especially someone that did not have health training. I would not risk my client's health over that. I can't imagine that they would do that either, yet the program makes it look that way. Back in school, they allowed people to come in off the street to get massage at a low rate as it was a student massage, and the students were not getting paid. But I do not think that any company with a reputation for caring about their clients would allow them to be worked on at full price by a 'trainee' or less.

One part did bother me though, and that was the part where the COO found out that the therapists did not like the company lotions, and were using something else. Now, according to what she said, part of what they wanted to do was extend the 'experience' by selling the same products to customers. If the staff is not using those products, they can not sell them to the customer. I also know that a lot of companies make most of their money on the products they sell, not the services they do. I don't know how much Massage Heights does with this, so I can't comment. But I can comment on the fact that the COO decided that her people would use the company products even though they do not like them. This is a typical move where a person that does not use the products decides what the actual therapists use. This is where a lot of companies fail. If the therapists do not like the lotions that the company uses, maybe the company should look into why, not just go with a bureaucratic 'do what I say'. (On previous programs, in similar situations, the Undercover Boss

claimed that they would look at why their people did not like something. Unfortunately, the Massage Heights COO did not do this. She just said her people would start doing what they were told. And because of this, the company looked bad.)

What bothers me most about this particular program is that they do disservice to the massage industry and Massage Heights in particular. Don't get me wrong, I do not like the massage-in-a-box franchises that charge little for their services and pay their staff very little, and Massage Heights could fit into this description as it seems the therapists shown are working at least one more job to make ends meet. But the program really showed this company in a bad light. It showed that the company is willing to let regular clients be worked on by someone with very little training and no licensing.

It was fun watching the CEO of Waste Management learning how to pick up trash, a job that requires no specialized training. But it is another matter watching a company in the healthcare field (and yes, massage is healthcare) let someone work on a client that has not had the medical knowledge training as well as the physical training to work on a client. What's next? Are they going to show a hospital CEO pretend they are in a contest and do open heart surgery as one of their tasks?

This program does such a disservice to the massage industry because it shows it in a bad light (like so many other programs on television). It makes people believe that anyone can learn to do massage (or be an esthetician) with an hour of training. It allows people to believe that there is no special training, no hundreds of hours of school, no license earned through the State Board of Health to do these jobs.

As a professional who has trained for months, taken tests, and had hundreds of hours of continuing education, as well as thousands of hours of experience, I am really offended by what this program showed. I think it really maligned Massage Heights, by making it look like a company that does not care about their clients or the law. It maligned the profession and made people think we do nothing but rub people. I have been fighting this impression for years. We don't just rub people. We help people regain health after injuries or accidents, and maintain health in normal times. We calm and relax. We help center and focus. We don't just rub people.

One has to remember that this program was cut as entertainment and not necessarily truth or fact. And while some of the things they showed were true, we are not seeing a lot of what happened behind the scenes. We are not seeing the whole picture. There is a lot in the background that is not being shown. So, the bottom line is that we have to take what they show us with a grain of salt, or maybe a lot of salt.

So while this program, this Undercover Boss, made a competitor look bad, I don't rejoice in that as they really made all of us look bad.

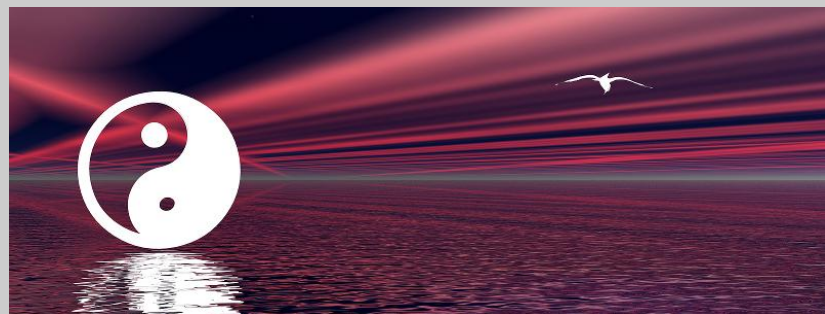
Modality of the Month

Hawaiian Lomi Lomi Massage

The ancient art of Hawaiian Lomi Lomi has been practiced for hundreds of years. The gift of healing was passed down to the "chosen one" who spent their life practicing the healing arts. Kahuna's (healers, shaman) were taught to use thumbs, hands, forearms and elbows to massage. It wasn't uncommon to have hot rocks placed on injuries or have the Kahuna walk on your back. Kahuna's were even known to use a mild form of hypnosis, instilling feelings of well-being. They believed they could transfer their own vital energy into a person who was sick.

Hawaiian Lomi Lomi was kept secret within families for most of its history, until Kahuna Aunty Margaret Machado decided to teach anyone who wanted to learn "the loving touch". Aunty says, "Lomi Lomi is a loving touch. When they feel loving hands on their body, they'll respond, "she loves me, she'll take good care of me, and I'm going to get well. "

[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.

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
