

# Options Center for Health & Education

## SPECIAL 30<sup>TH</sup> ANNIVERSARY NEWSLETTER

1985-2015

# CELEBRATING 30 YEARS

### The beginning...

Options Center officially became a business on June 20, 1985, so it's time for a 30<sup>th</sup> Anniversary Stroll Down Memory Lane.

Options started in a small room on the first floor of my house [I took over the den]. It remained that way until the summer of 1987 when I had my first "official" office in a large house that had been previously renovated into an office [picture below]. As the business grew, several moves were made - all in East Peoria- from one stall of a two stall garage to a small house [both off of an alley], then to a larger house [now off the street]. This larger house is pictured to the left.

It was a HUGE move [in space and rent] to go to Peoria Heights in 1991 and then to our present location in 2002.



### Early Growth...

At the beginning, I did the bookkeeping; keeping the inventory with a pencil, calculator and carbon paper. I thought it was GREAT when someone gave me a copy machine that they didn't want any more. The paper was one long roll and shiny on one side. The machine itself weighed a ton.

In 1987, Mary Maubach became the first employee going from part time to full time Office Manager. In 1991, a part time Office Assistant position was formed. This position was filled by a number of people including college students. Other practitioners have practiced their skills with clients and students and the professions include educators, massage therapists, reflexologists, physical therapy assistant and chiropractor.



### In the news...

As the location and staff changed so did the office equipment; there were additions of a computer, cell phone, copier [modern], postage meter, scanner, fax machine and word processor. Instead of counting the number of bottles on the shelf, Becky can now [with a couple of clicks on the computer] electronically order the exact number of bottles of supplements needed. The order is automatically paid by a credit card on file. Often the boxes of supplements arrive the next day. Instead of carbon paper, a modern copier makes a copy in a few seconds. To mail a package, I used to put the package in the mailbox, the mail carrier would take to the local post office, weigh the package and deduct the cost of postage from my financial account kept at the post office. What a difference with a postage meter; it weighs the package and prints the right amount on an adhesive label. We do STILL set it out for the mail carrier. "Dial-up" has been replaced by instant access to the internet. I remember "dial-up" taking so long, that the computer stopped attempting to connect. After 15-20 minutes of waiting, I would realize the computer had stopped trying to "dial-up" and then I would have to try to connect all over again.

## People I've Met Along the Way...

My herbal mentor was I.J. Organ. She saw my potential and wrote short personal notes with my herbal orders. I doubt either of us understood how significant those little bits of encouragement were to me at the time, but they certainly were.

My educational mentor was Dr. Al Milliren. I took his brilliant ideas and developed them into the education center, I did not realize the enormity of the time, effort, expense it would take, but now in retrospect, am glad that I did stay committed. He encouraged me to get Brain Gym® certified which I did; a very wise decision.

One of my hair analysis mentors was Dr. David Watts who gave me many hours of complimentary phone consultations. He showed great respect and instilled the confidence in me that I could learn to analyze the hair analysis graphs, understand the core issues and know the supplement recommendations. When I started using hair analysis in 1995, it greatly changed my health practice from iridology and herbs to adding other supplements and other vendors.



## Technological Advances & Community Workshops...

Talk about technology: No more carbon paper! Most duplication is done electronically.

No more family folding of fliers and newsletters! We rely heavily on communicating with email and no longer do a printed newsletter.

Our marketing has always mainly been done by word of mouth. Over the years, we have added more information about Options' services on our website and FaceBook. The website has become increasingly more educational with the inclusion of the hair analysis section within the last year.

Thirty years ago I DID have a – telephone answering machine, electric typewriter, library, audio cassette duplicator, desk, massage table, and the phone was forwarded home. I never saw clients and students on weekends, however most workshops were on the weekends.

I have been certified with Brain Gym® and Touch for Health since 1985. Most years, Options has coordinated workshops for nationally known instructors.

My second hair analysis mentor was Dr. Richard Malter who also gave me many hours of instruction and teaching me how to analyze the TMA graphs to gain insight in behavior, emotions, attitudes and academic problems. This knowledge showed me how I could offer hair analysis to the students and parents in the education center.

Norma Harnack was my mentor for Touch for Health. She insisted that I get the Touch for Health Certification and provided the means for me to stay certified for over 20 years. Because of TFH and the techniques learned in Brain Gym courses, the mind-body appointments to health clients became more efficient and effective.

So often in my journey with Options, I have been in the right place at the right time. Over the years I have added more testing, including Thermography which can detect things before the client has symptoms! I love how Options can offer services to prevent illness: find the core issues, address them, and the client has the opportunity to regenerate!!!

## Expanding and Refining...

The hours of operation have remained pretty consistent: 11:00-5:00, then till 6:00 in 1989 until present.

The services have always included supplements and body/mind work. Nature's Sunshine was the only vendor until I started hair analysis in 1995. This prompted adding another vendor, Trace Elements. In 2000, I met the Standard Process representative and started using their food supplements and herbs. I really liked the results clients were getting. A year later after taking a series of workshops on saliva tests; I added supplements from two more vendors [OrthoMolecular and Bezweken].

We have made things as convenient as possible, using email to confirm appointments, providing hair analysis comparison graphs. [Thank you, Travis!]

My knowledge of Brain Gym® has grown from the basic 29 exercises from the "orange" book to using some of the techniques from the advanced Brain Gym®



*Thank you*

*to all of you for your part in making  
Options the business it now is!*