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The mission of the American Holistic Nurses Association is to advance holistic nursing through community building, advocacy, research and education.

AHNA VISION
Our vision is a world in which nursing nurtures wholeness and inspires peace and healing.

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Beginnings...the awareness that all moments are in some way the start of another moment. AHNA is committed to learning and demonstrating the sacredness of all beginning.

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In this Issue

8 Self-Care for the Nurse Entrepreneur: Finding Time & Balance
Amy Ruff, RN, BSN, WOCN with Janet Hoffman

11 Envision It, Plan It, & Prepare to Launch It
Barbara (Bobbi) Kolonay, RN, MS, CCM, HNB-BC

14 What I’ve Learned from 46 Years in Private Practice
Linda Bark, PhD, RN, MCC, NC-BC

16 From Hollywood to Healer to Holistic Nurse Entrepreneur
Annette Tersigni, RN, ERYT-500

18 Healing from Behind the Camera
Carmen Davalos Buck, MSN, HN-BC, FNP-C

20 Heart-Centered Tips for Starting Your Business
Elizabeth Scala, MSN/MBA, RN

22 Holistic Presence Online: Essential Practices for the Holistic Nurse Entrepreneur
Tracie Braylock, MSN, BSN, RN

26 Then & Now: My Journey to Nurse Coaching Entrepreneurship
Lyn Mccright, RN, MPH, APRN, AHN-BC, HWNC-BC

Features

6 AHNA: Community Support for Nurse Entrepreneurs
Elizabeth Scala, MSN/MBA, RN

29 AHNA-Endorsed Programs

30 AHNA Announcements

31 News from AHNCC & Exam Certification Schedule

32 Memories from the 2016 Conference

35 Happenings & Classifieds

36 2017 Conference

About the Cover Art

The photograph on the cover was taken by AHNA member Barbara (Bobbi) Kolonay, RN, MS, CCM, HNB-BC. Bobbi has a private practice in Pittsburg, PA. She loves exploring new cultures and health paradigms, capturing her experiences through her camera lens. She is always searching for a photo that can tell a story. The photo on the cover was taken in Venice, Italy.
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- Judith Brinn, BS, CHHC, Obesity cert. - NIWH Graduate

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Established 1977, NIWH is the oldest Integrative, Whole Health program in the U.S.
Most of us know that nursing is about so much more than working within hospital walls. Nursing has evolved over the years beyond giving medications, following physician orders, or emptying bed pans. In fact, as I reflect back upon the roles I wanted to be as a grown up (life guard, detective, or news reporter), I smile to myself, knowing that a nurse can do and does all of those things. Nurses teach, listen, advocate for, lead teams, and inspire change.

With healthcare and policy reform, we see the profession of nursing moving out of tertiary care into the community (Tiffin, 2013). In fact, nurses are everywhere (Brooks, 2015). You can find a nurse in a corporate office performing wellness assessments and teaching healthy workplace workshops. Nurses may decide to add additional degrees to their education, as is the case of nurses who are also lawyers and own law firms. Nurses are speakers, authors, yoga instructors, and business owners. What is special about holistic nurse entrepreneurs is that they bring an additional value to the business world.

Holistic nurses appreciate the delicate balance between yin and yang and the interrelating balances of life. In fact, just the other day, I was reflecting on my own business. A nurse entrepreneur for more than five years now, my company has experienced many twists and turns. However, what has kept me going, even when times are tough, is my holistic practice. I am mindful that being a nurse entrepreneur involves action, as well as inaction. There are times a business owner is busy launching, implementing, or evaluating a product or service. While being busy can be a tempting way of measuring success, a holistic nurse knows that there is a lot to be said for times of “non-doing”...the quiet, in-between moments of reflection, planning, and being present. So just know – whether you have an idea, if you are just starting out, or have been an experienced business owner for years – you are not alone, and the AHNA is here to support you.

AHNA Nurse Entrepreneur Chapter
The AHNA Nurse Entrepreneur Chapter is an online chapter of the American Holistic Nurses Association. The chapter’s purpose is to provide mutual support for holistic nurse entrepreneurs. This group is set up as a closed Facebook group. The Facebook group is a place that facilitates sharing ideas and resources, asking and answering questions, announcing events, sharing links, asking for guest speakers or bloggers from within the group, and other collaborative activities that will enhance the nurse entrepreneur member.

Getting Started & Growing Online
The Nurse Entrepreneur Chapter was set up originally in 2013 by Glenda Christiaens, PhD, RN, AHN-BC, after receiving a large amount of interest from holistic nurses who were in business for themselves. The chapter’s initial meeting was held in-person at the 2013 AHNA Conference in Norfolk, Virginia, after which
Susan Rose, MSN, RN, Glenda, and I established the online chapter so that nurse entrepreneurs from across the country could stay connected. Since its inception, the online chapter has assisted holistic nurse entrepreneurs to network, collaborate, and learn new strategies. The chapter holds quarterly meetings—three of which are via teleconference and one as an in-person meeting during the AHNA annual conference each June.

Over the years, as the online chapter continues to grow, the members have experienced a new vitality within the group. On the quarterly calls, members are educated on business topics such as:
- naming your business,
- strategies for using social media,
- the basics of using images in blog posts, and more.

Additionally, we host a Friday blog share, where members can contribute a link to a specific blog post they want commented on and shared across social media. The members have found this to be a great way to not only increase their blog’s traffic, but also get to know each other and the products and services offered by each entrepreneur. Finally, chapter members share celebrations, ask questions, offer resources, and create lasting networking connections. Recently we have added a monthly social media roundup and weekly nurse entrepreneur “blog of the week.”

**Challenges & Opportunities**

Just like anything that is new and innovative, the online chapter has its growing pains. Members join the group and then fail to participate. Since it is an online chapter, there is a lack of that face-to-face, more personal connection (other than at the annual conference). To maintain high levels of interest and participation, we rely on engaging content from group members that encourage discussion. Unfortunately, some of the posts that members place to promote their businesses tend to get less attention. Again, as holistic nurses, we can hold the space for each other to share and trust in the greatest good for the entrepreneurial chapter, recognizing there is always room to improve.

The good news is the chapter has decided to put together a resource for other AHNA Chapter Leaders across the country. We see the AHNA Chapters as unique small businesses, even if they are not revenue generating or producing. Since we have the entrepreneurial expertise, our chapter can offer a brief presentation on the basics of running a business that Chapter Leaders can review. This will assist Chapter Leaders with topics like finding and reaching their target market (holistic nurses), using social media to grow their reach, and marketing events in multiple ways.

**Get Involved…No Matter Where You Are!**

Being a business owner is very different from being a nurse. In nursing school, we were not taught about entrepreneurship, however, anyone can generate an idea that turns into a product or service to be sold. In fact, many of my business mentors have told me along the way, “As long as you are filling a need, that you are solving a problem with a unique solution, people will buy.” Now, certainly, being a nurse entrepreneur is about more than selling products and making money. Here is where the holistic nurse is at a great advantage.

The secret to being a successful business owner involves emotion. Human beings use their feelings to make decisions. They connect with the emotions underneath the logical mind and decide that they want to purchase a product or service. Holistic nurses are eons ahead of the business owner who does not ascribe to the heart-based values that we do. We are able to pause and take real notice of the present, in order to fully connect with a potential client or customer. We use our intuitive gifts to provide solutions people want and need. Holistic nurses bring the genuine caring nature of holism into the equation in everything that we do. The potential buyer feels that and often chooses to work with us!

So whether you have no experience at all and are just curious or have been in business for decades—we need and want you. The AHNA Nurse Entrepreneur Chapter is looking to grow, providing value to increasingly more people around the globe. We want to succeed as business owners, and the best way to do that is to collaborate with like-minded colleagues. Check us out—join the group and put your unique holistic gifts and talents to work!

**REFERENCES:**


**Elizabeth Scala,** MSN/MBA, RN, is a nurse entrepreneur, keynote speaker, and virtual conference host. She partners with hospitals, nursing schools, and professional associations to transform the field of nursing. As the bestselling author of Nursing from Within, Elizabeth guides nurses to a change in perspective, helping them make the inner shift needed to better maneuver the sometimes challenging realities of being a caregiver. Elizabeth received her dual master's degree from Johns Hopkins University. She is also a certified coach and Reiki Master Teacher. Elizabeth lives in Maryland with her supportive husband and playful pit bull.
Drawing from 23 years of personal experience as well as input from other nurse entrepreneurs, Vicki D. Lachman (1998) writes, “Caring for the self as an entrepreneur requires courage, commitment, and persistence in self-care activities. . . . Walk a mile, meditate, eat fresh fruits, get a mammogram, assert yourself – all these behaviors require the initiative of an individual interested in taking responsibility for his or her health” (p. 48).

Is Self-Care for Nurses a New Concept?
From age five, I wanted to become a nurse, determined and excited to learn how to care for others. In the early days of my nursing career, I don’t remember ever thinking about self-care. We went to the hospital, put our heart and soul into our work, and returned home exhausted and mostly satisfied. Did we think about good diet, exercise, or stress relief? Not really – we went to the diner at midnight after work, ate pancakes and french fries, stayed up late, and considered walking the hospital hallways to be sufficient exercise. Stress? We slept a lot. Our habits were not the healthiest despite our training.

It didn’t take long for the stress, workload, and responsibility to take their toll. My sleep habits worsened, and I woke up feeling anxious about my next shift. I was terrified of making a patient error. My usual happy mood was becoming cloudy, and my energy level was bottoming out. I knew I needed to do something, but my inclination as a nurse was caring for others first.

Self-Care is Not Selfish
Reducing stress for mental, physical, and emotional health is emphasized everywhere. As stress accumulates, nurses can start having symptoms of psychosomatic disease. We can become angry, exhausted, depressed, and sleepless. We may become dependent on medication, caffeine, alcohol, or non-pharmaceutical drugs. Depleted of energy, we may compromise our relationships. Because we have so little spare time, when we seek a way to improve health, we need to choose something effective that we are likely to continue doing.

Stress & the Nurse Entrepreneur
Nurse entrepreneurs use their nursing education and business insight to start ventures and look to the future, seeing opportunities where others see obstacles. Usually there are
many outside influences that can affect a business, such as new technology, shifting consumer preferences, general healthcare trends, and policy or regulatory changes. The profession of nursing is inherently stressful and demands self-motivation, skill, knowledge, and expertise, but being an entrepreneur demands another set of skills too. Entrepreneurs are risk-takers, negotiators, proactive change agents, and they need to be creative enough to identify a niche market and develop a consistent customer base. They have to be adaptable and able to think on their feet.

When this new dimension of innovation, creativity, time, and energy is added to a nursing career, the stress multiplies. Nurse entrepreneurs, in particular, need to choose self-care techniques that are so effective they will be motivated to continue doing it.

Self-Care & Addressing Nurse Fatigue

In 2014, the ANA published a position paper on the joint responsibilities of registered nurses and employers to reduce risks from nurse fatigue and to sustain a culture of safety, a healthy work environment, and a work-life balance. It states:

Registered nurses and employers in all care settings must collaborate to reduce the risks of nurse fatigue and sleepiness associated with shift work and long work hours. Evidence-based strategies must be implemented to proactively address nurse fatigue and sleepiness; to promote the health, safety, and wellness of registered nurses; and to ensure optimal patient outcomes. (ANA, 2014)

It occurs to me that when nurses are the employers, they certainly must regard their own health as they would the health of their employees. Once their business starts to grow, they may end up working long hours hiring, training, and managing others; managing finances, insurance, and payroll; and learning to delegate. In the complications and pressures of daily life and work, they may find their own health taking a back seat to getting things done…until health and well-being spiral out of control. This is not something they would ignore in their employees. Just like in an airplane when you are instructed to put your oxygen mask on before your child’s, the nurse entrepreneur must stabilize their own mental, physical, and emotional well-being as a foundation for addressing their employees’ balance.

Because nurse entrepreneurs are competent, well-organized, and equipped to flourish in a changing healthcare environment, it should be easy for them to schedule and maintain self-care activities, right? Actually, that is often not true. Many nurse entrepreneurs struggle to find self-care solutions that are evidence based, easy, not too time-consuming, and can be done anywhere when time is available. In 1972, I was fortunate to find something that does fit the bill, had plenty of published research backing it up, took little time to learn, and rewarded me with both immediate and cumulative benefits.

About the Transcendental Meditation® Technique

I found that Transcendental Meditation (TM®) is a non-religious, effortless meditation that I can do sitting comfortably anywhere with my eyes closed for 20 minutes twice daily. My mind simply disengages from its usual active, chatterbox level of thought and settles deeply until it reaches a unique state of restful alertness – my own silent nature.

Surveys show that 19 million Americans practice some form of meditation (NCCIH, 2015). In surveying the literature on meditation, I found that different techniques have varying degrees of benefit. Some meditations involve effort – trying to control thoughts or being attentive to thoughts or the body. There’s also guided meditation and contemplation. TM is unlike all of these – in fact, it’s a completely different process.

As I looked into the scientific research on TM, I learned that this psycho-physiological state has the characteristics of brain wave coherence and profound physiological rest, which allow the nervous system to throw off stress, fatigue, and imbalances in mind and body (TM for Women, 2016; Travis & Shear, 2010).

Maribeth Flood (2016), MS, RN, ARNP, LMHC is a nurse practitioner entrepreneur in private psychiatric practice established in Washington state. She has studied the effects of TM practice by learning it personally and reviewing hundreds of studies on it. She has found that TM, though not a substitute for lost sleep, gives us more energy as well as helps us use our time more efficiently; she explains:

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Most businesses are born out of experiences – the need or desire to help fix or improve something that has directly touched our lives. The impetus for my first business was my mother’s stroke. I advocated for and helped her navigate the healthcare system through all levels of the care continuum post her CVA. My previous experience had been in health insurance and hospital case management so this was second nature for me. Within six months after developing my business plan and taking classes through my local Small Business Administration, I was ready to be a business owner. I opened my company, Options for Elder Care, in 2002 to help older adults and their families navigate the healthcare maze.

In 2014, I added a holistic component and launched Holistic Aging, which offers acupuncture, Reiki, herbal medicine counseling/remedies, RN integrative nutritional counseling, and other integrative therapies. I now have 12 employees, and my businesses continue to grow and change with the needs of our community and clients.

My vision was clear, I planned both business ventures well and they have taken off! Starting a business is like a catapult; it drags you back with difficulty into a place you have never been before only to then launch you into one of the most exciting and gratifying places you have ever been.

If you are thinking of starting a business, the exercise on the following page can help you clarify what it is that you want and how you plan to achieve it. These are important questions that every successful entrepreneur must ask themselves before launching a business.

continued on page 12
Envision It, Plan It, & Prepare to Launch It continued from page 11

STAGE 1: ENVISION IT
Holistic nurses excel at forming a mental picture of their desires and putting it out to the universe to provide. Because this mental picture is created by thoughts, it responds to thoughts. You need to know exactly what it is that you want. If your vision is unclear, the universe may provide unwanted results.

Test the Strength of the Business You Envision – Will It Work?
• Ask yourself why you are seeking to start a business in the first place. Maybe you are a really good problem solver, maybe you like to speak in public, maybe you are great at marketing concepts. Identify your primary strength and don’t overthink it.
• Examine what you like and dislike about your work life. For example, “I like working with people; I am a problem solver but do not have the autonomy to practice this in the work place.”
• Determine what products/services would make your life happier, more productive, or efficient.
• Finally, ask yourself whether there is a strong need for the business you envisioned and who would be your customers.
• When you are done, look for a pattern to emerge.

Assess Yourself as a Potential Business Owner
An honest self-evaluation will allow you to assess your personal characteristics and determine your willingness to meet the demands of owning your own business.
• Are you a leader?
• Are you confident?
• Do you like to make your own decisions?
• Are you flexible?
• Do you possess computer skills?
• Are you self-disciplined and independent?
• Do you have the funds to support your business start-up?
• Do you have basic business skills?
• Do you realize running your own business may require long hours and reduce personal income?

Even if you don’t have all of these characteristics, don’t fret. Most can be learned with practice, by developing a winning attitude, working towards goals in incremental and measurable stages. Once your vision is clear and you have assessed your ability to support your business, imagine your desire as if it’s happening right now. See your vision becoming a reality. You must act, speak, and think as if you are an entrepreneur.

STAGE 2: PLAN IT
Define and Then Re-Define Your Business Idea
Gather as much information as possible about your business from as many sources as you feasibly can. Taking the time to explore those specific factors that will make your business concept unique is extremely important. When looking for answers, also attempt to identify any potential problems that could affect your business.

• What product(s) or service(s) will you provide?
• Who will be your customers?
• Why will your customers buy from you?
• How will your customers know your services or products are available?
• How much will they pay for your services or products?

Now, using those answers, describe your business concept. As you redefine your ideas, there are many business-specific issues that need to be addressed:
• What makes your services/products unique?
• What is your competitive advantage?
• Who are your competitors?
• What are the demographics, size, lifestyle, and buying behavior of your customers?
• What size business do you desire in terms of sales, profits, and employees?
• What are you willing to invest?

Write a Business Plan
A business plan is an essential roadmap for your business to be successful. This document projects three to five years ahead and outlines the route your business intends to take to produce revenue. I highly recommend taking business start-up classes through a local Small Business Development Center (SBDC). SBDCs provide personalized assistance and classes to small businesses and aspiring entrepreneurs throughout the United States. They are typically hosted by leading universities, community colleges, and state economic development agencies. They are often funded in part through a partnership with Small Business Associations.

STAGE 3: PREPARE TO LAUNCH IT
Now that you have laid the important groundwork of envisioning and planning, you are ready to start building your business. It can be a lot of work, but don’t get discouraged and take it one step at a time (see box on p. 13).

It’s not as hard as it sounds and it gets easier. As nurses, we have all faced high stakes where just one mistake can mean death. The world of owning your own business may seem scary at first, but our unique experience makes us the perfect people for the job.

Bobbi Kolonay, RN, MS, CCM, HNB-BC has a life-long history of entrepreneurial endeavors in Pittsburgh, PA, including her 16-year successful Aging Life Care™ management practice “Options For Elder Care” and most recent addition of “Holistic Aging” which integrates the use of conventional and complementary therapies to prevent and heal, but most importantly promote optimal health. You can learn more at www.holisticaging.com or (412) 486-6677.
Launching Your Business

These are some of the basic steps successful entrepreneurs take before launching their businesses. This is not meant to be an exhaustive “to do” list, but rather a brief overview of what needs to be done.

Step 1: Determine Your Business Name
Naming a business is a lot like laying the cornerstone of a building; everything is aligned to that stone and if it is off even a little bit, the misalignment becomes amplified. Following these steps and guidelines will help you select a name that is well aligned with your business:

- Compile a list of keywords.
- Plug your keywords into generators such as LeanDomainSearch.com or Bust-A-Name.com (this will not only give you name ideas, but will also help you see which domain names are available for your website and which are already in use).
- Narrow it down to a few names.
- Ask your targeted potential customers their opinions.
- Make sure your name evokes the connotation you desire.
- Is it unique? Pick a name that hasn’t been claimed by others, online or offline.
- Pick a name that is web-ready by using WHOIS database listing.
- Claim your social media identity.
- Develop your “elevator pitch,” keeping in mind that you need to be able to articulate it in the fewest words possible. Describe who you are and how what you sell can solve your potential customers’ problems.

Step 2: Register Your New Business Name
Registering your business name involves a process known as registering a “Doing Business As (DBA)” name or trade name. Registering your “Doing Business As” name is simply the process of letting your state government know that you are doing business. I recommend using the SBA.gov site for assistance.

Step 3: Choose Your Business Structure
The business structure you choose (sole proprietorships, limited liability, S corporations, etc.) will have legal and tax implications. I recommend doing homework up front to understand the terminology using the SBA.gov site and then seeking the advice of a business attorney. This is an instance where spending money up front will be well worth it in the future.

Step 4: Federal Registration
If you plan on having employees, apply for an Employee Identification Number (EIN).

Step 5: Open a Business Checking Account
It is never recommended to operate a business using your personal checking account.

Step 6: Professional Licensure
Nurse Practice laws and regulations are specific to each state. Check with your state Board of Nursing to assure your business model is in compliance with your state’s Nursing Practice Act.

Step 7: Check the Tax Codes
Assure your business is in compliance with all federal, state and local tax codes.

Step 8: Secure Needed Equipment and Supplies
It doesn’t matter what your business is – some office supplies are used by everyone. Start with this list as your foundation: Technology (Computer/Cell Phone), Applications and Software, Organization Supplies, Time Tracking and Planning, Office Furniture and Storage.

Step 9: Plan and Start Marketing
Develop marketing material and have a solid marketing plan in place and begin to advertise services.

Step 10: Buy Insurance
Purchase general business and liability business insurance and disability insurance. Depending on your service/product, you may also want to purchase professional liability insurance.
What an amazing journey this has been. If you had told me 50 years ago that I would someday be in business for myself, setting my own schedule, selecting my own clients, and teaching nurses my new coaching model, I would have said “Impossible!” Over the years, I have learned that anything is possible and I hope that this article will inspire you to think outside the box for your practice.

In 1970, I was working in a general hospital in-patient psychiatric unit. I pushed for nurses to have active therapeutic roles on our floor. One of the psychiatrists had a practice that was growing quickly, and he asked me to be a co-leader with him in his private group therapy sessions. It seemed like an easy transition because we had already been working together in those roles at the hospital. Then he asked if I would work in his office with some of his private clients. I can remember those first clients as if it were yesterday. The couple sat together on the brown coach, and I sat in the “therapist” chair facing them. It was their first time in therapy, but I was more nervous than they were. I lost the first 10 minutes of the 50-minute session explaining why I could work with them, listing my years of training and experience. They were uninterested. Finally, I focused on them, and thank goodness, I was effective for the rest of our session. They thanked me and set up another appointment. The doctor paid me, he signed the insurance forms as the MD, his front desk assistant scheduled my appointments, and things worked easily for many months.

The next step was even more of a stretch – I began working with children in a different office space so I could have shelves filled with toys. After hiring a consultant for training and supervision, I started setting up my own appointments. One day, I had an epiphany and said to myself, “I should be in my own private practice!” After all, I was already in my own office, plus the MD/psychiatrist who was charging me to sign-off on the insurance forms for supervision wasn’t even an expert in play therapy. The psychiatrist was fine with it (less paperwork for him), and he could still refer his patients to me. I was married to a lawyer and talked with him about it; he thought if I got sued, he could be my attorney. My clients were fine with the change because I was then able to reduce their fee. I even expanded my practice and taught group parenting classes. In my mind’s eye, I can still see the money paid to me for that first class – a $20, $10, and $5 dollar bill. It was my money, and I was in business!

Over the next 20 years, my practice shifted. I became more and more interested in why people changed and why they did not. I learned of coaching in 1990 and fell in love with it because it really focused on how to promote lasting behavior change. My last 26 years as a coach has brought me meaningful, satisfying work beyond my wildest dreams.

It has been a privilege to be among the many nurses who have blazed the trail into private practice and nurse coaching. As I’ve walked down the path of private practice, people have often asked me about four specific aspects of my journey: education, marketing, finding clients, and community support. This is what I have learned from 46 years as a nurse entrepreneur.
EDUCATION
My interests and educational needs did not fit neatly inside conventional programs. When I went for my BSN after completing my diploma in nursing, I was able to challenge two years of the 4-year program. I had an extraordinary psychiatric nurse instructor, Merla Olsen, who helped me create meaningful experiences for much of my remaining two years. I was hooked on this kind of learning, and several years later when I wanted to continue on to my master’s degree, I looked for something similar. I couldn’t find a nursing program that fit my needs, so I went to a clinical psychology program instead. Even though I received excellent marks in my classes, I eventually left the program because I grew weary of always having to defend my ability and legal right to do my psychotherapy practice. One day, as I was walking by a bulletin board, I saw a program in life transition counseling from the Fielding Institute. It was perfect. I was able to develop much of my own curriculum, and was even able to study with leaders in the field such as Bill Bridges. One of my advisors was Frederick Hudson. He taught me the sky was the limit in terms of career development. I wrote my thesis on nurses moving out of the hospital and into private practice, which I later used to develop a stages of change model used in my coaching practice (see box on page 28). Years later when I was ready for my PhD, all roads led to the California Institute of Integral Studies. I was once again able to follow my curiosity, take classes that truly fed me, and direct some of my own learning.

MARKETING
At first, my entire client base was filled by one doctor’s referrals, but as I changed my focus, I needed to find my own clients. I now have a product (holistic/integral coaching) that few people understand. This is a major roadblock in marketing. It requires consumer education, and I have found that offering free sessions to prospective clients works well. Be creative and explore the many ways to find clients. Don’t forget about referral sources, because they can provide a steady stream of clients. Consider other marketing avenues in social media; these also seem to work best when they come from a sharing approach.

FINDING CLIENTS
During those first few years, when one client finished and no longer needed my services, I was scared. Would another come to fill that person’s place? Yes, and it happened over and over, so I learned to trust it. It also helps to ask clients for referrals because they may not think about it, or even know if you want more clients. If my client load gets low and I start to worry, I look to see how available I am. Often I realize that I have taken on some new project and room for new clients has decreased. This even happens day to day. If I am tired, I often find clients wanting to reschedule to another day. I have learned the ebb and flow is not a mystery, but has logical and predictable patterns.

COMMUNITY SUPPORT
Private practice can be lonely if you are not connected to others. When I began my practice, I dressed up, went to my office, and focused on building my client base. I had friends in private practice, and we met regularly to discuss difficult clients and how to build our practices. In times when I have wanted to expand the size of my practice, I have asked someone...
Once upon a time, I was far from being a nurse entrepreneur. When I was an adolescent, the last thing in the world I dreamed of being was a nurse. Nursing? All that blood and guts? No way! I dreamed of being a fashion model. I’d grace the pages of stylish magazines and be an actress in Hollywood, too!

A modeling agent told my mother, “Annette will never make it.” I looked bleakly upon that woman as a dream stealer. I was 14 years old and like most teenagers, I refused to listen. Later, I met a different agent who gave me a chance. Defying the odds, I began to get work and get paid.

I headed to Hollywood and studied acting at the legendary Actors Studio where stars like Marilyn Monroe and Marlon Brando learned their craft. I appeared in movies and was directed by Francis Ford Coppola, famous for *The Godfather*. I went to film premieres with famous actors and enjoyed champagne at the after-premier bashes with stars like Paul Newman and Barbara Streisand.

Even with all the glam and success, Hollywood left me feeling shallow and unfulfilled. Ever since I was a child, I knew I had a calling; I was a seeker of health, peace, and wisdom.

After three years, I left LA and moved back home. I fell into a whirlwind romance with a kind man and got pregnant. It was the start of a long period of shattering heartbreak.

**Julian**

In 1984, I gave birth to Julian, the perfect baby. He never cried or fussed; the fact is that he didn’t do much of anything. Julian showed zero interest in toys and avoided eye contact. My gut told me there was something wrong, but no one listened. When Julian was two and a half years old, he was given an evaluation at a local hospital. The doctor told us it was very serious.
was autistic with cerebral palsy. This was in 1987, long before I became a nurse, and I knew very little about medicine.

Autism, cerebral palsy – it was the start of my dark night of the soul. As Julian grew older, he became increasingly aggressive and frustrated, unable to achieve independent skills. He was still defecating in his pants at the age of nine. By then, I was like the walking dead. We crashed and burned, ending up on welfare, isolated, and devastated.

I became a buyer for a prominent women's clothing line in the fashion industry, made good money, and we got off welfare. I discovered a local yoga studio. The classes were a salve to my wounded heart and weary soul. It was there that I first dreamed of being a yoga teacher. I dreamed I might be able to teach others who were suffering and help them with yoga like it helped me. I began to shift from despair and hopelessness to a new inner state of optimism.

Although my inner life was improving, my outer life with Julian and his father continued to disintegrate. Julian became impossibly aggressive until the day, when he was 14, we made the heart breaking and painful decision to place him in a small institution. Every day I was tortured with guilt. It was then that I made a bold move, desperate to heal myself, and yes, to become a healer.

In 1994, at age 43, I became a certified yoga teacher at the Kripalu Center in Massachusetts. It changed the course of my life. I began to face my pain stories, meditate, and forgive myself, melting my guilt and self-hatred around my inability to take care of my son.

In 1996, I studied with Dr. Deepak Chopra. The training was packed with doctors and nurses eager to learn about holistic medicine. I envied and admired the nurses who were there and thought, “Wow, what if I was a nurse and a yoga teacher? Imagine how many more people I would be able to reach and help!” And so it came to pass. At the age of 48, I went to college and graduated three years later in 2002 as a registered nurse.

Julian is now in a caring, group home. He has learned new communication skills and rarely displays aggression. He is surrounded with love.

A New Chapter – Yoga, Nursing, and a New Beginning
After graduating, I found a job at a hospital where my yoga and nursing practices merged. Numerous nurses, excited about my methods, inspired me to develop the YogaNurse® Model of Care in 2004. A holistic adjunct therapy, YogaNursing unites the ancient wisdom of yoga with the science of modern nursing to relieve stress for nurses and improve patient care (YogaNurse Academy, 2016).

The model includes seven essential seated postures that nurses can learn and teach patients, together with breathing and relaxation techniques. There is abundant evidence-based practice demonstrating yoga’s efficacy to increase quality of life (Woodyard, 2011). Physiologic benefits for patients and nurses include improved immune system, reduced muscle tension and pain, improved sleep, increased cardiovascular efficiency, and reduced blood pressure (Woodyard, 2011). Psychological benefits of YogaNursing include: improved concentration, attention, mood, and sense of well-being; decreased anxiety, stress, and depression; and increased self-acceptance and self-actualization (Sisk & Fonteyn, 2016).

Yoga is a complementary health approach that the NIH National Center for Complementary and Integrative Health (2013) researches and recognizes as an increasingly popular therapy for maintaining health and well-being. With training, nurses can incorporate YogaNursing into their practice as part of an integrated care plan. There is an enormous marketplace for stress relief and wellness programs taught by nurses.

Since starting my company in 2006, nearly 1,000 nurses worldwide have taken the YogaNurse training program and have been equipped with skills to move from nurse for hire to nurse entrepreneur. YogaNurse is aligned with and endorsed by the Watson Caring Science Institute and is practiced at the Mayo Clinic as part of their nurse wellness initiative. The program is approved for continuing nursing education (CNE) and has been taught in nursing colleges, hospitals, conventions, and communities internationally.

“We cannot change the nursing culture without changing the nursing consciousness” (YogaNurse Academy, 2016). This is my message and creating health, peace, and wisdom for nurses and patients worldwide is my mission. I believe nursing is a calling – a lifework to give sacred service to uplift and heal other nurses, our patients, and health care. It’s a long way from my life in Hollywood, but by amazing grace, I found my calling. I am a holistic nurse entrepreneur.

REFERENCES:

Annette Tersigni, RN, E-RYT-500 is a speaker, author, trainer, and medical yoga expert. She is the founder of YogaNurse® and provides training to nurses through her live programs and eCourses. Annette is the author of the best-seller, The Richest Woman in Babylon, is a contributor to Chicken Soup for the Soul: Inspiration for Nurses, and has been featured in numerous TV, print, and media interviews. You can learn more about Annette and her programs at www.yoganurse.com.

1 Yoga Nursing Essentials eCourse – This continuing nursing education activity was approved by the American Holistic Nurses Association (AHNA), an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.
Healing from Behind the Camera

by CARMEN DAVAILUS BUCK, MSN, HN-BC, FNP-C
I wasn’t running from anything. I loved caring for people with dementia and getting to know them and their families. I made a very good living as a nurse practitioner. My coworkers were kind and supportive. Yet, there was a tickle of a voice that told me it wasn’t enough, and it became louder as the years passed.

I saw patients and families who grappled for help. My nurse practitioner bag of tricks housed a few questionably effective medications. Still, it was filled with offerings of presence, authenticity, time, and love too. I heard stories that left me in awe of the strength of the human spirit and power of love.

The Little Voice Became a Shout
In the spring of 2015, a loving couple made an appointment with me to talk about hospice. The wife had been diagnosed with early stage Alzheimer’s disease. They hugged and cried as she asked for guidance to set up interviews with hospice providers. She wanted to help her husband choose while she was still able. She worried about how he will manage when she can no longer recognize him or care for herself. When I think about the definition of love, this caring couple comes to mind.

I experienced an epiphany with this visit. The little voice of the sacred source became a shout. Tell these stories. The whole drive home, I envisioned a book with stories and images highlighting the beauty that lives within the pain of dementia. That was the genesis of the book Love Still Lives Here and a career in photography. This is how I strolled into a new chapter of my life and profession.

A Photographer-Nurse: The Perfect Match
I’ve been a nurse practitioner for 16 years and an RN for 37 years. The philosophy of holistic nursing has been my second skin since the early 1990s when I stumbled upon a copy of the Journal of Holistic Nursing in the university library. The mother ship had called me home. Holistic nursing is defined as “all nursing practice that has healing the whole person as its goal” (AHNA, 2013, p. 1). Holistic nurses are instruments of healing, but how this is facilitated is as diverse as holistic nurses are unique. Holistic nursing is a way of being.

Some qualities of holistic nurses are shared by some of the greatest photographers. They see with their eyes, listen with their hearts, speak with love, and follow their intuition. Anyone can learn technical skills to use a camera, but the artist/photographer has a way of being in order to intuit those sacred moments within the flow of time to capture a photograph that gives us goose bumps. When I take a picture and get goose bumps, I tell my subject, “Now, that’s our goose-bump moment. We just had a brush with the divine.” Holistic nurses and photographers are alike in that we both witness magic. We are artists who experience sacred moments of healing presence daily. Decades of holistic nursing prepared me to seek joy, love, connection with others, and spiritual healing energy through my camera.

Healing from Behind the Camera
Many of us feel vulnerable and fearful in front of a camera. It’s as if the photographer looking through the lens can see what we may not be willing to otherwise share. Intentional presence, focus, respect, empathy, kindness, and humor are essential qualities of a photographer who wishes to put people at ease and capture their essence. There is a tangible and visible shift from fear to love when this happens. This is amazing to witness and is profoundly healing for both the photographer and the person being photographed. Tears of joy are common in my studio! I often hear comments like, “You saw right to my soul.” I help create opportunities to experience love, light, and authentic human caring. Photos depicting laughter and joy are my favorites. Love trumps fear in a safe environment where we are reminded that we are uniquely special and also a part of the whole.

Successful Entrepreneurship & Living Beautifully with Uncertainty
We’ve all heard about the importance of setting a clear and certain goal. I have some goals, of course, but the real treasures have been along the path to those goals. Photography was a discovered treasure along the way toward my goal of writing a book. My epiphany was not only to write a book, but to include photos with character. I just knew I could do it, even though I was uncertain about how and had never taken a photography class. Living beautifully with uncertainty implies faith that the hidden treasures are part of a divine plan for our lives and require surrender and trust.

Some entrepreneurs know exactly what they want to do. I did not. I knew in my soul that there was something spectacular waiting for me, and I lived beautifully with the uncertainty knowing that God’s plan is more wonderful than any I ever imagined for myself. And so it is.

REFERENCE

Carmen Davailus Buck, MSN, HN-BC, FNP-C is a holistic nurse practitioner, author, speaker, and portrait photographer specializing in elder remembrance photography. She is completing Love Still Lives Here, a book with photos and stories of love, devotion, and spiritual healing as told through interviews with people with dementia and their families. Expected publication is January 2017. She speaks on a variety of topics including eldercare, dementia care, holistic nursing, and her journey to career change later in life. She has been certified in holistic nursing since 1999.
Holistic nursing as a specialty is a unique type of nursing. While holism is first and foremost a way of being, many holistic nurses study and become expert in various complementary modalities. Whether they come in the form of Healing Touch, Reiki practice, Aromatherapy, or many others, these additional skillsets position the holistic nurse in a very special way. Yet holistic nurses often find themselves working in traditional roles that limit their abilities to fully help the whole person at a mind-body-spirit level. When this happens, many choose to take a new and exciting path . . . that of the nurse entrepreneur!

Now there are varying degrees of opinion related to starting a business. Some experts will tell you that anyone can enter the entrepreneurial space . . . all it takes is an idea, some extra cash, and a much-desired solution. On the other hand, others will caution you that going out on your own is risky and tough work. Only thick-skinned people who are ready to burn the midnight oil are appropriate candidates for the business world. And then there’s the question of whether or not a person should have a business degree to start their own company.

Here’s where things get tricky for holistic nurses. Due to the very nature of who we are, we come from a heart-centered
Many of us don’t actually study business before deciding we’re ready to share our skills and talents with the public outside of the conventional healthcare walls. While we have good intentions, do we really know what we’re getting into? How do holistic nurses succeed in business?

There are loads of things to consider, and while this list is nowhere near exhaustive, I’d like to share several tips I’ve learned along the way. As a successful (and growing), five-year holistic nurse entrepreneur, here are some introductory items (which are in no particular order) for you to consider if you’re thinking of starting your own business.

- **Spend time being with your business idea before actually doing.** In light of full transparency, I learned this important lesson the hard way. I actually didn’t do it. I rushed right in to offering products, before getting extremely clear on what I wanted to do and why it was relevant. I don’t think this mistake was one I made alone. In fact, even now, as I counsel and mentor new nurse entrepreneurs, I see this error made time and time again. We’re nurses, first and foremost. And what does a nurse typically do? Jump into action, of course! While this trait is certainly needed in the business environment, I caution you to tap into your holistic roots here. There are several ways you can do this. You may journal daily about your business ideas. Or spend time in nature, reflecting on who you are, what makes you unique, and how you can serve others. Avoid the temptation to get your website set up or order your business cards right away. First things first. . . visualize your ideas and be present with the very notion of being in business before leaping headfirst into action.

- **By coming from the heart space, trust you will succeed.** This tip is actually twofold. First off, successful businesses have owners who offer solutions. Further, these solutions are desired by the general public. Many people have a problem, and you have a unique way of solving it. By working with you, your potential clients are going to get results! Secondly, and this ought to be easy for most holistic nurses, truly believe that you will attain success. Now I know doubts will come in . . . even successful business owners making millions of dollars battle the “monkey mind,” the constant chatter of self-doubt and fear within the human mind. However, when you come from the heart-centered space, offering solutions that work, you can’t help but succeed. Keep yourself focused on this very fact: **You are a holistic nurse. You’re going into business to solve a pain point – a problem that you can help fix.** By coming from that place of service, your business will thrive.

- **Envision your goals and take action accordingly.** Like the first tip, this strategy is about delicate balance. There’s always a dance as an entrepreneur between being and doing. Sure, you want to stay open to opportunity and trust that the universe will deliver everything you need. And, once you have that vision of your business goals in mind, you need to pair that with active movement. Take action. And let me clue you in on a secret tip here: Even when you don’t feel like doing anything, take one action step each day. Even one action can propel you forward. When you’re feeling stuck, unsure of what to do next, take an action step. When you’re procrastinating and scared of failing, take action. Even if the action means simply getting up and moving away from your desk for a walk outside . . . always be taking one action per day to move your business forward.

- **Set up, establish, and grow your platform through quality connections.** You certainly want to grow your platform. Being visible and having a strong following creates credibility. Others looking in will see that you have a certain expertise, that people working with you are getting results, and this will put you ahead of the rest. Yet there’s a delicate balance between quality and quantity. While having numbers will be important (for launching products, securing sponsorships, and establishing lucrative joint ventures), quality connections always come first. The depth and breadth of the people you connect with is by far the most important thing. As a holistic nurse, you embrace connections, so this will be an easy strategy to implement early on.

- **Continue to celebrate yourself and your success.** Most entrepreneurs want to spend a good amount of time strategizing and planning ahead. If you decide to work with a business coach, they’ll likely have you plan the next quarter, future year, and even possibly create a five-year plan. You have to set and reach goals in order to sustain the momentum of a successful business. In addition to monitoring our progress and planning ahead, it’s also amazingly important to reflect back on how far you’ve come. Constantly looking towards targets can be daunting. We can become overwhelmed and fatigued by always focusing on the goal. Take time to look back and realize your growth. Celebrate each win, no matter how small. Trust me, this is the one thing that has kept me going (and truly enjoying my business) for this long!

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Elizabeth Scala, MSN/MBA, RN, is a nurse entrepreneur, keynote speaker, and virtual conference host. She partners with hospitals, nursing schools, and professional associations to transform the field of nursing. As the bestselling author of Nursing from Within, Elizabeth guides nurses to a change in perspective, helping them make the inner shift needed to better maneuver the sometimes challenging realities of being a caregiver. Elizabeth received her dual master’s degree from Johns Hopkins University. She is also a certified coach and Reiki Master Teacher. Elizabeth lives in Maryland with her supportive husband and playful pit bull.
Today, the internet and social media have created virtual interactions, transactions, and communities heralding an unparalleled global interconnectivity among humans that transcends their physical environments. (Skemp, Dreher, & Lehmann, 2016, p. 9)

The three nurses who wrote the above quote recognize that there are no limitations on our ability to care for, build, and support communities across the globe from right where we are. Because of this, a path has opened that enables me to be a holistic nurse entrepreneur with a completely online practice, working from home or from wherever there’s an internet connection. This wonderful adventure enables me to do work I love while caring for my young family, and it’s nothing short of a tremendous blessing.

My belief is that much of a nurse’s healing presence has to do with relationships. This perspective accompanies me on my journey, guiding my business decisions and fueling my self-care practices.

As the ability to practice and make meaningful online connections continues to expand, there are a few things we must do to cultivate and offer a holistic, healing presence online.

These practices not only cultivate our presence, they enhance our awareness and ability to provide the energetic level of holistic care that each individual deserves.
Start with Intention
We can begin each day with the intention to embody and exude love and light in every situation and with each individual we encounter. We can create routines that nurture our well-being and foster space for our own healing and restoration, amplifying our presence and ultimately guiding others to experience this as well.

Make Time for Self-Care
Self-care should be a foundational building block of our business models to avoid burnout and compassion fatigue. Compassion fatigue describes the emotional, physical, social, and spiritual exhaustion that can overtake us and cause “a pervasive decline in [our] desire, ability, and energy to feel and care for others” (McHolm, 2006, p.12). Because the online world never sleeps, we as holistic nurse entrepreneurs must be very intentional about the time we spend online and the influence we allow it to have on our practice. We must set healthy boundaries on our interactions that enable us to unplug and replenish when we need to.

Create a Healthy Work Environment
We embody our work environment, so what we cultivate through intention and self-care will be reflected in the work we share online. Workspaces that intentionally nourish our minds, bodies, and spirits are critical to the well-being of both our health and our respective businesses. Practical ways to accomplish this include ensuring that your workspace is well lit and includes visually pleasing plants and artwork. Other workspace enhancements can include aromatherapy, meaningful music and a comfortable space to reflect and refuel.

Reflect
Taking time to listen to the clients we serve online helps us to make decisions that best meet their needs and impact their lives. We must also take time to listen to ourselves, honor our needs and perceptions, and partake in healthy doses of self-compassion. A core value of holistic nursing, self-reflection is a lifelong process that helps us better understand ourselves and our experiences (AHNA & ANA, 2013).

Each day I give thanks for the gift of being a holistic nurse entrepreneur. I am grateful for the amazing relationships and experiences I’ve gained from working online and engaging with people from around the world. It’s a privilege to be present at this time in history and to share holistic nursing online.

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Tracie Braylock, MSN, BSN, RN is a Holistic Nurse educator, writer, and online business and social media consultant for wellness professionals. Tracie has been a nurse for 10 years and is passionate about women’s whole health and healing. She launched her independent, online health coaching practice five years ago and now uses this knowledge to equip other wellness professionals with online business and social media strategies. To learn more about Tracie and her work, visit www.traciebraylock.com.
The TM technique has been shown by published research to increase the coherent and integrated functioning of the brain, increasing our organizing power, focus, and efficiency during the day and evening. We find that with increased clarity, we can do less and yet manage to get more done…. The TM technique increases energy, stamina, and resilience so your day will be better than you’d have anticipated. (Flood, 2016)

TM, Epigenetics, & Scientific Backing
Recently, I became interested in epigenetics (the study of changes in gene expression that do not affect the genetic code) and the deeper reasons that the TM technique enhances life. DNA in a cell may be influenced by signals originating from outside the cell, including energetic messages emitted by our negative and positive feelings. Nurses know that to live a healthy balanced life, we must nourish ourselves with sufficient deep rest, life-sustaining food, and healthful habits. Because TM effectively reduces stress and increases mental and physical harmony, encouraging feelings of happiness and peace, it supports a positive change in genetic expression. In fact, recent research suggests that TM can affect gene expression (Wenuganen, 2014).

Researchers agree that the Transcendental Meditation (TM) technique most effectively reduces stress and improves brain functioning. There have been 380 peer-reviewed studies on the TM technique conducted during the last five decades and published in leading journals. The box below describes just a few of the relevant research conclusions related to TM.

Self-Care, Happiness, & Spirituality
According to nurse entrepreneur Maribeth Flood, “The Transcendental Meditation technique creates a fundamental increase in awareness which allows us to have an improved perspective on reality and a more stable foundation in our inner self. This growth of awareness also diminishes the power of changing circumstances as triggers. That, along with the very tangible benefits of reducing stress and anxiety, makes life more manageable and enjoyable.”

Nurses have told me that they were able to adopt just this one thing into their daily life, improving their mental and physical health and the work climate of their organization.

What Does the Research Show?
Following is a sampling of research findings on the effects of Transcendental Meditation:

• A meta-analysis compared all self-help techniques on which trait anxiety had been studied – a study of 146 independent outcomes (Eppeley, Abrams, & Shear, 1989). The study included the TM technique, progressive muscle relaxation, concentration, mantra meditation, biofeedback, and placebo techniques. TM showed more than twice the reduction of trait anxiety as all other techniques. The other techniques showed no better results than the placebo; concentration meditation was less effective than the placebo.

• Another published meta-analysis, shows that TM reduces depression and use of alcohol and drugs (Alexander, Robinson, & Rainforth, 1994). According to the Robert Wood Johnson Foundation’s Interdisciplinary Nursing Quality Research Initiative (NQRI), nurses are more prone to depression, with 18 percent of nurses experiencing symptoms of depression – twice the rate of the general public (Lampert, 2016). TM allows the mind to experience fulfillment and inner happiness. Chemical changes in the blood indicate reduced depression and anxiety during and after TM practice (Jevning, Wilson, & Davidson 1978).

• Sheppard, Staggers, and John (1997) reported on a long-term study of government employees who learned the Transcendental Meditation program. The research found that after three years, they continued to show significant reduction in depression, in contrast to control employees who had participated in an educational stress management program (Sheppard, Staggers, & John, 1997).

• A study of executives and workers in the automotive industry found that after three months of regular practice of the TM program, employees showed increased professional and personal satisfaction in comparison to controls from the same worksites (Alexander et al., 1993).

• A Journal of Business and Psychology article reviewed research and case studies on the application of the TM program in the workplace (Schmidt-Wilk, Alexander, & Swanson, 1996). The reviewed literature indicates that TM contributes to improved employee health, increased job satisfaction, improved job performance and productivity, and improved organizational performance and climate. These results are discussed in terms of the development of consciousness of the individual and the organization.

• An experiment on stress reduction using the TM technique and progressive muscle relaxation was conducted at a South African firm with 80 employees (Broome, Orme-Johnson, & Schmidt-Wilk, 2005). Psychological stress decreased significantly over 5.5 months for the TM group (P<.0002) with 67 percent of the decrease in the first two weeks. Blood pressure reduced significantly only for the TM group.
physical health significantly. I can say with great confidence that the TM technique, easily incorporated into my day, has become the basis for my well-being and saved my nursing career.

There are nurses who aren't anxious or depressed but sense that there is something missing from their daily experience – something profound or spiritual. Probably the most precious benefit that I have found from meditating is a growing sense of inner joy and connectedness to myself and the wholeness of life itself. Absence of disease, it seems, is not what defines health – health means wholeness.

After meditation, my mind is lucid, more peaceful, more harmoniously connected to the world around – and my body is relaxed and refreshed. This experience increasingly pervades my daily life and is reflected in all the manifestations and blessings of spiritual development.

Ann Rose Dichov, MSN, RN, a holistic nurse who works in case management, says, “TM uniquely establishes me in my inner self, enabling me to move through the world in a kinder, more just, more compassionate, and integrated way” (personal communication, 2014).

Why compromise quality of life to be a nurse entrepreneur? If you have the energy, creativity, and motivation to be an entrepreneur and put your nursing education and experience to work for others, be sure to take care of yourself along the journey. You can renew yourself on a daily basis instead of getting exhausted and stressed. You can find inspiration in the depths of yourself spontaneously, be happier, be productive, and run your business like a pro. Self-care is not selfish – it is a small investment of time that strengthens us so that we can contribute more to our families, our patients, and our communities.

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Amy Ruff, RN, BSN, WOCN has worked in ICU, CCU, Cardiac Rehab, Home Care and as an Enterostomal Nurse. She currently works as the National Director of the Transcendental Meditation Program for Nurses, focusing on bringing the TM program to nurses in all care areas including hospitals, healthcare facilities, and nursing programs across the United States. The program is approved to award 23 continuing nursing education (CNE) contact hours. You can contact Amy at (641) 451-1592, and learn more at www.tmwomen.org/nurses

Janet Hoffman is a Transcendental Meditation teacher, writer, editor, and professional blogger. She directed the TM program in New York City for 30 years and has been on the national board of TM for Women for six years. She is currently the Executive Director of TM for Women Professionals in the United States.

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**THEN AND NOW:**
My Journey to Nurse Coaching Entrepreneurship

by LYN McCRIGHT, RN, MPH, APRN, AHN-BC, HWNC-BC

"To bring new life to ourselves and our profession."

There it was in black and white on the page. I sat back, awestruck at the beautiful goal – the result of my first experience in automatic writing. But manifesting it would be another matter.

Our area did not have a local AHNA Chapter leader, so I volunteered the same day I joined the association. Just three months after our Central Texas Chapter grand opening (with guest speaker Dr. Carole Ann Drick), the Central Texas VA Health Care System and the Heart of Texas Nurse Practitioners invited us to have a holistic conference. Ten months later it was held, co-sponsored by six community grassroots nursing organizations!

**Nursing, Change, & Resilience**

When I graduated nursing school, the faculty told us that only three nursing roles would remain: the nurse who would be there to catch the baby, the nurse to hold the hand of the dying, and the nurse in the emergency room. What about the rest of us?

Reflecting on this question, the words of Dr. Margaret Newman (1991) ring true:

*The predominant criterion of health emerging . . . is a person’s ability to interact with and function in a changing environment. Health is viewed as a personal process characterized by meaning, pattern and continuing development throughout the life process.* (p. 238)

Now that's resilience! Resilience is the area where nurses will be working! When the American Nurses Association came to the 2015 Texas Nurses Association’s Leadership Meeting, the Endnote speaker, Tim Porter-O’Grady, explained that the average length of stay in U.S. hospitals is now 4.5 hours (calculating in day surgeries). Small-town hospitals in places like Wyoming and Kansas are closing in the new economic environment, and nursing is moving back into the community. Porter-O’Grady describes nurses as the center spoke in the healthcare system, coordinating interprofessional patient care and working in community-based agencies.

**Nurse Coaching Entrepreneurship**

In 1986, I started my first business, Stress Resolution and Prevention. I didn’t know it then, but looking back, I can see how my practice was part of an evolving paradigm that would ultimately emerge as health and wellness coaching.

I had many inspirations in establishing that first practice. One was Florence Nightingale; her *Notes on Nursing: What it Is and What it is Not* became my constant companion. It was so refreshing to go directly to the source. “Every day . . . the knowledge of nursing . . . how to put the constitution in such a state . . . that it will have no disease . . . takes a higher place. It is . . . knowledge which everyone ought to have” (Nightingale, 1859, preface). Drinking it in, I discovered the nuances of what it means to be a nurse. What is it? What is it not? I asked the questions again and again as I started out on the road to nurse entrepreneurship.

What joy it was to work in my own practice and draw from my background in community health nursing. I taught at the community college (and did research there), saw clients privately, worked with business community organizations, held weekend workshops at a community center, worked with an industrial firm plagued by on-site accidents, talked with a nursing home admitting their first AIDS patients, and spoke to an outpatient mental health clinic (both staff and patients). I even had my own radio show! And now, as a nurse coach, I am teaching others to be nurse coaches through Advancing Holistic Health coaching program. I am falling in love with nursing again. My compassion for myself and others is deepening. I am discovering wonderful insights through my understanding of the new Resilience.
Paradigm. These insights are assisting my students and clients in discovering their own insights, and those insights are transforming us forever.

The future of nursing is so bright! Nursing is embracing a new paradigm that is changing lives all over the globe, and nurse coaches and entrepreneurs are leading the way.

REFERENCES

Lyn McCright, RN, APRN, MPH, AHN-BC, HWNC-BC is the owner and Program Director of Advancing Holistic Health Coaching Program. She earned an MPH from the University of Minnesota’s School of Public Health Nursing and a Baccalaureate in Nursing from the University of Arkansas. Her advanced preparation includes both Adult and Gerontological Nurse Practitioner, and Clinical Specialist in Community Health Nursing. She owns Lyn McCright Consulting as well. In addition, Lyn is the Chapter Leader for the Central Texas Chapter of AHNA.
In 1977, the American Nurses Association had about 400 nurse members who considered themselves to be in private practice. I wanted to know about them and their perspective processes, so I used my thesis at the Fielding Institute to pursue this passion. I sent out a survey to find out about their journeys and was delighted with more than 300 responses. I found these nurses could identify with the following change model.

The first stage I found was an Incubation Period, which lasted about a year. A trigger event opened up the nurses’ thinking about moving into private practice. Although the idea sparked a new concept, the new idea was quiet and “in the back of their minds.” (The role of a private practice for nurses was quite unknown at that time.)

The second stage was an active period of Pro and Con. During this period, which lasted about nine months, the nurses were actively considering the change. During this stage, they rehearsed the new role in their minds. They would think, “I could keep track of my income by using a certain type of accounting system.” Or, “If someone asked me what kind of services I provided, I could say such and such.” As yet, they were not taking concrete steps, but were only pondering them.

I labeled the third stage Surrender, which is where I first saw real action and forward movement happening. I didn’t see this as passive, but as giving in to a compelling new way of being that felt like “the right thing to do.” It was described as “surrendering to the correct path” and spoke to a pressure to grow, advance, and develop.

The fourth stage of my model I called the Awkward Period, a stage in which nurses talked about not wanting to work the old ways anymore but not yet being comfortable with new ways. This stage lasted about six to nine months, and during this time, they were starting their practices, learning how to set fees, handle money, schedule appointments, find clients, describe their roles, and generally manage and grow their private practices. Integration was the stage in which the new role was fully incorporated into the nurses’ professional identity. They thought of themselves as nurses in private practice and were comfortable in their new role.

At the end of the study, I added a stage commonly experienced by those nurses and many I’ve coached: the Redefining Period. What the study pointed out was that after the nurses were comfortable in their new identity, they returned to parts of their old role that were still valuable. It fit the old adage of “Don’t throw out the baby with the bathwater.” I found from my investigation that this step only occurred when nurses were comfortable with their new role as effective entrepreneurs.

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www.SoulLightening.org

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www.rnpatientadvocates.com

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www.tmwomen.org/nurses

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www.niwh.org

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www.wisdomofthewhole.com
Announcing 2017 Conference Speakers

Julie Kennedy Oehlert, DNP, RN, PhD, will be the 2017 Keynote speaker for the AHNA 37th annual conference. Dr. Kennedy Oehlert has served as the Chief Administrative Officer (CAO) of ambulatory care at the University of California in San Diego, as the Vice President of Patient Experience at the University of Arizona Health Network, as the Director of Emergency and Trauma Services at Sacred Heart Hospital, and as an emergency department trauma nurse at Beloit Memorial Hospital. She has worked closely with healthcare leaders, nurses and physicians across the United States and Australia on proven strategies that positively impact service and quality outcomes, as well as their own professional leadership growth and satisfaction. Julie is a ten-time “pillar award winner” and is highly valued for her no-nonsense presentation and coaching style, which is passionate, entertaining, and prescriptive.

Renée Thompson, DNP, RN, CMSN, author of “Do No Harm” Applies to Nurses Too!, will be the 2017 Endnote speaker for the AHNA 37th annual conference. Dr. Renée Thompson is the CEO and President of RTConnections, LLC. She has 26 years of experience as a clinical nurse, nurse educator, and nurse executive and has been published extensively, interviewed, and recognized for her work to educate, connect, and inspire current and future nurses. Dr. Thompson received the first Outstanding Nursing Alumni for Excellence in Leadership Award from the Community College of Allegheny County Nursing Alumni. Dr. Thompson’s blog, RTConnections, has won numerous awards which include a Top Nursing Blog ‘Must-Read’ by the online nursing community. Her blog focuses on eliminating workplace bullying and teaching nurses how to articulate their value through ongoing professional development.

AHNA Elections:
Vote November 1st through November 30th
The following candidates have been nominated for the 2016 AHNA Ballot (Names arranged alphabetically)

President-Elect (Elect 1):
Barry Gallison, DNP, MS, APRN-BC, NEA-BC, CPHQ, AHN-BC

Treasurer (Elect 1):
Christine Argenbright, PhD, RN
Colleen Delaney, PhD, RN, AHN-BC

Board of Directors-at-Large (Elect 2):
Meryle Gurmankin, PhD, RN, CSN, AHN-BC
Stasi Lubansky, DNP, ANP-BC, HNB-BC, CDE
Jalma Marcus, RN, HNB-BC, BS, MS, CBP, At PaRamaBT, CLSE
Candice Moore, RN, MSN, AHN-BC, HWNC-BC
Betsy Murphy, MS, RN, HNB-BC, ERIT
Elizabeth Scala, MSN/MBA, RN

Nominating Committee (Elect 2):
Karen Fink, RN, BSN, HNB-BC, LMT, CLL
Cynthia Hutchison, RN, DNS, MSN, HTCP/I
Danielle Johnston, RN, BSN, HNB-BC
Diane McClure, DNP, CPNP, CCRN, APHN-BC, CCAP
William “Billy” Rosa, MSN, RN, CCRN-CMC, LMT, Caritas Coach
Linda Thomas, PhD, RN-BC, CCRN, CHTP/I, HTAP

An email with voting instructions and candidate information will be sent to all AHNA members on November 1st. Please check your email and cast your vote by November 30, 2016. If you require a paper ballot or do not receive email with voting instructions, contact office@ahna.org or call (800) 278-2462. Thank you to the 2016 AHNA Nominating Committee members for preparing this ballot: Cynthia Backer, Susan Dyess, Kimberly Holden, and Karilee Shames.

AHNA Research Grant Opportunity
The AHNA is offering a competitive research grant for $5,000. Completed research proposals are due no later than Sunday, February 15, 2017. Please refer to the AHNA website at www.ahna.org/ResearchGrant for the following information: the grant application form, guidelines about the application process, and information describing how to write a research proposal.

AHNA Joins Nurses on Boards Coalition
AHNA has joined the Nurses on Boards Coalition (NOBC) with Treasurer Barry Gallison, DNP, MS, APRN-BC, NEA-BC, CPHQ, AHN-BC as our representative. The NOBC’s goal is to help ensure that by 2020 at least 10,000 nurses are serving on any corporate, governmental, non-profit, advisory, or governance boards or commissions, panels, or task force boards that have fiduciary or strategic responsibility. In order to support this initiative, AHNA encourages all of our members to take a very brief survey on the NOBC website, http://nursesonboardscoalition.org, which will ask if you currently serve or are interested in serving on a board. AHNA encourages all of our members to use the tools on the website to find a board to serve on or learn more about serving on boards. AHNA is proud to support NOBC in this effort to recruit nurses to serve on boards, improve boards through the unique perspective that nurses can provide, and improve health and healthcare systems at all levels.

Executive Director, Terri Roberts, Attends ICN/GNLI Conference in Geneva, Switzerland
AHNA Executive Director, Terri Roberts, JD, RN, attended the Global Nursing Leadership Institute (GNLI) of the International Council of Nurses (ICN) in Geneva in September alongside 26 senior nurses from 22 different countries. The 8th edition of this program, dedicated to “Nursing opportunities in a world focused on sustainable development,” was tailored to advance nursing leadership priorities and develop innovative strategies to keep the world focused on sustainable development. The ICN/GNLI 2016 participants also called on nations and the World Health Organization to invest in nurse leadership for the implementation of the United Nations (UN) Sustainable Development Goals (SDGs). UN report findings indicate that investing in the healthcare workforce will create jobs and drive economic development – two essential aspects of promoting the health of nations. In response to these findings, ICN/GNLI 2016 identified nursing leadership as critical for developing and implementing national workforce plans and aiding nations to advance SDGs, including reducing gender inequality.
Honoring Our Professional Obligation:
Holistic Nursing Scope and Standards Proposed Revisions Field Review

The Holistic Nursing Scope and Standards proposed revisions field review will be conducted October 1 - November 15, 2016. Please look for the notice and participate by reviewing all or a section, and providing feedback. After many years of writing and maintaining holistic nursing standards, definitions, and terminology, AHNA successfully gained ANA recognition in 2007 as an official “nursing specialty” and in 2013, the 2nd edition of Holistic Nursing: Scope and Standards of Nursing Practice was adopted and released. This work continues, as it should, and is the ongoing obligation of AHNA. The Scope and Standards of Practice adopted by specialty nursing associations are reviewed and edited every five years. In the spring of 2017, AHNA will be submitting revisions to the ANA for publication of the 3rd edition.

AHNCC Launches New Website
The American Holistic Nurses Credentialing Corporation (AHNCC) has launched a beautiful new website! Easy to navigate and read, the site is chock-full of important information about certification and re-certification, with helpful resources as well as advocacy information. Check it out today; you’ll be impressed! www.ahncc.org

Retired Status Deadline Extended to Dec 31
Due to the extensive interest and need to accommodate all interested and qualified certificants, the AHNCC Board of Directors has decided to extend the deadline for the Retired Status certification phase-in period. It is the AHNCC Board’s desire to accommodate those who have retired and would like to receive this recognition and are past the one-year expired renewal date of their certification. The phase-in period has been extended to December 31, 2016.

During the phase-in period, nurses who have been certified in the past in holistic nursing, but are now retired, may apply for the title of Retired Certified Holistic Nurse.

As of December 31, 2016, the applicants will be required to submit an application within one year after expiration of their latest AHNCC re-certification date. (Note: If your RN license expires, your active certification expires. If your AHNCC certification expires, you are no longer eligible to use the previous AHNCC credentials.)

Candidates may apply at: www.ahncc.org/recertification. Please feel free to email AHNCC at ahncc@flash.net with any questions.

To all of our retired certified holistic nurses, we want to say thank you for all you have done to move Holistic Nursing forward. One person at a time, you have made a difference, changing lives and making it a better world to live in. Thank you for the gift of yourself and your service.

AHNCC Certification Exam Schedule
Applications are accepted year-round, but if you want to be sure to sit for an examination, please have your applications in by the below deadlines. Exams are administered by the Professional Testing Corporation. For more information: www.ptcny.com/clients/ahncc/

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| Holistic Baccalaureate Nursing Certification Examination (HNB-BC) |
| Fall, 2017 | August 1, 2017 | September 1, 2017 | October 7-21, 2017 |

| Advanced Holistic Nursing (AHN-BC) & Advanced Practice Holistic Nursing (APHN-BC) Certification Examinations |
| Spring, 2017 | December 1, 2016 | December 31, 2016 | February 4-18, 2017 |
| Fall, 2017 | July 1, 2017 | July 31, 2017 | September 9-23, 2017 |

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A special thank you to everyone who made our 36th annual conference a grand success! More than 471 conference attendees filled the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs, Florida for an inspiring journey of learning and transforming!
You can view more event photos on Flickr at www.flickr.com/photos/136619542@N08/sets/72157673099002936. Thank you to our amazing photographer, Evan Reser.
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Nurse Practitioners: Compassionate Care Means Nurturing Yourself. We invite you to nurture yourself at our unique healing experience in a learning environment. In addition to extraordinary content on body–mind–spirit health, Building Bridges for TCM, also offers opportunities to engage in activities designed to help you build your own energy foundation and refresh yourself. Start caring for your patients by caring for yourself. www.tcmconference.org

November 4 – 6, 2016
Colchester, VT
Fundamentals of Clinical Hypnosis
Add a new dimension to your clinical work. In this 20-hour workshop, approved by the American Society of Clinical Hypnosis, you will learn to empower your patients to utilize self-regulation with anxiety, fears, phobias, habit disorders, or manage acute, chronic or procedural pain. www.hypnovations.com

November 4, 2016
Mesa, AZ
AHNA Arizona Regional Conference
Holistic Self-Care: Your Secret Power for Enhancing Patient Care. 6 CNE. Mesa Convention Center. Keynote: Carole Ann Drick, PhD, RN, AHN-BC. Registration $75 www.ahna.org/cne

November 11, 2016
Techny, IL
AHNA Illinois Regional Conference
Holistic Self-Care: Your Secret Power for Enhancing Patient Care. 6 CNE. Techny Towers Conference & Retreat Center. Keynote: Carole Ann Drick, PhD, RN, AHN-BC. Registration $75 www.ahna.org/cne

November 12, 2016
San Diego, CA
Nutrition Pro 2016: Personalizing Medical Nutrition Therapy
This clinical symposium will bring together experts on two very important and timely topics, nutritional genomics and the ketogenic diet, and is geared to all health professionals who utilize nutrition as a practice tool. Join us and add to your nutrition science knowledge and enhance your clinical skills. www.nutritionspecialists.org/NutriPro2016

April 22 – 29, 2017
Rudolf Steiner College, Sacramento, CA
IPMT International Postgraduate Medical Training. Renew yourself and your nursing practice with “Nursing that gives life”. Sponsored by North American Anthroposophic Nurses Association (NAANA). New members welcome. For more information: nnaatraining@gmail.com or www.aamta.org/organizations/nurses

May 5 – 7, 2017
Ann Arbor, MI
Wilderness and Herbal First Aid with Sam Coffman REGISTRATION OPEN - For the Sam Coffman Wilderness Herbal First Aid workshop through our Herbal Medicine/Traditional Naturopathy school in Ann Arbor. WFA certification at completion. Course will fill early, enroll by April 1, 2017. Sam Coffman is an international teacher, medic, former Green Beret, herbalist, and author who founded The Human Path. http://thehumanpath.net
For more information or to register http://www.naturopathicschoolofannarbor.net

May 20 – 21, 2017
Milwaukee, WI
Cancer Treatment Centers of America® Holistic Health and Healing Conference: Nourishing Mind, Body and Spirit
With a focus on evidence-based practices and integrative models of care, this second annual conference, sponsored by CTCA, a leading provider of holistic nursing practices, will explore holistic practices for self-care and how to deliver these practices to patients and caregivers.
Contact hours available. For information, contact Laura.Gilmore@ctca-hope.com

June 4 – 10, 2017
Palm Springs, CA
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Mark your calendar now for the 2017 Conference. Plan a trip to sunny Palm Springs to join our peers for quality education, networking, and time to renew your focus and energy dedicated to being a holistic healer. Visit www.ahna.org/conference for details.
CALL FOR PROPOSALS for poster abstracts and research papers and panels presenting study results on selected topics is open until December 15, 2016.

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