

Building a private practice takes more than a sympathetic ear



Danielle Lambrecht, clinical counsellor

The desire to help people is a much needed quality if you're building a private practice; however, it is not enough.

Making a business of helping others is not for the faint of heart. If you're not comfortable receiving money in exchange for your services then private practice will be a challenge.

As an entrepreneur who started her own private practice just over two years ago, I was one of those softies who couldn't reconcile the fact that I

make money from people who are experiencing personal hardship. Before moving forward, I realized I had to get a grip on my cognitive dissonance. What I learned was that I had to create a healthy relationship with money.

On June 8, 2013 I was listening to one of my gurus, Suze Orman, who stated "Money will never define who you are, but it is a physical manifestation of who you are." Money can be a teacher; as an entrepreneur, I had to accept "its" purpose as well as my own.

This journey of self-discovery continues every day. Each evening I say the following words: "I am a confident person and I believe I have what it takes

to run a successful private practice."

Building a private practice takes much more than a vision; it takes courage, and great leaps of personal growth. The transition into private practice has been a real eye opener, and I'm grateful to be able to share my trials and tribulations, and especially my joys, of being an entrepreneur.

Danielle Lambrecht is a clinical counsellor specializing in mental health, addictions and trauma (big 'T' and little 't'). She works with adolescents, adults, and couples. Danielle can be reached at 250.898.9847 or online at www.daniellelambrecht.ca.

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The importance of home care

Every day we put our bodies through routines that require specific positions and physical stresses. Over time, this repetition can lead to injury, re-injury and everybody's favourite - chronic pain.

I generally have only 30 to 60 minutes of a person's time in their busy week to help them recover. The tricky thing is that once they leave my office they return to their job, sport, hobbies and whatever else they do that feeds their injury. In the days between treatments, they undo my work and reinforce the pain, restrictions and bad habits.

This is where home

care comes in. I can stretch out restricted soft tissues, but the patient needs to stretch daily to reinforce the new healthy movement. I can release painful tissues and realign a joint to an extent, but the patient needs to do the strengthening work at home to stabilize that weak area.

It may sound like a cliché, but the reason I give "homework" is because I care. I want you to feel better and enjoy your life and interests to the best of your ability. I, however, have only a small window of time to help directly; you have 24/7.

Home care isn't always easy and it can be tedious, but the trade-off is well worth it. I can truly say that of the people I've worked



Heather Saunders, RMT

with, the ones with the best results and best rate of recovery did their home care regularly.

Heather Saunders practices registered massage therapy at the Comox Valley Therapeutic Massage Centre. Her focus is promoting body awareness and patient education. Heather provides a free online resource with stretches, home care tips and more at www.HeatherSaundersRMT.com. She can be reached at 250.339.9912.

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Happy Anniversary!

To these great businesses, and people, in the Valley



Pleasing pets for 30 years

Kenzie Andrews, Business Gazette

What do you get when you cross a background in the grocery industry with the persistent myth that shipping makes retail too expensive?

The answer is Woofy's Pet Food and Supplies. Mike Trimble and his wife Kim opened the first Woofy's store in 1983. Thirty years later, their business includes four locations serving the Comox Valley and Campbell River.

The idea for the business, says Trimble, came from two observations: specialty stores were appearing in the retail market, and pet owners were becoming more and more educated about pet food. They had questions, and nobody in

the big grocery stores (the only place you could get pet food in the Comox Valley in 1983) had answers.

Trimble saw an opportunity to create a specialty pet food store. Reaction to his idea was initially negative, however; most people believed the cost of shipping would make it impossible to compete.

"So I used my grocery background to research the specialty pet food industry and found a way to align our prices with Vancouver," says Trimble. "They were people-pleasing prices, and that's still one of our goals."

That apparently was the key, as Woofy's has since grown into a one-stop pet supply shop with everything you could

possibly need for your pet. Staff is well educated about store products, and Woofy's is renowned for its customer service.

"Our staff knows pet food and supplies inside and out," says Trimble, adding that his employees are part nutritional advisors and part pet spoilers. "We're able to match your pet with the products that will make you and them happy."

"The animal is number one," he adds. "Without them, we're nowhere."

To find the Woofy's location nearest to you, go to www.woofys.ca or call 250.338.0455. The Woofy's 30th Anniversary Barking Lot Sale takes place Saturday, July 27 at 2400 Cliffe Avenue in Courtenay.

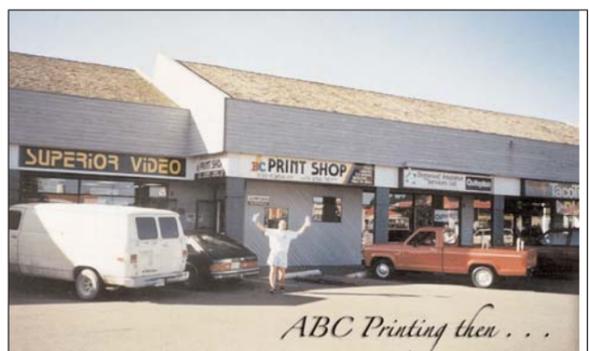


ABC Printing's ownership team celebrates 20 years

In 1993, Steve & Berni Hansen and Bryan & Joanne Wiley purchased "a BC Print Shop" from Donna Lewis, with three employees working in a 700-square foot space.

Twenty years later it's called ABC Printing & Signs, is 14 employees strong and boasts a modern, 8,000-square foot facility.

"The cornerstones of our business are customer service, integrity and quality," says Berni. "The true secret to ABC's success however, is our amazingly skilled staff who always go above and beyond".



For more info, visit www.abcprinting.ca or call 250.338.6364. 301Puntledge Road, Courtenay.