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## ***How to Build (or Re-build) a Flourishing Integrative Healthcare Practice in the Midst of a Pandemic***

***August 21 – 23, 2020 at Maris Stella Retreat Center, Harvey Cedars, Long Beach Island, NJ***

The COVID-19 pandemic has caused havoc with people and their businesses all over the world. Economies are in shambles. Government bailouts can only go so far. As we all struggle to get back to some semblance of normalcy, we have to find ways to get back to prosperity.

As you move forward, have you asked yourself these questions?...

- **How do I get patients/clients/students to come back?**
- **How do I keep my patients/clients/students safe? How do I keep myself safe?**
- **Where do I find new patients/clients/students? How can I expand my practice?**
- **How can I keep my business financially rewarding enough to continue to help people?**
- **How do I convince people of the benefits of Integrative Health Practices – especially now?**
- **How do I take advantage of social media and technology? Am I spending too much? Am I not spending enough? How do I know?**
- **How do I ensure people trust my methods and my judgment?**

If you are you trying to develop or run an alternative healthcare business such as Tai Chi, Qigong, Acupuncture, Naturopathy, Yoga, Reiki, Massage Therapy, Pilates, Fitness Centers, Behavioral Therapy or any one of dozens of other alternative or integrative healthcare practices, no one has to tell you the challenges. They are abundantly clear. This weekend retreat is designed to introduce you to techniques that will optimize your practice – and help you make a plan to come back from the pandemic stronger than ever before. Dr. CJ Rhoads will share the secrets of success for a consistent, strong client stream so that you can keep your business going and help more and more people. Dr. Rhoads will teach you the basics of technology needed in order to take advantage of completely new channels of marketing and operation.

**When so many integrative healthcare practices are closing - make sure yours isn't one of them!**

You will come away from this retreat weekend with practical relevant ideas for increasing your client base and decreasing your stress. Listen to what some people say about CJ Rhoads' workshops:

- *Thank you for giving a presentation yesterday afternoon. I am very impressed with your achievement and truly admire you for playing so many roles and being so successful. Again thanks for this wonderful speech full of wisdom and inspiration! Qin Geng*
- *Thanks for some great, very practical procedures. They make my life easier. John McAndrew*
- *The interest in CJ's presentation was so high, in fact, that we plan to change the format of the event next year to provide a keynote opportunity for CJ at another major part of the event. Mike McCarthy*
- *CJ is one amazing woman. Wow! CJ, you should give lessons in getting things done. Wait a minute.... I guess you actually do that for a living! CJ, I am amazed by how much you accomplish even while you're "relaxing". Reuel Launey*
- *Your work is very valuable to so many. Thanks for doing what you do. Annarose Ingarr-Milch*
- *You are not only helpful, but awe inspiring. I wish I knew what you've forgotten. Thank you for remembering. David Farrington*
- *I've already sent glowing praise about your work to my boss and friends, I think your students must really love your class and your elegant metaphors. They are stunningly perfect. Donald Leung*

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## About CJ Rhoads

Dr. Christine Judith Rhoads (“CJ”) is one of those people who make you breathless just listening to her accomplishments. A sought after speaker, consultant, author, and expert in many different aspects of business, she has been recognized by her community with several awards and honors including the *Athena Leadership award*, one of Pennsylvania's *Top Women in Business*, Lehigh Valley's *Most Influential Women*, Kutztown University's College of Business *Top Researcher of the Year*.



Currently she is President and CEO for HPL Consortium, Inc., which develops technology tools to help people connect toward Health, Prosperity, and Leadership. She is also the managing director of HPL 501c3 Institute, which provides those tools to small groups and non-profits at a reduced fee so that they can help underserved populations achieve health, attain prosperity, and develop leadership. Rhoads is also a Professor in the College of Business at Kutztown University, where she teaches graduate and undergraduate courses in entrepreneurship and information technology.

Her research in leadership and strategy is well-known for its practical usefulness, and her research in healthcare and the use of integrative health to lower costs and increase quality is being noticed by decision makers. Many of her books have been popular, including *Telehealth in Rural Hospitals: Lessons Learned from Pennsylvania*, and *The Entrepreneur's Guide to Running a Business: Strategy and Leadership*. More than a three hundred of her articles have been published over the past fifteen years, many reprinted and translated into several different languages.

Rhoads started her career by building Computer Educational Services, a highly successful computer training and consulting firm which she profitably sold to Hi-Tech Connections, Inc., and which eventually merged into Verso Technologies, a publicly traded company.

Rhoads developed her extensive foundation of knowledge through a combination of technology startups and Fortune 500 companies in the financial industry. Prior to starting her current company, she served as Chief Technology and Operations Officer for CommerceLinks.Net, a startup specializing in Live Video Customer Service technologies where she designed and wrote a patent for the video interface for the technology. During the height of the Internet bubble she utilized her talents as Chief Technology Officer of Millstar, an E-commerce software development company specializing in on-line catalogs of highly complex product sets for click and mortar companies. Her large company experience was garnered previously as Vice President of First USA/Bank One and MBNA/Bank of America where she provided internal consulting to senior management on strategic decision making, project management, and resource allocation.

It has not been all roses. More than ten years ago, Rhoads was injured in a devastating car accident that left her with permanent memory problems from a mild traumatic brain injury and severe chronic back pain. Her recent business interests are focused on the areas that enabled her to not only recover from the financial hardships and physical disabilities as a result of the accident, but to surpass all expectations in terms of gaining health and prosperity. Her experiences led to the change in focus of her career and lifestyle as she is now dedicating her life to helping others achieve the same gains regardless of their circumstances.