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The Plan
by **IG Investors Group**

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Helping others help themselves

JASON BAIN
Daily Post Reporter

LINDSAY - Matthew Colavecchia has taken his business to the next level, just as he hopes others will take their health - naturally.

The Fenelon Falls man behind Acupuncture Works recently moved across the parking lot to a brand new location at 64 Lindsay St. South in Lindsay which sports two treatment rooms instead of one.

"We just needed to expand," said Colavecchia, a married father of two. Educated in Chinese medicine, he started the business over a year ago.

Acupuncture treatment involves inserting fine, single-use sterilized needles into specific places on the body where they are known to have a certain effect. For example, the hand in order to relieve pain.

A variety of ailments, such as insomnia, headache and migraine reduction and prevention, infertility, asthma and allergy control, can be treated through the procedure, he said.

Another expansion of sorts for Colavecchia started last November when he learned live blood analysis. The procedure involves placing a single drop of blood from your finger and placing it under a cover slip and onto a slide.

Under a microscope, and on a video camera, the certified acupuncturist and patient can look at it together as he explains what should and shouldn't be.

The procedure can identify poor nutrition, acidic or alkaline blood, vitamin deficiency, heavy metal toxicity, poor circulation or oxygen transfer, parasites, adrenal stress and even allergies, among other things.

Colavecchia now offers the treatment himself after the registered nurse who worked with him previously moved. The procedure helps him make specific recommendations to a patient, such as diet changes.

"As we improve the picture of what's in the blood, the patients' condition improves," he said, noting the analysis is for educational and nutritional purposes only.

"It's very important for me that my patients improve because of what they do, not something they take," he said.

"Here, you don't get your healing in a bottle. We educate people of what they need to do to stay healthy."

That doesn't mean everyone can be healed without pills. Colavecchia said he understands many ailments need medication, but not all of them.

"This is not a magic pill place. If you come here, you're going to have to make some changes to get better," he said. "There are simple things you can do at home that will have an incredible effect on you health."

Colavecchia also teaches and performs Reiki, a form of healing through touch, what he called a "powerful emotional cleanser."

It is an important measure when it comes to healing since, he said, emotional imbalances can manifest themselves on the body physically.

His message to those considering the treatment is to come out and see if it is right for them. The first assessment, consultation and treatment is free.

"At least you can say, 'At least I tried it,'" he said. "And when you are ready to make that change, I'm here to help."

Colavecchia will also hold an acupuncture and live blood analysis demonstration Upstairs at Loblaws tonight from 6:30 to 8:30.

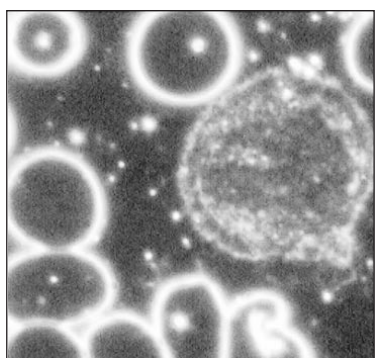
For more on Acupuncture Works, which also offers also offers herbs, vitamins, minerals and supplements, call 878-5054 or Email acupunctureworks@i-zoom.net.

jbain@thepost.ca



(Jason Bain/The Daily Post)
Matthew Colavecchia peers into the microscope he uses during live blood analysis. He recently moved his Lindsay business to a larger location not so far from his first site.

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(Special to The Daily Post)
A killer T-cell, a type of white blood cell, is surrounded by red blood cells and small objects. It is an example of what is seen under the microscope, and on the video screen, during live blood analysis.

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Small Business Week takes a look at Internet marketing

Internet marketing tools and strategies will be the topics of a workshop during Small Business Week in the Kawartha Lakes this October.

The session is being presented by the Technology Alliance Group and the Connected Circuit. It will help businesses and non-profit organizations learn how to tap into the power of the Internet for their promotion.



Amy Terrill

THE CHAMBER CONNECTION

One of the key tools for Internet marketing is a website but planning your presence on the web is not as simple as it might seem. The workshop will help participants identify the key questions they need to answer about their organization before designing a website. It will provide tricks for writing for the web, and show how certain decisions about design affect maintenance of the site down the road. And it will help participants figure out if they have the skills to design their own site or if they should hire a designer.

In addition to website presence the hands-on workshop will also look at other tools such as e-newsletters as a way to market a business or non-profit organization.

This is just the first of several workshops that will take place during Small Business Week. Other seminars will be held on succession planning and employee recruitment and retention. More information about all of these programs can be found on the website at www.smallbizweek.net.

The Internet marketing workshop will take place on Monday, Oct. 16 from 12:30 to 4 p.m.

Advance registration is required. Call Diane at 324-9411, ext. 283.



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