



Berkeley Public Library

North Atlantic Books



For immediate release  
January 14, 2010

For information contact:  
Lindy Hough  
[ldh@northatlanticbooks.com](mailto:ldh@northatlanticbooks.com)  
(510) 549-4270 x 12  
[www.northatlanticbooks.com](http://www.northatlanticbooks.com)

### **Third Get Well! Series Showcases Berkeley Alternative Practitioners**

Noted Berkeley Ortho-Bionomy therapist Kathy Kain will moderate and speak about her own training and practice as an author panelist at the 3<sup>rd</sup> Alternative Medicine panel sponsored by Berkeley Public Library and North Atlantic Books on February 20, 2010, from 2-4 p.m. at the Berkeley Central Public Library.

Rolfer and massage therapist Art Riggs and medical acupuncture educator Joseph Helms, M.D. complete the panel, which showcases North Atlantic Books authors explaining their modalities and how they practice. Riggs and Helms also have offices in Berkeley.

February 20 panelists' books are:

**Art Riggs**, Rolfer and Massage Therapist, author of  
*Deep Tissue Massage: A Visual Guide to Techniques*  
**Kathy Kain**, Ortho-Bionomy therapist, author of  
*Ortho-Bionomy: A Practical Manual*  
**Joseph Helms, M.D.** medical educator, acupuncturist, author of  
*Getting To Know You: A Physician Explains How Acupuncture Helps  
You Be the Best YOU*

North Atlantic's bold move is intended to widen understanding of alternative health by bringing practitioners and audience members together for a year of four panels called **Get Well! Alternative Practitioners Talk With You About Healing**. All panels are held at Berkeley Central Public Library. The first year offerings are part of a three-year partnership between the Library and mind/body/ spirit publisher North Atlantic Books.

The fall of 2010-2011 will present North Atlantic Diet and Food, including Live or Raw Food authors. 2011-2012, the 30<sup>th</sup> anniversary of North Atlantic Books, which was incorporated as a non-profit in Berkeley in 1981, will feature Martial Arts demonstrations and free classes.

The program was developed by Lindy Hough, Founder and Co-Publisher of North Atlantic Books, and Douglas Smith, Deputy Director of the Berkeley Public Library.

The Get Well! series launched October 24, 2009 with Moderator Dana Ullman, Director of Homeopathic Educational Services and long-time Co-publisher of North Atlantic's homeopathy titles fielding a panel which included Ullman, Georgette Dalvaux (Rolfing and women's health), and Michael Mayer, Energy Psychology and Self-Healing. All three practitioners are Berkeley residents.

The second panel on Nov. 21, 2009 featured popular Berkeley *chi gung* teachers Kaleo and Elise Ching, author of *Chi and Creativity: Vital Energy and Your Inner Artist*, Don Beckett, Reiki Master from Mesa, Arizona and author of *Reiki -- The True Story: An Exploration of Usui Reiki*, and charismatic Berkeley-based acupuncturist Robert Johns, author of *The Art of Acupuncture Techniques*. Moderator was North Atlantic Publisher Lindy Hough.

The panels are interactive: audience members in November, for example, were given a Reiki empowerment and did chi gung. Authors describe their practices, theoretical frameworks, and methods of treatment. A typical audience question might be how a condition or illness might be treated by Ortho-Bionomy, deep tissue massage, or acupuncture, or what each author's special gift to his or her area has been over the years. Discussion is followed by a book signing and refreshments. All panels are free, and located in the 3<sup>rd</sup> floor Community Meeting Room.

March authors and their books will be:

### **March 20, 2010**

**Dennis Chernin**, M.D., Homeopath; *The Complete Homeopathic Resource for Common Illnesses*, Ann Arbor, Michigan

**Maggie Phillips**, trauma therapist (Somatic Experiencing); *Reversing Chronic Pain: A 10-Part All-Natural Plan for Lasting Relief*, Oakland, CA

"We hope to further the public discourse, and thus the readership, about alternative health, or complementary medicine," Lindy Hough said. "A wider demographic should be able to use these kinds of medicine, know their history, and see how effective they are in healing many conditions inexpensively, without recourse to drugs or surgery."

Berkeley Public Library queried patrons and found strong interest in North Atlantic's strong-selling niches of holistic health, somatics, martial arts, new age and esoteric metaphysics, and spiritual topics.

"The Library is excited to be working in partnership with North Atlantic Books to better serve the interest in new approaches to understanding the interaction of mind, body, and spirit readers are seeking," said Douglas Smith, Deputy Director of BPL. "We're pleased to be expanding our programming, outreach, and collections in these important directions."

#####