

# CLARUS CENTER



Health

Wellness



Community





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## Welcome to the Clarus Experience

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### **Introduction**

#### **Thank you for your interest in Clarus Center Community!**

The ***Clarus Experience*** is one which we hope will bring you professional and personal fulfillment for many years to come.

Our professional healing arts community is comprised of independent practices dedicated to facilitating vibrant health and wellness in our clients and community at large by accomplished practitioners. Our family of healing professionals, work from a place of great integrity, careful study and trust. And as such strive to manifest abundance, harmony, connection, joy, compassion and well-being for our community and our clients.

That is the ***Clarus Experience***.

Below you will find invaluable information to get you started. As a Clarus Community Member, you now have a wealth of resources and opportunities available to you to assist in nurturing, improving and building your practice. We look forward to working with you and helping you meet your professional and personal goals.

Blessings!  
Lucia and Martin



## Our Community

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### What is Clarus?

Clarus Center is a community of independent healing professionals who thrive in an environment that fosters cross-fertilization of ideas between disciplines and promotes integration and collaboration both at the individual practitioner and treatment team level. While each business is solely responsible for its own ethical, clinical and legal affairs, our distinctive **Concentric Circles** model allows for mutually beneficial networking opportunities and close-knit professional relationships as colleagues both within and outside of Clarus.

As an organization, Clarus Center continually nurtures and develops the brand, reputation and healing technology needed to keep us a thriving community of respected practitioners.

Although our individual practices are operated as independent businesses, we are a cohesive, integrated professional community, and as such our professional, ethical, legal and business matters reflect upon each other and on Clarus Center as a whole.

Thus, members are expected to always engage in best business practices and ethical healing professional behaviors to further the mission of the organization as a whole, which ultimately affect us as individual practitioners.





## Our Center



Located in the tranquil setting at Cantera Lakes, Clarus Center is surrounded by protected wetlands and forest preserve and offers an exceptional experience for both clients and practitioners. With easy accessibility, just off I-88, on the border of Warrentonville and Naperville, Clarus Center is nestled in a naturally beautiful corner of the recently developed 650-acre Cantera Business Park.

A haven for practitioners of myriad modalities, Clarus Center offers private offices for individual practitioners, a serene, charming facility to meet with clients and meeting space for up to 45 people to facilitate special events and workshops. Clients and practitioners enjoy beautiful views through floor-to-ceiling windows of the surrounding wetlands and trees while benefiting from our menu of services.

Catering, business lunches and client entertainment are a breeze with easy access to a host of options less than one mile away including Rock Bottom Brewery, Stir Crazy, California Pizza Kitchen, Go Roma, Buffalo Wild Wings, Atlanta Bread Kitchen, Starbucks, Jamba Juice and Chipotle. And for finer dining venues, downtown Naperville is 3.4 miles from Clarus and features many fine restaurants such as La Sorella Di Francesca and Meson Sabika Tappas. As well, overnight guests can relax after a day's activities by taking in a show at the AMC 30 Movie Theater just .3 miles from our center.

Adjacent to McDowell Forest Preserve, which has miles of walking trails through picturesque wooded areas featuring ponds and wildlife, Clarus boasts a full service meeting room that features hardwood floors, a fireplace, drop-down screen, LCD Projector and wireless Internet access. Clarus Center also has a full service kitchen on site.

For more information visit Worktopia at [www.worktopia.com](http://www.worktopia.com) for pricing and availability of our unique meeting space.





## Member Benefits and Contributions



The key to the success of the community of Clarus Center practitioners is the **Concentric Circles** organizational model. It is our belief that in a professional environment where practitioners network, foster a supportive community and participate in exceptional practices of business standards, healers of all types can maximize both their personal and professional potential while delivering unparalleled services to their clients.

In the Concentric Circles model, Clarus Center creates “concentric circles” of connection between practitioners, related professionals and clients. While our inner most circle is comprised of active community members, our networking activities and community participation allows us to foster a second, and equally important circle of “Friends of

Clarus Center.” These are advisory board members, sponsors and professionals of all types that are invested in the work we do and seek to support it. As each connection is made, another circle forms and with each outreaching circle we gain the opportunity to touch the lives of the people that need us most and raise the collective consciousness of our environments.

As an active member of the Clarus Community of Healing Professionals, you are now in a unique position to participate in the many activities we do to promote the growth of our center and individual practices. While in the business world many practitioners encounter fierce competition and high turnover in private practices, at Clarus we foster a creative community of talented practitioners who voluntarily contribute to the collective energy and vitality that fosters development of our community and of the individual professionals. The result is acceptance and understanding of our overall mission as healers and an effective and efficient direction for our work.

### Levels of Affiliation

1. **MEMBERSHIP**
2. **FRIENDS OF CLARUS**

### Membership Benefits

- Work in a beautiful facility
- Network within a community of exceptional healing professionals
- Market your private practice on the Clarus website
- Write articles, market events and place ads in Clarus newsletter
- Participate in joint marketing efforts undertaken by the community collectively
- Utilize Group Room for presentations, workshops or other events at a reduced rate
- Utilize Clarus voicemail system
- Wireless Internet access
- Access to fax, photocopy and postage machines
- One hour of marketing consultation with Clarus’s marketing consultant to develop biography and other materials for website

## **Expected Contributions of Community Members:**

### **I. Attendance:**

Community members are expected to prioritize attendance at quarterly meetings and attend a minimum of 3 of the 4 quarterly community meeting. As well, members are expected to volunteer to participate actively in at least one community project. If a given community member elects not to volunteer his/her time, financial participation can be arranged. Quarterly meetings will provide opportunity for volunteerism and for community members to monitor each other's involvement.

### **II. Engagement:**

Community members are expected to work to inspire and challenge each other towards integration of health care. Action in this domain includes consulting and referring across disciplines and remaining open to the works outside the scope of the respective disciplines of our individual businesses.

### **III. Payment:**

Community members are expected to pay all community dues, fees and rent in a timely manner. Failure to pay dues, fees and assessments in a timely way can affect Clarus Center Community's capacity to conduct business, and therefore, all community members have an interest in the collection of all members' dues. Beginning in November 2007, dues and fee invoices will be posted on the 1<sup>st</sup> of the month (give or take 2 days) and due on the 15<sup>th</sup> of that same month. Following a 3 day grace period beginning on the 16<sup>th</sup> (the day following the due date), a late charge of \$10/day will be assessed. That is, if the balance is not paid in full by the 4<sup>th</sup> day after the due date, late charges of \$10/day will begin to accrue. Additionally, if dues/fees are not received for more than two weeks beyond the due date, all community members will be informed via email as to the amount of any unpaid balances and the names of the community member(s) whose fees are uncollected. In order to avoid incurring late fees and other consequences, community members may provide a credit card number which will be charged automatically on the due date. The cost of processing the credit card payment will be passed on to the community member.

### **IV. Marketing of Organization:**

Communal marketing efforts, such as website contributions, networking breakfasts (2 – 4 times per year) and monthly mass e-mailing of event calendar and newsletter are to be supported by all member businesses. Outgoing voicemail messages are to reflect the center branding by including mention of Clarus Center (e.g., "Hello, this is Dr. Martin Lemon of Lemon, LiCavoli & Associates located at Clarus Center..."). Communal marketing is not in lieu of individual marketing, which may be necessary for the start up or maintenance of individual members' businesses/ practices. However, participation in community marketing initiatives is a large part of the success of our business so all members are expected to enthusiastically participate in a reasonable number of marketing incidences (whether by contributing a regular column, donating time to media outlets for interviews or the like). ***Please note: There is a task force working on a plan to encourage cohesiveness and this is one of their topical areas. How much involvement will be needed will be specified at a later date.***

### **V. Communication and Conflict:**

Members are expected to regularly retrieve voice mail messages from their Clarus extensions (minimally 3 times per week) and from their e-mails (minimally 3 times per week).

Community members are expected to run their businesses with the highest integrity normally expected from any ethical health care/healing professional. If there is a concern that another business within the Clarus community is not running in an ethical, legal or professional manner, members are obliged to bring forth concerns. Initially, concerns should be addressed directly with the business owner, and if concerns remain, they should subsequently be brought to the attention of Martin Lemon or Lucia LiCavoli. Concerns may also be brought to the community, so that we are able to be accountable to each other. See Bill of Rights for more information.



## Friends of Clarus

This Friends of Clarus circle is comprised of people that are invited to become “friends” based on their interest to support our work and mission. All Friends go through an application and review process and need to be voted in by a majority of community members who are encouraged to participate.

**Friends pay an annual fee of \$125 for membership and benefits include:**

- Discounts on Group Room rental
- Standing invitation to networking breakfasts
- Discount on ads placed in monthly calendar/newsletter
- Free advertising in monthly calendar for events held in Group Room (content subject to approval)
- Placement of literature or business cards in our vestibule (based on room availability)
- Link to your own website from Clarus site
- Opportunity to participate in case conferences



## Our Legal Structure

Except by special arrangement: In order to be a full member in the Clarus Community one must lease or sublease space in an onsite office or sublease the group room on a regular basis (minimally 2 times per month). One must also see clients/patients onsite and pay one's fixed expenses.

The building that houses Clarus Center is owned by Healing Arts of Cantera Lakes, LLC, which is owned by Martin Lemon and Lucia LiCavoli. The name "Clarus Center" is the property of Martin Lemon and Lucia LiCavoli, and is used to describe the community of practices that are housed at 28379 Davis Parkway, Suite 801. No member of Clarus Center Community shall use the word "Clarus" as part of his/her business name.

Lucia LiCavoli and Martin Lemon are the co-founders of Clarus Center and have the right and duty to protect and develop Clarus Center in its entirety. Although LiCavoli and Lemon routinely look for feedback from community members, or the community as a whole, regarding important decisions, LiCavoli and Lemon will:

1. Maintain exclusive right to control membership in the Clarus Center Community, including all matters pertaining to inviting, evaluating, vetting, and accepting, rejecting or expelling a community member.
2. Maintain exclusive right to control the use of the image, logo and name of Clarus, and as such they have the right to veto marketing materials or content that they judge harmful to the image or reputation of Clarus.
3. Maintain exclusive right to prohibit particular events in the group room if Lemon and LiCavoli perceive these events as potentially harmful to Clarus Center and/or its reputation.
4. Oversee all community expenditures as well as the assessment and collection of all fees payable to Clarus by the individual member businesses.

### Conflict Resolution

be willing to receive and give compassionate feedback to each other regarding clinical, professional, ethical, legal and business matters. If feedback is too difficult to give (or receive) without assistance or if feedback creates conflict, the matter than needs to be brought to Lemon or LiCavoli. Volunteers to help with conflict resolution are needed.



## Our Bill of Rights

### **As a Clarus Center Community Member I have the right to:**

Work in a beautiful facility with very carefully chosen colleagues that share the common ground of facilitating vibrant health and wellness.

Take on leadership roles on community projects that are important to me and be less involved in projects that are not as appealing.

Serve on the Clarus Center Think Tank so I can give my views and input on our collective mission, values, philosophy, group dynamics, membership and practices of Clarus.

Experience healing and care from gifted practitioners within our community and to be inspired by them.

Broaden my knowledge and experience of other healing modalities.

Work in an environment that strives for compassionate and direct communication.

Always be treated with dignity and respect.

Be valued for my innate talents, potential and humanity.

Be challenged to grow and learn everyday.

To heal.