

November 2011 Newsletter

“Reply for FREE Pairs of Socks!”

Congratulations to Mark N.!

Congratulations to Mark N.! He is the winner of our October Give Away: a **FREE HFAA Anniversary Basket**.

October Give Away Question: What FREE product do you get if purchasing a pair of self-pay shoes during the month of October (hint: it’s a special offer that only happens once a year!)?

Answer: To celebrate HFAA’s 3rd Anniversary all self-pay shoe purchases for the month of October received 1 free pair of Aetrex anti-fungal anti-bacterial socks.

YOU could be our next big winner. Dr. Lockwood wants to reward our readers with FREE product, EVERY month! HFAA is giving away 3 pairs of Aetrex anti-bacterial anti-fungal socks for the month of November! **All you have to do is reply to this e-mail with the correct answer to the question listed at the bottom of this newsletter to be entered to win.** One lucky winner will win the prize. The drawing will be held at the end of each month, so every reader has a chance to reply. There will be a different question each month, with a different prize. The answer can usually be found in the context of the newsletter itself. So, good luck and get reading for your chance to win 3 pairs of Aetrex socks!

Thanksgiving: Related More to Feet than You Would Think!

As a foot care specialist, I tend to relate almost all things to podiatry- ask my husband, he can vouch as to how I somehow bring ‘feet’ into our everyday conversations. Thanksgiving is no exception to my ‘obsession’. Those who do not deal with feet all day every day may not realize what Thanksgiving has to do with your feet. No worries, I have done this for you!

Busiest Travel Season- Even movies have illustrated how Thanksgiving is one of the, if the THE busiest travel times of the year. If you suffer from heel pain, remember this tip when traveling: take frequent breaks to walk and stretch your toes up to your nose. This prevents the plantar fascia from tightening up, which causes pain. Night splints also work to stretch out the plantar fascia, even while traveling. You can also bring your foot roller in the car, or on the plane or train to massage away that foot pain!

Macy’s Thanksgiving Day Parade- On November 27, 1924, the first Macy’s Christmas Parade (now called the Thanksgiving Day Parade) stepped off from Convent Avenue and 145th Street in New York City. Besides hosting the annual Macy’s Thanksgiving Day Parade, New York is also one of the 8 states that homes one of the 9 podiatry colleges in the U.S.- the New York College of Podiatric Medicine.

Black Friday- I can’t talk about Thanksgiving without mentioning one of my favorite holidays: Black Friday! Black Friday, possibly the largest shopping day of the year, hosts multiple injuries, especially to the feet. Just last year HFAA had 1 emergency come in after a Black Friday shopping accident, and multiple foot pain complaints on Saturday after everyone’s shopping extravaganza the day before. My Black Friday crew mans up by wearing Aetrex copper sole socks to keep our feet warm, and PowerStep inserts or custom orthotics to outlast, out run, and out shop our competitor shoppers.

Football- Football is an all American sport, and families across the country watch this sport while enjoying a feast on Thanksgiving Day. If you just glance at our blog you will see that football is FILLED with foot and ankle injuries!

Turkey- The ‘icon’ of Thanksgiving is the turkey. Children learn how to draw a turkey from the outline of their hand. Well did you know that a turkey only has 4 ‘toes’ while we humans usually have 5? If a person has extra digits that condition is called ‘polydactyly’. Each toe bone, or digit, has 3 separate bones, the phalanges. The one exception is the hallux, or big toe, which only has 2 phalanges.

Give thanks to no foot pain!- Anyone who has been a patient in this office knows how painful foot aches can be! When your foot hurts, *everything* hurts. So this Thanksgiving make sure you give thanks to no foot pain!

HFAA: Where You’re Treated like Family

If you pick up a copy of Pastelle, a locally owned magazine for women, you will see some familiar faces on the cover. The co-owners and founders of Heartland Foot and Ankle Associates, Dr. Melissa Lockwood and Scott Heape, CPA, are the cover story of Pastelle for the entire month of November. The HFAA team contributes articles monthly to the magazine, but the founder of Pastelle was intrigued by the couple’s life story.

The article reveals some of the most intimate and trying times that the couple struggled with and prevailed through. The 500 mile courtship of the physician and accountant is explored as well as how they survived opening a medical practice in the midst of a recession. While Dr. Lockwood and Scott continue to achieve greatness by each other’s side, a new chapter of their life together is just beginning: parenthood.

Pastelle provides a quality, free publication that celebrates, enriches, empowers and connects the women who live and work in the Bloomington-Normal area, and thereby promotes the unique qualities of this community. Please feel free to stop by and pick up an issue of the magazine in our office.

A Thanksgiving Note from Dr. Lockwood

To My Family, Friends, Colleagues, and Business Partners:

As has become a tradition, I enjoy expressing to everyone how thankful I am to have the opportunity to work with and serve you as a podiatric physician. We have survived year number 3 and are growing leaps and bounds thanks to all of YOU....A few special people in my life deserve a LOT of recognition for their dedication and hard work:

- 1) To My Husband Scott – for working tirelessly at a non-paying second job (running the HFAA Business office!)
- 2) To My Office Manager Sam – for ‘owning’ your job and being my right hand woman
- 3) To My Mother and Sister – for supporting me in all of my dreams and beyond
- 4) To My Patients and Staff – for making every day a joy to come to work
- 5) To My Friends and Colleagues in McLean County and Beyond – for cheering, assisting, and encouraging me as we continue this endeavor of providing comprehensive service for all podiatric needs here in Central Illinois

Words cannot express how grateful I am to have each of you in my life. THANK YOU and I am excited to begin 2012 with our new “team member” and beyond!

Dr. Lockwood

Always Here for You- Even Through the Holiday Season!

With the holidays quickly approaching, many families may fret about physician’s limited holiday hours. At Heartland Foot and Ankle Associates, we are ALWAYS available to our community and patients, even when we’re not physically in the office. Dr. Lockwood and office manager, Sam Fowler, checks and replies to emails multiple times every hour. Dr. Lockwood’s email address is drlockwood@heartlandfootandankle.com and Sam’s email address is sam@heartlandfootandankle.com.

Our office phone number, (309) 661-9975, goes directly to our answering service if someone in the office does not answer. You will talk to a REAL person who takes a message that is forwarded to the HFAA team, including Dr. Lockwood, *immediately*. If your message is an emergency, a team member will call you back A.S.A.P! So, you have enough things to worry about this holiday season- should you ask for a black Iphone 4 or a white Iphone 4 for Christmas? Don’t let limited holiday hours ruin your spirit. Just call (309) 661-9975!

Upcoming Events:

HFAA is proud to be active in community involvement. If you have an event you would like HFAA to be a part of, please e-mail our office manager Sam Fowler at sam@heartlandfootandankle.com.

Become a Fan of HFAA:

Did you know you can follow HFAA on Facebook, Twitter, and on our blog?

Become a fan of HFAA on facebook.

Check out our 'tweets' on twitter.

Read our informational blog.

Or, visit our website anytime to learn more about podiatric care, to schedule an appointment, or to find out about upcoming events.

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Question: What is the name of the magazine that HFAA is featured in this month?

Good luck!