



P.O. Box 697, Englewood, CO 80151
 www.reflexology-colorado.org

MAY 2013

Associated Reflexologists of Colorado

The mission of ARC is to advance Reflexology as a profession and to assist Reflexologists in becoming more effective through continuing education and sharing in both Reflexology theory and practical techniques.



Quarterly Membership Meeting Tuesday, May 14, 2013

Inside this issue:

President's Message	2
February Meeting Workshop notes	3
ARC Treasurer Report	4
Strategic Alliance	5-6
ARCB approved classes in Colorado	7
What you feet say about your health	8
Foot Notes and Tips from the Toes	9
Election ballot	10

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5:30- 6:00 PM: Potluck Dinner
6:00 - 7:00 PM: Presentation
7:15 - 8:00 PM Business Meeting

Pilates Footwork - the benefits of "Pilates for feet"
 with Amy de Sa

Although Pilates has been most well known for its core strength benefits, it would not be adequately supported without proper foot alignment and strength. Pilates is a full body conditioning system. The focus of the Pilates footwork and the precision of proper alignment of the foot and ankle throughout the work allows one to gain strength and stability from the ground up; helping one to achieve symmetry, proper standing posture, gait and muscular balance as well as to help eliminate imbalances and compensatory patterns in the lower extremities and trunk. Amy de Sa, owner of Pilates Denver Studio and Faculty for BASI Pilates Teacher Training Courses will present and lead the group in exploring ways to strengthen, stabilize and align the Ankle-Foot complex utilizing a Pilates approach and exercises on the Wunda Chair and Foot Corrector.

Amy de Sa, owner of Pilates Denver, has been a dedicated teacher of Pilates since 1995. She is a proud graduate of the internationally renowned BASI (Body Arts and Science International) Pilates® Teacher Training program founded by Master Teacher, Rael Isacowitz. Amy is a member of the professional organization, the Pilates Method Alliance and holds a B.A. in Dance and a B.A. in Psychology from Hope College in Michigan. Pilates became the perfect match and career for Amy, harmoniously combining the body with the mind.

Location: Old Hampden Holistic Center, 3501 S. Corona Street, Suite # 1
 303-341-4384 (SW corner of Old Hampden & Corona near Swedish Hospital).
 Old Hampden is one block north of 285 (Hampden).

ARC President's Message by Diane Ahonen

Dear ARC Memembers,

I've been working on the President's message for over a week now and it seems that its time for me to admit that I don't even know how to start this message.

ARC is at a crossroad and I'm not sure how to proceed. The ARC bylaws state that the Board must be comprised of 5 officers, a President, Vice President, Treasurer, Administrative/Membership Secretary and a Recording Secretary. We are unable to fill all of the positions. So instead of listing out the things that the board has in mind for the next year, we need to have a discussion about how we are going to move forward or if we are going to move forward.

It is NOT the purpose of this message to coerce anyone into taking the membership secretary position. I know there are very valid reasons and circumstances that prevent involvement. The purpose of this message is to encourage every member of ARC to come to the May meeting with your ideas for change. Great things happen around change and I believe there are a lot of great things still in store for ARC. See you at the meeting.

Please note the time change of the business meeting to after the presentation.

Diane

Life is not about waiting for the storm to pass

Life is about learning to dance in the rain

-Vivanne Grenne

February's Meeting Workshop OrthoBionomy

Feb. 14, 2013

Sheri Covery, of the Rocky Mountain Ortho Bionomy Center, taught the workshop on the Orth-Bionomy at the last ARC meeting. She explained the history and philosophy of Ortho Bionomy, which has its roots in Osteopathy, Judo and Homeopathy and how this technique can be implemented in a Reflexology session especially for clients who can not tolerate deep pressure, such as arthritis, rheumatoid arthritis, osteo-arthritis, fibromyalgia, and chronic pain.

<p>Ortho = Correct Bio = Life Nomy = Study</p>

Ortho-Bionomy is a self-corrective reflex technique which lets the body go toward comfort by releasing tension and pain within the body. This gentle technique works with a 're-balancing' of the bodily structures from the inside out. The work is especially helpful with impact injuries, and other conditions such as arthritis. OB addresses the joints, soft tissues, myofascial, perosteal and energetic conditions which can cause the body to be 'out of balance'.

Primarily, the work is done on ones' 'proprioceptive nervous system' releasing incorrect patterns which are held within the body causing the pain or misalignment. The area is then held to 're-educate' the muscular patterns and posture to allow the person to integrate a change in this pattern.

Sheri did demos of the work on several volunteers and then ARC members worked in groups to do some basic "OB" techniques with Sherri and Jennifer facilitating. Sherri worked on ARC member, Isabelle Hutton (*pictured right*) on her casted wrist.



ARC members earned 2 CEU credits for attending this workshop.

Classes are held in Grand Junction and Denver for more information visit the website at:

rmobcenter.com



ARC TREASURY REPORT

ARC Financial Resource 2013	
Balance forward 2012	\$4,472.54
Inflow 2013	
Membership	\$ 135.00
Total Inflow	\$ 135.00
Outflows	
Bond	\$ 100.00
Reimbursable Expenses	\$ 5.15
Newsletter & Directory	\$ 0.00
Meeting Room	\$ 100.00
Speaker	\$ 0.00
RAA Dues Forwards	\$ 125.00
CEU Presenter	\$ 100.00
ARCB CEU Dues	\$ 250.00
Total Outflows	\$ 680.15
Net Outflow	\$ 545.15
Balance on Hand March 29, 2013	\$3,927.39



ADVERTISING IN ARC'S NEWSLETTER

Advertising in the ARC Newsletter is encouraged for both members and non-members alike.

The **member fees** are:

\$10.00: Business card size \$15.00: 1/4 page \$20.00: 1/2 page \$30.00: whole page.

The **non-member fees** are:

\$15.00: Business card size \$20.00: 1/4 page \$25.00: 1/2 page \$35.00: whole page.

These ad spaces are for both business operations and reflexology related advertising.

Attract More Clients Through Strategic Alliances

A Good Strategic Alliance Can Help Promote Your Reflexology Practice and Increase Your Client Base

© 2013 Jacqueline Beaudoin, ND

Have you ever wondered what it would take for you to really succeed as a reflexologist? To earn all the money you desire from your reflexology practice? Believe it or not, that isn't a pipe dream, you really can have the successful practice you desire. Your future Clients are out there – you simply have to do three things to get them:

- Make them aware of you.
- Educate them about yourself and your services.
- Give them a darn good reason to come to you and return rather than go elsewhere.

At first this may seem overwhelming and for many it is. Lacking the know how, skills, and resources can make it very difficult, if not impossible, to accomplish these three objectives. This is where strategic alliances can come along saving the day and turning your business dreams into reality.

What is a Strategic Alliance?

Strategic alliances are cooperative agreements between two or more businesses that join together to help each other reach mutually beneficial objectives. Each contribute skills, knowledge, experience, and resources so that they can accomplish together what neither can readily do on their own.

Strategic alliances are opportunities that range from simple to complex, informal to formal. They can be formed on a handshake or done through legal counsel. In short, a strategic alliance can be anything you make it. The key to creating a really good strategic alliance is thinking outside the box. The more you think outside the box, the more opportunities you will discover.

What Strategic Alliances Can Do For You.

There are many reasons and benefits to enter into strategic alliances however, the four most popular reasons are rather compelling for any business. Strategic alliances:

- Provide opportunities that can increase your client base.
- Give added value to your services.
- Create niche markets.
- Help solve your problems.

Every person who has ever gone into business for themselves understands the struggle of trying to do too much with too little. Too little cash, too little knowledge, too little experience, and too little time to do everything that needs doing. The choices are simple. You can keep trying to do everything by yourself, or you could bite the bullet and hire others, or better yet - you could join or create a strategic alliance. In a strategic alliance you and your alliance partner/s work together to find solutions, share knowledge, experience, skill sets, and resources. By working together you share the cost and risk but, most importantly you most importantly you share the success!

Key Features of a Strategic Alliance

All successful strategic alliances share common features and each is very important. Giving each feature the respect and attention it deserves will ensure your alliances have the best chance to succeed.

- **Choice of Partner/s**

Whether your looking to work with one or many, choice of partners is important. Ultimately, you will want to partner with people that you can feel comfortable with, trust and respect. Where possible meet face to face, get a feel for them and them you. Take the time to learn as much as you can about the person and their business. The

better informed you are, the better chance you have of finding the perfect partner. When it comes to choosing a partner do trust your gut instinct, it never fails.

The better informed you are, the better chance you have of finding the perfect partner. When it comes to choosing a partner do trust your gut instinct, it never fails.

- **Level of Professionalism**

Ideally you want to partner with someone who shares your level of professionalism. Successful Reflexologists are professional in every manner. This including how they present and conduct themselves to how and where they provide services. Start by asking yourself a few questions. What does professional mean to you? What is your level of professionalism? Is your service professional? Do you conduct your services and business transactions in a proper and timely manner? Now that you know yourself – look for a partner that compliments you or is similar to you. A good rule of thumb is never ask your potential alliance partner to be more than you are. This is one instance where putting your best foot forward is very important.

- **Commit to Communicate**

You want to succeed, so does your alliance partner. The sure fire way to increase your chance of success is to communicate. Have regular get togethers, in person, by phone, or email - it doesn't matter so much how - only that you do. Regular communication will give everyone in the alliance the opportunity to raise questions, share concerns, and find solutions for any problems that may have arisen. Remember at all times the strategic alliance is about mutual success, your partner wants and needs you to succeed as much as they want to succeed for themselves, so keep those lines of communication open.

- **The Agreement**

Enough can't be said about the importance of the strategic alliance agreement. It is essential that your agreement be in writing and state very clearly the objectives of the alliance, what each party will gain, what each will contribute, who pays for what, and deadlines. The agreement is the foundation of your alliance's success - take zero chances - put absolutely everything in writing. Your agreement should also clearly outline an exit strategy.

- **The Exit Strategy**

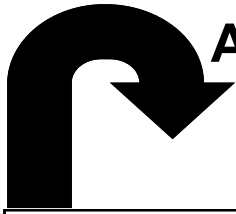
Even the most perfect strategic alliances need a decent and fair exit strategy. If for any reason a partner needs to leave the alliance it is in everyone's best interest to make it possible with the least amount of fuss. The exit strategy isn't about failing or not being happy, even though that is possible, exit strategies are for the unplanned and unexpected. No matter how much we would like to, we can never plan for everything, so a clearly stated exit strategy works to the benefit of all and is in the best interest of the alliance.

Conclusion

A well thought out and well implemented strategic alliance can help grow your reflexology practice, increase exposure, create value, create a niche market, and/or help solve problems. Strategic alliances can be and do anything you wish. Be daring and bold in their creation but, be thorough, learn as much as possible about your partner, feel good about each other, know what you will accomplish together, and make sure you have your agreement in writing, most of all - have fun. Strategic alliances are golden opportunities that will allow you to enjoy your reflexology practice by doing more of what you love and less of what you don't.

For more information about this strategic alliance opportunity please visit www.pain-relief-specialists.com

Jacqueline Beaudoin, ND is the owner of Homestead Healing Natural Health & Clinic, founding director of CHILDSAFE foundation and WorldWide Animals - organizations that help children who have lost limbs to munitions in former war zones and struggling animal rescue groups dealing with extreme feral street animals in Eastern Europe.



ARCB Approved CE Provider Classes in Colorado 2013

**Just for Health School of Reflexology and Healing Arts
3501 South Corona St., #1
Englewood, CO 80113**

CLASSES:

- Botanical Medicine East and West

Sept 2013—March 2015

CE's:500

- ♦ Meridian Therapy for Reflexology and Massage

October 24—26, 2013

CE's: 19

- Introduction to Aromatherapy

Nov. 16-17

CE's: 19

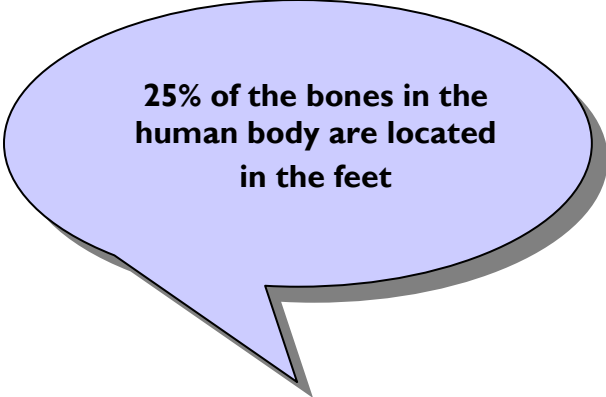
Contact: Rachel Lord

303-320-4367

www.justforhealth.net

health.on.all.levels@gmail.com

For online /tele-classes/webinars visit the ARCB website: www.arcb.net



**25% of the bones in the
human body are located
in the feet**

What Your Feet Say About Your Health

By Samara Mackereth | Katie's Take – Fri, Apr 26, 2013

<http://news.yahoo.com/blogs/katies-take-abc-news/feet-health-161136504.html?vp=1>

The average person takes 10,000 steps a day. That is 115,000 miles in a lifetime, enough to circle the globe four times. This puts a lot of pressure on our feet, one of the most overlooked parts of our body. But you would be surprised by how much you can learn about your health just by looking at your feet and why it is so important to take good care of them. Dr. Suzanne Levine, a Board-Certified Podiatric Surgeon and the author of My Feet are Killing Me revealed some hidden health signs in our feet.

Seventy-five percent of Americans will experience problems with their feet at some point in their lives, but they often leave them untreated. These issues should not be overlooked, especially if you know what you are looking for. If you have chipped or cracked nails, this indicates signs of vitamin or mineral deficiencies. Flat feet can be a sign of Raynaud's disease. Bumps on our toes can be connected to Rheumatoid arthritis. Red ulcers and burning feet can be a symptom of B12 deficiency or diabetes. The coloring, shape and texture of a person's feet can signal if they have diabetes, wear heels, have poor circulation, or heart problems.

The most common foot ailment is bunions. This slow dislocation of the big toe joint is more common in women and although bunions can be hereditary, they are also caused by wearing ill-fitting or high heeled shoes. Dr. Levine stresses the importance of buying the right shoes. You don't have to break the bank on custom shoes but do need to find the right fit for you. She also says you don't have to give up your high heels just yet, but suggests wearing them in moderation by keeping a pair of flats in your bag for walking longer distances.

The feet contain a quarter of the bones in the human body, with 26 bones, 33 joints, 107 ligaments, and 19 muscles and tendons. They are a complex and important part of our bodies and we need to care for them accordingly. Dr. Levine says, "We should treat our feet the way we treat our face. People overlook their feet and they are so very important." So the next time you visit a doctor be sure that they examine your feet as they can be a roadmap to your health.

(Editor's note: After watching this video I was surprised that Reflexology was not mention at all during this conversation (massage was) so I emailed Katie with my comments ~Marie)

Katie's foot facts:

- * **More sweat glands are found on the feet than any other part of the body— 50,000.**
- * **Hairless toes could be an indication of poor circulation.**
- * **Wearing socks on your feet while sleeping will increase circulation and help you fall asleep faster.**
- * **7 out of 10 women have developed a bunion or other painful foot deformity.**

FOOT NOTES & TIPS FROM THE TOES by Marie T. Koepke RN, NBCR, FCCI

The Q (PSY) POINT & THE IMPORTANCE OF REFLEXING THE FEET

~*Natural Home Health Care using Essential Oils* by Dr Penoel, MD and Rose-Marie Penoel

According to Dr Penoel all healing begins with the feet. If the “energy is not circulating properly in the body it is important to release the reflex points on the feet”.

The (PSY) point: located at the base of the hallux, the side facing the second toe. Reflexing this area may trigger a profound state of relaxation, ‘a deep impression of ‘letting go’ and ‘liberation of tensions’.

When this area is unblocked, it is as if a hand was penetrating into the skull and was massaging the whole mass of the brain to purify it and accomplish a kind of natural and accelerated analysis or ‘footreflex psychotherapy’. It has become for us a staple reflex point whenever deep psychological trauma has left its mark both mentally and physically.

Foot Reflexology is so important in natural medicine and in natural holistic health care.”

I have worked this point with many of my clients and it is usually very tender. The benefit certainly has outweighed the tenderness as my clients have stated a deep feeling of relaxation when this point is reflexed on both feet. I use the tips of my thumb while supporting the hallux with my hand to get into this point. ~ Marie



The ARC Newsletter is published quarterly. This newsletter is for the education of its membership and dissemination of health related information and news. The material should not be construed as medical advice, treatment or recommendation for self treatment where professional, medical intervention is the standard of care, and is not intended to replace professional medical care.

**Membership meetings are the
2nd Tuesday of
February, May, August and November.**

ARC Membership Year 2013-2014 - Ballot for Election of Officers

As an ARC Professional member in good standing, I elect the following ARC Professional Member to fulfill the position of Membership Secretary for the Membership Year 2013-2014:

Membership Secretary _____

Please return your ballot to ARC via the following methods: in person at the May 14, 2013 Quarterly Meeting, by US Mail to the ARC PO Box, or scan and email to:
president@reflexology-colorado.org.

Voting will occur at the next ARC meeting , MAY 14, 2013.

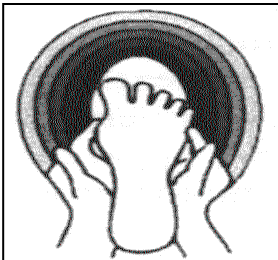
Please mail in your ballot (if not attending the meeting) to:

ARC

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FOOT NOTE

Views expressed in articles and advertisements in this newsletter are not necessarily those of the ARC, its Board of Directors, membership or the editor.



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