

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.

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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.**

Summer Quarterly Membership Meeting Tuesday, August 10, 2010

5:30-6:00 pm: Potluck Dinner

6:00-7:00 pm: Business Meeting

7:00 pm: Guest Speaker

CONNIE ELLEFSON, Professional Organizer

Connie, a former Engineer, and currently with Clear the Space, Inc., will lecture on helping people release the incredible amount of creativity and energy tied up in unnecessary clutter. Connie believes in developing whatever talents you think are worthwhile, just like Benjamin Franklin did, and figuring out a way to make it work, even if you have to leave a few things most people consider normal on the back burner. Whether physical, emotional, or possessional, clutter takes up space in our psyches and calendars that could be put to much more productive, creative, and fun use. Clear the Space, Inc., is here to help you find that energy!

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).



IT'S RENEWAL TIME!

ARC is unable to exist without your support. Growth in ARC supports your growth. ARC promotes YOU and your business in the sharing of educational resources and practical techniques. The field of reflexology has great growth potential as we journey upward and onward in the wellness arena.

Enclosed is your renewal application form. Please fill this out along with your check made payable to ARC and send it to:

ARC, Attn: Treasurer, POB 697, Englewood, CO, 80151

Newsletter Editor
Marie T. Koepke
970.531.3528
mtnmarie@yahoo.com

ARC President's Message Elizabeth Heard



Believe it or not as quickly as summer came, it is headed out the door soon. Are you wondering where it went and why you didn't get more accomplished? Maybe this has been your most productive summer yet! Whichever side of the spectrum you are on; the time is always now to maximize your future by your current action and attitude.

Many of us think of ourselves as healing artists which is very true. However, we must also remember that we are representatives (of our profession). We are entrepreneurs. We are caring human beings. We are in business to make money. As autumn approaches, let's choose a way to enhance all four areas of our business lives so that we are well rounded. Things such as taking a class, hiring a business coach, or remembering to take time to nurture you may be of benefit. Also, remembering those less fortunate than us should be a regular part of life. Remember: giving and receiving becomes like a ring on your finger. There is no beginning or end, just a continuous circle of blessing and being blessed. All of this will help ensure a bountiful economy and that of our beautiful state of Colorado as well.

I look forward to seeing you all at our next meeting! Be well.

Elizabeth An Heard

ARC BOARD of DIRECTORS

PRESIDENT
Elizabeth Heard 303-745-0430

VICE PRESIDENT
Diane Ahonen 303-475-8218

TREASURER
Marcia Franks 303-885-3639

MEMBERSHIP SECRETARY
Beth Schroeder 720-530-5756

RECORDING SECRETARY
Mindy McKinney 303-688-3545

ARC Minutes - May 2010

by Mindy McKinney

President Tambria Leland called the meeting to order and informed the group that tonight's meeting was focused on Board elections, and in lieu of having a guest speaker, we would have a "Getting to Know You" session with the members taking turns telling the group how they got started in the field of reflexology.

New Business:

With all ballots now in and counted, the new ARC Board of Directors is as follows:

- o Elizabeth Heard, President
- o Diane Ahonen, Vice President
- o Marcia Franks, Treasurer
- o Beth Schroeder, Membership Secretary
- o Mindy McKinney, Recording Secretary
- o Tambria Leland, Board Advisor

The Board usually meets once between the ARC quarterly meetings. An email will be sent to the Board with time and location details in advance. World Reflexology Week: September 19-25, 2010. The following members will contact these locations to see if there is interest in having ARC members promote reflexology on Sat., Sept. 25:

- o Wendi Humphries -- Isis
- o Rachel Lord – Shining Lotus
- o Adrienne Fahey – Sunflower Market (78th & Wadsworth, Arvada) (Diane Ahonen will help at this location)
- o Beth Schroeder – Sunflower Market (Arapahoe & Parker) (Todd Richter and Elizabeth Heard will help at this location)

If these businesses are interested, information on dates, times, and locations needs to be submitted to Marie Koepke, Newsletter Editor, by July 1. Sign-up sheets for anyone interested in volunteering at these locations will be at the August quarterly meeting. The International Council of Reflexology (ICR) website has information and brochures which can be downloaded to promote WRW within your own practice.

Old Business:

There were some last-minute questions regarding the RAA Conference in Denver, i.e., access to storage room, when chairs/tables were needed for the trade, etc.

Future Business:

At the August quarterly meeting we will discuss having another "trade" day. We will vote for another RAA delegate at the August meeting. We need to start thinking about an ARC sponsored workshop for next year for CEUs. Marie Koepke sent the Board some information regarding a Chi Reflexology weekend workshop. Diane Ahonen will look into other ideas as well.

Submitted By: Mindy McKinney, Recording Secretary



ARC TREASURY REPORT

ARC Financial Statement 2010

Ending June 2010

Balance forward 2009 4367.94

Income

Membership	1760.00
	0.00
	6127.94

Outflows

Bond	100.00
Reimbursable Expenses	20.35
RAA membership forward	600.00
Overpayment	5.00
Newsletter	211.08
Meeting Room	160.00
Speaker	50.00
Liability Insurance	190.00
RAA Conference	1072.83
	2409.26

Balance on Hand

3718.68

DID YOU KNOW....?

- ◆ **THE ARC YEARLY MEMBERSHIP FEES ARE ONLY \$50.00!!!!**
- ◆ **Associated Bodywork & Massage Professionals (ABMP) offers a \$50 discount to ARC members! www.abmp.com**

RAA CONFERENCE RECAP by Beth Schroeder, NBCR, CCA, RAA Delegate Assembly Coordinator

Delegate Assembly Update

During the RAA Conference in May in Colorado, the Delegate Assembly (DA) met for our third face-to-face meeting. Elizabeth Herd, ARC President, and I are your Delegates from Colorado, and I also have the privilege of being the Delegate Assembly Coordinator for the DA. Attending the meeting were 16 Delegates (and two stand-in delegates) representing 11 of 14 states. It was fantastic to meet in person these individuals who so aptly represent their states to RAA!

Several current and past officers and founders of RAA participated in the DA meeting: Phyllis Garvey, RAA President, kicked off our meeting by welcoming the Delegates; Alison Gingras, RAA Vice President presented an update on Legislative and NCCAM status, and Christine Issel was our first meeting presenter. Christine shared her vision and the history of RAA's Delegate Assembly and offered suggestions and tools to assist us in our positions as Delegates. Bill Flocco offered positive, instructive comments during Christine's presentation, as did Laura Jodry. Opal Knowles spoke to the Assembly and shared her vision to move RAA and the DA forward, to empower the DA with a more accurate title and role than just a "standing committee." The DA is very grateful for the active participation of these individuals during our meeting, and for those who supported the DA "behind the scenes"!

Since our face-to-face meeting in May, the DA has continued to meet monthly via conference call to bring forth state issues and discuss further our role as the Delegate Assembly body.

Remember that Elizabeth and I are your ARC state representatives, and we are eager to hear any questions or concerns you may have that need to be brought forward to RAA. The communication process is a "two-way street": ARC members pose a question to us; we bring the question up at the DA meeting where a resolution is often obtained. In the case of needing a recommendation from the RAA Board, the question goes to the Board via the Delegate Liaison. It is the Delegate Liaison who feeds back to the DA (via the Coordinator) the recommendations of the RAA Board. All information is passed back to the state association by the Delegates. The entire process is an organized and efficient method of communication.

Thank you again, ARC members, for allowing Elizabeth and I to serve as the Delegates from the great state of Colorado!

Reflexology Share at RAA Conference

The reflexology share attendees so enjoyed at the RAA Conference was a HUGE hit and it is because of the tireless efforts and generosity of the ARC membership! Special thanks to Adrienne Fahey who coordinated the "chair brigade" and kept things moving in the share room (for some reason, people just did not want to leave when their time was up!). Adrienne even brought in the chairs and returned them to their owners after the RAA Conference. Adrienne, YOU are amazing!

Many thanks again, ARC membership, for your contribution to the success of the RAA conference – together we helped conference attendees feel ahhhhhhhhhh-maziing!

ATTENTION ARC / RAA MEMBERS

Delegates Beth Schroeder and Elizabeth Heard are available to answer any questions you may have regarding RAA. They may be contacted via email or by phone:

Beth: schroeder90@msn.com; 720-530-5756

Elizabeth: abalancedsole@q.com; 303-745-0430



**World Reflexology Week will be celebrated around the world on September 20th — 25th, 2010
Together we can bring reflexology into the local and global communities for a healthier world !**

**For more information and to obtain WRW packets to promote reflexology in your area please visit:
www.icr-reflexology.org**

Here are some ARC sponsored events

- ◆ Shining Lotus, Denver on Sat Sept 26 from Noon to 5:30 pm: FREE 10 minute reflexology Sessions
- ◆ Winter Park Wellness Center, Fraser on Sept 21 from 2pm—4pm : FREE 10 minute reflexology Sessions
- ◆ Sunflower Market (date/time & location TBA)

(we'd love to hear where & what you'll be doing that week)

ARC Members in the News



Karaoke for Kids-Colorado held their first annual contest and fund raiser Saturday. Citizens and businesses came together to make a difference for The Learning Center at Warren Village, an organization in Denver that helps formerly homeless single parent families get back on their feet.

100% of the proceeds from the karaoke contest went to Warren Village. Warren Village provides housing, job prep, and child care for Denver area families in need. In other words, they provide hope in troubled times. The first place winner of the contest walked away with a gift certificate donated by America's Bar & Grill.

This event was sponsored by ARC President, Elizabeth Heard, A Balanced Sole Reflexology; America's Bar & Grill, and by Steury's D.J. Services. The event's organizer presented Warren Village with a check for \$500.00 !

PROFESSIONAL RESOURCES



American Reflexology Certification Board

*Setting the highest testing standards to which
Professional Reflexologists aspire since 1991.*



ARCB has a brand new website! <http://arcb.net/cms>. At this site you can now view their newsletter as well as allowing Certificants to make updates to their own information and to add a picture of themselves. This information is viewable by the public as well as other Certificants.

Why National Certification?

- ◆ ARCB certification provides recognition on the national level of having met core educational and skill standards within the field.
- ◆ National certification assures the public, and your clients that you meet the core standards that have been established for the practice of reflexology in the US.
- ◆ It differentiates the Certificant as serious about being a professional in this field, upholding a high standard of competency, and raising the educational bar.
- ◆ It distinguishes the professional from the non-professional, setting apart and bringing credibility to the practitioner who is committed to excellence.
- ◆ It promotes recognition of the field of reflexology as a serious, viable and unique complementary modality

2010 TESTING DATES FOR HAND AND FOOT EXAMS

August 14	Phoenix, AZ
August 28	Atlanta, GA
September 18	Los Angeles, CA
September 25	Columbus, OH
October 9	Baltimore, MD
October 23	Las Vegas, NV
November 6	New York NY

ARCB CE REQUIREMENTS

Every ARCB Certificant must obtain 12 hours of Continuing Education every two years.

PROFESSIONAL RESOURCES (cont)

Reflexology Research Project Announces : The Successful Reflexologist

by Kevin & Barbara Kunz

Recently, a guide to developing a successful reflexology practice was emailed out from Kevin and Barbara Kunz on "Just what makes a successful Reflexologist?". Their new e-book. According to the Kunzes, it's a matter of just getting the word out, letting others know about reflexology and your business. Here are some tips on how you can do this:

1. Creating a buzz
 - Start by working on all the feet you can-providing sample sessions to friends, family, neighbors, co-workers-and get results. You'll create word-of-mouth buzz as satisfied individuals tell others.
 - Grow your business by using the complimentary session. Give certificates for a complimentary session to likely prospective clients.
 - Distribute promotional materials. Make contact with 100 people when 10 people you know pass on to others 10 reflexology charts and/or brochures with your name and phone number on them.
2. Show something happens during a session
 - The best sales tool ever-after you've worked on one foot, ask the client (or sample session recipient) to get up, take a few steps and note the difference in feeling between the two feet.
 - Once they're seated again, ask for another comparison between the two feet -their color.
 - Call the day after the session to see how the client is doing. Relaxed? Other benefits? As time passes so too will the effects. By calling the day after the initial session, the effects of your session should still be evident and plant the idea of further sessions.
 - Talk about research, passing on to the client that a single reflexology session has been proven to: create relaxation; reduce anxiety; diminish pain; improve blood flow to the kidneys, intestines and feet, decrease the heart rate and blood pressure; increase oxygen saturation and lower respiratory rate.
3. Show your skills include those of importance to the medical community
 - Awareness of reflexology research showing positive results for health concerns, e. g. cancer care.
 - Awareness of areas that prove credibility within the medical community: research demonstrating reflexology's safety, efficacy, cost-effectiveness and mechanism of action.
 - Literature noting the above to be sent to or left with medical personnel for their further consideration
 - Education in: a mechanism of action that explains how reflexology works and assessment in terms familiar to the medical profession-the S.O.A.P. formula

Find out more in the e-book *The Successful Reflexologist, Starting and Growing Your Reflexology Business*.

Email Kevin Kunz at :footc@mac.com

Reflexology Research Project, P.O. Box 35820, Albuquerque, NM, 87176-5820

IMPORTANT INFORMATION REGARDING ARC QUARTERLY MEETINGS

The whole is only as important as the sum of its parts!

ARC Board would like to hear from you on how we can increase member attendance at the quarterly meetings. Some options have been a webinar, Skype, telephone conferencing, or moving the meetings around the state. We will be discussing this in more detail at the upcoming meeting.

Please contact the ARC Board on your preference or any other ideas you may have.

EDUCATIONAL OPPORTUNITIES

JUST FOR HEALTH SCHOOL OF REFLEXOLOGY AND HEALING ARTS OFFERING CLASSES IN:

- ◆ Professional Foot, Hand and Ear Reflexology-305 hour training” – starts September 2010
- ◆ Botanical Medicine: East and West-450 hour training” – starts February 2011
- ◆ 3-day Chinese Meridian Therapy in Reflexology & Massage – starts October 1, 2010
- ◆ Advance Hands Reflexology – starts November 6, 2010 (must have present certification in feet)

For more information on these classes please contact Rachel Lord at
303-320-4367 or 303-341-4384
www.justforhealth.net

FACIAL REFLEXOLOGY SORENSSENSISTEM tm.

is a new holistic complementary therapy that helps you look good and feel good. It integrates
**Three Ancient Alternative Healing Therapies: Traditional Chinese Meridians and Points,
Vietnamese Face Mapping and South American Mapuche Facial Reflex Zones with
modern neuro-anatomy.**

FIRST TIME IN DENVER!!

14- hour Module I

August 21-22, 2010

For more information and to register for this class please contact Evelyne Huegi at:
949-673-8260
www.swissclinique.com

ACADEMY OF NATURAL HEALING - Isabelle Hutton RN, NBCR OFFERING CLASSES IN:

Reflexology Classes and Jin Shin Jyutsu

For more information on these classes please contact : Isabelle Hutton
303-779-1094
isabelle@isabellehutton.com

FOOT NOTES & TIPS FROM THE TOES



August 2010

THE HOT NEW TREND IN FOOTWEAR



They are affordable, supportable and the latest fashion trend in Hollywood The Worishofer's 251 sandals! If you're thinking they look like orthopedic shoes, that's because they are orthopedic shoes! According to some major magazines, they were originally developed for bunion-sufferers, but are now apparently the style choice of celebrities!

PAIN and the PITUITARY

In his neurological research on pituitary dysfunction, Dr. Dan Purser, MD, found that the majority of chronic pain associated with Fibromyalgia has been linked to a damaged Pituitary gland. A reflexology session can focus in on this and provide the client with added relief. The pituitary reflex point is found on the plantar aspect of each Hallux. Rotate on this point and work the entire Hallux .
www.DanPurserMD.com



Gel Toe Separators give toes space and relief

These aren't your ordinary toe separators. The clear, hourglass-shaped gel cushions fit discreetly between toes, creating just enough space (only a few millimeters) to avoid rubbing. Existing soft corns won't feel as irritated, and you'll cut down on chafing that can cause new ones. Toes hold the Hourglass Separators securely in place.

www.footsmart.com

PLACE YOUR AD HERE

Currently, advertising prices for members are:

\$10 business card size

\$15 quarter page

\$20 half page

\$30 full page

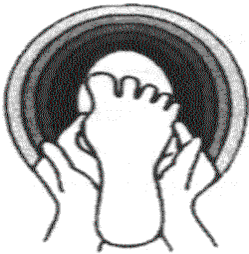
We will be discussing more options for members and non-members to advertise in this Newsletter at the next ARC meeting in August

NEWSLETTER MATERIAL WELCOME

Please feel free to email Marie T Koepke at: mtnmarie@yahoo.com with material you'd like to see included in the quarterly newsletter.

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

FOOT NOTE



Associated Reflexologists of Colorado

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