

ARC Quarterly Meeting ~ Meeting Minutes

Date: February 11, 2014

Location: Just For Health School

Attendees: Diane Ahonen, Paula Carroll, Cynthia Ford, Marcia Franks, Jodie Hansen, Amy Luong, Carol Mates, Leysa Noone, Laurine Piper, Beth Schroeder, Janice Sullivan, Dwight Weeks and Debbie Zalman – 13 members and friends.

ARC President Diane Ahonen called the meeting to order at 6:00 p.m.

Business Meeting:

- Welcome new ARC Associate Member Amy Luong, Reflexologist!
- Topics for 2014 ARC Meetings:
 - May – Kellie Limpede, Foot Alignment Series using Thai Bodywork Techniques class – no pot luck for this meeting
 - August – Reiki and Touch for Health class – would welcome participation by any ARC member who practices these modalities
 - November – Member exchanges
- Diane asked members for their suggestions for upcoming continuing education classes – do you know a member or friend who has a technique to share? It is a great way to exchange knowledge.
- Reminder: current terms for Treasurer and Recording Secretary expire in July. New officers will be voted in at the May meeting.
- RAA Affiliation
 - There is interest in expanding opportunities for ARC Associate-level Members to participate in ARC on a greater level, such as having a vote on association business or participating in a position usually done by a Professional-level Member.
 - Because the ARC bylaws follow the RAA bylaws (due to our affiliation) there was discussion on revising the ARC bylaws, and whether we should continue affiliation with RAA.
 - ARC Member Deb Zalman expressed insights and described the benefits to individual RAA members, such as being aligned with the National Reflexology association, updates on reflexology exemption from states' massage laws, a great magazine, current classes sponsored by other affiliated states, etc.
 - Discussions will continue at future ARC meetings.
 - Diane will contact RAA about the impact of changing the ARC bylaws and update our members shortly.
- Email blast to ARC Members with a link to the upcoming RAA conference will be sent.
- ARC Brochure
 - ARC Vice President Paula Carroll volunteered to reformat the ARC brochure and circulate to members for input.
- ARC Newsletter Editor – Paid Position?
 - It was suggested that we pay someone to be the ARC Newsletter Editor.

\$100 per on-line issue is the standard going rate for this type of work. The person does not have to be an ARC member, though that is desirable.

- We did not take a formal vote at the meeting on this subject.
- Please contact an ARC board member if you are interested.
- Education Opportunities
 - ARC Treasurer Janice Sullivan has emailed members about the Lone Sorensen classes coming to Colorado. If you missed the email, check out Lone Sorensen's website for details:
<http://www.reflexologiafacial.es/in/lone.htm>
 - Just for Health School of Reflexology and Healing Arts – professional reflexology class starts in March 2014: <http://justforhealth.net/>
- Healing Thoughts for Rachel
 - Our Rachel has returned home after being in the hospital for the H1N1 flu that turned into pneumonia. Rachel is recovering, but it will be slow going for a while. Please send your best wishes for a full recovery to Rachel!

CEU Presentation – Leysa Noone, <http://vedaluz.com/>, Business Development:

- Leysa tailored her presentation to the interests of the ARC Members in attendance.
- Her beneficial suggestions included:
 - Create a business plan – even if it is in pictures
 - Recognize who you are in your business and how do you want to connect with clients?
 - Book appointments on line – Leysa uses Clickbook.net, a free service that syncs with the iPhone calendar
 - Consider using Groupon, Amazon Local or other offerings
 - Target your neighborhood/community with marketing and offers – Leysa uses DataSphere through 9News.com for recognition
 - Examine what does the market want? It is changing because of the on-line world
 - Younger clients likely won't read newsletters – consider Twitter for “quick communications”
 - Calculate your ROI (return on investment) for any piece of equipment you purchase for your business
 - Website is a must – GoDaddy.com is easy to use to set up your website
 - Yelp – not effective tool for individual practitioners; Facebook – can be a resource for all

ARC President Diane Ahonen called the meeting to close at 8:30 p.m.

Respectfully submitted,

Beth Schroeder,
ARC Recording Secretary