

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.**

Newsletter Editor

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Autumn Quarterly Membership Meeting

CELEBRATION OF 170 YEARS IN REFLEXOLOGY

Tuesday, November 8, 2011

5:30-6:00 PM: Celebration Dinner

6:00-7:00 PM: Business Meeting

7:00 PM:

ARC member Rachel Lord will speak on her recent travels to Africa

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).



PRESIDENT'S MESSAGE

by Elizabeth Heard

Hello to our dedicated Members:

I came upon some great wisdom over the summer season, "time flies when you're having fun, and also when you are not!" It is taking that perceived march of time in stride that really shows our strength. The economy has been "in our face" for a while now and some of us are no doubt battle worn and weary, but please remember that Reflexology is vital to the healing and betterment of not just some people but of society as well.

If you are like many healers and 'creatives', you are not so great at the business/profit side of things. You truly just love what you do, but the money is not rolling in like you need it to.

Well, it was brought to my attention by a kind accountant that I was only charging for labor, nothing else. You know, like "the cost of doing business"! We are a legitimate Reflexology business if we are credentialed as such. But most of us, I would venture to guess, do not charge like it. Think about it! If you go to a doctor, he is passing on to you his expertise PLUS the cost of his malpractice and liability insurance, administration expenses, labor, and profit. It is the same with veterinarians, and attorneys, and even auto mechanics. My kind accountant also reminded me that people take the doctor seriously because of his/her expertise (the initials behind the name). Their fees tend to reflect how serious they are about what they do and their commitment to their profession. None of that is free to us, the end user.

Please consider giving the financial end of your business a thorough look and ask yourself, "Am I charging what my credentials say I am worth?". Then consider taking that leap of faith and expecting clients to value you at the EXPERT LEVEL that you study continuously to stay at! I sat down and did the math and I was stunned. I had been afraid I would run off customers, but the point is that if people want an expert they are willing to pay for one. I hear often that my website shows how dedicated I am to my business and that I am serious about what I do. That is EXACTLY what we want them to say. We are worth EVERY PENNY!!

Peace and Blessings,

Elizabeth

ASSOCIATED REFLEXOLOGISTS OF COLORADO MEETING MINUTES

ARC Meeting Date: August 9, 2011

President Elizabeth Heard called the meeting to order at 6:15 P.M. We started with introductions around the room, each person telling a little bit about themselves, their modalities/practices, and positions they hold on the ARC board. The positions of Treasurer and Recording Secretary will be opening up next May, and this was a good time to remind members that we will be looking to fill these spots currently held by Marcia Franks and Mindy McKinney.

ARC Sponsored Workshop: Diane Ahonen reviewed the information again on the ARC sponsored workshop with Dr. Jesus Manzanares on November 12 & 13, 2011. He is a medical doctor and reflexologist who discusses reflexology from a medical standpoint. For more information on this workshop or to register, go to www.ManzanaresMethod.com and contact Linda Chollar directly. She will handle all of the details for this workshop.

REGISTRATION DEADLINE IS SEPTEMBER 28. A suggestion was made to post this workshop information at massage schools around the Denver area.

Newsletter: Beth Schroeder introduced a new idea that she would like to start including in the quarterly newsletter. She would like to get information on any of our reflexology members who are involved with charities. She will email the individuals a short questionnaire and will highlight the member and the organization with which they volunteer in the newsletter. Pictures of any events may also be emailed to Beth to be included with the article. Beth sent around a signup sheet tonight for anyone interested in participating.

World Reflexology Week (WRW): Beth has volunteered to coordinate a WRW event for ARC, giving us an opportunity to spread the word about reflexology to the general public. The Fall Frenzy Triathlon will be held Sunday, Sept. 11, 2011, right before WRW, at the Parker Rec Center. This Front Range event, which benefits the Children's Hospital, should be very well attended. The volunteer coordinator for the triathlon is very excited to have reflexologists attending for the first time. A sign-up sheet was sent around the room for anyone interested in volunteering their time. ARC Directory: Beth will be updating the ARC Directory. She passed around the current directory and asked if everyone would review their information for accuracy and make any necessary changes.

Just for Health School: Rachel Lord is looking for someone to take over and market the reflexology part of Just for Health School. Since selling the school to Luke Terry, an acupuncturist, she has not been as involved with the reflexology program. Therefore, she'd like to find someone looking for an opportunity to be involved with the different aspects of this program, such as marketing, organizing and developing new classes, technologically updating the program, etc. She suggested that maybe Marie could put an article in the next newsletter.

The meeting was adjourned and our guest speaker, Janice Sullivan, was introduced to the group.

Submitted By:

Mindy McKinney, Recording Secretary



ARC TREASURY REPORT

ARC Financial Statement 2011

Ending October, 2011

Balance forward 2010 4445.43

Income 2011

Membership 3035.00

World Reflexology Week 5.00

Advertising 95.00

7580.43

Outflows

Bond 100.00

Reimbursable Expenses 85.55

Newsletter 169.45

Meeting Room 150.00

Speaker 150.00

Liability Insurance 206.00

USPS (PO Box) 7.00

Website 164.90

RAA dues forward 1075.00

2107.90

Balance on Hand 5472.53

Isabelle Hutton's Success Story with Reflexology

On July the 18th, I began working with a middle aged woman who went to Beijing, China to participate in the World Triathlon Competition on the first of September!

She came to me with an injured left foot. Her MP joint of her second toe was swollen and painful. She already had had extensive surgery on the same joint of the other foot for the same condition. She was unable to run for weeks before she was to go to Beijing. I worked with her with Reflexology for 7 weeks, every 5 to 7 days. She felt immediate relief with her first session.

During those 7 weeks that I worked with her, the condition melted away and she was able to start training again. She had no trouble with her foot during the Triathlons. She expressed that she wished she had met me before she had surgery on the right foot.

She won a Silver Medal in one Triathlon and in the top 10 in the second Triathlon in the World Competition. She was pleased! And so was I.

It is experiences like this that make me as excited and enthusiastic about Reflexology as when I first learned the profession back in 1973.

SUPPORT REFLEXOLOGY BY BECOMING A MEMBER OF ARC

**OUR DEDICATED MEMBERS
WE SALUTE YOU FOR YOUR SUPPORT!!**



RAA & ARC

Cathy Craft Lashay Canady AKindt Dubin Ima Anita
 Adrienne Fahey Cheryl Foster B.J. Girardi-Martis
 Wendi Humphryes Shirley Kincaid Rachel Lord Sara Moye
 Sondra Odishooe Jennifer Reinbrecht Jean Starling
 Wendi Stauffer Deborah Zalman

ARC (Professional)

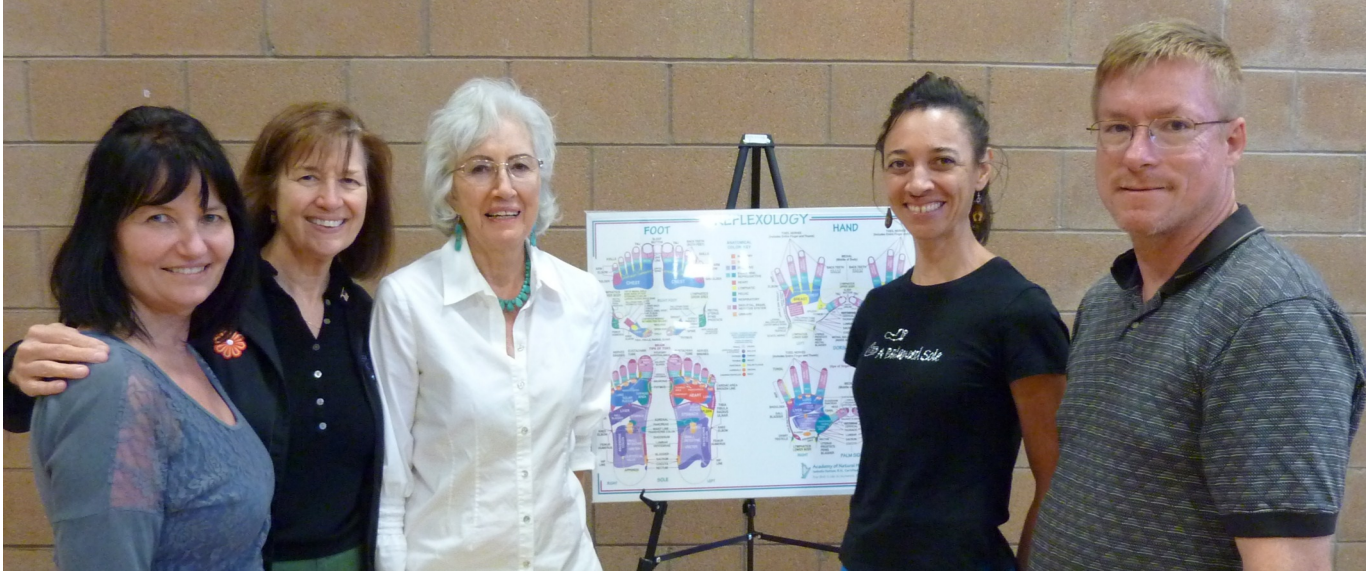
Diane Ahonen Mary Axelrod Peggy Browne Eve Busse
 Paula Carroll Jennie Cline Rebecca Deyle Kay Foelske
 Cynthia Ford Marcia Franks
 Jodie Hansen Sharon Hart Isabelle Hutton Marie Koepke
 Carol Mates Deborah McComb Mindy McKinney
 Riley Murphy-Evans Seline Peters Schroeder, Beth

ARC (Associate)

Sue Duncan Joann Blackwell Todd Richter Dwight Weeks

ARC MEMBERS CELEBRATING WRW

by Beth Schroeder



Paula Carol, Beth Schroeder, Isabelle Hutton

Elizabeth Heard and Todd Richter

This year the Associated Reflexologists of Colorado (ARC) chose to celebrate World Reflexology Week by giving Reflexology sessions during the Fall Frenzy Triathlon held in Parker, Colorado on September 11, 2011. The triathlon attracted close to 500 racers – an excellent opportunity to help their tired feet and introduce people to the wonderful benefits of Reflexology!

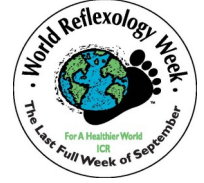
ARC members Beth Schroeder, Elizabeth Heard, Isabelle Hutton, Paula Carol and Todd Richter volunteered their time for the event. We set up in the gymnasium of the Parker Recreational facility; students from the Colorado Institute of Massage Therapy also volunteered by giving massage to the racers. We were able to give Reflexology to a good number of racers and most of them had never tried Reflexology. Each person was delighted at how wonderful they felt after just a few short minutes! Here's some comments offered by our ARC member volunteers:

"It was wonderful to work with people who were healthy, athletic, enthusiastic AND with no previous Reflexology experience. They all were amazed at how relaxed and energized their bodies felt, even after such a short time (10 to 15 minute sessions). It was a privilege and joy to serve in this way. I loved the camaraderie with the participants and fellow practitioners. An awesome experience!"

"Many of the folks really appreciated getting their feet worked on. Some have had Reflexology work before, while others have never received this work. I would explain what Reflexology is and what it can do for the person. The clients were fascinated by all of the reflex points on the feet and could feel that the bodywork was helping them. I worked with someone who said she had problems with her low back, and the reflex by L5/6-S1 was tight. Overall, we had a nice steady stream of folks to work on and I enjoyed working with the athletes."

"It was so much fun to participate with other ARC members in this event – the first time the event coordinators have had Reflexology to offer to the race participants! After the race, one event coordinator asked us to please come back next year! It is always so satisfying to introduce others to Reflexology and to witness how quickly the benefits of this modality are felt."

ARC MEMBERS CELEBRATING WRW



Beth Schroeder working on a athlete



Isabelle Hutton working on an athlete

RACE FOR THE STARS

A high altitude trail duathlon and family fun event!

Bringing hope to children with cancer and life threatening diseases

A race in the beautiful mountain trails in the heart of the Rocky

Mountains : Fraser, Colorado.

All proceeds benefited the Shining Stars.



Marie T. Koepke doing reflexology with an ALTITUDE!



COMMUNITY CORNER by Beth Schroeder, Membership Secretary

Highlighting ARC Members and the Community Organizations they Support

ARC Member: Elizabeth Heard

Charity/Organization: Warren Village

www.warrevillage.org

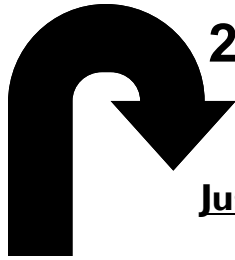
1323 Gilpin St # Office
Denver, CO 80218-2545
(303) 321-2345

- ◆ **Tell us a little about yourself and what attracted you to support Warren Village:** “As a child I was in somewhat of a transient situation so I relate with compassion to those who have been on the streets and are trying to get stable. This organization helps the adults and their children.”
- ◆ **Tell us about Warren Village and how they serve the community:** “Dr. Myron Waddell, a member of Warren United Methodist Church, conceived it and over a 10 year period the church bought urban acreage and donated it for an urban village. In 1974 they began to serve the community as the nation’s first federally subsidized transitional housing program for single-parent families.”
- ◆ **Are there any upcoming events involving Warren Village you’d like our readers to know about?** “There are no specific events on their calendar at this time. Each year in mid-July I hold ‘Karaoke for Kids-Colorado’ which is an opportunity for local adults to support our Warren Village neighbors in need. 100% of the proceeds go to the children’s Learning Center that is on site at Warren Village.”
- ◆ **How can others get involved in Warren Village?** “You may call Sandy Martin or email her at smartin.warrevillage.org to volunteer or donate. They always need diapers, wipes, rash ointment, new baby/children’s clothes, etc.”

Thank you, Elizabeth Heard, for highlighting Warren Village and your volunteer efforts on their behalf!

Do you have a charity or organization you’d like to tell the ARC membership about? Please contact the ARC Membership Secretary to arrange for your interview.

Thank you!



2011 ARCB Approved CE Provider Classes in Colorado

Just for Health School of Reflexology and Healing Arts

Rachel Lord, and Luke Terry, 303-320-4367

Englewood, CO 80113

health.on.all.levels@gmail.com

www.justforhealth.net

- ◆ **NEW PROFESSIONAL REFLEXOLOGY TRAINING BEGINS FEBRUARY 2012.** Comprehensive 305 hour "**Professional Foot, Hand and Ear Reflexology**" program prepares for rewarding career as a clinician who makes a difference. Covers, history, theory, hands-on, foot assessment, documentation, student clinic and more. Eight month program meets on weekends.
February 2012 through May 2012.
- ◆ **BECOME A MASTER HERBALIST! TRAINING BEGINS FEBRUARY 2012.** Gain skills and expertise needed for clinical practice in our Comprehensive 450 hour, case-based program: "**Botanical Medicine: East and West**". Weekend classes on theory, medicine making, herb walks, student clinic and more. Covers Eastern and Western herbal traditions.
February 2012 through June 2013. Meets approximately every third weekend.
- ◆ **CHINESE MERIDIAN THERAPY IN REFLEXOLOGY AND MASSAGE.** A practical, understandable class in the application of Chinese acupuncture points on the hands and feet. We explore Chinese meridians and theory with lots of hands-on. Taught by Rachel Lord, RN, BCR, CMT, MH.
Cost: \$285 November 18, 19, 20, 2011.
- ◆ **EAR REFLEXOLOGY** Add ears to your Reflexology practice and get impressive results! Includes theory, hands on point practice from French and Chinese traditions and ear seeds.
Taught by Rachel Lord, RN, BCR, CMT, MH and Beth Schroeder BCR and Certified Aromatherapist.
Cost: \$250 February 18 and 19, 2012.

Linda Chollar, The Reflexology Mentor

Linda Chollar 310-318-3353

www.reflexologymentor.com

info@reflexologymentor.com

- ◆ **Dr. Manzanares Method of Reflexology**
Instructor: Dr. Jesus Manzanares, MD
November 12, 13, 2011 CE's: 16 Denver, CO **www.manzanaresmethod.com**
- ◆ **Touching Fibromyalgia with Reflexology**
November 13, 14, 2011 CE's: 10 Denver, CO

FOOT NOTES & TIPS FROM THE TOES



The Statue of Liberty wears a size 879 shoe.

Now that is deserving of the moniker Big Foot. Standing a majestic 151 feet tall from base to torch, with two copper clodhoppers each measuring 25 feet in length, Lady Liberty likely endures some painstaking Reflexology work to keep her foundation looking good. And rightly so, for on October 28, the 125th anniversary of her dedication by the French, all eyes will be on her. As for the celebration, much is in store. "We're trying to recreate the original events of that day," says Jane Ahern, chief of public affairs at the monument. "For example, Grover Cleveland spoke, and we're having his great-grandson come. We're also having a huge flotilla and fireworks."

Can't make it to NYC?

Then commemorate the statue's milestone simply by being glad you don't have to walk a mile in her shoes. *From Southwest Airlines Spirit Magazine*

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 | |

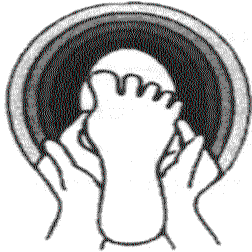
These ad spaces are for both business operations and reflexology related advertising.

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