President’s Message: The Promise of Spring

Seeds planted during the darkness of winter, tended and kept moist, waiting to burst forth with life and vitality; this is the promise of spring. Well, the WRA is springing forth too!

Before I share all the budding abundance, I must first express my deep sense of gratitude towards the WRA Board and Committee members who so graciously offer up their talents. I continue to be inspired and in awe of the excellence, dedication, integrity and deep sharing that these people provide our organization and their communities.

Thank you one and all.

Now to all the beautiful blossoms in our Reflexology’s Community Garden:

**Tea and Talk** In the last quarter, two events have taken place. One at Mary Ellen Rutter’s home and place of practice and the other at Linda Mackey’s impressive ranch home and school in Prosser. The first was a remarkable intimate setting where an abundance of good eats, stimulating conversation and session exchanges were given, and the second was a large community gathering of 18 individuals who partook in healthy food and a beautiful, impressive garden reflexology path. In all instances, there was a high, heartwarming interest for a strong and caring state-wide reflexology community.

**Chris Stormer** Anyone who’s ever seen or heard of Chris’s magical, dynamic personality, immense wisdom and joyful way of teaching is signing up for this event, to be held in a location that matches her brilliance—Cedar River Watershed Educational Center, tucked next to a lake at beautiful Rattlesnake Ridge. Chris, from South Africa, has a special history with the WRA and made a detour in her travel plans to help us celebrate our 10th Anniversary. This will truly be an historical class and event.

**The WRA’s 10th Anniversary** What an incredible line-up! Founding members Bill Flocco and Geraldine Thompson-Villeneuve, featured guest presenter Linda Chollar with a presentation on reflexology and fibromyalgia; inspirational speaker Mary Ellen Flora, breakout sessions with great local educators and talent to help further inspire your business, exchange opportunities, organic meals, a few superb surprises, dancing, silent auction and more! Come celebrate our victories, join hands to acknowledge those who have moved us thus far and share in the future dreams of reflexology in the state of Washington.

**Silent Auction** What better way to raise money and have fun too. This activity is truly an act of love and commitment. No donation is too small and the committee has a fantastic way of pulling it all together. Look for an email with the silent auction form and simple instructions. Thank you in advance for your generosity. Many hands make the travelin’ easy :-)

**PR Committee** Now’s the time – the public is primed and ready to hear about and receive the benefits of reflexology. What message would you like the public to hear? Would you like to take part in the delivery or creation of that message? Stay tuned to your email box—a PR Party if coming soon. Of course, comments can be submitted to the Board at any time.

Celebrate your many plantings: the promise of Spring.

*Mary VonRanker, President*
The Washington Reflexology Association is an independent non-profit organization. WRA is not associated with any school or institute, and does not endorse or recommend any reflexology curriculum, school or instructor.

The opinions expressed in this newsletter do not necessarily reflect the opinions of the Washington Reflexology Association, the editor or the Board of Directors and are for information purposes only. We welcome your comments, ideas and the submissions of original articles and photographs, each of which will be considered for publication.

 Submission deadlines are the 1st day of March, June, September and December.

For more information or to become a member of the WRA, please contact us:

www.washingtonreflexology.org

WRA
PO Box 82857
Kenmore WA 98028
(425) 818-4785

WRA Mission Statement

Our mission is to promote excellence and professionalism in the practice of reflexology in the state of Washington. We accomplish this by providing member support through mentorship, idea exchange, network and referral systems, and promotion of education and certification. As members of this professional association, we promote public awareness and act as a resource for local, national and international reflexology information.
Monthly Tea & Talk
Reflexology Open Forum & Light Breakfast

All WRA members are cordially invited to attend the WRA’s monthly Tea & Talk on the Fourth Saturday of Each Month from 9:00 to 11:00 am

Across the state of Washington, fellow WRA members are opening their homes or practices for a casual, healthy breakfast and camaraderie with other reflexologists. Please join us for the opportunity to share your experiences, learn from others, laugh, discuss the latest issues and techniques, and more. All are Welcome! Bring your reflexology chair for an exchange opportunity in the last half-hour.

Make connections and have fun at one or all of these upcoming Tea & Talks:

Please RSVP a few days in advance by calling the host or sending an email to pres@washingtonreflexology.org

June 23 (NOTE: Change of venue), at the home of Kandi Burke, 150 NW 135th Pl, Seattle 98177; 206-441-8637
July 28, at the home of Jeani Schwenk, 117 234th Pl SE, Bothell 98021; 425-481-9009
August 25, at the home of Tina Bystrom, 20311 79th Ave NE, Kenmore 98028; 425-402-9048
September 22, All Hands & Feet Conference Preparation Party. Watch for details.

*Treasurer’s Report
From Cecelia McCorkle, Treasurer
The balance in general funds as of June 4, 2007 is $2,743.04. This includes 42 recent renewals and new memberships.
The balance in the Kathy Schmidt Memorial Fund is $1,372.14, including a recent donation of $250 from past president Kathy Boulanger (thank you!).

*Housekeeping
Please let us know if your contact information has changed recently, or if it is listed incorrectly in the Member Directory or elsewhere.

Email: We send reminders about upcoming meetings and interesting WRA-related tidbits once or twice a month. To add or update your email address please contact tina@tinabystrom.com.

Member Directory Update: Please note the following Addition in your Member Directory:
Anne Meiers
19016 94th Ave. West
Edmonds, WA 98020
ammeiers@verizon.net
(206) 999-7073 (cell)

Help Wanted!
Bring out your inner artist
Looking for someone to assist our Historian in creating a scrapbook to be featured at our 10th Anniversary event.
Those interested, please contact Rebecca Schneider at oneearthwoman@yahoo.com.

Would you like to receive this newsletter electronically? If you would prefer to receive a PDF version of Sole Inspiration via email instead of a paper copy, please email editor@washingtonreflexology.org or call Tina at 206-910-4888 so we can set your preference. Thanks!
Thank you, Neil McNeill
For Your Service to WRA

In acceptance of his resignation, the WRA Board would like to express our appreciation to Neil McNeill for his five months of service to the organization. Neil has served as Vice President, first guiding our direction in promotion and marketing, and then dedicating his time to the clarification of our non-profit status on the state and local levels.

We have each enjoyed working with Neil and know that he will continue to effect positive change on his path as a reflexologist, energy healer and spiritual counselor. Neil remains a WRA member in good standing, and we look forward to his presence at meetings and events.

Thank you, Neil!
Mary VonRanker, Cecelia McCorkle and Tina Bystrom

Tea & Talk Highlights . . .
From Mary Ellen Rutter's in March And Linda Mackey’s in April

Official Dedication of the Marymoor Park Cobblestone Path
On April 25, 2007 King County Executive Ron Simms officially dedicated the Cobblestone Path at Marymoor Park. This was the 2nd attempt, as the first one in October was rained out. WRA was there with a small contingency, giving complimentary 15-minute demos and handing out materials.

Sandi Strothers, Mark Zimmerman, Tina Bystrom, Neil McNeill
Walking the path
Tina Bystrom and Neil McNeill working feet!
**Researcher Sees Decrease in Pain and Anxiety Among Cancer Patients Who Use Reflexology**

GREENVILLE, N.C. (2/22/07) -- In a two-year study, an East Carolina University School of Nursing researcher saw significant decreases in pain and anxiety in cancer patients whose partners used reflexology or manual pressure applied to specific points on their feet.

The findings of Dr. Nancy L.N. Stephenson, associate professor in the school of nursing and principle investigator, were published in the January issue of Oncology Nursing Forum. Co-investigators include her colleagues in the nursing school, Dr. Melvin Swanson and Dr. Martha Engelke, as well as Dr. JoAnn Dalton at Emory University and Dr. Frances J. Keefe at Duke University. The study was funded for $279,000 by the National Cancer Institute of the National Institutes of Health.

Stephenson, a certified reflexologist, has applied for additional federal funding to continue her research into the effects of partner-delivered reflexology.

Eighty-six patients with different types of metastatic cancer and their partners were recruited from Pitt County Memorial Hospital, Carteret General Hospital, Lenoir Memorial Hospital and Craven Regional Medical Center to participate in the study which began in July 2003. The largest group, 23 percent, had lung cancer followed by breast, colorectal, head and neck and lymphoma. The mean age of patients was 58.3 years and 51 percent were female. The majority, 66 percent, had a high-school education or less. Of those, 58 percent were white, 40 percent were black and 1 percent was Filipino.

Patients were randomly placed in an experimental or control group. Partners in the experimental group were taught by Stephenson how to apply foot reflexology to the patient while in the hospital. A reflexology documentation form and protocol and a list of signs and symptoms of deep vein thrombosis were provided. Control group participants received usual care and a 30-minute reading session from their partner.

An immediate decrease in pain intensity and anxiety was seen in patients receiving reflexology. Relief was strongest for patients with moderate to severe levels of pain. Minimal changes were seen in the control group.

"We had positive responses particularly from spouses who felt like they were able to do something for the patient," Stephenson said.

This is the fourth pilot study that Stephenson has conducted that demonstrated positive results. More research is needed to determine the duration of pain relief and whether repeated reflexology treatment would provide additional benefits, she said.

Reflexology is a complementary and alternative medicine therapy in which manual pressure is applied to specific points on the hand or feet thought to correspond with specific organs or parts of the body. It is one of several complementary and alternative medicine therapies seeing increased use in recent years. An exact number is unknown, but an estimated 90 percent of cancer patients use some form of alternative therapy such as massage or music therapy, biofeedback, yoga or acupuncture, which advocates say addresses the mind, body and spirit without side effects found with some medications or procedures. More than 1 million new cancer cases will be diagnosed this year, according to the American Cancer Society.

Graduate research assistants Lucinda McMillan, Carrie Young and Bobbie Perkins, who have since received their master's degrees, worked with Stephenson on the project. Young and Perkins worked throughout the entire study, which ended in June 2005. "It was good to have that continuity," Stephenson said.

Reprinted by permission from the Office of News and Information, Division of Health Sciences, East Carolina University.

**Member Question:**

I am considering expanding my reflexology services at a spa to include foot and hand mud masks, wraps, scrubs or other add-ons to a reflexology session. I already have a paraffin dip.

Please share your experience, ideas, recommendations about such a venture; and what your personal experience was in terms of the benefits for the client and how you felt about your participation in this modality.

Thanks, Ann Novak, NCR, Mount Vernon

*Please submit your answers to: editor@washingtonreflexology.org*
Washington Reflexology Association is proud to present our 10th Anniversary Celebration and Conference

Walking the Path
September 28, 29 & 30, 2007
At the Embassy Suites in Bellevue and Marymoor Park in Redmond

You are invited to join us in the celebration of our first ten years, with good friends, good food, shopping, entertainment, awards, and feature Presentations and Breakout Sessions with:

* Linda Chollar
* Bill Flocco
* Geraldine (Thompson) Villeneuve
* Mary Ellen Flora

* Lynda McDaniel
* Linda Mackey
* Kathy Boulanger
* Kandi Burke

FRIDAY Evening at the Embassy Suites:
Meet & Greet & Early Registration 6:00 to 9:00 PM

SATURDAY at the Embassy Suites:
Registration 7:45 to 8:45 AM
Conference Activities 9:00 AM to 5:00 PM
* Feature Presentation and Keynote
* Organic Plated Luncheon
* Breakout Sessions
* Vendor Marketplace and Silent Auction

SATURDAY Evening at the Embassy Suites:
Awards & Recognition Organic Dinner and Dance 6:00 to 10:00 PM

SUNDAY at Marymoor Park (open to all delegates, family, friends and the public):
World Reflexology Awareness Event at the Cobblestone Pathway 11:00 AM to 2:00 PM

Conference fee (Space is limited):
WRA Members............... $200 Postmarked by August 1, 2007
$225 Thereafter
Non-Members............... $225 Postmarked by August 1, 2007
$250 Thereafter
Awards Dinner & Dance Only $60.00 (friends and family are welcome!)

Cancellations must be received in writing by September 7th for full refund of the fee, less $25 for processing.

Please contact the Bellevue Embassy Suites, 3225 158th Ave SE, Bellevue WA 98008, at (425) 644-2500 or www.embassysuites.com. There are a limited number of discounted rooms associated with this event. Refer to Group Code “WRA” by September 7th for the special room rate. Your stay includes a Hotel Reception from 5:30 to 7:30 PM and a Cook-to-Order Breakfast.

To request Registration Forms or detailed information, Please contact pres@washingtonreflexology.org or 425-818-4785
As the base and foundation of your whole body, your feet give you all the security and stability that you need to get ahead in life, and, they do so by being incredibly versatile and amazingly agile! It’s really fascinating to see how they constantly change their appearance every time you have a significant change of mind; by cleverly picking up the hidden nuances of your ever-elusive sub-conscious mind, which is where you tuck away all those horrific memories that you would rather forget.

However, these pesky memories don’t go away until you let them; instead they gather deep within your mind, invariably encouraged by your outdated, and often unreasonable, belief systems. In time though, these burdensome memories may fester and become toxic to your well-being, which is why getting to the root of any form of uneasiness is really important.

Fortunately your feet are graciously able to step in to help you out! How? By displaying a wealth of messages, through their unique characteristics, as well as in the form of lines, markings, colorings and symbols; they show you what is really bothering you, long before the brutal memory takes its relentless grip on your body.

Not only that, but your remarkable feet remind you of who and what you are. They constantly provide you with a deep inner wisdom, especially when you feel challenged and confused. It’s when you are at your lowest, that your feet will encourage you to climb from the depths of despair to the heights of hope. Through them you can rediscover your freedom and regain your lightness of being.

The insight that you can gain from your feet is phenomenal and it’s the ideal way to enrich your mind, nurture your body and liberate your soul. Through the language of the feet you can help yourself, and guide others, to a happier, healthier and more fulfilling way of life.

—Chris Stormer

On September 1 & 2, 2007
WRA Welcomes Chris Stormer: It’s All In Your Feet

What’s it all about?

As the base and foundation of your whole body, your feet give you all the security and stability that you need to get ahead in life, and, they do so by being incredibly versatile and amazingly agile! It’s really fascinating to see how they constantly change their appearance every time you have a significant change of mind; by cleverly picking up the hidden nuances of your ever-elusive sub-conscious mind, which is where you tuck away all those horrific memories that you would rather forget.

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—Chris Stormer

Meet Chris Stormer

After 10 years in medicine, Chris first stumbled into feet as a total skeptic, 20 years ago, through reflexology. She could not believe that by simply working on and stimulating feet, mind, body and soul could be kept in excellent working condition. That was really too far fetched! However, an unexpected turn of events in Chris’ life changed all this, forcing her to take a closer look at feet. As she did so, she found herself understanding them in a more profound and less scientific way. So much so that feet soon began “talking” to her; and she hasn’t stopped talking about them since; through the media worldwide, at international congresses and at seminars on almost every continent! Her 5 books, published by Hodder and Stoughton, UK, along with her charts, DVD’s and CD’s are an outstanding success. Although Chris lives in South Africa; every year she travels the world to passionately share this Universal wisdom. She has cleverly combined the solidarity of her medical background with her insightful psychic abilities, and trusts that her intuition will guide her in adding to her already inspirational and popular presentations, which are delightfully innovative and highly informative. For more information on Chris, please go to her website www.alwaysb.com.

Come and discover for yourself how your feet can guide you and get you on track with your soul purpose!

IT’S ALL IN YOUR FEET
with Chris Stormer, SRN., SCM.HV., Dip R

September 1st & 2nd, 2007
9:30 am to 4:30 pm daily
Cedar River Watershed Education Center
North Bend, WA

Soul Investment: $225.00
or $275.00 after 7/15/2007

For Registration and Questions contact
Kathy Boulanger at 425-888-1443
or msreflex@yahoo.com

More information about Chris Stormer can be found at her website: www.alwaysb.com
The WRA mission statement includes the following: “As members of this professional association, we promote public awareness and act as a resource for local, national and international reflexology information.” Each year we have the perfect vehicle for addressing this goal by providing public venues during World Reflexology Awareness Week. This year that week coincides with our much anticipated 10th Year Anniversary Celebration and Conference. That weekend will culminate with a public awareness event at the Marymoor Park Reflexology Path (September 30, 11:00 am-2:00 pm).

How do the Public Reflexology Paths impact our mission? It’s possible that many people may never have heard of reflexology without the awareness generated by media coverage of the paths. As part of a county park system that encourages citizens to improve their health through their own action and activity, the paths provide the public with another way to enhance their well-being.

So, what role does the WRA have in this process? Presently we’re in the background and it’s time to become more visible. It is our responsibility to educate all parties concerned and be the resource for information that will help them decide what “steps to take” in addition to walking the path. They’ll want to know how to find qualified reflexologists, what a session is like, and how reflexology can help them. The path sites provide a “made to order” gathering place where reflexologists can educate about the benefits of extending the path walk to reflexology sessions provided by certified, trained practitioners. Thus we fulfill our mission to “promote excellence and professionalism in the practice of reflexology in the state of Washington.”

This is a “call to action”. Will you answer the call? As the committee chair for the public awareness event at Marymoor Park on September 30th I am looking for enthusiastic WRA members to help staff this event.

Volunteers are needed for the following:
- Publicity prior to the event
- Scheduling volunteers
- 15-minute sessions for the public (must have liability insurance)
- Presence at the booth to provide information
- Assist walkers on the path (training will be provided)
- Set up and clean up

There will be many other opportunities to answer the call to action. Reflexology Awareness Week is just the tip of the iceberg.

To become part of the action, contact Cecelia McCorkle at footce@verizon.net (h) 425-788-0357 or (c) 425-417-0810

Thank you!

The WRA Mentor Program

We are excited to announce the reemergence of our Mentor Program.

If you are an established reflexologist willing to share your experience or a student looking to enhance your reflexology skills, please contact the WRA for more information on how the mentor program can help you build professionalism in our craft.

Working together we can make a positive difference for our clients in their reflexology sessions.

Email or call Mark Zimmermann for more information on joining the mentor program.
relfexyourlife@gmail.com / (206) 367-SOUL
Success Story: Balancing Female Hormones

By Diana Khoury

I seem to be having a lot of female clients who are currently going through menopause. Their symptoms include night sweats/hot flashes, irregular sleep patterns, headaches, loss of memory, and general irritability due to all of the above. I have found that regular (weekly or bi-weekly) reflexology sessions help to balance out their hormone fluctuations, and therefore lessen the severity of their symptoms. These clients also experience improved sleep, lowered stress levels, and greater feelings of well-being as a result.

One client, Monica, had severe symptoms when she first came to me. She did not want to take any hormones or HRT to deal with her symptoms. Monica offered the following summary of her experience: “I am in menopause. Before I started [receiving reflexology] I was waking up every night with night sweats. I also suffered from frequent migraine headaches, insomnia, and forgetfulness. Since receiving regular sessions, I seldom wake up in a sweat, insomnia is no longer an issue and my mares have become significantly less frequent. My memory has improved and I’m better rested. When I have not had regular reflexology treatments, the symptoms always come creeping back to rob me of the rest and peace I need in my life. Reflexology is a wonderful addition to any self care regime.”

Another client, Kim, offered these comments: “I began reflexology to help reduce the pain and discomfort I was feeling during my period. Reflexology is working well for that purpose and I’ve also noticed other benefits like improved sleep, digestion, and circulation, deep relaxation, and general muscle pain relief. I think reflexology is an excellent practice for well being.”

I recommend regular reflexology sessions for women wanting to achieve a more natural rotation of their menstrual cycle, or to balance out the hormone fluctuations of menopause. Reflexology is non-invasive, does not require medication, and the benefits are numerous. Your clients will thank you!
Member Spotlight on Elma Bordwell

Selections From A 2003 Interview By Carolyn Fielder

Elma Bordwell, 93, is a WRA Charter Member from Spokane whom we would like to honor for her incredible career as a reflexologist in Washington. This article, written by WRA member Carolyn Fielder originally appeared in Sole Inspiration in 2003.

Elma Bordwell: Reflexology Legend

If you have heard of reflexology, and you live in the Spokane area, you have likely heard the name, Elma Bordwell. Elma was born in Wright, Minnesota, one of twelve siblings. Elma has been practicing reflexology in Spokane since 1959. She studied under the founder of the original Ingham method, Eunice Ingham Stopfel. Elma started studying in 1958. She took the exam in 1959 with Mrs. Ingham, and has been working feet ever since. The most interesting thing to note here is that Elma celebrated her 90th birthday August 7th of this year [2003], and she is still going strong! As a matter of fact, Elma says she still works on fifty to sixty PAIRS of feet A WEEK!

Elma has thirty-minute sessions she calls ‘treatments’. She does not work on hands because she gets better results with feet, and she doesn’t have the time to do any more services.

Elma says her first experience with reflexology was very painful because her circulation was very poor. She suffered from ovarian cysts, bursitis in her right shoulder, and sinusitis, nosebleeds, and insomnia. The treatment made her very tired and she came home and slept all day and all night. She says that was the beginning of her feeling better.

In the many years Elma has been working feet, she has mentored many people (she modestly admits to ‘at least ten’, but I suspect it is a much higher number)....

She is always generous in her advice and willing to help anyone seriously interested in furthering this healing gift. She takes regular refresher courses every two or three years (21 to date), to stay current and fresh. She educates.... And she loves to tell the stories. Success stories. Funny stories. Healing stories. She is a joy to listen to. She is always positive and always humble....

Elma does not advertise. She has a business card with her name, address, phone number, and Reflexology on it. She worked for many years for a donation only, but now charges $15 for a half-hour service. Her reputation precedes her by word of mouth.

If you ask Elma how she does it she just says she takes care of herself. She eats well, lots of fruits and vegetables.... She says that getting regular treatments for herself keeps her healthy. She just passes it on.

She says she is happy, and people respond to her being happy. She says she is always told she is a good listener, and people are relaxed when they can talk to a good listener, so they get a better service.

Elma’s favorite success stories include one about a woman with an ovarian cyst. While she was working on the reproductive reflexes the cyst ruptured and Elma had to get her a Kotex. She says the woman was passing all kinds of pus and everything. When the woman went in for her appointment before her surgery the doctor was amazed that there was no cyst, and she didn’t have to have the surgery.... Another story she tells is of a gentleman who had had a stroke and was paralyzed on one side. He came with his wife for a treatment for her, and Elma worked on his feet for about five minutes, total. On the way home, his hand opened up part way, his fingers and his lips started tingling. He started coming to see her and after two treatments his lips weren’t numb anymore and after five treatments he could move his hand any way he wanted to. Elma wants everyone to know that these treatments work for strokes and cysts and just about anything that can go wrong with the body.

I asked Elma for advice for a new reflexologist. She says, “Be happy, be friendly, and accept everyone. Tell funny stories and make them laugh. It helps them relax. Be a good listener. Eat well and take care of your body. Get a book. Practice on everyone. When I first started practicing I told everyone who came they had to let me work on their feet. We had more company that year than ever before! Everybody came to visit!”

Elma has been an inspiration to me, and I am sure, many other new reflexologists. I hope I can be as faithful as she has been. She has been generously passing on her knowledge and passion for the healing art. It is up to us to receive it. My hands are open to receive. Thank you, Elma, for your gift.
Elma Bordwell 2007: The Legend Lives On

By Carolyn Fielder

Elma will be 94 on August 7, 2007. She is slowing down somewhat, but still her cheerful self. She is taking fewer appointments these days (between fifteen and twenty a week) and still has a wealth of stories to share. She is currently working on a 59 year-old woman who had a stroke four years ago. They didn’t hear about Elma until recently, but after only six sessions, the woman has improved vision and more feeling and strength in her legs. Her arm is still severely impaired, but Elma has hopes of at least restoring some of her mobility.

Elma tires more easily these days, and looks forward to her afternoon naps. She has to get periodic transfusions, and feels better for a few days afterwards. Her energy is low and she has no appetite. She says her ‘taster’ is broken. She is still active in her church, has a very strong, deeply abiding faith, and she rarely misses her church services. She drives as little as possible, and never at night. Though she still travels as much as possible, she is doing less traveling alone (she prefers to have someone to lean on, and push her chair when she gets too tired to keep up with the group. It is getting harder for her to get up and down, and her legs are starting to bother her some.) Elma is looking forward to a trip to Michigan in July this year for a family reunion. Her hearing is going south, so it is frustrating for her to talk on the phone. She says her hearing aids don’t work very well. Many times when people call for an appointment, she just tells them a time and puts a question mark in her book, then waits to see who shows up.

Elma still looks forward to ‘treatments’ and loves to trade. She is such a beautifully giving person that it is difficult for her to receive without giving something in return: a dozen eggs, some fresh tomatoes, a foot ‘treatment’, or something she has baked. As long as she has feet to ‘rub’ she won’t retire because she feels that her job on earth is to heal. She has mentored at least thirty reflexologists who have gone on to become certified. For as long as God leaves her here, we are truly blessed.

Business Tip: Sell It!

By Ann Novak, NCR, Mt. Vernon

I have heard from diverse business sources the importance of standing out from the mainstream in your business. What do you do that is unique, exceptional, unusual and a high quality service that defines your business as remarkable? It is this defining force that will bring your clients back and increase your referrals.

Our creativity in defining that remarkable quality is boundless and can be enhanced by our choices and circumstances. I have had many clients rave about service settings—whether it was the interior design, natural environment in the woods, quiet ambience or the small special touches of flowers and plants—something stood out for them in the bodywork they have received.

Our best clients are our best business assets. Nurturing them keeps our business prospering and encourages them to refer you to their friends. Keeping the client invested means showing them special care and attention. Send them thank you notes, birthday cards, sympathy cards, candy or a coffee gift certificate. Even when I get a generic birthday card from my insurance company I feel good.

I give my regular clients a discount coupon on package sessions at Christmas and thank them for choosing me as their reflexologist. Adding an occasional free extra service (foot soak or paraffin dip) can be a perk for being a faithful customer. This gets them back in the door if they have been unusually busy or distracted. Teach them that your service increases the quality of their life and is valuable to their physical and mental functioning. They will start sharing reflexology’s gifts with others.

Ask your clients for testimonials, referrals and places you can give presentations for outreach. These clients are already sold on you and can be great salespeople who want you to succeed and others to receive the benefits of reflexology.

When using a seated chair at a fair or doing a presentation, use a sign up sheet with phone number, address and email listed. You can even include a column saying, “I want to set up a session, please call me”. Follow up as soon as possible with these potential clients while they are “warm” to the idea of reflexology. Making a connection can result in a new customer.

You have a great service; sell it!
Upcoming Reflexology Classes and Workshops

Seattle Reflexology & Massage Center

On-going reflexology certification and continuing education classes. Call or visit the website for full details.

Lisa Hensell 206-284-8389 lhensell@netzero.net  www.seattle-reflexology.com

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<td>Intro to Anatomy &amp; Physiology, Part 1 with Lisa Hensell</td>
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<td>ARCB Review Session with Lisa Dowling</td>
<td>August 14, 6:00-9:00 pm</td>
<td>$45</td>
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<tr>
<td>Introduction to Reflexology with Amy Goetz</td>
<td>August 25-26, 9:00-5:00</td>
<td>$270</td>
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<tr>
<td>ARCB Test (location to be announced by ARCB)</td>
<td>September 8, 9:00-6:00</td>
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<tr>
<td>Intro to Anatomy &amp; Physiology, Part 2 with Lisa Hensell</td>
<td>September 8-9, 9:00-5:00</td>
<td>$280</td>
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<tr>
<td>Improving Your Health thru Reflexology with Amy Goetz</td>
<td>September 15, 1:00 to 4:00</td>
<td>$45/75</td>
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<tr>
<td>Foot Spa Techniques for Reflexologist with Joy Hause</td>
<td>September 22-23, 9:00-5:00</td>
<td>$275</td>
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The International School of Reflexology & Meridian Therapy

On-going reflexology classes and certification. Call or visit the web site for full details.

Teri Hoskins 360-866-9634 ismtusa@comcast.net  www.reflexologyandmeridianusa.com

1015 West 4th Avenue, Suite G, Olympia WA 98502

Reflexology & Meridians for the LMP August 11 8 hours 9am to 5pm $175.00
This course is specially designed for the massage therapist. Learn what you can do through the feet to help alleviate hip, neck and back pain using reflexology and meridian therapy before starting the massage.

Assessing Meridian Energy Blockages with Inga Dougans September 7 See opposite page

Nurture Your Sole! With Foot Mobilization with Lize Copeland September 8-9 See opposite page

The Centering Space

On-going introductory and advanced reflexology classes. Call or visit the web site for full details.

See our ad in this issue.

Kathy Boulanger 425-888-1443 msreflex@yahoo.com  www.thecenteringspace.com

2007 ARCB Test Dates

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<tr>
<td>July 14</td>
<td>Denver, CO</td>
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<td>July 28</td>
<td>Columbus, OH</td>
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<td>Aug 11</td>
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<td>Aug 26</td>
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<td>Sept 8</td>
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<td>Oct 6</td>
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<td>Nov 3</td>
<td>Phoenix, AZ</td>
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“It’s not what is poured into a student that counts, but what is planted.”
—Linda Conway
The International School of Reflexology & Meridian Therapy in Olympia
Presents Two Exciting Seminars:

Assessing Meridian Energy Blockages
By learning how to read symptoms & signs in your hands, face & feet
Taught by Inge Dougans
of South Africa
International Speaker, Author and Founder of The Intl Academy of Reflexology & Meridian Therapy
September 7, 2007 9am to 4pm
$225.00

* Learn what corns & calluses say about your health
* Understand energy congestion by lines in your face
* Learn what hangnails tell bout your energy levels
* Understand meridian blockages
* Learn what emotions promote certain illness’s
* Understand what meridians become congested during puberty
* Learn the meridians responsible for menopause
* Understand the energy congestion responsible for weight gain
* Learn what energy blockages cause fertility problems
* Understand how to see imbalances in your body before an illness or disease manifests itself

Register for both: $500.00

To register and for more Information contact
Teri Hoskins at
(360) 866-9634 or isrmtusa@comcast.net
www.reflexologyandmeridianusa.com

Nurture Your Sole!
With Foot Mobilization:
Releasing Blocked Energy Allows For Toxins To Release and Improve your Health!
Presented by Lize Copeland
of South Africa
September 8 & 9, 2007 9am to 4pm
$325.00

With foot mobilization, you can unblock energy and expedite your body’s self healing process. The feet have 150 different ways of moving. Different bones rotate around each other. These actions are severely restricted by modern shoes which do not allow for the natural movement of your feet. Learn this unique technique and use it to improve the results you get with reflexology or use it as a treatment by itself, it’s that powerful! This is the first time Lize has traveled to the States to offer this seminar to the USA students. Training will cover:

* History of Foot Mobilization
* Faulty Foot Mechanics
* History of Footwear
* Modern Shoes
* Anatomy of the Foot
* Conditions of the Feet
* Foot Mobilization Techniques
  * Warming up the feet
  * Step - by - Step Sequence
  * Warm down
  * Exercise to strengthen the feet

To register and for more Information contact
Teri Hoskins at
(360) 866-9634 or isrmtusa@comcast.net
www.reflexologyandmeridianusa.com

NE Seattle Massage Clinic
Room For Rent
Homey, attractive medium size clinic room for rent. Fully equipped, peaceful, quiet healing space to share with two other bodyworkers 1-2 days/week at $100/day. Unique professional building shared by other health professionals, potential teaching space, kitchen facilities, private entrance, shared waiting room. Seeking mature, established bodyworker. One year lease required. Available in June.

Contact Kris (mornings) at 206-370-2600

Keep to the Code
(of Ethics)
Number Five
[I shall] not diagnose, prescribe, or treat for any specific problem or condition unless specifically trained and permitted by law.
Presenting Two Workshops by Lynne Booth, BA(Hons), BRCP, IIR, ART(Regd)Hons, MAR.

In Vancouver, British Columbia

Workshops run by Lynne Booth, the originator of Vertical Reflex Therapy (VRT); www.boothvrt.com

Pacific Institute of Reflexology, 535 West 10th Avenue, Vancouver, B.C. V5Z 1K9
Tel: (604) 875-8818; Fax: (604) 875-8868, email: chrisshirley@pacificreflexology.com

VRT Basic & Advanced Two-Day Workshop
“The Booth Method”
Friday & Saturday September 7 & 8, 2007
$350 CND + GST
This Basic VRT Workshop, for qualified reflexologists, will cover the background to the discovery and development of Vertical Reflex Therapy and Synergistic Reflexology (where hand and foot reflexes are worked simultaneously).

VRT Hand and Nail-Working Workshop
“The Booth Method”
Sunday September 9, 2007
$150 CND + GST
This is an advanced workshop for reflexologists who have previously attended a Foot VRT course and will cover new work on the reflexes of the weight-bearing and passive hands, including the finger nails.

Announcing a Scholar Warrior Week-long Odyssey of Chinese Medicine and Foot Reflexology in the Capital City of Beijing Sept. 9-16, 2007

You will receive three (3) certifications in Chinese Foot Reflexology, Chinese Medicine (Gynecology, Pain Management), and Tai Qi Quan Short Form, as well as visit important cultural sites such as the Great Wall, the Forbidden City, and the Summer Palace.

We will dine with the Vice Chairman of the China Reflexology Association and the son of the First Health Care Minister of China responsible for the Comprehensive Medical Model which exists in China today.

Cost of the training trip including air travel from Seattle, accommodation, certifications, breakfasts, executive luncheons, reflexology treatments, and calligraphy course is $4,500.

For further details please contact
Elizabeth Marazita at elizabethmarazita@pathsofhealth.com
Trip is limited to 20 individuals.

Two Day Hands-On Father Josef Reflexology Workshop

After two-year long brake FJM Reflexology is offering a two-day FJM Continuing Education Course for Reflexologists

In Stamford, CT
August 4 & 5, 2007 Sat & Sun
9 m to 5 pm
New students $370; Repeat students $270
Approved by ARCB for 12 CEUs

For more information please contact Irina Breslav:
fjmreflexology@optonline.net or 203-968-6824

The International Council of Reflexologists 2007 Conference will be held in Cairns, Australia September 14-16, 2007

Three full days of presentations and workshops and three optional tours to explore Cairns.
ICR members and Reflexology World subscribers will receive a brochure in the mail.
More information is available at the ICR website:
www.icr-reflexology.org
Workshop Review: Round About: The Spine- Back Pain and Sciatica

Taught by Dorthe Krogsgaard and Peter Lund Frandsen (www.touchpoint.dk/UK_index.htm) and hosted by SRMC on May 12-13, 2007.

Well first of all I have to say I’m so glad I was there! Back pain and sciatica are common reasons people show up for reflexology in my practice, so I was really looking forward to learning something I didn’t know and this class was full of information I’d never worked with before.

The two Dutch teachers spend a lot of their time teaching around the world. They’ve combined their decades of experience as reflexologists with the varied trainings they’ve undertaken and their continued research and study to come up with this great approach.

In addition to gaining brand new techniques, we were taught assessment exercises to determine the type of pain (joint or muscular) and where it was occurring (for this we looked most closely at the psoas and the piriform muscles). We were also shown stretches and postural correction tips to pass along to clients. Empowering the client is a huge part of my approach and that part was exciting to me.

Another major focus was on Karl-Axel Lind’s method for nerve reflexology for the spine. It’s a bit tricky to learn this technique because it’s so different but I’m sure after a bit of practice it will be very effective.

The Sacro-illiac joint and reflex was addressed along with Sciatica, which has ties to nerve roots and piriform and psoas tension. A specific reflex point was given to work with this problem, as well as a fast and effective technique to tell the possible difference between sciatica and a slipped disc problem; very handy.

I’ve done reflexology for four years and taken over 300 hours of training in reflexology and another 500 in other healing art forms. This is definitely up there with the best of them and I’m looking forward to seeing them come back for future trainings. Currently Dorthe and Peter offer 11 different workshops in their “Round About” series, including Round About Stress and Round About the Neck and Shoulder. SRMC has invited them back next year to teach one of these. The only suggestion I’d make is “Don’t walk, run!” to sign up the next time they are here for a class. This was only the third time they’ve taught in the US. There were 30 people in the class and another 10 on the waiting list!

Kerry Hager CR, RM, Yakima Reiki & Reflexology
We’ll see you all at the
10th Anniversary Celebration and Conference
Walking the Path
On September 28, 29 & 30, 2007!
* Details inside*

Is This Your Last Issue? Stay connected to WRA!
Membership year ends May 31st. If you have forgotten, send in your renewal today!
Don’t miss out on member benefits! 2007 is a Year of Celebration!