

SoleInspiration



WASHINGTON REFLEXOLOGY ASSOCIATION

VOLUME 17, ISSUE 4 • FALL 2014



President's Message

Typically, the transition from summer to fall is a tough one for me. I'm never ready for the summer days to fade. This year, however, that first heavy rainfall the day after Labor Day felt welcome. I'm ready for the inward focus that autumn invites as we head towards winter. The WRA Board has been adopting this inward focus over the past few months, to keep our organization vital and relevant for years to come.



First and foremost, I hope you enjoy the new look of our newsletter! I am so excited to present a color version with live links (for email recipients). The content of the newsletter has always been informative and interesting. Now the design has progressed to the next level. Thank you to Miguel Khoury, husband of longtime member Diana Khoury, for donating his design services to create the beautiful new template. And thank you to Diana for being our newsletter editor for the past 5 years. She continues to push every issue to be the better than the last.

Christine Freeland, keeper of our financial world, has created a new ebook course, "Get Found! Search Engine Optimization for Reflexology Websites" now available on our website. The course is approved for 5 ARCB CE credits, so at \$50 for WRA members, that comes out to only \$10 per course hour. Such a bargain for continuing education AND you'll boost your business by making your website more visible to the public. You can find the course online at www.washingtonreflexology.org/online-courses.

Anne Meiers, WRA Membership Secretary, has been processing all of your membership renewals. Thank you for renewing and WELCOME to our new association members. Please read more about the recent change in membership rates on page 10. Our VP Colette Chase has been busy with her regional Tri-Cities group (see page 9) and would love to share her advice on how to start a group in your area. Having other reflexologists to connect with is important and beneficial in so many ways.

Another way to connect with fellow WRA reflexologists is to become involved as a Board member or Committee member. There are 3 Board positions up for election this year: President, Administrative Secretary, and Treasurer. The nomination period starts now! See page 2 and the enclosed nomination form for additional information. We also need a new Chairperson for the PR & Events Committee, see page 6 for details. I would be happy to answer any questions you have about the open positions. Wishing you all a wonderful Fall!

With love and gratitude,

Laura

Laura Greenamyre, NBCR
WRA President
laura@solesourcereflexology.com

IN THIS ISSUE

Upcoming Events.....	2
Reflexology Scope of Practice	3
Fall Business Planning Tips/ Improve Your SEO	4
Searching for Reflexology in Wales	5
WRW/ PR & Events Committee/ ICR Conference 2015	6
The Immune System and Chronic Sinusitis	7
Self-Help Remedies for Sinusitis/ Business Tools/ Thank You	8
Networking Locally	9
Treasurer's Report/ New Membership Rates.....	10
Foot Care, Diabetes and Reflexology	11
The Power of Gratitude.....	12
National Reflexology Certification/ Reflexology Education	13
Kathy Schmidt Tuition Assistance Fund.....	15



WRA BOARD OF DIRECTORS

Laura Greenamyer, NBCR
President

laura@solesourcereflexology.com

Colette Chase, NBCR
Vice President

wishinguwellreflexology@gmail.com

Tina Bystrom, NBCR

Interim Administrative Secretary
tina@reflexologymw.com

Christine Freeland, NBCR

Treasurer
christine@littlebirdreflexology.com

Anne Meiers, NBCR

Membership Secretary
edmondsreflexologist@gmail.com

EDITOR

Diana Khoury, NBCR

diana@banyanstudio.net

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

(425) 818-4785

info@washingtonreflexology.org
www.washingtonreflexology.org

P.O. Box 82857
Kenmore, WA 98028

Upcoming Events

MEMBER MEETING
Monday, October 13
7:00pm

Conference Call. Meeting instructions will be sent to members via email.

BOARD & MEMBER MEETING
Sunday, November 9
10:00am - 2:00pm

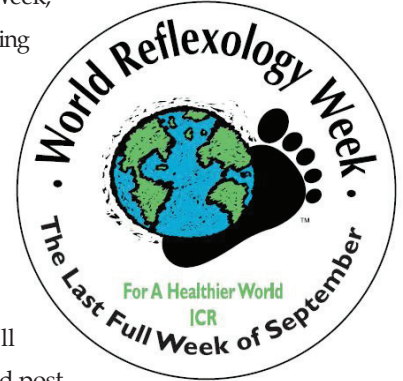
10:00am - Board Meeting
(Members welcome)
12:30pm - Member Meeting
@ Edmonds (location TBA)

The Washington Reflexology Association (WRA) is an independent non-profit organization. WRA is not associated with any school or institute, and does not endorse or recommend any reflexology school, curriculum or instructor. The opinions expressed in this newsletter do not necessarily reflect the opinions of the WRA, the newsletter editor or the Board of Directors and are for information purposes only. We welcome your comments, ideas and the submission of original articles and photographs, each of which will be considered for publication.

Newsletter submission deadlines are the 1st day of March, June, September and December. Please send submissions to Editor.

WORLD REFLEXOLOGY WEEK
September 22-28, 2014

For this year's World Reflexology Week, Kay Morris-Johnson will be representing us at the Kent Senior Center for Senior Wellness Day on September 25th. Let us know if you are planning a WRW event in your community!



Send us your event details and we'll email them out to our members and post them on our Facebook page and the Events page of our website. This is your opportunity as a professional reflexologist to educate the public about reflexology, its benefits, and to advise them on the ever-increasing importance of finding a qualified and certified reflexology practitioner. Join us September 22-28 to celebrate WRW! More details on page 6.

IT'S NOMINATION TIME!

Our annual Board election is upon us and now is the time to submit officer nominations for the 2015-2017 term.

The three positions open for nomination and election this year are:

- **President**
- **Administrative Secretary**
- **Treasurer**

All WRA officer positions require a working knowledge of computers, regular email communication, and a commitment to attend quarterly Board Meetings (in person or via conference call). We encourage nominations from across the State.

If you know of a WRA Professional Member with the talent, professional skills, and willingness to be an integral part of our organization please let us know by submitting your nomination. Self-nominations are welcome and encouraged.

Please fill out the form enclosed in this newsletter or email your nominations by October 31 to laura@solesourcereflexology.com.

Reflexology Scope of Practice

ORIGINALLY WRITTEN BY JULIE McGEHE, NBCR

IN FALL 2005/WINTER 2006 *SOLE INSPIRATION*

UPDATED BY LIZ PYLE, NBCR

As reflexologists, we have the responsibility to educate the public on the benefits of reflexology while working within our legal scope of practice. Washington State's new reflexology law, RCW 18.108.010 (9), states that "'Reflexology' means a health care service that is limited to applying alternating pressure with thumb and finger techniques to reflexive areas of the lower one-third of the extremities, feet, hands, and outer ears based on reflex maps. Reflexology does not include the diagnosis of or treatment for specific diseases, or joint manipulations."

RCW 18.108.030 (2)(a)(b)(c) adds, "No person may practice reflexology or represent himself or herself as a reflexologist by use of any title without first being certified as a reflexologist or licensed as a massage practitioner by the Department [of Health]." A reflexologist's name and certification number must conspicuously appear on all of the reflexologist's advertisements.

After July 1, 2013, anyone practicing reflexology without Washington State certification (and who is not an LMP) is violating the law. Using a term other than "reflexology" does not absolve a person from the certification requirement. Here's a review of the basics of the reflexology scope of practice in Washington.

Where Can I Legally Touch?

Feet: the foot + the lower 1/3 of tibia & fibula

Hands: the hand + the lower 1/3 of the radius & ulna

Ears: outer ear only

What Can I Legally Say?

Client Session or

Client Appointment

Relaxation Technique

Reflexology Technique

Reflexology Table or

Reflexology Chair

"Reflexology helps support the healing process..."

"Clients find it beneficial when they drink water after a session"



What Can I Not Legally Say/Do?

Reflexologists who are not currently LMPs *may not* use the following terms or techniques in their practice or advertising:

Patient

Massage

Foot Rub

Therapy or Therapeutic

Treatment

Masseuse/ Masseur

Myotherapist/ Myotherapy

Touch Therapist/ Therapy


Body Therapist/ Therapy

Diagnose or Prescribe

"Reflexology heals..."

"You need to drink water"

"You should take xx supplement"

As a trained professional reflexologist, you can "teach" clients many things by educating them about their bodies and general good health practices. In this spirit, you can ask permission to touch other body parts while "teaching" them. You may also share with them interesting health articles and information on what solutions other clients have reported as successful. It is important that each of us stays within scope in order to protect the integrity and credibility of the reflexology profession. Still have questions? Email us at info@washingtonreflexology.org 

Fall Business Planning Tips

BY AMY GOETZ, NBCR & DIANA KHOURY, NBCR



September has arrived and the kids are heading back to school. Instead of wondering where the time has gone, now is the time to look forward and start planning. Here are some business tips to keep your practice humming through the end of the year and beyond.

Anticipate the Change in Seasons

For the next 3 months, the hours of daylight will be increasingly shorter. Consider how this will affect your schedule and how you will choose to book your clients. You might take fewer clients in the evening so you don't have to drive home in the dark. Or you might work more Saturdays or holidays since many clients will have those days off. Or you may choose to work less, to accommodate other personal or family activities.

However you manage your office hours, be realistic about your energy level and the other commitments that require your attention. In addition to working on clients, schedule a little time every week to work on your business and marketing activities. And don't forget to make time for self-care, to keep yourself healthy and replenish your energy so you'll have more to give back to your clients.

Plan Your Events Calendar

Next, decide which holidays you want to focus on in the coming months: Fall Equinox, Halloween, Veteran's Day, Thanksgiving, Winter Solstice, Christmas, Hanukkah, New Year's, etc.

Assign a specific promotion around each holiday you choose. Some ideas (use these or create your own):

- Get your feet ready to cruise with the kiddos on Halloween
- Purchase a reflexology session for your favorite Veteran
- Tune up and rebalance with the change in seasons
- Let go of stress so you can enjoy the holidays
- Relieve those tired shopper's feet
- Rest, digest and detox after holiday partying
- Make self-care with reflexology a New Year's resolution



Take each of the holidays you choose and break your promotion down into parts or tasks. Think through the steps of each marketing activity. Will you send out an email or newsletter to clients, post on social media and your blog, or send out a postcard or flyer (be sure to include your Reflexology Certification # and contact info in all of your marketing communications)? You may also participate in seasonal events in your community or run a special online through Amazon Local or Groupon.

Whatever your plan entails, start your tasks at least a month ahead of the holiday you're targeting. This will allow adequate time for writing, editing, designing, printing, mailing, posting, client communication, and appointment scheduling.

Sell Gift Certificates

Remember, the end of the year is the ideal time to sell gift certificates. These can be sold in person, via mail, or online through your website.

After each reflexology session, ask your clients if they'd like to purchase gift certificates for friends or family for the holidays. Or, if they'd like to receive a gift certificate from someone (such as a spouse), ask for that person's contact number or email and follow up within a week or two. Reflexology gift certificates are ideal for stressed-out holiday shoppers, for the person who has everything, or for those who like to share experiences instead of stuff. They are a perfect solution for the non-shopper who needs a simple gift idea that the recipient will love.

As you plan out the remaining months of your business year, there's something else you can do for FREE to ensure a steady stream of regular clients. At the end of each reflexology session, *ask your clients to re-book*. Get them on your schedule when they're really feeling the benefits of reflexology. This is the best way to ensure that your clients will continue taking care of themselves, which will allow you to continue taking care of yourself and your business. 🌱

Improve Your SEO

If you'd like to attract more visitors to your website or to increase the number of new clients coming to see you, check out the e-course "**Get Found! Search Engine Optimization for Reflexology Websites,**" now available on the WRA Website.

Search engines like Google, Yahoo and Bing are the modern Yellow Pages, but you have to know how to interact with these companies so they will promote your site above others. This e-course uses easy-to-follow explanations and tasks for fourteen simple ways to improve the online find-ability of your business. Lessons are easy to understand and apply.

\$50 for WRA Members, \$75 for Non-Members – 5 ARCB CEUs

Visit www.washingtonreflexology.org/online-courses for more info.