



# Maine Council of Reflexologists

Established 1991



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P. O. Box 5583  
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**NEXT MEETING**  
**January 26, 2019**  
(snow date Feb 2)  
Saturday 9am - 4pm

The Maine Council of Reflexologists (MCR) Newsletter is published three times yearly following the Spring, Fall, and Winter general membership meetings. Its purpose is to provide members with news, opinion, and information pertaining to their organization and profession. Material herein is educational in nature and not intended as a substitute for medical advice or guide for treatment. Further, the views of the authors are not necessarily the views of the editor or of the MCR Board of Directors. The editor reserves the right to edit and/or refuse to print any material submitted.

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**Newsletter Editor** Claire Guy  
[solewisereflexology@gmail.com](mailto:solewisereflexology@gmail.com)



## Letter from our President

Dear fellow Reflexologists,

This is my last letter to you. During our January 2019 meeting we will vote for my replacement. It has been an honor to serve as your President for a total of 9 years.

I am grateful that so many of you have stepped up and accepted leadership positions in our organization and it is my sincere hope that many more of you will be able to set aside the required time and enthusiasm to help when and where help is needed. Kudos to you who took on positions even though you were recent graduates from a reflexology school. I applaud your courage and your dedication to MCR. May you be an inspiration to others so that our MCR can stay healthy, strong and vibrant!

I look forward to meeting up with you at the Hall of Flags where we plan to give our representatives a taste of reflexology right there at the State House in Augusta. I discussed our plan with a politician from my area who thinks that our plan is a great idea.

Till then I remain sole-fully yours,  
Aloisia Pollock  
President, MCR



A leader to remember! Aloisia and Lynn tail-gate lunch in Ellsworth

## **MCR Officers** (2year/2terms)

### **President**

Aloisia Pollock, Jefferson  
207-549-3077

### **Vice President**

Karen Boynton, Washington  
207-691-5452

### **Recording Secretary**

Sylvie Letellier, Saco  
207-284-4778

### **Treasurer**

Loretta Baker, Farmingdale  
207-622-5580

### **Correspondence Secretary**

Nancy Butler-Smith, Augusta  
207-592-4573

### **RAA Delegates**

Kate Winant, East Waterboro  
207-229-7276

Karen Tibbetts, Oxford  
207-890-1633

## **Standing Committees**

Names listed are chair positions only.

**Membership:** Susan Buzzell

### **Education**

**Continuing Ed subcommittee:** Kate Winant

**Library subcommittee -** Cindy Labbee

**Bylaws -** Alison Gingras

**Legislative -** Wendy Decker

**Standards/Ethics -** Karen Tibbetts

### **Public Relations**

**Newsletter subcommittee:** Claire Guy

**Website subcommittee:** Melissa Caswell

**Brochure subcommittee:** Karen Boynton

### **Ad Hoc Committees**

**Historical:** Karen Boynton

### **Outreach**

**Common Ground Fair sub:** Karen Tibbetts

**Reflex & Cancer sub:** Lynn-Marie Danforth

Mail coordinator:

Bank statement Monitor: Karen Boynton



## **WE NEED YOU**

Committees can always use more volunteers. Check the list of committees and sign on as a volunteer. Many hands make light work; and it is always a rewarding experience. For more information contact anyone on the committee you would like to join - the list of committees and their chairperson is listed here. You may contact anyone on the Board.

### **From the Welcoming Committee**

While MCR is the tie that binds us together as a group, we all have lives outside the world of reflexology.

When a fellow member experiences a health issue or loss of a family member, the Welcoming Committee would like to express the caring concern of MCR.

If you would like to have a card sent to another member, on behalf of MCR, please forward the request to: Chrissy Ravelli-Studer and the committee will see that an appropriate card is sent. Thank you ~ Chrissy, Cindy

## **R E F L E X O L O G Y**

Definition of reflexology as determined by RAA (Reflexology Association of America), ARCB (American Reflexology Certification Board) & NCRE (National Council of Reflexology Educators) in 2016.

Reflexology is a protocol of manual techniques, such as thumb and finger-walking, hook and backup and rotating-on-a-point, applied to specific reflex areas predominantly on the feet and hands. These techniques stimulate the complex neural pathways linking body systems, supporting the body's efforts to function optimally.

The effectiveness of reflexology is recognized worldwide by various national health institutions and the public at large as a distinct complementary practice within the holistic health field.



# Calendar of Events

## MCR Winter Meeting

**January 26, 2019** / snow date February 2, 2019  
Augusta - directions below

## MCR Spring Meeting

**May 18, 2019**  
Augusta - directions below

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## Solewise School of Reflexology

### CERTIFICATION CLASSES

1 Lincoln Ave Gardiner ME

Fridays beginning Friday Jan 11, 2019

Weekends beginning Saturday Apr 27, 2019

### WORKSHOPS

A&P of Hands & Arms 7 CEUs

Sat. 2/9/19 9 to 4:30

Integrating Energy Work into Your Reflexology Sessions 7 CEUs

Sat 3/9/19 9 to 4:30

Marketing Your Services Business 12 CEUs

2/25, 3/4, 3/11/19 5 to 9

A&P of Feet & Legs 7 CEUs

Sat 6/8/19 9 to 4:30

FMI: Claire Guy 207-441-5670

solewisereflexology@gmail.com

**Sept 2019** ICR conference in Anchorage, Alaska  
<https://icr-reflexology.org>



## Tea and Feet

Teas & Feet are important to our organization as a great way for members to get to know each other better, to help one another, and to form bonds and friendships.

Please consider hosting or attending one. Let us know if you are going to host a session and we can post it on our web-site and in our newsletter. When attending, please RSVP so the host knows who is coming.

**Fri, Feb 1, 1-3:30pm** Hosted by SoleWise Reflexology - Claire Guy at 1 Lincoln Ave, Gardiner, ME. Please call to reserve your spot 207-441-5670.

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## Share your upcoming events

When you have events to share with MCR members, send information to our **corresponding secretary** at [info@mcronline.org](mailto:info@mcronline.org)

She will share with everyone who has an email listed with us. It will also be posted on the MCR facebook group. If you are not listed on the MCR facebook group, look up **Maine Council of Reflexologists group**.

### Massage Magazine Insurance

**Plus** offers MCR a \$20 discount on their insurance. Go online [MassageMagIns/MCR](http://MassageMagIns/MCR) or call them at 800-222-1110 (make sure to mention the MCR discount).

### Driving directions to MCR's 5/19/18 meeting Augusta

MaineGeneral Medical Center, Alford Center for Health,  
35 Medical Center Parkway, Augusta, ME 04330

For travelers heading south on I-95

Take **Exit 113** and proceed through the roundabout onto West 3 Belgrade. The hospital entrance is on the right after you exit the roundabout at the traffic signals.

For travelers heading north on I-95

Take **Exit 113** and proceed into and around the first roundabout. Cross over the intersection and proceed through the second roundabout onto West 3 Belgrade. The hospital entrance is on the right after you exit the roundabout at the traffic signals.

From the Belfast area

Travel on **Route 3 West**. Proceed through the first rounda-

bout, cross over the intersection and proceed through the second roundabout onto West 3 Belgrade. The hospital entrance is on the right after you exit the roundabout at the traffic signals.

From **Route 27 Southeast** (from Farmington)

Travel Southeast on Route 27 to the new signals at Old Belgrade Road and Route 27. Take a left at the signals and proceed on Old Belgrade Road approximately 0.90 miles to the next set of traffic signals. Turn left into the hospital entrance.

From **Route 27 West** (from Augusta)

Travel on Route 27 Northeast to the intersection of Bog Road and Route 27. Take a right on Bog Road, then go right at the intersection of Bog Road and Old Belgrade Road. Proceed on Old Belgrade Road to the traffic signal. Turn left into the hospital entrance.

**From main entrance, turn right.**



Dear MCR Members and Friends,  
 It is with heavy heart that we share the news that our dear member Ellen Hunter passed away in September. Her obituary is reprinted below.

## Obituary for Ellen Hunter

Ellen P. Hunter, age 70, went to be with our Lord on September 23, 2018 at her home in Bristol, Maine. Wife, Mother, Grammy, Sister, Family Member and Friend, she will be wholeheartedly missed by the lives she touched.

Born on March 6, 1948 to Russ and Ruth Prentice in New London, CT, she was a vivacious child who lived life to its fullest with her brother and sister. As an adult, she received her Bachelor's Degree from Hamline University in St Paul, MN where she met the love of her life, Ron. Their 48 year journey together included the birth of two children; a son, Matthew and his wife Jessica of Wells, and a daughter, Jessica of Waldoboro; three grandchildren, Olivia, Taylor and Maddox; running various road races and marathons, living room dancing, hunting trips, fishing, family reunions, rounds of golf, and serving the Lord.

Professionally, Ellen always gave to her community, working as Director of the Waldo County Child Development Services in Belfast, Maine, many church committees, and most recently as Treasurer of their local church. She loved all that she met, had a special touch, and gave with the utmost of compassion, generosity, and kindness. She truly encaptured the following, "Successful is the person who has lived well, laughed often and loved much, who has gained the respect of children, who leaves the world better than they found it, who has never lacked appreciation for the Earth's beauty, who never fails to look for the best in others or give the best of themselves."

To know Ellen was to know her smile, her love of family, friends, community, and her unflinching faith in God. The family asks that you spend time with loved ones, appreciate the beauty of what the Lord has created around us, and give thanks for His abounding blessings every day. Life is such a gift and an experience to be enjoyed; Ellen knew this and lived her life as such.

Condolences and messages for her family may be expressed by visiting: [StrongHancock.com](http://StrongHancock.com)

Ellen was a quiet soul, always pleasant and smiling. At MCR meetings, workshops that I offered, and when I taught a reflexology certification course, she often came to our last class day to meet graduating students and share in a trade with them. Her quiet presence was her great strength and an inspiration for us all. I will greatly miss her.

Best, Connie Hubley

*Ellen - front and center at the January 2017 MCR meeting*



## Tri for a Cure

Lynn Marie Danforth

Each year, over 1300 women gather in South Portland to swim, bike and run in the Maine Cancer Foundation "Tri for a Cure" - the only all women's triathlon in Maine. Tri for a Cure has raised more than 14 million dollars for the Maine Cancer Foundation. All money is reinvested into Maine communities for cancer prevention, early detection and access to care.

The Tri for a Cure caught my attention 9 years ago. I had a publicist at the time who said "Lynn, what are you doing at a boat show in Rockland Maine when the biggest event of the year is happening in your front yard?" I was at the boat show in Rockland educating the public on reflexology. I had never heard of Tri for a Cure.

The next summer, I walked myself down to the end of the beach and set up early in the event massage tent. When I came back the tent was full of massage therapists and I was in the back corner. Not great exposure for reflexology. I saw that MCR had an important role to play at Tri for a Cure. I asked them to get involved. Hooray!

The loss of my father and other relatives to cancer was weighing heavily on me. Then I lost two of my best friends to breast cancer. It was time to give back and let go of all the sorrow. Helping cancer patients and survivors was a great fit.



*Board member Sylvie Letellier sharing the gift of reflexology with a 'Tri for a Cure' participant. Vice President Karen Boynton is working on a guest in the background.*

I expected the energy at the Tri for a Cure to be very palpable and my first feeling was exactly that - to feel the power of 1000+ women participating in honor of a loved one; or because they themselves are survivors of cancer.

On the day of the race all the spectators have one thing in common; they all have someone in that race they love. The energy peaks in what I call a "Love Fest!" Fathers, mothers, sisters, brothers, daughters and sons, nieces and nephews, all celebrating their pride of their loved one. This is not a somber time.

I came to love that energy, seeing some of the same faces year after year. That much love in

one place is a delightful feeling.

My fellow reflexologists who have supported the Tri for a Cure over the past 9 years have been amazing. With their help we have established a great reputation for MCR. The Director of the Tri and participants have told me year after year, "We couldn't do it without you." We have successfully spread the message of our passion and our work to so many.

Be proud!

A very special thank you to my fellow reflexologists for giving your time for this special event. Thank you for being who you are.

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## Maine State News-Fall Edition 2018-RAA Magazine - Kate Winant

Mainers weather many storms from hurricanes, nor'easters and blizzards to a Lyme disease or cancer diagnosis. The stoic essence of our rugged lifestyle is the commitment to each other to pull through. The Maine Council of Reflexologists have a long history of supporting the well-being of our communities as part of our mission. We recently conducted a survey asking for the members' volunteer hours and the response was overwhelming. Reflexologists are giving back to veterans, cancer outreach centers, hospice homes, Lyme disease support groups. They are giving lectures on pain management, hand

reflexology for self-care and care-giver support. In total over 50 hours a month are being provided throughout the state from our dynamic group!

One of our founding members and current president, Aloisia Pollock, stated this outreach in a simple yet profoundly poetic way: "Reflexology, time and listening are the best healing supports. When I know of anyone in my community who has a health crisis or lost a loved one, I reach out with reflexology and bear witness to their experience. Having been lovingly touched and listened to reduces their pain and stress."

# World Reflexology Week

## COMMON GROUND FAIR

September 21, 22, 23, 2018

Sylvie Letellier

Each year the fair is our greatest outreach event to bring reflexology awareness to the public. Thank you to everyone who volunteered their time helping to make this a huge success. I attended on Saturday and although on the cool side, it was sunny and overall a beautiful fall day. Fair goers from all regions of the state and many other states lined up and got to experience our wonderful work. There was never a lull as, one after another, they filled our chairs and received either foot or hand reflexology; some may have received ear reflexology as well. It's always a pleasure for me to meet people and, through this work,

help them to relax and to feel better. It was also a pleasure working side by side with the amazing reflexologists who volunteered. Thank you to Chrissy Ravelli-Studer who has coordinated this event for many years and is now retiring. Karen Tibbetts is taking over for her and was there "learning the ropes." Thank you to Karen Boynton who is also retiring. Karen also volunteered much of her time for many years to this event helping Chrissy and storing all of MCR's equipment. Cindy Labbe will be taking over for her next year. Thank you to both Karen Tibbetts and Cindy for taking over this event and for all your time in support of reflexology and MCR. Please sign up with Karen Tibbetts, [linscott3@yajoo.com](mailto:linscott3@yajoo.com), to volunteer next year.



Sue Bushman, Karen Tibbetts, Sylvie Letellier, Katie Greenman



Nancy Butler-Smith at Work!

On Tuesday September 25th I went to local Radio Station to talk about Maine Council of Reflexology and World Reflexology Week. I provided a hands-on session for one of the morning show DJs. They filmed a clip to run live on The Mix107.9 Facebook page. I also gave a free session for one of the morning show contest winners. Nancy



Wendy Decker's display at the Patten Free library in Bath in honor of World Reflexology Week

## MCR Continuing Education class in May.

Everyone reviewing concepts of Gentle Touch™ Reflexology designed by Sue Ricks of the UK. Remember you can receive 2 CEUs by attending these free classes following our meetings.



*Susan Bushman & Wendy Decker (back) practicing the Gentle Touch™ technique.*



*Also during WRW: June Atherton and Chriss Hayden provided reflexology to the women of Turning the Tide ovarian cancer retreat.*



### Testimonial (for Sylvie Letellier)

**Sylvie is the best!! With my foot pain I have tried a neurologist, podiatrist, massage therapist, acupuncturist, cold laser therapy, chiropractor and also another reflexologist. Sylvie is the only specialist that has been able to alleviate my foot pain! Thank you Sylvie! ~Lisa**

# SPECIAL REQUEST FROM RAA

MCR is an Affiliate of Reflexology Association of America. This national organization supports its state associations and, we as affiliates, support the national association in its efforts to educate the public and to spread awareness of reflexology nationally. Below is a call to action for helping everyone's cause to place reflexology where it belongs - as part of somatic bodywork, not massage. Below is the full message from RAA:

A BIG shout out and thank you to Christine Issel for continuing to be such a wonderful advocate for the reflexology profession. Christine recently reached out to RAA, as well as other organizations encouraging support to have reflexology reclassified with CIP. The following information was shared by Christine and is a call to action!

CIP is part of the US Department of Education and is responsible for the Classification of Instructional Programs (CIP). They list reflexology as a technique of massage as explained below.

Under the Dept of Education here's the organization chart:

- US Dept of Education
- Institute of Education Sciences (IES)
- National Center for Education Statistics (NCES)
- Integrated Postsecondary Education Data System (IPEDS)
- Classification of Instructional Programs (CIP)

## Classification of Instructional Programs (CIP 2000)

### Detail for CIP Code 51.3501

**Title:** Massage Therapy/ Therapeutic Massage

**Definition:** A program that prepares individuals to provide relief and improved health and well-being to clients through the application of manual techniques for manipulating skin, muscles, and connective tissues. Includes instruction in Western (Swedish) massage; sports massage; myotherapy/trigger point massage; myofascial release; deep tissue massage; cranio-sacral therapy; reflexology; massage safety and emergency management; client counseling; practice management; applicable regulations; and professional standards and ethics.

### Detail for CIP Code 51.3503

**Title:** Somatic Bodywork.

**Definition:** A program that prepares individuals to promote physical and emotional balance and well-being through the application of skilled touch principles and techniques. Includes instruction in therapeutic massage and other hands-on touch methods, anatomy and physiology, structural/functional integration and various holistic health systems (Rolfing/Structural Integration, colon hydrotherapy, Breema, Hellerwork, lymphatic drainage, Rosen Method, hydrotherapy, and others), client counseling, practice management, and applicable regulations and professional standards.

## Action Requested by RAA

As a reflexologist, student, or supporter, we have the opportunity and responsibility to be proactive in allowing our voice(s) to be heard. This is a great opportunity for the reflexology profession to have a unified voice from numerous organizations, schools, and individuals in an effort to make a difference and having reflexology reclassified. With each email that is sent to CIP, we have a greater chance of being heard and persuading CIP to make the requested change. RAA would like to encourage you to email CIP and request reflexology be reclassified. Examples have been provided below. Please feel free to personalize the email and share with others who might be interested as well.

### Email Example 1

Please address your emails to: [CIP@ed.gov](mailto:CIP@ed.gov)

**Subject: Reflexology classification**

Reflexology is NOT massage nor a massage technique. As such it should not be listed under 51.3501, but rather 51.3503, Somatic Bodywork and Related Therapeutic Services.

The field of Reflexology has its own body of knowledge, scope of practice, history, terminology, technique, educational standards, national certification with a psychometrically valid exam since 1992, and research studies separate from massage. For more information about reflexology please refer to [www.arcb.net](http://www.arcb.net). Please





make this change and help clear up the confusion of reflexology being a technique within massage and notify me by return email when this misinformation has been corrected.

**Email sent by RAA to [CIP.ed.gov](mailto:CIP.ed.gov)**

On behalf of the board of the Reflexology Association of America, I wanted to bring to your attention that reflexology is NOT massage nor a massage technique. As such it should not be listed under 51.3501, and we are requesting that reflexology be reclassified to 51.3503, Somatic Bodywork and Related Therapeutic Services.

The field of Reflexology is a specialized profession and has its own body of knowledge, scope of practice, history, terminology, technique, educational standards, national

certification with a psychometrically valid exam since 1992, and research studies separate from massage. For more information about reflexology please refer to [www.arcb.net](http://www.arcb.net) and [www.reflexology-usa.org](http://www.reflexology-usa.org).

We respectfully request that reflexology be reclassified to 51.3503 to help clear up the confusion of reflexology being a technique within massage. would appreciate that you would notify me by return email when this misinformation has been corrected. Thank you for your attention to this matter.

Let your voice be heard!  
RAA Board

***Congratulations to our very own MCR member, Wendy Decker, elected to the RAA board. Wendy has been a very active member of MCR. I'm sure she will continue to serve our organization as she serves on the RAA Board.***



*Sally Kay's Reflexology Lymph Drainage, presented in Vermont this past October, drew a class full of eager participants. How many MCR members do you recognize? Maine was well represented. Don't miss her next round in the states.*



# Member-In-The-Spotlight

## Kate Winant

Newsletter Reporter, Donna Dyer

My professional quest to study reflexology began twenty years ago while I was the physical education instructor at the Monadnock Waldorf School in Keene, N.H. During this time, a German dance instructor and colleague of mine, Marie Christine, and I recognized that a considerable number of the 100 K-8<sup>th</sup> grade students at the school had repairable foot pathologies. She suggested we dedicate a semester to studying feet in the hopes of helping these students. Through a combination of parental guidance, remedial work, range of motion exercises and reflexology principles, we embraced the challenge. It was during this time, that Marie shared stories of being raised and schooled in Europe where the healthcare community accepted complimentary modalities. She gave me my first reflexology map, a wallet sized reference card that I still carry today. It is a gentle reminder of the profound turn I took in my professional and personal development.



becoming excited about delivering a mini-class called "Getting a Grip." Although it is my opinion that national testing is not for everyone, I felt I needed to experience the process to become a better teacher. My seventeen years with MCR have given me the

opportunity to travel meeting many loving and gifted reflexologists. MCR has challenged me to develop leadership skills. I have enjoyed bringing interactive subjects to the afternoon programs and bringing engaging presenters to our State. Recently, MCR selected me to be the delegate to RAA. I am continuing to grow in this profession and am developing my own case study research ideas. Although I am drawn to women's health issues, palliative care, brain injuries and conditions of the sympathetic nervous system, my passion continues to be understanding the role of feet in children of all ages.

Now, more than ever with the sedentary lifestyle of our culture, I want to encourage healthy habits through movement. Many of you may remember me as the 'Energizer Bunny' of the group. However, due to a TBI three years ago, my focus is at a slower pace. I still maintain a sense of humor and sense of wonder. If you have not experienced my invisible jump rope, let me know, and I will be sure to get you one! This simple movement can engage the heart and lung reflexes on the plantar surface of the feet. I call it CPR for the Sole.

I look forward to many more years with MCR learning and connecting with old and new members. I am available to walk softly in the woods with you or invite you over for tea to admire our two Australian Shepherds, meet my partner of fifteen years and sit by the fire.

*Kate Winant*



Here is an article written by the July 2018 Ellsworth Newspaper about our very own member and practiced auctioneer Mack MacDonald.

# out&about Sole man

Put your feet up and have a foot rub

**BY RACHEL TAYLOR**  
 Rowsing the carrots, snap peas, strawberries and other freshly harvested produce at the Ellsworth Farmers Market, which convenes several days a week (see hours be-

**See Map:  
 Page 42 -E6**

low) in front of 190 Main St., Donald. He'll be the tie-dye T-shirt fellow rubbing the

sole of a customer's foot. In a zero-gravity outdoor recliner, which makes you feel weightless by elevating feet to the same height as the heart, clients can lean back and relax while the

reflexologist works on their feet and hands. For six or seven years, MacDonald has tended to people's extremities at the Ellsworth Farmers Market. He likes the exposed setting because of the foot traffic and chance to pique the public's interest and inform them about reflexology.

"All I have to do is get them in the chair once, and they come back," the reflexologist related.

Reflexology revolves around the human body's thousands of nerve endings. These reflex points are said to correspond to specific organs. Practitioners use thumbs and fingers to apply pressure to these points and release tension and improve circulation.

MacDonald, whose Holden-based mobile practice is called Handprints Reflexology, also notes



HANDPRINTS REFLEXOLOGY

**Reflexologist Michael "Mac" MacDonald gives a hand rub to a customer. On certain fingers, the nerve endings are said to correspond to the brain, head and sinus.**

farmers markets are frequented by health-conscious folks and reflexology complements that lifestyle. In 1967 — the "Summer of Love" when the

alternative hippie culture came to a head — MacDonald discovered reflexology while attending a summer camp in southern Maine. The 15-year-old saw it as a good way to meet girls. He also recognized its value as a means to help others.

After suffering a shoulder injury as a glove cutter in 1999, MacDonald decided to seriously pursue that interest at Treat Your Feet School of Reflexology in Augusta. Family and friends loaned him enough funds to cover the tuition and he repaid them in foot rubs following his 2000 graduation.

Before each session, he has patients fill out a form alerting him in advance to any medical problems or injuries they are dealing with.

At the farmers market the first and third Saturdays of each month from 9:30 a.m. to 12:30 p.m., MacDonald offers 10-minute introductory sessions

and Penobscot counties. It's not about the money, though.

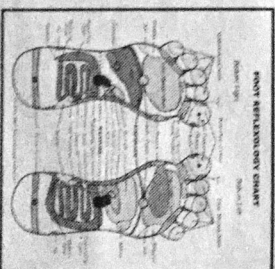
"It's about camaraderie and connecting with people," the practitioner said. Appointments can be made by calling or texting him at (207) 684-4294 or via Handprints Reflexology's Facebook page.



OUT & ABOUT PHOTO BY RACHEL TAYLOR

**At the Ellsworth Farmers Market on Saturdays, reflexologist Michael "Mac" MacDonald offers a \$10 introductory foot rub.**

for \$10. Sessions, ranging from \$25 to \$65. He also does house calls in Hancock



**Reflexology is said to balance a person's nervous system by stimulating nerve endings. This in turn releases energy blockages and improves circulation and blood flow.**

Below is an article from *Reflexology Across America* Summer 2018. It may just be the motivation you need to get out there and market your own reflexology practice.

## Ideas on Getting the Reflexology Word Out

Jacqueline Lyczewski, RF, NBCR (WA)



### Check Out Women's Organizations in Your Area!!

The first week in April I was invited to talk to the ladies of the PEO in my local area. PEO (Philanthropic Educational Organization) is a world-wide organization that is celebrating their 150<sup>th</sup> anniversary this year! Their primary goal is to encourage and promote education and educational opportunities for women.

This includes loan and scholarship programs, as well as Cottey College in Missouri that is owned and supported by PEO. These women are passionate about promoting educational opportunities for women! If you have a group that is interested, this is a great way to get the word out about reflexology and the knowledge that we, as reflexologists, provide!

Last year I provided a short talk on nutritional values toward aging, along with a short background of reflexology, to a group at a Christian Women's Luncheon, where one PEO member saw me. Another PEO member was unable to attend that particular day, but wanted to hear my presentation and was excited that I would be at the PEO gathering in April. This is an excellent time to provide to the community. It gave me an opening for informing the locals on what reflexology is all about and what it is that we do!

Jean Bilyeu was very gracious in opening her home to the ladies, and myself, for the gathering on a cool Wednesday afternoon among the vineyards. A beautiful backdrop for a lovely day spending time with 'elders' who are passionate about improving the lives of the women in our community while providing support for women everywhere.

This afternoon I provided information on lifestyle, emotional states and nutrition, along with the many benefits that come along with changes, including the additional benefits of reflexology to assist in our healing. I like to take along numerous hand-outs, business cards, rack cards and flyers. I found that people love to have something to take away with them. Plus it helps them remember you and the valuable information that you have passed on.

It was a warm welcome and a successful interaction with the ladies, along with just plain fun!

Once a year the Grandview PEO (Washington State) holds a rummage sale with all proceeds going to scholarships for the girls (women) in our local area. What a great organization! I was happy to be a part of providing educational information to everyone and grateful for their invite!

### Open a Booth at a Healing Expo!!

The first weekend every April is the opportunity to attend the annual Healing Light Expo in Kennewick, WA. If you don't have the time or opportunity to visit and correspond with fellow healers and bodyworkers, a Heal-

ing Expo is an excellent location to mingle with others of our profession.

Attendees have fun shopping through the beautiful wares that are on display! Crystals, singing bowls, silks, linens, music, Native American flutes, drums and many of the different apparatus that we use to assist us in our personal practice. There are also presentations that you can attend, free, which are very informative and fun.

Among the vendors you can usually find massage practitioners, reiki masters, and chiropractors! Unfortunately, reflexologists aren't in the mix! Really??? This is an excellent form of exposure for us! I'm finding a few massage therapists who attend these events and express that they do reflexology; however, I go away disappointed, and with a few less dollars in my pocket. So why not set up a booth and get the word out while working on perspective clients!

I must say, I'm guilty. I shouldn't review the performance when I could be setting up a booth myself to help inform the public of our wonderful modality! Too many times, the information is too late and the reviews are out. Or I am unaware as to when and where these events are taking place and how to sign up. Or then again, they are miles and miles from my residence! Therefore, I have searched out a website that provides information for my local area and for the whole state of Washington!

Be aware though. I have attended 'Health Fairs' in the past and displayed my practice to the public and through my experience I would suggest that you always have a partner to attend these events so you may assist each other. One will be busy with clients in the chair while the public passing by will want information and be asking questions. It is difficult to talk to the public and the client at the same time, plus handing out business materials, etc. about you and your practice. So go with a partner! You can help assist each other, take a break and trade off working on interested future clientele.

Be prepared, in some cases depending on the event you attend, you may only be allowed to ask for donations (if that). With 'Healing Expos' you can request and advertise your fee for the event and be paid. In some cases we have to pay for our booth space so charging for services during an event is not unheard of. However, there are some that are strictly volunteer work, such as 'Health Fairs.'

If you are interested in being a part of these events, check out the website [www.bodymindspiritdirectory.org](http://www.bodymindspiritdirectory.org) and go to your state. Events will be listed for all states and various towns. Look for your state and click. Don't forget to sign up with your e-mail for free summit information too!



Maine Council of Reflexologists

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Augusta, Maine 04332

### **October 2018 MCR meeting**

Be sure to join us in Augusta in January

