

Annual Activities Report 2024



Mission Statement:

Teaching Self-Help Reflexology for Better Health Worldwide

In This 2024 Annual Activities Report

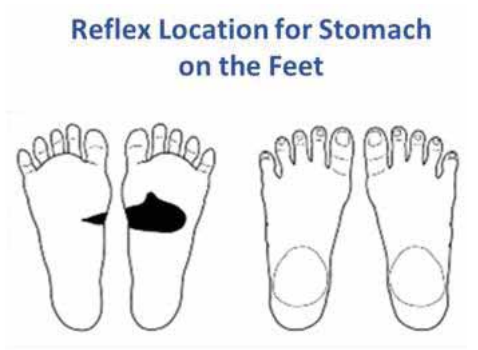
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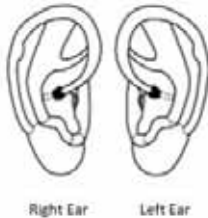
World Reflexology Foundation is a group of highly trained Reflexology leaders, educators and practitioners who have been inspired by our experiences with Reflexology and want to empower all the people around the world with the powerful health benefits of Reflexology by educating them and teaching them how to do Self-Help Reflexology for themselves, their families and their communities, towns and villages.

Report From WRF Board of Directors

1. WRF Self-Help Workshop: Stomach/Digestive 2.3.2024

This free non-vocational online workshop was hosted early 2024 and had viewership over the world - from New Zealand to Canada. Using Priority Reflexing, WRF Volunteer Trainers demonstrated where to work on one's feet, hands, and outer ears first, second and third to yield the most productive results. WRF board members, **Bill Flocco**, **Stefanie Sabouchian**, **Paul Harvey**, **Mitta Wise** & Volunteer Trainer **Liz van Beek** guided the participants for one hour.

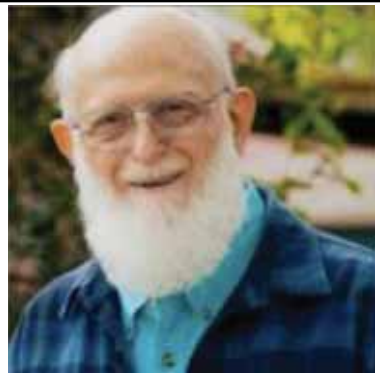
		
Stefanie Sabouchian: Facilitator. What is the World Reflexology Foundation?	Bill Flocco: What Is Reflexology? Priority Reflexing & Progression Reflexing?	Over 90 participants from 4 continents & 8 countries around the world
		
Liz van Beek: Thumb Walk/Roll Technique	For Stomach Issues: Feet 1st	Liz van Beek: Stomach Reflex
		
Paul Harvey: Stomach Reflex Location	For Stomach Issues: Hands 2 nd	Paul Harvey: Stomach Reflexing Techniques

	Reflex Location for Stomach on the Ears  Right Ear Left Ear	
Stefanie Sabouchian: Stomach Reflex Plastic Ear	For Stomach Issues: Ears 3 rd	Stefanie Sabouchian: Stomach Reflex

2. WRF You Just Have to Laugh 50 Country Reflexology Podcast 3.22.2024

An interview that Bill Flocco did for the World Reflexology Foundation appeared on the Podcast: ***You just have to laugh.*** by **David Naster**. **Heal your pains with your ears, hands and feet with world renowned reflexologist Bill Flocco.**

Interview re WRF Videos & Articles on WRF Website
<https://directory.libsyn.com/episode/index/id/30603038>

		
Podcast about World Reflexology Foundation videos and articles	David Naster: You Just Have To Laugh	Bill Flocco: President World Reflexology Foundation

3. WRF Booth Reflexology Association of America Conference 4.19-20.2024

The World Reflexology Foundation had the great honor of having a booth at the Portsmouth, New Hampshire RAA Conference in April. **Paul Harvey** was very gracious to share his booth with us, and his lovely wife **Holly** was a wonderful and helpful addition to the shared booth. **Laurie Hanna** and **Tina Meyer** were there representing WRF, greeting participants and sharing the word of WRF. We also had the pleasure of having three of our World Reflexology Foundation Honorary Board members there: **Helga Dittmann**, **Dorthe Krogsgaard** and **Peter Lund Frandsen**.

WRF had an extra special surprise when our president and founder of WRF, **Bill Flocco**, won the Outstanding Service Award. Bill was involved with setting up RAA and ICR and is our current WRF president. We are so proud of you Bill.

Also sharing this honor was **Jan Grubb** who has also been involved with WRF. The conference itself was amazing, and RAA did an outstanding job.

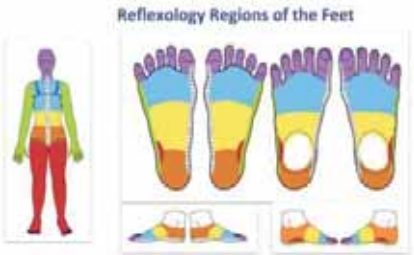
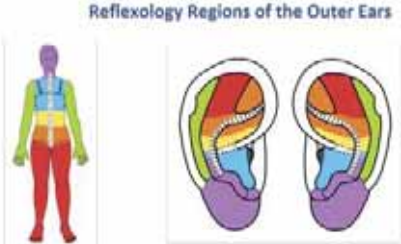
Booth gifted by Paul Harvey		
		
Dorthe Krogsgaard, Peter Fransden, Laurie Hanna, Holly Harvey, Helga Dittmann, Paul Harvey, Tina Meyer	Tina Meyer: World Reflexology Foundation video loop shown throughout the conference	Bill Flocco: Received Reflexology Association of America 2024 Outstanding Service Award

4. WRF Self-Help Workshop: Legs-Knees-Ankles-Feet 6.1.2024

WRF Vice President and Volunteer Trainer **Stefanie Sabouchian** led the WRF workshop which focused on Legs, Knees, Ankles and Feet. The workshop welcomed people from all over the United States, Canada, Europe and NZ, and showcased non-vocational Self-Help and Self-Care Reflexology.

WRF presented their original color charts. This visual aid helps to give the audience an understanding of the body regions and their corresponding locations on the feet, hands, and outer ears by using matching colors. In addition to the color charts, more detailed maps were presented. On these maps were specific areas of focus detailed on diagrams of the feet, hands and outer ears showing where to work for the subject of this workshop – the Legs, Knees, Ankles and Feet.

		
Stefanie Sabouchian leading the workshop and explaining WRF	Participants from New Zealand, Europe, Canada, and all over the United States	Paul Harvey explaining what reflexology is and how it works

		
WRF color charts help understanding the body regions and their corresponding reflex locations on the Feet, Hands, and Ears.		
		
Liz van Beek showing where to find the Leg Reflex	For Leg Issues: Feet 1st	Liz van Beek demonstrating how to work Leg Reflex on her Foot
		
Paul Harvey showing Leg Reflex Location on the Hand	For Leg Issues: Hands 2nd	Paul Harvey demonstrating how to work Leg Reflex on his Hand
		
Kathy Reynolds showing Leg Reflex on Plastic Ear	For Leg Issues: Ears 3rd	Kathy Reynolds holding Leg Reflex on her own Ear



Tina Meyer reviewing Leg Reflexes on the Feet, Hands, and Ears

5. WRF Featured Naturopathic Conference 6.7-9.2024

It was an honor to be part of the **2024 California Naturopathic Association (CNA) Convention & Symposium**. **Michael Salas, PhD & president of the CNA**, invited **Bill Flocco, president of the World Reflexology Foundation (WRF)**, to be a presenter along with 15 other leading edge medical doctors, naturopathic doctors & practitioners.

Bill gave a PowerPoint presentation describing the PMS research study Bill & Terry Oleson had conducted. This was the first scientifically conducted randomized controlled reflexology research study ever published in scientific medical journals. Bill also spoke the following morning on **Empowering Naturopaths to Empower Clients with Foot, Hand and Ear Reflexology...** and it was very well received.

WRF Board Members **Bill Flocco, Sara Chameides, Kathy Reynolds, Stefanie Sabouchian, Tina Meyer, Mitta Wise & Quirino Ibarra** helped at the WRF booth, answering questions, talking about our mission, our workshops & the educational articles & videos available on the WRF website.

			
Bill Flocco Introducing WRF Worldwide Self-Help Mission	Display of WRF educational videos during convention	WRF booth to help attendees with Self-Help reflex locations	Bill Flocco, Tina Meyer, Stefanie Sabouchian Mitta Wise
			
Stefanie Sabouchian demonstrating on a big	Tina Meyer showing reflex locations on	Stefanie showing how to find allergy point on	Sara Chameides helping to refine allergy

plastic ear	the hands	top of ears	reflex location on ears
			
Mitta Wise showing how to do Self-Help hand reflexology	Kathy Reynolds, Helen Jensen, Bill Flocco, Quirino Ibarra at the Bernard Jensen Museum of Ideology and History. It was open for touring throughout the three days of the convention.		Bill Flocco with Michael Salas, President California Naturopathic Association

6. WRF In Person Board Planning Retreat for 2025 9.30-10.2.2024

The World Reflexology Foundation Board of Directors met for three days for the annual WRF Board Planning Retreat. During this working retreat we went over the status of current projects and how to enhance the effectiveness of each project. We spent quite a bit of time exploring ways to increase outreach, to attract more people to the WRF website, with a heartfelt desire to help improve health worldwide through self-help self-care reflexology.

Some of the subjects explored were: WRF Educational Programs, Workshop Attendance, Workshop Articles & Videos, Social Media, WRF Website, Internal & External Communications, Future Volunteer Trainer Trainings, Volunteer Trainers Gathering, Podcast, Gathering Self-Help Success Stories. Refine and update call to actions on all printed materials, videos, articles. Hire a part-time staff person. 2025, 2026, 2027 Budgets to be completed by December 2024 BOD meeting.

		
Kathy, Tina, Paul, Mitta Writing Facebook Posts	WRF Board With Laminated Color Chart Display	Kathy, Tina, Stefanie Discussing Email Campaign
		

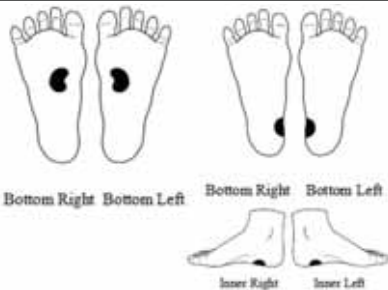
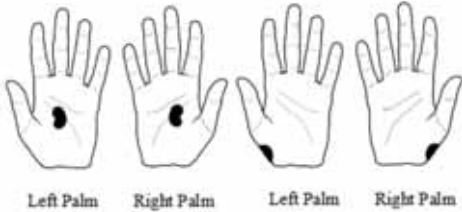
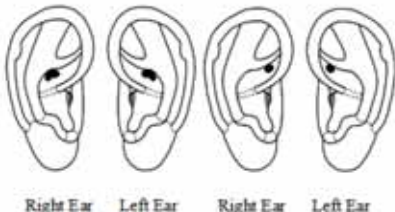
Preparing printed materials for conference & convention booths	Kathy During Brainstorming Outreach Approaches	Bill & Kathy Balance Binders With WRF Articles & Display Advertisements
		
Tina, Stefanie, Sara: Workshop, Video, Article Progress Chart	Kathy & Bill Discussing Possible T-Towels With WRF Color Chart	Paul, Tina, Sara: Overview Future Brief Self-Help Videos Project

7. WRF Self-Help Workshop: Kidneys & Urinary Bladder 9.28.2024

Many people silently suffer from bladder issues, and our kidneys are one of our most detoxifying organs which indeed made this a great focus for Self-Help Reflexology. Our introduction explained Priority Reflexing and why it can provide notable outcomes. Priority Reflexing prioritizes which area to work on first, second, and third to achieve the most productive results.

The participants were encouraged to visit the WRF's website for more information about the WRF and for more information about Reflexology. A sign up for the newsletter can be found on the website.

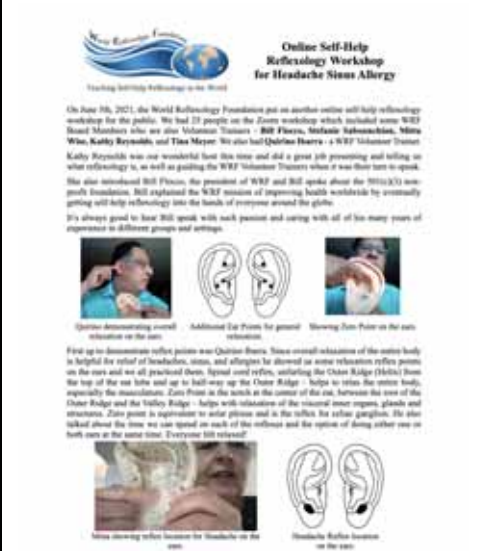
		
Stefanie Sabouchian: Facilitator. What is the World Reflexology Foundation?	Paul Harvey: What is Reflexology? Priority Reflexing & Progression Reflexing	Participants from 4 continents and 6 countries around the world

		
Sara Chameides: Kidney Reflex on the Foot	Reflex locations for Kidney & Bladder on the Feet – 1st Priority	Sara: Bladder Reflex on the Foot
		
Paul Harvey: Kidney Reflex Location	Reflex locations for Kidney & Bladder on Hands - 2nd Priority	Paul: Bladder Reflexing Techniques
		
Stefanie Sabouchian: Kidney Reflex on a Plastic Ear	Reflex locations for Kidney & Bladder on the Ears – 3 rd Priority	Stefanie: Kidney Reflex on her own Ear
		
Bill Flocco answering Questions	Kathy Reynolds: Review Kidney & Bladder Reflexes on the Feet, Hands and Ears	

8. WRF Educational Self-Help Videos & Articles on WRF Website

We now have 14 Self-Help videos on our World Reflexology Foundation website. Each one is a recording of a virtual workshop that was open to the public and each one is themed with a particular reflexology points location. WRF also has 13 educational articles on the website. In this collection you will find information about Reflexology for a variety of specific health issues and what attendees have learned during Self-Help Workshops and Events. New articles are

added periodically.

	
WRF Self-Help Reflexology Video <i>"Reflexology for Headache, Sinus, Allergies"</i>	WRF Self-Help Reflexology Article <i>"Reflexology for Headache, Sinus, Allergies"</i>

9. Special request to forward WRF Workshop Notices to your Family, Friends, Neighbors, Colleagues

2024 saw the creation of the WRF Forwarding Ambassador Project to help increase workshop attendance and general interest in WRF. Volunteers, volunteer trainers and the Board are encouraged to invite family, friends, neighbors, colleagues and anyone else that could benefit by learning Self-Help Reflexology techniques for various health concerns and challenges.

We established who was interested and gave a detailed outline of the different ways this could be carried out each time we have a workshop or an event.

These "Ambassadors" are now supporting WRF outreach for scheduled events.

10. Acknowledgements

Many thanks to all our Board, volunteer trainers and volunteers for another wonderful year of great progress and serving community.

Special thanks to:

Sean Reynolds for ongoing newsletter support

Tom Meyer for editing WRF online Self-Help Workshop recordings

Holly Harvey for continuing with matching company funds for WRF

Michael Salas for inviting us to have a booth at the CA Naturopathic Association

Sue Ferguson for creating flyers announcing WRF online workshops

All WRF Ambassadors

You are a vital part of bringing better health to the world.



Our new Honorary Board members; WELCOME!

Anneke van't Wout Kaspers

Christine Issel

David Wayte

Helga Dittmann

Dr. Jesus Manzanares Corominas

Fr. Josef Eugster

Lee Anthony Taylor

Liza Thomas

Dorthe Krogsgaard and Peter Lund Frandsen

Sandi Rogers Ed.D, ND

Sophie Lin

Dr. Terry Oleson

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