

Why I Should Join My State Organization

The majority of Reflexologists concerns are best addressed within their own state where laws are enacted which impact their education and business. Serving the many needs of members within the state is central to the strength and success of state associations. Why a state organization is important can be divided in roughly four different groups:

1. To me Personally
2. To my Business
3. To the Field
4. To the Public

Why a strong state association is important to me **PERSONALLY**

- Personal & professional growth, support & camaraderie
- Networking/referrals/job opportunities
- Exchange knowledge & ideas
- Personal validation and support
- Creditability, self esteem
- Re-enforces commitment(s) to Reflexology
- Social needs
- Sharing of Testimonials
- Exchanging sessions with other Reflexologists
- Help with health fairs and other public events
- Increased income through referrals
- Increased promotion of public awareness of reflexology through joint efforts
- Continuing education opportunities (various types/levels)

Why a strong state association is important to my **BUSINESS**

- Business help (how to start a business)
- Business ideas /Marketing.
- Legislation- the right to practice legally is controlled within each state requiring legislative vigilance to protect the right to practice
- Other legal issues which may impact the right to practice (other disciplines scopes of practice)
- Networking/referrals/job opportunities.
- Public relations and promotional and awareness of Reflexology thought World Reflexology Week and other events in local newspaper and press releases.
- Advertising
- Speakers bureau
- Opportunities to work at health Fairs and other Public events.
- Referral service – to other reflexologists within the state
- Education and continuing education (various types/ Levels).

- Representatives at the national level- Knowledge of what's going on around the state and nation and having a say in the direction of growth.

Why a strong state association is important to the **FIELD**

- Represent the broad range of interests of Reflexologists within the state.
- Reflexologist's right to practice legally is controlled within each state.
- All related legal issues are addressed by state judicial jurisdictions.
- Acts as state level spokesperson
- Act as spokesperson to national and CAM
- Representation to other professionals
- Reflexologists can more readily relate to each other around state level issues.
- Reflexologists are more likely to know and work with other Reflexologists who live within the same state because of closer proximity to each other, shared geography, attitudes, and interests
- Education & educational standards is a function of the State
- Setting standards for business
- Legal issues/public safety
- Code of ethics
- Speakers bureau
- Inclusive attitude for all reflexologists and methods
- Group synergy, there is power in numbers
- Collective (group) consciousness
- Most forms of communications are more economical within each state.
- Conferences—It is easier for more Reflexologists to attend annual or biennial conferences and membership meetings that are held within their state.

Why a strong state association is important to the **PUBLIC**

- Public Relations—Educating the public about Reflexology through World Reflexology Week and other events in local newspaper, press releases other public promotions and awareness.
- Referral to Practitioners.
- Public Safety is practiced through an association by members meeting the Code of Ethics & Business Standards.
- Disciplinary/Grievance procedures for public complaints against a practitioner.
- Disciplinary action possible if there is a breach in the Code of Ethics and/or Business Standards by a member.

When looked at in totality, these points indicate the need for each state to have a well-structured Reflexology organization that will benefit you personally, your business, the field and fulfill Reflexology's responsibility to the public.