

Annual Activities Report 2025



Mission Statement:

Teaching Self-Help Reflexology for Better Health Worldwide

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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 people all around the world with the powerful health benefits of Reflexology by educating them and teaching them how to do Self-Help and Self-Care Reflexology.

Report From WRF Board of Directors

1. The World Reflexology Foundation Educational Excellence Award 2025 The International Educational ICR Conference 9/26 - 9/27/2025

The Educational Excellence Award was presented to the World Reflexology Foundation in Greece at the ICR Conference!!

What an honor and appreciation of the generous WRF work over the years, and of bringing reflexology for health as a service to global communities.

Thank you to WRF President and Founder Bill Flocco for your brainchild in creating and then supporting the expansion of the World Reflexology Foundation along with several other past Board members and volunteers who contributed their time and effort.





Also, to current Vice President Stefanie Sabouchian for her tireless work, and the current Board of Directors, many of whom have been with WRF from the beginning.

Thank you ICR for recognizing and awarding the World Reflexology Foundation.

Board Director Paul Harvey was present to receive the award – Thank you Paul!

Here we are in the cradle of Western Civilization! What an incredible location for the first ICR Conference, post pandemic lockdown. In addition to great friends, great presenters from around the world and great food, the World Reflexology Foundation was there also. WRF had our beautiful logo banner prominently displayed surrounded by complimentary post it notes also featuring the logo. But wait, there's more...

This amazing opening day was concluded with a great gathering with refreshments, Greek dancing and an award ceremony. Just enjoying the evening, cheering for those being recognized for their accomplishments and contributions in Reflexology, I heard my name being called up to receive the award for Educational Excellence being presented to the World Reflexology Foundation!! What an honor to represent the WRF and to accept that award for the recognition of what the WRF has accomplished. Congratulations also to ICR President Lee Anthony Taylor, Vice President Mary Reimann, Secretary Liza Thomas and the entire hardworking team of dedicated colleagues that made this conference such a resounding success!

			
<p>World Reflexology Foundation Display and WRF Sticky Note Pad given to all conference attendees</p>	<p>Paul Harvey receiving Educational Award on behalf of WRF. WRF Honorary Board Member Liza Thomas (black dress)</p>	<p>WRF Honorary Board Members at ICR Conference: Dorthe Peter Fransden Lee Anthony Taylor, Paul Harvey</p>	<p>Back home Bill Flocco surprised with International Education Award by WRF Board and ICR President Lee Anthony Taylor</p>

2.WRF Zoom Self-Help Workshop: Allergies 2/22/2025

Chronic allergies affect scores of people around the world. WRF wanted to bring awareness to this annoying and sometimes very serious condition.

Tina Meyer, WRF treasurer/Volunteer Trainer, welcomed many global participants.

Introductions of WRF Volunteer Trainers and Board members followed, and an explanation of how WRF enables Self-Help Reflexology education to expand far and wide. **Bill Flocco**, WRF President, explained what Reflexology is and the importance of Priority/Progression Reflexing. The priority with allergies is the ears first, the feet second, and the hands third for the most productive results. Bill then showed and spoke about WRF's color charts, which represent the body's different regions with corresponding colors on the feet, hands, and outer ear maps.

Stefanie Sabouchian, WRF Vice President, led the demonstration on the ears. **Sage Grabler**, WRF Volunteer Trainer, then demonstrated points on the feet. **Paul Harvey**, WRF Director, showcased the hand and liver reflexes. Stefanie gave a brief review of all three areas to reflex for the allergy and liver points on the ears, feet, and hands, stressing the importance of working daily and, if possible, multiple times a day depending on need.

		
<p>Tina Meyer, facilitator, describing worldwide mission of the World Reflexology Foundation.</p>	<p>People across America and overseas holding Allergy Point on both ears, while it is being demonstrated.</p>	<p>Bill Flocco explaining Reflexology, Priority & Progression Reflexing, where to go 1st, 2nd, 3rd for allergy relief. Q&A.</p>
<p style="text-align: center;">Reflex Location on the Ears For Allergies</p>  <p style="text-align: center;">Allergy Point – Gently squeeze Highest Point of Outer Ridge with Thumb and Index Finger</p> <p style="display: flex; justify-content: space-around;">Right Ear Left Ear</p>	<p style="text-align: center;">Reflex Location on the Feet for Allergies</p>  <p style="text-align: center;">For Allergies work Liver Reflex on the Feet - Bottom of right Foot on the Upper Part of the Soft Sole</p> <p style="display: flex; justify-content: space-around;">Bottom Right Bottom Left</p>	<p style="text-align: center;">Reflex Location on the Hands for Allergies</p>  <p style="text-align: center;">For Allergies work Liver Reflex on the Hands - Palm of right Hand on the Upper Part of the Palm below the Knuckles</p> <p style="display: flex; justify-content: space-around;">Left Palm Right Palm</p>
		
<p>Stefanie Sabouchian holding Allergy Point on the outer ear.</p>	<p>Sherrel 'Sage' Grabler showing how to work liver reflex, primarily on the right foot.</p>	<p>Paul Harvey showing how to work liver reflex, primarily on the right hand.</p>

3. WRF Volunteer Trainer and Volunteer Gathering 4/5/2025







We had 15 volunteers present and five who attended online. This included Board members, Volunteer Trainers and general volunteers. First was a reflexology points review presented by our President, **Bill Flocco**. Vice President **Stefanie Sabouchian** and Board Director **Paul Harvey**, set up equipment for and guided Volunteer Trainers in a Zoom meeting with those attending offsite. Paul was photographer for the day.

Board Member **Sara Chameides** and husband **John McFadden** organized lunch and **Mike Saul** gave a gift of piano music. Later, progress reports were given about many WRF Self-Help educational projects: unique workbooks for the Self-Help workshops, the 13 Self-Help Reflexology videos on the WRF website, a long-term project for audio of videos voice overed in ten languages of the world, the Self-Help Reflexology articles being translated into various languages, proofread and posted on the website & more!

		
<p>Bill Flocco & Stefanie Sabouchian guiding reflex review on feet hands and ears.</p>	<p>Volunteer Trainer Gathering attendees; in person as well as those participating online via laptop computer on top of the podium.</p>	<p>Display boards showing video & article projects progress.</p>





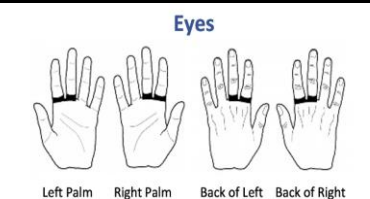



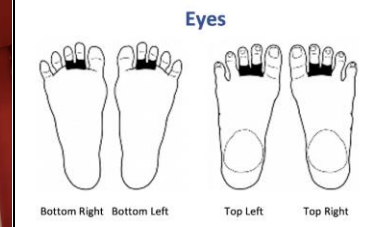
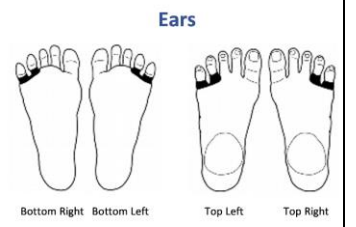



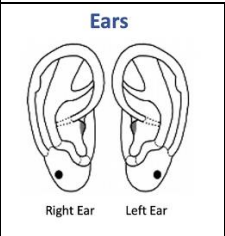

				
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Certificates for outstanding volunteer work were given: From left: 1. **Sean Reynolds** for a decade of behind-the-scenes online newsletters. 2. **Tina Meyer** accepting certificate for husband **Tom Meyer** for video editing. 3. **Paul Harvey** accepting certificate for **Holly Harvey** for corporate support. 4. **Sue Ferguson** for developing flyers for the WRF online workshops. 5. **Kathy Reynolds** accepting certificate for **Melanie Giangreco** for GuideStar help.

					
<p>Lung and shoulder reflexes</p>	<p>Eyes and ears reflexes</p>	<p>Internal abdominal reflexes</p>	<p>Headache and sinus reflexes</p>	<p>Female reproductive reflexes</p>	<p>Lower back sciatic reflexes</p>

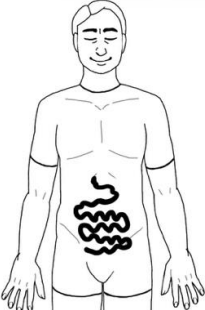
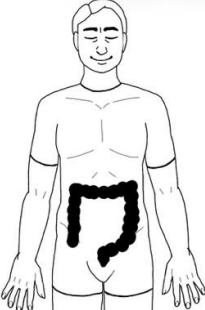

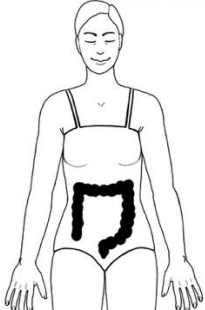


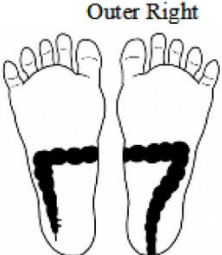


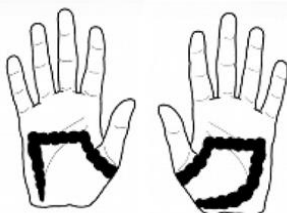



4. WRF Zoom Self-Help Workshop: Eyes & Ears 6/7/2025

Kathy Reynolds, WRF Corresponding Secretary, lead this non-vocational online workshop. **Bill Flocco**, WRF President, shared eye and ear reflexology studies from China showing positive results. He explained, with a colored chart, that colors from a map of a human form corresponded with the matching body parts on the feet, hands and outer ears. He showed a WRF workbook page - Priority Reflexing, where to perform Self-Help Reflexology - 1st on the feet, hands and outer ears to achieve optimal pain relief. Then Progression Reflexing where to work 2nd and 3rd for even greater pain relief. **Paul Harvey**, WRF Director, began the practice sessions with the hands, showing the locations and techniques for best results. **Laurie Hannah**, WRF Volunteer Trainer, described working on her own hands on the 4th and 5th finger/hand reflex points for relief of altitude ear pressure on a descending plane ride. She explained that the feet had similar locations to the hands for the reflex points. **Victor Archuleta**, WRF Volunteer Trainer, showed where on the ears to find the eye and ear reflex points.

			
<p>Kathy leading the workshop, introducing the WRF Mission of the World Reflexology Foundation</p>	<p>Gradually increasing online workshop attendance from across the USA, but as well as from overseas.</p>	<p>Bill describing reflexology, Reflexology Charts, Priority & Progression Reflexing</p>	
	<p>Eyes</p>  <p>Left Palm Right Palm Back of Left Back of Right</p> <p>Ears</p>  <p>Left Palm Right Palm Back of Left Back of Right</p>		
<p>Paul Harvey Demonstrating Ear Reflexes on Hands</p>	<p>Paul Demonstrating Eye Reflexes on Hands</p>		
	<p>Eyes</p>  <p>Bottom Right Bottom Left Top Left Top Right</p> <p>Ears</p>  <p>Bottom Right Bottom Left Top Left Top Right</p>		
<p>Laurie Hanna Demonstrating Eye Reflexes on Feet</p>	<p>Laurie Demonstrating Eye Reflexes on Feet</p>		
	<p>Eyes</p>  <p>Right Ear Left Ear</p>	<p>Ears</p>  <p>Right Ear Left Ear</p>	
<p>Victor Archuleta Demonstrating Eye Reflex on Ears</p>	<p>Victor Demonstrating Eye Reflex on Ears</p>		

5. WRF Zoom Self-Help Workshop: Intestines & Colon 9/13/2025

WRF focused on how to help keep “gut health” and the functions of this region working optimally. To begin, WRF Treasurer and Volunteer Trainer **Tina Meyer** gave a brief explanation of Reflexology. WRF highlighted its proprietary color coordinated Reflexology maps showing the seven regions of the body, and the corresponding regions of the body represented on the feet, hands, and outer ears, with special focus on the Small Intestine and Colon reflex areas. Volunteer Trainer **Isabel Guaderrama** focused on the feet, the 1st priority reflex area, encouraging all to work on their own feet. Guiding the group through the second priority area, the hands, was WRF Director and Volunteer Trainer **Paul Harvey**. The third priority area taught was the outer ears by WRF Corresponding Secretary and Volunteer Trainer **Kathy Reynolds**.

 <p>Small Intestines</p>	 <p>Colon</p>	 <p>Small Intestines</p>	 <p>Colon</p>
	 <p>Bottom Right Bottom Left</p>	 <p>Outer Right Bottom Right Bottom Left</p>	
<p>Isabel Guaderrama demonstrating where and how to reflex the feet for small intestine & colon issues.</p>			
	 <p>Right Palm Left Palm</p>	 <p>Right Palm Left Palm</p>	
<p>Paul Harvey demonstrating where and how to reflex the hands for small intestine & colon issues.</p>			
	 <p>Right Ear Left Ear</p>	 <p>Right Ear Left Ear</p>	
<p>Kathy Reynolds demonstrating where and how to reflex the ears for small intestine & colon issues.</p>			



6. WRF In Person Board Planning Retreat for 2026 on 10/24 - 10/26/2025

WRF Board of Directors gathered for our annual Three-Day Planning Retreat in Temecula, California. Board members Bill Flocco, Stefanie Sabouchian, Tina Meyer, Kathy Reynolds, Sara Chameides, Paul Harvey and Mitta Wise discussed ideas and crafted solid plans for the 2026 educational program, local and global outreach approaches, fundraising campaigns, translation projects and so much more. What a productive weekend! And so much fun too!

With an ever-growing WRF Self-Help Reflexology Videos collection on our website and the WRF You Tube Channel, we are working on bringing these in multiple languages to our friends around the world. We appreciate your patience as it will take some time, money & energy. The Educational Article translation project is making great progress. Your donations help in making these educational projects possible. Thank you so much!

We have scheduled a series of Free Online Workshops for 2026. Check out the schedule on our website at <https://worldreflexologyfoundation.org/workshops/free-online-workshops>. You can register for each workshop directly on the website.



WRF Board of Directors: Bottom Center: **Stefanie Sabouchian, Sara Chameides, Mitta Wise, Tina Meyer, Bill Flocco, Kathy Reynolds and Paul Harvey**

7. WRF Featured California Naturopathic Conference 12.5-7.2025

Thank you to the California Naturopathic Association for inviting Bill Flocco and the World Reflexology Foundation for the second time!

WRF Board Members **Bill Flocco, Stefanie Sabouchian, Tina Meyer, Sara Chameides, Kathy Reynolds** and **Mitta Wise** talked to attendees about the WRF’s mission of bringing better health to the world with free Self-Help Reflexology instruction. At our booth were WRF Reflexology Color Charts that simplified where to reflex one’s own feet, hands, and outer ears to address any concerns in their bodies.

Bill Flocco, WRF President and Director and Founder of the American Academy of Reflexology, was again invited to present at the 2025 convention to rave reviews. Bill covered seven discoveries he made over the last 45 years about the many helpful advantages of Integrated Foot Hand Ear Reflexology. He delineated the destructive effects of prolonged tension and stress on the human body at the cellular level. He talked about the remarkable self-healing benefits of Integrated Foot, Hand, and Ear Reflexology not only to improve circulation at the cellular level, but to increase oxygen, nutrients and supplement supply to cells. Well done, Bill!

		
<p>Booth featuring WRF free online Self-Care Self-Help educational workshops, videos, articles.</p>	<p>Reflexologists honored as complementary guests to Gala with multicourse meal, entertainment, and CA legislator presentations. Stefanie Sabouchian, Tina Meyer, Elizabeth and Bill Flocco.</p>	<p>Bill, Mitta Wise, Stefanie Sabouchian during a rare quiet moment at the WRF Booth.</p>
		
<p>Bill & Stefanie enjoying interacting with the naturopaths, natural health industry merchants, their patients and clients.</p>	<p>Kathy Reynolds, Sara Chameides (in the background) discussing WRF Self-Help educational programs.</p>	<p>Bill’s presentation focused on greater nutrient absorption at the vascular and cellular levels with Integrated Foot, Hand and Ear Reflexology.</p>
		<p>Stefanie Sabouchian, Bill Flocco, Tina Meyer taking a playful moment to pose for the camera.</p>

8. Special Reports

A. WRF Website New & User Friendly

This year we refurbished and updated the WRF website. With special effort from Stefanie Sabounchian as well as the Board members we planned what we needed in a website and then vetted a few website professionals. We chose web designer **Toolie Merchant**, and she did a great job.



www.WorldReflexologyFoundation.org



B. WRF Self-Help Videos new Graphics on WRF Website

We changed images from a photo of a reflex point to a photo showing the part of the body in pain or discomfort. The benefit we discovered is that it's easier for the public to identify which video is best for their needs.



Self-Help Videos: <https://worldreflexologyfoundation.org/self-help-videos>

Self-Help Articles: <https://worldreflexologyfoundation.org/self-help-articles>

Step 2. Note which subjects you want your client to know about.

Step 3. Tell your clients to go to www.worldreflexologyfoundation.org

Tell them the specific Video and Article you would like them to look at or read.

D.WRF Candid Platinum Seal of Transparency

Visiting WRF website you'll see what's called '**Seal of Transparency**'.

The Candid Seal of Transparency is a nationally recognized designation earned by sharing key organizational information to Candid.org, the most widely used database for nonprofit verification and research. The program has 4 levels with each level requiring organizations to share increasingly detailed information. Bronze: Basic organization in (contact, leadership, mission). Silver: Adds program details, goals and capabilities. Gold: Includes financials, strategic objectives, and measurable outcomes.

Platinum: Focuses on long-term impact and learning.



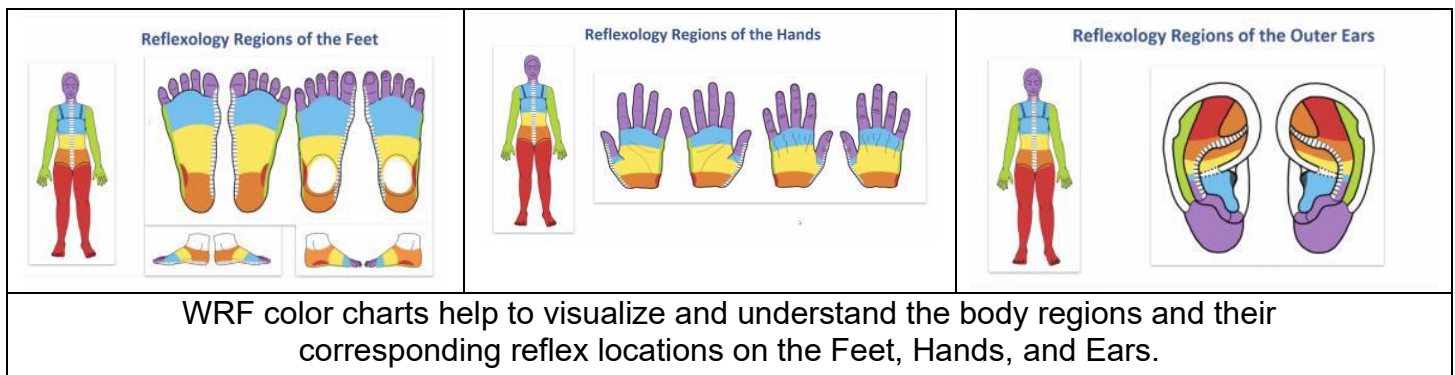
F. WRF Article Translation Project Begun

Bill Flocco, Stefanie Sabouchian and Mitta Wise were instrumental in getting this started and we thank **Sara Chameides** and **Kathy Reynolds** for compiling the original articles. Mitta has taken this on now, and with the help of hired translators, has so far managed the translations of all 14 articles into Spanish, French and German. The translated articles are checked a second time by trusted colleagues who speak that language, then they are posted on the website.

The languages planned first in 2026 are Japanese, Armenian and Polish. There will be several more languages chosen throughout next year, and beyond...and we are excited to have many languages represented.

G. WRF Seven Regions Laminated Color Coordinated Charts

Available with Donations: Full Page, Half Page, Business Card Size



A. WRF Holly Harvey Matching Fund

Thank you to all who participated or encouraged others to contribute.

Fundraising efforts were very positive thanks to the matching funds program offered through Holly Harvey's employer. Holly sponsored two fundraisers in 2025, one in April during the annual Volunteer Gathering in Pasadena, and the other starting from the end of October through the end of the year. Thanks again to everyone who was able to give...donations were matched dollar for dollar on both fundraisers. And thanks to Holly!

9. Acknowledgements

Many thanks to our Board of Directors, Advisory Board, Honorary Board, Volunteer Trainers, Volunteers, Donors and Participants for another wonderful year of great progress and serving community.

Special Mentions:

Sean Reynolds: WRF Newsletter

Barbara Fukuda: Preliminary work on WRF Video Voiceover Project

Holly Harvey: Matching fund donation program

Tom Meyer: Video Editing

Toolie Merchant: Building our upgraded WRF website

Quirino Ibarra, Brigitte Butler and Stefanie Sabouchian: Secondary proofreading of the language translations

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



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