March 24, 2017

Dear Colleagues:

It is with great enthusiasm and pride in our profession to present you with this ASA 2nd Annual Business Meeting, Post-Meeting Report. The ASA just concluded our second annual business meeting held in Philadelphia, PA, March 17-18, 2017. The meeting was attended by 25 state associations represented by 38 delegates, as well as representatives from ACAOM, CCAOM, NCCAOM, TCMAAA/ATCMA, ANF, and the AAMA. (Please see below for specific individuals and an acronym guide.) We had Skype/GoToMeeting addresses by Brent Foster, JD, POCA, AAAOM, ANF, and Dan Wen of TCMZone, as well as a delightful lunch presentation from Marilyn Allen and the American Acupuncture Council. Our evening gathering was very generously sponsored by Modern Acupuncture, and we had generous support as well from Golden Flower Chinese Herbs, AcuClaims, American Acupuncture Council, Lhasa OMS, China Herb, Crane Herbs, TCM Zone, and our own member organization the Association for Professional Acupuncture of Pennsylvania. With this help from these very generous sponsors, we completed a dense and meaningful agenda with fine spirit and strengthened collegial bonds.

A great delight was to welcome the Rhode Island Society of Acupuncture and Oriental Medicine as a full member of ASA, and we are excited as well to seat Zeyiad Elias as an official new board member. The report below will provide you with more detailed information on each segment of our meeting, and please do contact us with questions. We encourage each and every practitioner to join your state association member organization, and encourage those ASA qualifying state associations who have not yet joined to begin the application process!

We thank all of you who are members of your state associations, and all who help move this profession forward. Special thanks to everyone who attended the meeting as a delegate or guest, and to our fantastic board for gracefully and graciously crafting this event. Special thanks as well to the APA (Association for Professional Acupuncture in Pennsylvania) for helping host us in historic Philadelphia.

We look forward to next year’s business meeting in Denver, Colorado, March 15-17, 2018.

Sincerely,

The Board of the American Society of Acupuncturists

David W. Miller, MD, LAc (Chair)
Eric R. Buckley, DOM (Vice-Chair)
Candace Sarges, LAc (Immediate Past Chair)
LiMing Tseng, LAc (Secretary)
Zeyiad Elias (Member at Large)
Amy Mager (Member at Large)
## State Associations in Attendance

<table>
<thead>
<tr>
<th>State</th>
<th>Association</th>
<th>Attendances</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>CSOMA</td>
<td>Tiffany Tufee, Christy Vitiello</td>
</tr>
<tr>
<td>CA</td>
<td>CAA (non-voting)</td>
<td>Mori West, Michael Fox</td>
</tr>
<tr>
<td>CO</td>
<td>AAC</td>
<td>Kimberley Benjamin, Mark Van Otterloo</td>
</tr>
<tr>
<td>CT</td>
<td>CSAOM</td>
<td>Regina Walsh, Maggie Barili</td>
</tr>
<tr>
<td>DC</td>
<td>ASDC</td>
<td>Amy Lewis</td>
</tr>
<tr>
<td>FL</td>
<td>FSOMA</td>
<td>Jennifer Broadwell</td>
</tr>
<tr>
<td>IL</td>
<td>ILAAOM</td>
<td>Lindy Camardella, Olivia Friedman</td>
</tr>
<tr>
<td>IN</td>
<td>INSA</td>
<td>Jen Stone, Kate Downes</td>
</tr>
<tr>
<td>MA</td>
<td>ASM</td>
<td>Linda Robinson-Hidas</td>
</tr>
<tr>
<td>MD</td>
<td>MAS</td>
<td>Tracy Soltesz, David Blaiwas</td>
</tr>
<tr>
<td>ME</td>
<td>MAAOM</td>
<td>Mary Beth Hassett</td>
</tr>
<tr>
<td>MI</td>
<td>MAAOM</td>
<td>Henry Buchtel</td>
</tr>
<tr>
<td>MN</td>
<td>MAA</td>
<td>Aaron Schindler</td>
</tr>
<tr>
<td>NC</td>
<td>NCAAOM</td>
<td>David Peters</td>
</tr>
<tr>
<td>NJ</td>
<td>NJAAOM</td>
<td>Jason Sargis, Tinna Kim</td>
</tr>
<tr>
<td>NM</td>
<td>NMSAAM</td>
<td>Steven Malins</td>
</tr>
<tr>
<td>NY</td>
<td>ASNY</td>
<td>Michelle Wright, Mona Lee Yuan</td>
</tr>
<tr>
<td>OH</td>
<td>OAAOM</td>
<td>Ann Driscoll</td>
</tr>
<tr>
<td>OR</td>
<td>OAAOM</td>
<td>Beth Howlett, Gonzo Flores</td>
</tr>
<tr>
<td>PA</td>
<td>APA Penn</td>
<td>Heather Shultz, BJ Putnam</td>
</tr>
<tr>
<td>TN</td>
<td>TAC</td>
<td>Sarah Prater, Jodie Manross</td>
</tr>
<tr>
<td>VA</td>
<td>ASVA</td>
<td>Jodi Knauer, Aubry Fisher</td>
</tr>
<tr>
<td>VT</td>
<td>VTAA</td>
<td>Dianne Barclay</td>
</tr>
<tr>
<td>WA</td>
<td>WEAMA</td>
<td>Ash Goddard</td>
</tr>
<tr>
<td>WI</td>
<td>WISCA</td>
<td>David Bock, MacPherson Worobec</td>
</tr>
</tbody>
</table>

## State Associations Voting Members not in Attendance

<table>
<thead>
<tr>
<th>State</th>
<th>Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>AK</td>
<td>Acupuncture and Oriental Medicine Association of Alaska</td>
</tr>
<tr>
<td>FAA</td>
<td>Florida Acupuncture Association</td>
</tr>
<tr>
<td>NH</td>
<td>New Hampshire Acupuncture and Asian Medicine Association</td>
</tr>
</tbody>
</table>

## Organizational Guests in Attendance

<table>
<thead>
<tr>
<th>Organization</th>
<th>Guest(s)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACAOM</td>
<td>Jason Wright</td>
<td></td>
</tr>
<tr>
<td>CCAOM</td>
<td>Misti Oxford-Pickeral</td>
<td></td>
</tr>
<tr>
<td>NCCAOM</td>
<td>Iman Majd (NCCAOM Academy)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Afua Bromley (NCCAOM Board)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kory Ward Cook</td>
<td></td>
</tr>
<tr>
<td>AAMA</td>
<td>Thomas Burgoon</td>
<td>Friday only</td>
</tr>
<tr>
<td>TCMAAA</td>
<td>Haiie Tian</td>
<td>Friday only</td>
</tr>
<tr>
<td>AAC</td>
<td>Marilyn Allen</td>
<td>Leadership and outreach discussions only</td>
</tr>
<tr>
<td>Rapid Response Initiative</td>
<td>Mel Hopper Koppelman</td>
<td></td>
</tr>
</tbody>
</table>
Guest Speakers by Skype

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Guest Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCASI</td>
<td>Brent Foster</td>
</tr>
<tr>
<td>POCA</td>
<td>Lisa Rohleder</td>
</tr>
<tr>
<td>ANF</td>
<td>Matt Bauer</td>
</tr>
<tr>
<td>AAAOM</td>
<td>Aldo D’Aversa</td>
</tr>
<tr>
<td>TCM Zone</td>
<td>Dan Wen</td>
</tr>
</tbody>
</table>

Acronyms / Guest Speakers Representing the following Organizations

- **ANF**: Acupuncture Now Foundation  
  [https://acupuncturenowfoundation.org/](https://acupuncturenowfoundation.org/)
- **AAC**: American Acupuncture Council  
  [http://acupuncturecouncil.com/](http://acupuncturecouncil.com/)
- **AAPAS**: American Alliance for Professional Acupuncture Safety  
  [https://aapas.org/home-aapas/](https://aapas.org/home-aapas/)
- **AAAOM**: American Association of Acupuncture and Oriental Medicine  
- **ETCMA**: European Traditional Chinese Medicine Association  
- **Meridians**: The Journal of Acupuncture and Oriental Medicine  
- **NCASI**: National Center for Acupuncture Safety and Integrity  
- **POCA**: People’s Organization of Community Acupuncture  
  [https://www.pocacoop.com/](https://www.pocacoop.com/)
- **TCMAAA**: TCM American Alumni Association  
- **ATCMA**: The American TCM Association  
  [https://www.atcma-us.org/en](https://www.atcma-us.org/en)

Call to Order and Assurance of Quorum

After introductions, the meeting was called to order. Per ASA bylaws, meetings and the business to be conducted must be officially called 30 days in advance, which was achieved with distribution of the agenda to voting members (the Council) 31 days prior. To conduct business, the meeting must be attended by a quorum of the Council, defined as 40% of the voting member organizations. At the start of the meeting, ASA had 26 paid voting member organizations, and there was attendance by 23 of those groups, for an attendance of 88% meeting our quorum. Rules of conduct were reviewed.

Review of 2016 Accomplishments and Goals for Meeting

2016 was a landmark year for the American Society of Acupuncturists, being its first full year of operation.

The organization was officially founded in July of 2015. Over the span of 2016 we grew and contributed over multiple domains:

- Completed work on and the launch of the ASA website at [www.asacu.com](http://www.asacu.com) where last year’s 2016 Post-Annual Meeting Report can be found.
- Developed outreach materials and attended the Pacific College Symposium
- Created and evolved interorganizational relationships with the Acupuncture Now Foundation, the European TCM Association, the TCMAAA/ATCMA, ACAOM, CCAOM, and NCCAOM.
- Developed our Facebook presence as a key tool for outreach
- Responded to member and non-member state association needs regarding legislative action
- Developed Affiliate partnership relationships for organizational income with Pro-D Seminars, EarSeeds.com, Pacific College of Oriental Medicine, National University of Natural Medicine, and completed access to “FreshBenies” — a member benefit allowing access to telemedicine services at a very inexpensive price.
- Completed the development of and distribution of the ASA Dry Needling Position Statement
- Created numerous resources for general outreach and use, such as our “Acupuncture before Opioids” video clip, our legislative action primer webinar, our handout on Acupuncture as a key component to halt the opioid epidemic, and others. See our website ‘Publications’ Page for a full list:  
- Began a curated You Tube channel highlighting videos that present Acupuncture and East Asian Medicine techniques and principles in a high-quality way
• Created monumental leadership and board development and leadership documents for use by state association member groups
• Developed our herbal medicine committee which is interfacing with industry to help promote excellence in this area of the field
• Sponsored United States' delegation attendance to the International Organization for Standardization: Traditional Chinese Medicine (ISO/TC249) conference in Rome, Italy.
• Interfaced with NCCAOM on efforts to get the acupuncture profession a voice within the AMA CPT committee
• Supported ACAOM’s efforts in distribution of its Delphi study, working to solicit meaningful feedback on naming of degrees within the profession
• Worked with U.S. Congressional Representative Judy Chu’s office to try to find ways to address problematic governance with the U.S. Army in its devaluing of acupuncturists.
• Developed our Nominating Committee and created meaningful vetting documents for both potential board members and potential state association members.
• Held a mid-year Council meeting to update our bylaws and conduct other organizational business
• Participated in AOM Day efforts jointly with NCCAOM and Acupuncture Media Works
• Solicited the FDA to extend time for consideration of potentially detrimental changes to the regulation of dietary supplements
• Supported distribution of the journal Meridians via state associations and the national web-presence
• Co-founded and participated in the development of the new ‘Rapid Response Network’ for negative press and misinformation campaigns directed towards all aspects of the profession
• Met with U.S. Senator Dick Durbin’s office to discuss the inclusion of East Asian medicine into care for pain and other conditions.
• Produced a 2016 Year End Report that outlined in more detail much of this work.

Our goals for 2017 include (but are not limited to...):

• Further improvements in web visibility and functionality
• Improvements in infrastructure allowing us to better reach the individual practitioner via the state associations
• Increases in operating revenue through donations, while offering better return for investors
• Development of a finance committee
• Enhancement of existing committee activities, including creation of a dry needling resource center, development of new video resources for the public and practitioners, clarification of policy making procedures and written instruction for such, and earlier planning for next year’s business meeting with video sharing of meeting activities.
• On-going maturation of relationships with existing partner organizations such as ACAOM, CCAOM, NCCAOM, TCMAAA/ATCMA, ANF, ETCMA, and others
• Increased legislative outreach
• Continued refinement of board and leadership manuals
• Enhanced benefits for member organizations
• Presence at all major state association events
• Attendance at the Integrative Fertility Symposium in Vancouver, the meeting of the Society for Acupuncture Research in San Francisco, the TCM Kongress in Rothenburg Germany, the ISO meeting in Hong Kong, the next Pacific College Symposium, and other events.
• Board development including the seating of 1-2 new board members
• Determination of planning for shared professional monitoring of CPT issues with the AMA
• Launch of the Council Fund to create a direct return route for state investments in the national organization
**State and Guest Introductions**

After this background review, all states introduced themselves and gave highlights of their current organizational activities. The summary of those activities can be found in our forthcoming state activities report. We are extremely proud of the work being done by our volunteer workforce across the country. Truly, outstanding achievements are being made. For current membership numbers by state, please see the 2017 membership numbers summary. We calculate 3472 professionals represented (not inclusive of students), and not yet including Rhode Island’s numbers.

We then heard valuable introductions by Dr. Thomas Burgoon of the American Academy of Medical Acupuncture who graciously joined us for Friday’s meeting, and also similarly from Dr. Haihe Tian of the TCMAAA/ATCMA. Dr. Tian provided us with slides outlining his organization’s structure and composition. Those can be found HERE.

**Report of the Dry Needling Committee**

We were delighted to have a Skype address with Brent Foster, J.D. who is the national lawyer most versed in this topic. Brent gave us a legislative overview, as well as key lessons learned over the past year from actual legal case experience.

Key points noted:

- Legislative intent must be considered, and administrative rule should not override legislative intent in scope determinations. Ultimately, actions by administrative bodies that ignore legislative intent are likely to fail in a sound court.
- Every case and every law affects the whole web. There is no state determination or statute that is not potentially contributory or detrimental to cases in other states.

Following this, Tracy Soltesz, committee Chair, explained plans to transform the current Dry Needling committee into a task force that would focus on creating a dry needling resource library. We will be seeking an individual with library science background who might be interested in curating this effort. We hope for a volunteer ideally, and if you know of anyone willing to dedicate their expertise and time to this effort, please check with that individual and then contact us if they have interest and would seek further clarification.

Additionally, we seek to create an organizational visioning committee to look towards long-term goals and directives for the organization.

**ICD 11 Codes and Risk Awareness Luncheon**

Marilyn Allen and the American Acupuncture Council graciously sponsored a working lunch to explore these topics. For the latest updates on this project, see:

http://www.who.int/classifications/icd/revision/en/

http://www.who.int/classifications/ICD11January2017Newsletter.pdf?ua=1
**Herbal Medicine Committee Report**

Gonzo Flores of Oregon gave a compelling report outlining the goals and current efforts of this new but powerful core of ASA. Please find his presentation [HERE](#). Do understand that this report represents the direction of the Herbal Committee, and work in 2017 and 2018 will be towards fulfilling this vision. Many thanks to Gonzo, his co-chair Eric Buckley, and the whole committee! For a view of the FDA submissions on the New Dietary Ingredient (NDI) proposals, see our Request for Time Extension and our General Comments.

**Rapid Response Initiative**

Chaired by Acupuncture Now Foundation’s Mel Hopper Koppelman, the Rapid Response Initiative is a multi-organizational, international collaborative dedicated to promoting high-quality responses to poor reporting on acupuncture and East Asian medicine. Work is underway to create a resource library of evidence-based, referenced responses to common criticisms of acupuncture, and also on-going development of pro-active position statements on acupuncture’s utility to treat specific conditions. Mel’s intelligent, entertaining, and evidence-based presentation can be found [HERE](#).

Not to be missed pieces produced by the PHENOMENAL contributors to this effort include especially:

John MacDonald’s Acupuncture Evidence Project:

- Plain English version
- Complete Version

And Mel’s own video response to some truly poorly considered new NICE guidelines.

And the [Wikipedia Change.Org document](#) that got press all the way in China!

ASA will also be developing a Research page for the ASA Website. Please look for that in the months to come. We to be providing access to top acupuncture references.

**ISO – International Organization for Standardization**

Eric Buckley gave us a report on activities of ISO which will be meeting in Hong Kong this coming year, and which met in Rome in 2016. ASA will be supporting Eric again in these endeavors, and he hopes to become much more deeply involved in his representation of the U.S. Delegation. ISO sets standards for everything from how your e-stim machine is calculated to the conformation of your acupuncture needles, and even to what species limitations there are on the ginseng you purchase. U.S. involvement is critical in this process and has been underrepresented in years past, so we thank Eric for his work, and thank the U.S. committee. For more on ISO see the [ISO website](#), esp. Technical Committee 249.

**Discussion on the Medicare Bill (Chu H.R. 3849)**

This bill is not moving at this time, and given the complexity of the American medical landscape at the moment, is not a likely player. With the extreme uncertainty about the Affordable Care Act and other changes in leadership, the likelihood of this passing in this environment is miniscule. It is critical to recognize that to make this profound a change to the landscape of American medicine, we need not only to garner support in Congress, but also to assess what organizations would be allies, and which opponents. We need to galvanize our own practitioner base, ideally have licensure in all 50 states, and secure our Bureau of Labor Statistics status as a distinct profession (slated to be enacted in 2018). Without this bedrock, we have no stable ground upon which to promote inclusion of “Acupuncturists” as a professional group into Medicare, Tricare, and other systems. These bills give an excellent opportunity to open dialog with legislators, but monies are better donated to other endeavors until we lay our foundation.
AMA CPT Committee Efforts

This has been a hard road, and we thank NCCAOM TREMENDOUSLY for their efforts on this. Considering the importance of CPT codes towards insurance reimbursement within an ever-changing healthcare environment, monitoring the Acupuncture codes and other codes commonly utilized by our providers has been deemed important. As we tried to mold ourselves into a profession with an organization that would meet standards for a seat on this committee, equally quickly did the AMA change the requirements for organizational involvement on the HCPAC. This was a very frustrating process for all involved. The NCCAOM Academy was formed to meet the need for representation as demanded by this committee, but new and unfulfillable stipulations were added. At present, the fate of our involvement is unclear. We are discussing among involved groups possibilities for continued engagement, even while currently lacking a formal voting seat. This is a challenging prospect, as the committee meets three times per year in different parts of the country, so the financial tag on this is high. For how a code is developed, see this resource.

Getting to the Point

We had a wonderful presentation by Acupuncture Now Foundation president Matthew Bauer. The ANF has undertaken the ambitious but well-underway project of producing a full-length, feature movie on the benefits of acupuncture. Working with Doug Dearth of 9000 Needles fame, they are producing a compelling new film that could help catapult acupuncture into the mainstream eye. Funding is needed for the completion of this documentary, so please consider donating!

National Certification Commission for Acupuncture and Oriental Medicine

Following Matt’s presentation, we got a valuable update from NCCAOM on their activities and goals for the coming year. We heard from Kory Ward-Cook (NCCAOM CEO), Afua Bromley (NCCAOM Board Chair), and Iman Majd (Academy Chair). For details of their work, please see their hyperlinked presentation HERE.

Accreditation Commission for Acupuncture and Oriental Medicine

Mark McKenzie and Jason Wright graciously represented ACAOM at the ASA meeting, and provided us with important insights into the work of the organizations. Highlights include that there are now 57 institutions offering ACAOM certified degrees in AOM, with a 2016 enrollment of 7,458 students (6,918 Masters, 540 Doctoral). The organization has been working hard via its Delphi study to try to best and in the most representative manner determine degree title designations for the profession. They noted we are one of the only professions with a “nested degree”, meaning the Acupuncture degree’s relationship to the “Oriental Medicine” degree. For more details on their program, see their full presentation.

Council of Colleges of Acupuncture and Oriental Medicine

Misti Oxford-Pickerel gave us an update on the work of the Council of Colleges, including critical insights into the issues surrounding ‘gainful employment’ which threatens to unfairly penalize our industry. This is a complex topic and vastly misconstrued by those within and outside of our industry. ASA will be putting out a statement shortly on this topic, but please see Misti’s presentation HERE for significant detail.
**Board Changes**

David Miller and LiMing Tseng were up for two-year, term end/re-election considerations per ASA Bylaws. ASA Bylaws allow each board member to serve up to a maximum of three consecutive, two-year terms. Zeyiad Elias was appointed to the board after the September 2016 Council meeting per board allowance in the ASA Bylaws. The Bylaws stipulate that appointed board members be officially elected to the Board or rejected from the Board by the ASA Council at the next, properly called meeting of the Council, attended by a quorum of members. The ASA Annual Meeting meets and met these requirements. David, Li, and Zeyiad were proposed to the Council as a slate for re-election 60 days prior to the Annual Meeting, and could be voted on at this meeting. The recommendation from the sitting board was to ‘approve’ the slate. The Council did unanimously approve the slate, and so David and Li will begin their second terms, and Zeyiad will begin his first term on the ASA Board.

For reasons of personal focus, Eric Buckley had initially considered a shift in his volunteer work-load (which is considerable), and so had submitted his properly presented and properly received resignation initially anticipated to be as of the date of the annual meeting. He would have required a two-year election cycle reappointment vote to continue on the board, and this would have needed to have been announced to the Council 60 days prior to the meeting. Because of unanticipated changes and cancellations in some of those ASA external obligations, it became clear that Eric would indeed have Qi and Jing available to focus on ASA. These changes happened, however, fewer than 60 days prior to the Annual Meeting, and so Eric could not be re-elected and technically left the board. Eric was, however, re-appointed by the sitting board to an appointed board position. He will be officially presented to the Council for re-election at our next properly called meeting attended by a quorum. The board, nominating committee, and governance committees all agreed that this re-election should be considered a reappointment for a second, consecutive, two-year term, and not the start of another six possible years on the board.

The board hopes to appoint another board member shortly, and is in the end stages of vetting an individual for this position. The board is authorized by the Council to fill up to 7 of 11 possible positions, so this will fill this potential. Should the board wish to expand beyond 7 members, it will petition the Council at the next properly called meeting, attended by a quorum of members, to do so.

**Governance Committee Updates**

Zeyiad Elias is serving as the Chair of the ASA Governance Committee. He presented the governance report, including review of the committee’s purpose (which is to assure that ASA operates under its bylaws and adheres to all policy as determined by the Council). He also introduced work to be done over the coming year by this committee to develop policies and procedures for the development of organizational policy (a primary function of the ASA Council). Kallie Guimond, OMD, LAc was appointed by the ASA Chair to this committee as well. (Per ASA Bylaws, the ASA Chair appoints all committee members.) The ASA Chair is seeking up to two more members for this committee.

**Nominating Committee Report**

Candace Sarges, Chair of the Nominating Committee, presented the extensive work this group has done over 2016 in its efforts to develop vetting materials for both individuals wishing to join the ASA Board, and for organizations the meet ASA Bylaws requirements and wish to join ASA. These are now available on the website, and represent a phenomenal step towards proper governance and an ability to find the best, brightest, and most capable to serve the organization.
Welcome to Rhode Island!

The Rhode Island Society of Acupuncture & Oriental Medicine was voted to Council membership after proper vetting by the Nominating Committee, Board review, and presentation to the Council 30 days prior to the meeting. We are delighted to welcome them into our shared efforts to build the profession!

Infrastructure Development

Bruce Porter from SWAT Marketing Solutions, Inc. gave a very impressive, information dense presentation on using electronic media to maximize market reach. We discovered that both we, and virtually every acupuncturist in the country, are not maximizing market outreach in numerous easy and logical ways. We have great interest in Bruce’s services, and are evaluating these and their pricing further.

The board asked Bruce to consider ways the national level of the organization could improve connection to the individual practitioner via the state association model, and Bruce had excellent suggestions. The board also asked about SEO optimization, which is the specialty of SWAT.

Budget Report

Candace Sarges, acting Treasurer gave the annual budget report, and we give an extra ‘Thank You’ to Dianne Barclay (VT) who brought her accounting skills to bear as well. The budget overview:

- Balance of 2016 funds was $18,272.48
  - 2015 End of Year Balance: $14,061.60
  - 2016 income from dues- $28,141, donations - $3,600
  - 2016 Expenses: $27,530.12
  - Establishment of Council Fund for 2017 - $1000

Key Meetings

The Board discussed strategic planning regarding visibility at and support of a number of conferences, and has budgeted representation at these meetings for 2017: The Integrative Fertility Symposium, Society for Acupuncture Research, ISO, The TCM Kongress with ETCMA, Society for Integrative Oncology, ATCMA/TCMAAA, PCOM Symposium, and numerous state association meetings. These each are separate item lines in the budget. Other options for meetings were introduced by attendees and considered. CPT attendance remains in consideration. WFAS is also a high priority, but not affordable at present. Board members may also attend other conferences in an unofficial capacity. ICIMH, AIHM, IM4U, and IHPC were also discussed.

- David will be attending the Integrative Fertility Symposium as a speaker, the American Academy of Medical Acupuncture conference as an AAMA member and symposium committee co-chair, the ETCMA conference on behalf of ASA, the Illinois State Medical Society as a delegate of the Chicago Medical Society, the ATCMA conference on behalf of ASA, and the Pacific Symposium as a speaker.
- Amy Mager will represent the ASA at the Integrative Fertility Symposium.
- LiMing Tseng will represent the ASA at the SAR conference.
- Eric will represent the ASA and US at the ISO conference.
- The full board will represent the ASA at the PCOM Symposium.
List Expansion

Regina Walsh (CT), ASA List Master, gave a review of the organization’s history as reflected in the growth of the list. She reflected back on involvement of three members back to 2008! The evolution of the state association system is truly fascinating – perhaps worthy of a thesis?! We are excited as well to see the impressive number of newly involved individuals bringing the profession forward with clear vision and fresh perspective. Many thanks to Regina for keeping us organized and connected!

Working Lunch Saturday

Industry Info

Dan Wen of TCM Zone gave us a very interesting address on herbal manufacturing, including key points for assurance of safety and quality of product. This included quality of ingredients gathered, but also high tech tools like HPLC. Dan focused on granule herbs particularly.

Leadership Workshop

LiMing and Amy presented group with the new ASA Leadership Manual, ASA Board Manual, and template for state associations to create their own manuals. They then directed the group in a leadership development exercise involving team brainstorming and collaborative 4 minute reports. Topics covered 6 key domains of work for state associations, such as leadership, legislation, and outreach. In this short time, the group brought forward tremendous ideas, including strategies, words of wisdom, and resources. We truly represent an impressive think-tank!

Public Relations and the Opioid Committee

Lindy Camardella (IL) gave an overview of the activities of the Public Education Committee. You can find Lindy’s presentation HERE.

Lindy was also a key leader in work to develop materials promoting acupuncture’s benefit for pain reduction, and thereby as a means of reducing opioid dependence. She met with Dick Durbin’s office in D.C. to begin our relationship with them, and to help them get to know acupuncture! ASA and its collaborators have collected some valuable materials that can be shared by all on this topic. See our “Publications” tab on www.asacu.com.

These include:

1. Development of the Opioid Solution Video
2. Development of an Opioid Fact Sheet
3. Production of our “How to speak to Legislators” webinar
4. Working with F4CP (Foundation for Chiropractic Progress), a non-profit seeking alternatives to the opioid epidemic.
Meridians: The Journal of Acupuncture and Oriental Medicine

Jen Stone presented to us on the work being done to advance Meridians to a fully indexed journal. We’re hopeful that Meridians will be a resource for the worldwide medical community once indexing is complete!

Meridians publishes quarterly. Submissions welcomed on an ongoing basis. Submissions for our summer 2017 issue due by April 3.

Please consider subscribing individually or encouraging your institution to subscribe. Subscriptions help the journal thrive!

An Update from POCA and POCA Tech

Lisa Rohleder provided us with an overview of activities occurring within the POCA Cooperative, and also great information on POCA Tech. POCA is also in the final stages of its preparation to release its Job Task Analysis, and ASA strongly encourages all practitioners to take the time to complete this survey! It is critically important that we gather as much data as we can on the profession, so both the POCA JTA and the NCCAOM JTA should be high priorities. Please read a more complete report from POCA here in the POCA Update.

Greetings from AAAOM

Aldo D’Aversa, AAAOM Secretary, gave us a glimpse into AAAOM operations in his address to ASA. More information on the organization can be found on their website page HERE.

The Council Fund

The Board of ASA is excited to introduce a designated byline item to be known as the “Council Fund”. This fund represents a tangible return to stakeholder state associations whose collective Qi allows ASA to be a force in the profession. The Board will work to create an equitable rubric for designation of monies to this fund, and has developed a preliminary grant application process that can be found HERE. As the organization develops stronger fundraising avenues, the potential of this fund to help state associations accomplish their missions is phenomenal. This proposal was presented at this meeting and was greeted with unanimous support by the Council. The Board will populate this fund with $1000 for 2017.

ASA is a resource to national AOM/AEAM stakeholders in efforts to get information out to the general practitioner base. ASA maintains as open and transparent a process as possible, and seeks to keep state associations informed on all relevant efforts occurring that affect the field, and keep all stakeholders informed of state activities that also affect the practice of AOM in the U.S. Please feel free to contact us at any time to reach a wide base of state leaders, or to make connections with particular states. We value collaboration, and look forward to sharing in the continued development of the field.

The ASA leadership is committed to fostering positive relationships for the benefit of the community as a whole.
Respectfully Submitted by your ASA Board (left to right): David W Miller, MD, LAc (Chair), Eric Buckley (Vice-Chair), Candace Sarges (Immediate Past-Chair), LiMing Tseng (Secretary), Amy Mager (Member-at-Large), Zeyiad Elias (Member-at-Large)
Thank you to all of this year’s sponsors!

Thank you to Modern Acupuncture for support of our Friday evening event!
http://www.modernacupuncturefranchise.com/index.html

If your company is interested in helping to support the work of the ASA, please contact us!!!

ASAcupuncturists@gmail.com
<table>
<thead>
<tr>
<th>Golden Flower Herbs</th>
<th>The American Acupuncture Council</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Golden Flower Herbs" /></td>
<td><img src="image2" alt="American Acupuncture Council" /></td>
</tr>
<tr>
<td>Lhasa OMS</td>
<td>Crane Herbs</td>
</tr>
<tr>
<td><img src="image3" alt="Lhasa OMS" /></td>
<td><img src="image4" alt="Crane Herbs" /></td>
</tr>
<tr>
<td>TCM Zone</td>
<td>Association for Professional Acupuncture in Pennsylvania</td>
</tr>
<tr>
<td><img src="image5" alt="TCM Zone" /></td>
<td><img src="image6" alt="Association for Professional Acupuncture in Pennsylvania" /></td>
</tr>
<tr>
<td>AcuClaims</td>
<td><a href="http://www.chinaherbco.com">www.chinaherbco.com</a></td>
</tr>
<tr>
<td><img src="image7" alt="AcuClaims" /></td>
<td><img src="image8" alt="www.chinaherbco.com" /></td>
</tr>
</tbody>
</table>

Find us on Facebook: American Society of Acupuncturists – ASA