

President's Report

Education. In a profession like ours, it's essential. Because acupuncture is not yet mainstream (especially in the Show Me State), we must educate our potential patients on the significant healing benefits we have to offer.

This issue is dedicated to education. Michael Max's article on marketing describes the best ways to educate potential patients, and what to avoid. He discusses sustainable ways to keep your practice growing.

The internet is our most powerful educational tool. But, you can't educate those who cannot find you. Check out the article on websites, both ours at AAM and your individual websites. Oh, and learn a new word: Goglicious.

Patients often ask about our education. Check out the back page for a description

of Missouri's education requirements. We want to share this document with all of you – we've provided a link so you can use this document in your lobbies or on your websites as well.

Educate with us at the State Capitol. We have planned Acupuncture at the Capitol for Wednesday, February 2nd. See details on how to get involved in this issue.



Finally, in keeping with this issue's theme of education, we are proud to announce that the National Acupuncture Detoxification Association

(NADA) has chosen Missouri as the site for their next educational convention. The convention will be held in Kansas City, May 20-21, 2011. Learn more in Lynn Maloney's article discussing the important work that NADA is doing, and how you can get involved.

John Schmieder, L.Ac.

Inside this Issue:

AAM Information	2
AAM Day at the Capitol	3
Website Update	5
National Auricular Detox Conference	6
Classified Section	9
Marketing	10
New Member Discount	11
Acupuncturist FAQ	12
Calendar of Events	12

SHO MI: (Japanese) There are many ways to translate SHO MI: bright soul, various hearts, first experience, correct heart (soul) (body), beginning person and shedding light on experiences. Japanese words such as Kyo, Jitsu, Gogio, Te.A Te do not translate adequately. Sometimes the sound is enough. Perhaps there is no need to translate; just know that when you hear "Show Me," they are talking about our work-to shed light.

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Sho Mi is a quarterly newsletter with circulation to licensed acupuncturists in Missouri, Illinois, Arkansas, Tennessee, Iowa, Kansas and Oklahoma. We welcome articles, letters, book reviews and artwork.

Sponsorships

Full Page.....\$125.00

Half Page.....\$80.00

Classified (up to 30 words).....\$25.00

The Sho Mi newsletter is published in March, June, September, and December. All articles and sponsorships must be received three weeks prior to the month of publication. Articles should be submitted in Microsoft Word and sponsorships in Jpeg format. For more information please contact Jill Hancock at (573) 635-6044 or info@penman-winton.com.

Please remember that sponsors in our newsletter support our organization. Thank them for their support by taking advantage of their products and services.

SHO MI encourages members to submit articles, letters, book reviews and articles.

Please submit to info@penman-winton.com.

The information and opinions expressed in Sho Mi are those of the authors and do not necessarily represent those of the Acupuncture Association of Missouri (AAM).

AAM Membership Benefits

AAM Quarterly Newsletter

Discounted Rate at AAM Annual Convention

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5% Discount with Lhasa/OMS~(800) 722-8775

Discount to The Lantern Journal

Acupuncture Day at the Capitol: It Never Been More Important to Attend!

Last year, the Acupuncture Association of Missouri was able to help fend off a legislative attempt to eliminate our profession's independent licensing committee. One of the main reasons for our success was our members' long standing relationship with legislators.

It is essential that we continue developing our relationship with our legislators. Be a part of it! Wednesday, February 2nd has been chosen as the next date for Acupuncture at the Capitol. This event is a fun way to interact with your peers and educate the public about all the benefits acupuncture has to offer.

We are looking for volunteers who can join us at the state capitol between 10:30 am and 2:30 pm. We will provide treatments in an informal setting, with most participants being treated in folding chairs for around 15 minutes.

If you'd like to volunteer, please contact Bryan Wagner, coordinator of the event, bryanwagner108@gmail.com or at 314-265-9411.

Even if you can't attend, please encourage your state representative or senator to stop by our booth. If you don't know the name or contact information for your representa-

tive, visit our website at www.missouriacupuncture.org Under the Network tab, there is a link at the bottom of the page to locate your representative.

Here are some pertinent facts to put in your message to your representative:

- The date will be Wed, February 2, 2011 from 10:30am until 2:30
- We will be located in the 3rd Floor East Alcove
- All treatments will be free of charge
- Treatments can target a particular area of pain, or be for simple stress and relaxation.

Illinois Association of Acupuncture & Oriental Medicine Upcoming Events in Chicago

Japanese Palpatory and Needle Techniques

Sunday, October 17 10 am to 5 pm

Five Phase Root Treatment in Japanese Meridian Therapy: Theory & Non-Insertive Techniques

Sunday, November 7 10 am to 5 pm

with **Tom Hurrle, L.Ac.**, Each class awards 6 IL CEU's and NCCAOM PDA's

Sponsored by Illinois Association of Acupuncture and Oriental Medicine

These classes are focused on the use of the hands. They are the first 2 of a 3 part series on Japanese techniques.

The palpatory skills taught are a foundation for practice of any other Japanese style. The first class is entirely practical and hands-on. The material draws on teaching methods of Masao Togasaki of Toyo Shinkyu Acupuncture College, Tokyo, and on the presenter's 12 years of study and practice.

The Root Treatment class teaches the fundamentals of Meridian Therapy.

For more information, visit www.ILaom.org.

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Website Update in the Works

Recently I googled “acupuncture st louis” to see what my potential patients see when they are looking for acupuncture services in my area. While I’m not yet on page one, thanks to some recent SEO (search engine optimization) enhancements to my website it has recently gone from “nowhere to be found” to page two. In the process I made a rather startling discovery. Our AAM homepage was nowhere to be found on the first 10 pages of google (not that anybody bothers with anything past page two anyway.) As a new officer to the executive committee of the AAM I thought this was an issue that needed our attention. In this second decade of the 21st century, an up-to-date and google friendly website is an absolute must for any business or organization.

Why Googlicious matters (think of “Google delicious”)

We all know that patients these days are more likely to open a web browser than the yellow pages. The web no longer is the new frontier; it is the everyday marketplace of trade and commerce. If we are invisible to google, then those who would benefit from the information on our site and the access it provides to our member’s sites cannot find us.

Our association’s website should be a repository of information

concerning Oriental medicine, a clearinghouse of its member’s services and a “go-to” site for anyone in the state of Missouri that has questions or an interest in the medicine we practice.

What needs to change?

Our current challenges are two-fold. First, the site needs a thorough content review. Secondly, it needs to be redesigned and build on an SEO friendly framework. We will be using the Wordpress software as its design flexibility, ease of content editing, built-in SEO capability and wide industry acceptance as a standard for webpage design and presentation are unparalleled.

Planned improvements

- Search engine optimized design
- Improved content
- Updated design
- Targeted for page one of google
- Improved linking, and SEO enhancement of member sites
- More opportunities for members to contribute content

How this will help your google ranking

Google bases its rankings on both content and what other sites link to yours. A well designed association website should have a fairly high google ranking. Thus when we put a link on it to your

clinic’s website, your website will get a boost in the google rankings. We also suspect that if our association site can become a “go-to” site for basic information about Oriental medicine and to locate practitioners in the state of Missouri, then potential patients will use it to find practitioners in their area. The more a site demonstrates its value, the higher it will be ranked by google. Thus, a vital and active association site can channel new business your way.

How you can help

Share your expertise. We encourage members to submit short articles, introductions to the kind of Oriental medicine that you practice, explanations of conditions treated and the benefits of Oriental medicine. Please write these as general information articles with the aim of education.

Share your art. If you have photos, artwork or digital images on which you hold the copyright, and would like to share, you can submit these for inclusion on the association’s new site. In return you will get a back-link from the image to your site, just another way to boost your Googliciousness.

Feedback, comments, concerns?

Michael Max is the point person for this project. Email him at michael@yongkangclinic.com

Michael Max, L.Ac.

National Auricular Detoxification Conference

Kansas City, May 2011

The annual conference for the National Acupuncture Detoxification Association (NADA) will be held in Kansas City, May 20-21, 2011. At this conference licensed acupuncturists will learn about the power of ear acupuncture to relieve suffering and provide healing far beyond the limits of our private practices. It will also be an opportunity to identify specific and concrete ways in which we, the Missouri acupuncture community, can get involved and participate in the mission of NADA. The mission of NADA “encourages community wellness through the use of a standardized auricular acupuncture protocol for behavioral health, including addictions, mental health, and disaster & emotional trauma.” NADA also “works to improve access and effectiveness of care through promoting policies and practices which integrate NADA-style treatment with other Western behavioral health modalities.” For more information about NADA’s goal, visit www.acudetox.com.

To fully experience the power and simplicity of acu detox, attend the pre-conference training May 15-19. This training fully satisfies the requirements to be-

come an acu detox specialist (ADS) and you will receive continuing education credits. (Note: In Missouri, non-acupuncture ADS practitioners who are trained to practice the acu detox protocol are known as ADTs, or acu detox technicians.) Missouri law requires that ADTs be supervised by licensed acupuncturists on a monthly basis. In addition to the supervision requirement, ADTs must provide the protocol in comprehensive treatment settings – these may include substance abuse or other programs focused on mental and behavioral health. With the potential for an increased demand for acu detox within recovery and behavioral health programs across the state, there will be a new need for licensed acupuncturists to serve as supervisors.

Several recovery programs in Kansas City have used the NADA protocol in the past and it is possible that the conference will rekindle interest in using this powerful adjunctive treatment within more programs across the Midwest in the future. The relocation of NADA’s administrative office to Columbia, Missouri last winter has stimulated new interest in the protocol in mid-Missouri. For acupuncturists in and around Missouri, the confer-

ence will provide a rare opportunity to learn how to act as a supervisor to ADTs, integrate the protocol in a private practice, and open the door to a broad range of contexts beyond the private setting.

In addition to the pre-conference training, the Conference agenda will explore the increasingly growing and diverse communities of recovery that NADA strives to serve with a barrier-free approach. There will be talks and panel discussions about the application of the protocol in drug and alcohol recovery, as well as psychiatric and behavioral health and disaster settings. Some specific panels include presentations on the evidence-based use of the protocol in schools to treat children with ADD and ADHD, in disaster response efforts to events such as the earthquakes in Haiti and Chile, and the oil spill in the Gulf, and in the treatment of veterans with PTSD. The Conference will also include discussion on the relationship of the NADA style of treatment as it relates to new concepts of community health care and more specifically community acupuncture, including the Community Acupuncture Network (CAN) model.

Lynn Maloney, L.Ac.

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AAM Classifieds

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I am in St Louis but am willing to meet half-way if reasonable. Email me for more information. Pricing is negotiable and will be very affordable.

Tim Sharpe – Tim@DoctorTim.net

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Marketing Yourself in an Organic Fashion. Or, Why Health Fairs are Counterproductive

Have you ever participated in one of those “health fairs” in hopes of generating some new business for your clinic? You know, the ones where you are sandwiched in between the crystal healer and the person doing “needle-less” acupuncture tapping? If you are like me, then you have spent more than a few wasted afternoons talking yourself out of breath, but having very few names show up on your appointment in response to your effort. Why?

I think when it comes to marketing; it is essential to view it from the perspective of the potential customer. What do *they* see when they see an acupuncturist sitting at a health fair table? They see an acupuncturist who is looking for work. They see an acupuncturist advertising themselves as not busy enough. And just like people will pass by the empty restaurant for the crowded one, your presence at a health fair broadcasts the message of “I need business.”

Think about it for a moment. Think about your most influential teachers or the authors of the books that you often turn to for reference or inspiration. Do you think you would see them spending a nice fall afternoon in a windowless room promoting their

service and trade? Doubtful. Successful practitioners don’t do these events, and one of the ways to be seen as successful is to ensure your absence from such.

Yes, but how do I let the world know that I exist?

There are plenty of ways. Obviously, the best is through other people’s recommendations. Think about when you are looking for a doctor, dentist or attorney. Would you crank open the Yellow Pages or instigate a Google search? Unlikely. Most of us would ask our trusted friends or family members for a recommendation. Our time is better spent engaging in the social activities that we enjoy, and through the natural process of discourse letting others know what we do; a personal connection makes it easier for them to recommend our services.

Volunteering our time, especially in ways that allow us to use our skills is another way to build up those social connections and to be of service at the same time. It allows us to demonstrate our skill and compassion at the same time.

Cross referrals from other practitioners: This is a more difficult to establish, but excellent source of referrals. Dentists, specialty

western doctors, attorneys that handle personal injury cases, and other professionals who come into contact with potential patients who would benefit from our services all can be excellent sources for referrals. Cultivating these kinds of connections can help to expand your practice.

Of course, your current caseload of enthusiastic patients is also a rich source of referrals. How often have you had a patient say “I keep telling my friend, husband, co-worker, fill-in-the-blank about you, but can not seem to get them to come in.”? If you can figure out the resistance they have and address it, it will help your patients to market your services.

Remember, from the marketing perspective, the way others perceive us is more important than how we think we are perceived. Demonstrating that you are a busy and capable practitioner will boost your street cred and help to fill up your appointment book.

Michael Max, L.Ac.

New Membership Discount: The Lantern Journal

The AAM is proud to announce another benefit of being a member of the association—members will now receive discounted rates on subscriptions to *The Lantern*.

cine use among the non-Chinese population.

\$110. When placing your subscription, please note your membership within the Acupuncture

To take advantage of the subscription discount visit: www.thelantern.com.au

Association of Missouri and request the Australia pricing level.

The Lantern is a journal of traditional Chinese medicine practitioners, produced in Australia, which has a proud tradition of at least 120 years of Chinese medi-

AAM members will receive subscriptions at the Australian rate. \$125 for a 2-year subscription (discounted from \$150) and \$86 for students (discounted from

To take advantage of the subscription discount, please visit www.thelantern.com.au.



SAVE THE DATES!!

~All acupuncturists and health professionals invited~

National Acupuncture Detoxification Association's 22nd Annual Conference

NADA COMMUNITIES OF RECOVERY and PSYCHOLOGICAL FIRST AID

Conference dates: May 20-21, 2011.....15 pda's

Pre Conference training dates: May 15-19, 2011.....30 pda's

Directors and Administrators Workshop: May 18, 2011.....5 pda's

CALL FOR ABSTRACTS

Contact the NADA office or go to www.acudetox.com for submission form

Location: Kansas City, MO

Hotel: Marriott at Kansas City Country Club Plaza

Contact: NADAoffice@acudetox.com , (888) 765-NADA

Calendar of Events

February 2011

2 Acupuncture Day at
the Capitol
Jefferson City, MO

What to Look for When Selecting An Acupuncturist FAQs

For patient education. Find a pdf file of this document at the AAM website at www.missouriakupuncture.org/acupuncture_faqs.

What is a “Licensed Acupuncturist”?

In the state of Missouri, newly licensed acupuncturists (L.Ac.) have a minimum of 1,900 hours of training. Acupuncture schools, accredited by **Accreditation Commission for Acupuncture and Oriental Medicine** (ACAOM) and the U. S. Department of Education, graduate students at a master's degree level. Students are required to pass national board examinations, administered by the National Certification Commission for Acupuncture and Oriental Medicine, in multiple competencies.

What hands on experience does my licensed acupuncturist have before treating patients?

You can be confident that your licensed acupuncturist has significant experience with patients before earning licensure. Current national standards require a minimum of 660 hours of clinical experience. In most acupuncture degree programs, students perform over 200 actual patient treatments before graduation and licensure.

What about safety and the risk of infection?

Acupuncture is performed with disposable, sterilized needles. All licensed acupuncturists must complete a national Clean Needle Technique certification, including a clinical examination. The incidence of infection from acupuncture is extremely low*.

My Chiropractor Advertises Acupuncture. Is s/he licensed?

Chiropractors providing acupuncture are certified by the Missouri State Board of Chiropractor Examiners, but are not licensed as acupuncturists. Board certification requires a 100 hour training course and a national examination along with continuing education. Some chiropractors take additional training beyond the 100 hour minimum.

Where can I learn more?

www.missouriakupuncture.org	The website of the Acupuncture Association of Missouri. Find a member practitioner here; learn more about acupuncture; and read past newsletters.
http://pr.mo.gov/acupuncturist.asp	The official licensing website for Missouri licensed acupuncturists. Verify a practitioner's credentials at the subpage here: https://renew.pr.mo.gov/licensee-search.asp
http://acupuncture.com/	Great information regarding acupuncture and its benefits. Look for the “patients” tab on the left.



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*Acupuncture is Safe in the Hands of Competent Practitioners, British Medical Journal, 2001; 323 : 467 doi: 10.1136/bmj.323.7311.467 (Published 1 September 2001)