

# Sho Mi

Volume 8, Issue 1

Winter 2011

TO SHED LIGHT ON EXPERIENCES

## President's Report

The snow may be on the ground and the temperatures may be below freezing, but the AAM leadership committees are already preparing for spring. We are bringing two amazing teachers to Missouri this year for continuing education events.

First, in March, we are bringing Dr.

Daniel Jiao to Kansas City. He is a very advanced teacher with a Doctorate in Oriental Medicine.

He has taught at Stanford and served as a Commissioner at NCCAOM for many

years. His class will emphasize the treatment of fibroids and endometriosis, areas which were part of his doctoral training. We look forward to learning advanced diagnosis and techniques about TCM Gynecology from Dr. Jiao.

In June we are hosting Paul Pitchford in St Louis. Many of you will remember his seminal book, *Healing with Whole Foods*, which is a treasured and trusted resource

in many acupuncture schools and clinics.

Over 400,000 copies of *Healing with Whole Foods* have been sold. We are delighted to be hosting Paul Pitchford for two days of training during our annual convention.

We hope to see many of you for Acupuncture at the Capitol on February 2<sup>nd</sup>. See

the enclosed article discussing details of this important event.

Have you noticed?

AAM's website has been completely reinvented.

Thanks to Michael Max, Treasurer, we have a sleek new website that is more informative and

easier to use. It is also easier to update, so it will be a very current resource for you whenever you visit. Take a look:

[www.missouriacupuncture.org](http://www.missouriacupuncture.org).



# A•A•M

Acupuncture Association of Missouri

John Schmieder, L.Ac.

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## Go Paperless!

Some of us do it because we like the idea of saving trees. Some of us enjoy the ease with which we can file digital content. Some of us just like avoiding the paper cuts that go with opening envelopes. Regardless of your motivation, the AAM is delighted to offer you a paperless way to receive our newsletters and other communications. You can quickly and easily opt out of paper communications by sending an email to [info@missouriacupuncture.org](mailto:info@missouriacupuncture.org).

Please include both your mailing address and your email address.

*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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### Classified Advertisements

Wanted: Acupuncturist for Expanding Integrative Medicine Center in Kansas City, MO. Candidate will be working part-time until their practice builds to a full-time status. Please email resumes to [resumes.h917@gmail.com](mailto:resumes.h917@gmail.com).

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](mailto: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](mailto: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

10% Discount for AAOM Membership Dues~(866) 455-7999

5% Discount with Redwing Book Company~(800) 873-3946

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

Discount to The Lantern Journal

## March 5—Kansas City CEU Event

*Join us as we host Daniel Jiao,  
Doctor of Oriental Medicine*

AAM is proud to be hosting Dr. Daniel Jiao for a course in Gynecology. Dr Jiao will draw from his clinical experience and doctoral work in the areas of endometriosis and fibroids.

After a brief discussion of general gynecology, Dr. Jiao will present on fibroids. This will include various etiologies, pathologies, treatment principles, acupuncture points, and case discussions. The same topics will be presented for endometriosis.

Daniel Jiao graduated from Beijing University of Traditional Chinese Medicine in China, and he holds a Doctorate in Acupunc-

ture and Oriental Medicine and Master of Science degree in T.C.M. from the American College of T.C.M. He has served on the Board of Directors of the National Commission for the Certification of Acupuncture and Oriental Medicine (NCCAOM), as chairman for 3 years and commissioner for 9 years. Daniel served as the chief instructor of Oriental Medicine in the Medical Acupuncture Program at the Stanford University, in addition he taught in the Department of Health Sciences at California State University at Long Beach. Presently, Daniel is the Chair of the Department of Herbal Medicine and a Professor at the American College of Traditional

Chinese Medicine, where he also serves as a Supervisor of the school's teaching clinic. Daniel is a well-known, active T.C.M. speaker and has lectured extensively to many colleges, medical associations and at international conferences in China, Japan, Australia, Europe, Mexico and Brazil.

Please see the signup sheets in your newsletter envelope for more information on this class. If you did not receive a copy, all information about the class can be seen at our website, [missouri-acupuncture.org](http://missouri-acupuncture.org).

We hope to see you on March 5<sup>th</sup>!

*John Schmieder, L.Ac.*

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## New AAM Website

We hope you like the freshly minted redesign of the AAM's website. In addition to a more contemporary look, it also sports some serious SEO (Search Engine Optimization). What this means is that it is more likely your potential patients will find the website when they are using the Internet to search for an acupuncturist in your area. We want them not only to find you, but to call you as well! So to that end we are offering all full-membership members an opportunity to submit a short bio that introduces you and your practice, along with a photo.

This will not only give you better visibility on the web, but it will also provide backlinks to your website. Google and other search engines see backlinks as adding credibility to your website and thus improve your Google ranking.

Please limit your bio to 150 words and send us a nice current headshot of you. We will take it from there.

Please forward your information to the AAM office at [info@missouriacupuncture.org](mailto:info@missouriacupuncture.org).

Visit the new AAM website at [www.missouriacupuncture.org](http://www.missouriacupuncture.org).

# Learning your herbs just got easier!



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Nearly four hundred individual Plum Flower® herbs on beautiful color photo cards. The Herb ID Kit includes 12 binders and almost 340 actual samples in zip-top bags\*. Cards may also be purchased as a separate set. Learn more at [mayway.com](http://mayway.com).



\*Herbs may vary according to availability.



[www.mayway.com](http://www.mayway.com)

1-800-2-MAYWAY

## 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 fold-

Acupuncture Day at the Capitol: February 2

ing chairs for around 15 minutes.

If you'd like to volunteer, please contact Bryan Wagner, coordinator of the event, [bryanwagner108@gmail.com](mailto: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.**

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 3<sup>rd</sup> Floor East Alcove
- All treatments will be free of charge
- Treatments can target a particular area of pain, or be for simple stress reduction and relaxation.



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2011: YEAR OF THE RABBIT!

### In Winter, Nourish the Kidney

Winter is a season of stillness and inward movement. During the winter months, the inward direction of the qi can guide a kidney formula to the deepest level of influence. The kidney can be more profoundly affected at this time than any other time of the year.

*Golden Flower Chinese Herbs* has a selection of popular kidney tonics including: **Rehmannia Six Formula, Eight Immortals Formula, True Yin Formula, Jing Qi Formula, Rehmannia & Scrophularia Formula, Seven Treasures Formula, Ming Mu Formula, Essential Yang Formula, Vital Treasure Formula, and Sea of Qi Formula.**

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## Chlorella Micro-Algae

*Paul Pitchford is the author of Healing with Whole Foods. He will be our instructor at AAM's 2011 convention on June 4<sup>th</sup> and 5<sup>th</sup>. For more information, see our President's Letter and the full page description of this event on the back of the newsletter.*

Dear Friends,

As more people from all corners of the world discover each day, the ultra-green supplement known as chlorella is proving itself to be an invaluable, whole-food dietary supplement.

Single-cell fresh water algae, chlorella is among the most ancient life forms on the earth, and is virtually unchanged in over 2 billion years of existence. Thus it harbors the spark that characterized the original creative energy of the planet.

One of the richest foods in protein, beta-carotene, and nucleic acids (RNA and DNA), chlorella contains more chlorophyll than any other food. The following are special features of chlorella:

Assimilates almost instantly as its massive protein and beneficial fats are predigested by the algae. Users often feel more energy in their lives.

Boosts immunity, partly as a result of its rich store of acid polysaccharides.

Cleanses environmental toxins from the body including radiation residues, pesticides, herbicides, and most toxic "heavy" metals including mercury.

Builds the "Yin" of the body according to ancient Chinese healing tradition, meaning that it helps overcome stress, inflammation, and mental irritation.

Of all the supplements I have seen in 30 years of clinical practice in nutrition, chlorella fosters a greater sense of wellbeing—for more people—than any other supplement. More effective than the mere sum of its nutrients, chlorella is a whole food whose

potency results from the perfect integration of all its nutrient dimensions.

*Usage Suggestions:* I find that one of the best ways to use chlorella is in the form of tablets: chew up 3-5 tablets at the end of meals with a little food. This reduces the desire to eat sweets later. Tablets also go well at other times of the day to quell blood sugar rushes and the associated cravings—chew them thoroughly, either alone or, with a snack such as roasted pumpkin seeds or celery sticks. (Chlorella tablets must be chewed up or they will not digest fully.) Any residue on the teeth or gums will protect and heal those tissues of the mouth. Chlorella is also available as powder for mixing with water or other drinks. Chlorella tablets or powders also go well in hot water or herbal teas, especially for those with weakness or frailty. Note that traditional peoples who consumed chlorella always cooked it into a soup.

Paul Pitchford, L.Ac.

### AAM Upcoming Events

- Wednesday, February 2: Day at the Capitol
- Saturday, March 5: KC CEU Event Featuring Paul Pitchford
- Saturday, March 5: KC Chinese New Year Banquet
- Saturday, June 4-Sunday, June 5: Annual Convention in St. Louis

## Practice Websites

Do you have one? And if so, does it look something from the late 1990's, or is it one of those sites where you have to contact some expensive "webmaster" to make changes for you? The good news is that web technology has come a long way in the past 5-7 years and it is now easier than ever to have your own site and be able to make changes to it too.

The AAM has made some special arrangements with the designer of our new site, Jessica Kupferman, and she is offering a special package deal for our members.

Jessica not only has a great eye for design and a deep understanding of the tech behind the web, but she also speaks plain English and can create a site that will delight you. Additionally, she knows a thing or two about SEO, so if your current site seems invisible to Google, then a new SEO enhanced site can increase your Googlousness (delicious on Google, or easy to find).

For \$500 she will create a 4-5 page site using Wordpress as the foundation. The benefit of Wordpress is that you have

1000's of "themes" to choose from, so you can easily find a look that is right for you. Plus, changing the content on your site is almost as easy as writing an email. This price excludes registration and hosting costs.

Visit her website at <http://www.yourdigitalstew.com> to get a sense of the work she does, and click on the "contact" menu there to get in touch with her.

Be sure to tell her you are a member of the AAM!

Michael Max, L.Ac.

## Regional CEU Events

AAM is providing information on CEU events provided by Acupuncture Associations in surrounding states. If your event isn't listed, please contact us and provide details.

### **Illinois Association of Acupuncture & Oriental Medicine Continuing Education: For information, email [info@ilaom.org](mailto:info@ilaom.org), or check [www.ilaom.org](http://www.ilaom.org).**

Practice Management Panel Discussion  
February 27, 2011  
Libertyville, IL

Tuina for Shoulder Disorders: March 27, 2011  
Tuina for Low Back Disorders: April 10, 2011  
Dr. Leon Chen  
Libertyville, IL

Find Dr. Chen's CV here: <http://www.eastwesthealingcenter.net/meet.php>

Pulse Diagnosis Workshop  
June 4 & 5, 2011  
Justin Pomeroy  
Chicago, IL

Integrative Endocrinology  
October 22 & 23, 2011  
David Miller, MD  
Chicago, IL

Sharon Weizenbaum  
November 19 & 20, 2011  
Chicago, IL

Find out more about Sharon here: <http://www.whitepineinstitute.org/>

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Paul Pitchford

THIRD EDITION

**Save the Date!**

**AAM Annual Convention**

**in St. Louis, Missouri**

**Paul Pitchford**

Author of

**Healing with Whole Foods**

**June 4th & 5th, 2011**

14 Continuing Education Credits

Registration Materials to be Provided

in March/April 2011