

# The Colorado Acupuncturist

A Publication of the Acupuncture Association of Colorado

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*The mission of the AAC is to provide a unified voice to practitioners and students of AOM by involving and communicating with members, educating the public, and influencing legislation to promote and protect AOM in Colorado.*  
—AAC Mission Statement, adopted May 9, 2009

## Autumn 2010:

the  
Metal Tiger  
Season

of  
the  
Metal Tiger  
Year



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# The Acupuncture Association of Colorado

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The Acupuncture Association of Colorado, Inc., as a nonprofit association, is a professional organization of acupuncture and Oriental medicine throughout the state of Colorado. The Association will encourage and foster the healing art known as acupuncture and Oriental medicine, promote acceptance of a uniform standard recognition for the unique skills and abilities of acupuncture and Oriental medicine throughout the state of Colorado, work in association with the existing Colorado medical community, and foster, encourage and promote constant upgrading of the skills, abilities, qualifications and educational requirements of acupuncturists and practitioners of Oriental medicine.

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## President's Column

### Outgoing President, Nancy Bilello, RN, LAc



As I complete my term as an AAC Board member, I feel great confidence in the direction the AAC is going. This past year has been extremely productive, the result of a retreat and hard work on the part of every Board member to restructure the AAC and move us forward into the 21st century.

We are very pleased to announce our new website and the many features it will offer to members and the public alike. This has been a tremendous learning experience and at times has been challenging, but we have a product we are very happy with and we are sure you will be, too.

We have 3 Board members, besides myself, who will be stepping down today. The first is Erik Gasner, who has been our student rep for the past year. Erik has done a great job reaching out to the students of both SWAC and CSTCM. Time limits prevented him from contacting ITEA, but it is my hope that the Board will continue this outreach to all the schools and students in Colorado. Many other states are experiencing rifts between the schools and the professional communities, so we here in CO have a lot to be proud of - not only do we not have these rifts, but we are working to strengthen the relationship between the schools and the professional community.

Jan Vanderlinden, who has served as the Community Committee Chairperson for the past year and has been a Board member for the past 5 years will also be stepping down. Jan has done a great job planning the Conference this year and getting exceptional speakers for us.

Last, but definitely not least, Jeanette Rockers who served as Treasurer for the past 5 years and has spent the past year helping Karen Marks to transition into that role, will also be leaving the Board

Please join me in thanking these members who have given so much to help us all.

I would like to introduce your new President to you: Denny Ellinger! Denny has been mentoring under me for the past year and has a great understanding of the role of President. I know she will bring her business skills, great ideas and sense of structure to the AAC.

In closing, I would like to take this chance to bug you all one last time to consider helping the AAC in any way you can. The AAC is not some distant corporate entity that is separate from the members. The AAC Board is composed ONLY of AAC members and we need to rise up and come together as a community if we want to have a say in our professional future. While it may seem intimidating to join the Board or even become a committee member, the Board is now committed to mentoring people into the Board positions. Most of us have found that it has been an extremely rich and rewarding experience to serve in this capacity.

It has certainly been my honor and privilege to have been on the AAC Board, and I look forward to seeing the great new heights we can all reach by working together.



**Outgoing Board Members:**

***Eric Gasner, Jan Vanderlinden, Jeanette Rockers, and Nancy Bilello***

## AAC 2010 Conference - Yes! Extraordinary Success Report from our Outgoing Community Chair Jan Vanderlinden, LAc



The 27th Annual AAC Conference Extraordinary! is still going on as I write this report, but I am already certain that it is a great success. With participants representing the front range from Fort Collins to Pueblo, and others from Brooklyn, Aspen, Tucson, Eagle, Chicago and more, it has been an exciting and enjoyable time spent with colleagues.

The day began with Jim MacRitchie's Eight Extraordinary Qi Gong. Jim is a font of knowledge and has developed a new qi gong set to open those channels. By the way, Jim organized the first AAC conference - decades ago! - so it was a special privilege to have him teach this year.



*The Chi Brothers*  
—Don't mess with them!  
**CHI-p Chace & Jim MacRit-CHI**

Saturdays plenary session with Chip Chace traced his own process studying cranial osteopathy and classical Chinese medical texts - including Li Shi Zhen's Exposition on the Extraordinary Vessels. He led participants to their own understanding and experience of stillness as expressed in those two disciplines. He included wonderful quotes, which I'm recalling from his powerpoint presentation (so hope I'm quoting accurately) - such as Zhuang Zi's;

"Don't listen with the ears - listen with the Mind.  
Don't listen with the Mind - listen with the Qi"

Chip challenged participants to deepen their ideas about palpation. Through his experience in the clinic, synthesizing Chinese medical theory and Western osteopathy, he has developed a lucid and articulate way to teach qi palpation - and experience the heart of stillness that is at the center of the most profound aspects of our medicine.

The afternoon sessions broke into two groups - one continued with a hands on qi palpation class with Chip Chace. This was the beginning of getting some practice developing the ideas he enunciated in the morning. Comments on the class ranged from - WOW! - to - needed more time! (Sunday classes and the rest of our lives?)

The other group worked with Hilary Skellon - master teacher and daughter of J.R. Worsley who developed the 5 Element System of classical Chinese medicine. Hilary is the Director of ITEA in Louisville. What a treat having her at the conference! Numerous role playing demonstrations were both practical and inspiring. She also discussed Spirit of the Points, from the upcoming Worsley book. Comments included - Wonderful! - and - needed more time! (Seems to be a theme).

Throughout the day participants got a chance to visit our vendors. It was a great opportunity to discuss products and look at books and meet vendors. Marilyn Allen from the American Acupuncture Association talked about developments with the World Health Organization, which will be discussed in another article in the future. We deeply appreciate the substantial support we receive from our vendors, at this conference as well as over the years.

We ended Saturday with a cocktail party - a great way to meet new colleagues and chat with old friends.



*Four Grande Dames of the Art:*  
**Debra Novotny, Valerie Hobbs,  
Kyle Liston & Molly Greacen**

*(Continued on page 5)*



## Treasurer's Report Karen Marks, LAc

Although the transition in the treasurer position has not been as smooth as either one of us would have liked, it appears that we have managed to do it. Most of this year (including this conference!) has been spent with Jeanette and Karen collaborating, and it has been a good partnership.

The board voted on a budget that increased spending in the PR/marketing areas so that we could get a better website up and running and streamline a few of our old processes. I'm sure that Tina will tell you more about that.

We have decreased some of our operating costs by consolidating the phone/fax line, and are considering dropping the phonebook advertising next.

As always, we are hoping to increase our membership, not only because we would like to see a unified voice for acupuncture in this state, but because it would give us more financial resources to do the things that we need.

The P&L shows a loss, as we have not renewed many memberships at this time. In short time, this will look much better!

Karen would like to thank the Board, especially Nancy, Jeanette and Diana for helping mentor her into this position, and looks forward to working more with them in the future.

*(Conference Report: Continued from page 4)*

Sunday had four sessions - two with Chip Chace and one with Eric Brand and one with Terri Starck and Eric Royer. Chip's sessions included further explorations of qi palpation and pulse diagnosis as related to the eight extraordinary vessels. Eric Brand presented an incredibly interesting lecture on granular formulas. Terri Starck and Eric Royer gave a compelling presentation on business development.

We also conducted the annual business meeting. Highlights included passing several by-law changes. One change will allow the AAC to hire an Office Manager and elect a separate board member to act as Secretary to the board. Diana Horowitz will be the new Office Manager while Sandra Lillie was elected as the next Secretary. Diana has been the acting Secretary since April, so this transition should be quite smooth. Other newly elected board members included Greg Shim to take over my position as Community Chair and Coninyah Dew to take over as Vice President from Denny Ellinger. Also elected to replace student rep Eric Gasner was Matt Kester.

The conference was a huge success...which will simply be the beginning of the next big success. Hope to see you all next year!

*[A Big Thank You to Jim MacRitchie for contributing the photos—and captions!—from the conference.]*

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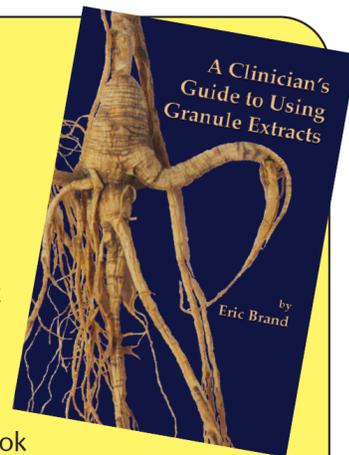
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## Harvesting the Fruit of Our Practice by Giving Back: Acupuncturists in Boulder respond to the Four Mile Canyon Fire

Jonathan Major, L.Ac., M.Ac., Dipl.Ac.

I arrived home from a weekend trip Monday afternoon. The fire was raging and news of evacuations was spreading. That same night the heavy smoke engulfed our home. The fire was beginning to directly affect me both physically and emotionally. I wanted to help the people who were fighting the fire as well as the people who were affected by the fire. My inspiration spawned from the sense that our community's health was at risk and that the tension of people around me was building in the face of nature's power.



Tuesday evening I went to a yoga class, the teacher led us through a movement meditation focusing on listening to our hearts in this time of trauma and disaster. In that moment I started to deeply listen to what felt alive in my heart. I announced to the class that I was organizing a group to do acupuncture with the firefighters. After that announcement the idea became alive and closer to reality. I was witnessed by my community and had the opportunity to manifest my goals. That night I started to contact fellow acupuncturists and massage therapists. I sent emails out to the Acupuncture Association of Colorado (AAC) asking the organization to send out an Eblast to all members. I sent out another Eblast through Acupuncture Without Borders (AWB), and to my former school, The Institute of Taoist education and Acupuncture (ITEA). From there the explosions started. People started emailing me and calling me to help and volunteer their time, supplies, and money. Within 24 hours I had received financial assistance, over 3,000 needles and basic supplies for clean needle technique.

Over a year ago I participated in the AWB training and as part of my clinical experience at ITEA, I had worked with veterans using the NADA protocol. With these experiences as my foundation, I used the clinic manual that AWB gives out as a guide to set up a disaster clinic. Determining where to set up the clinic was a bit of a challenge at first. I

began by going to the reservoir where the firefighters were stationed. I brought with me a case of bananas to share with the firefighters. I offered to set up a clinic there, but was told to call a volunteer hotline that I had already called and emailed earlier in the day. Apparently all volunteers and donations are directed to this one volunteer number, where no one answered or responded to my offers. I then went to the YMCA and was told that the Red Cross cannot accept my donation of time and services because I am not trained with the Red Cross. I began to feel how difficult it was to move my idea into reality. Where do I set up a clinic? How do I successfully bring all the offers of time and supplies together into a clinic? I was receiving about 3 calls an hour from acupuncturists wanting to help and assist. That afternoon when I answered a call, Nadya Wiziri was on the other line, and she offered to meet me that day and see if we can organize a location and go forward. Her help, confidence and partnership deeply helped get this project moving with velocity.

Nadya and I entered the YMCA again,. Luckily she had a contact there. When her contact started showing us space to set up, it seemed like it was a 'go', but then a contact from the Red Cross said we were not allowed anywhere on the property with our clinic. So we decided to set up on Boulder County property adjacent to the YMCA. The following day we set up our tent and we were met by Valerie Hobbs the Dean of South West Acupuncture College (SWAC). She arrived with chairs, a table, a box of supplies including over 2000 needles and sharp containers. We invited all the volunteers and refugees at the shelter to come to the clinic for free acupuncture that would help to relieve stress from the trauma. The first 3 hours not many people showed up. We treated 1 or 2 people by noon, but as the day progressed more and more people showed up. By the end of the 1<sup>st</sup> day we treated 35 people. The people there were

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(Acupuncturists Respond: Continued from page 6)

very grateful, the Red Cross workers were grateful and we started to get some press about what we were doing. I started to feel the community at the shelter taking advantage of the services we were providing.



Over the 4 days, that the clinic was set-up at the YMCA, 20 volunteers gave their time and supplies. I have received checks in the mail of financial support and community support. I feel the clinic played a role in supporting many people who were affected by the fires. We were able to treat 2 firefighters and introduce the idea that community style acupuncture can be very effective in helping people integrate their traumatic experiences. We offered an alternative for health and well being in a time of stress and chaos. We also offered an opportunity for acupuncturist of different schools of training to come together and work with the community. We all benefited by working together despite having attended different schools.

After the 4<sup>th</sup> day the larger relief efforts were winding down, the crisis was abated and we'd treated over 70 people. We stopped the clinic on the 4<sup>th</sup> day as the 3 main organizers involved with coordinating the effort realized we needed a break and some time to reorganize to make this effort more sustainable for us in the long term.

Our long term intention is to create a team of people to be ready to assist in situations like the four mile fire. We want to have all supplies ready and volunteers in place. We are driven to find ways of collaborating with the Red Cross, firefighters and other relief efforts to work with them from the get go, rather than scrambling during a crisis to get a clinic setup.

**Our long term intention is to create a team of people to be ready to assist in situations like the four mile fire.**

(Continued on page 14)



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## Annual Legislative Report Outgoing Legislative Chair, Nancy Bilello, RN, LAc



The past year started out fairly quietly as far as legislative issues go. We did not have a lot of pressing issues and did not have a huge presence at the Capitol.

One bill that came up that may very well affect us again in the next year is that the chiropractic profession introduced a bill that would have allowed them to do injection therapy of pharmaceutical substances. While the AAC remained neutral on this bill, it did concern us because our policy on injection therapy was submitted as part of the chiropractors' testimony. Some legislators at the hearing appeared concerned about our policy, but it never went further than that. If the chiropractors introduce a similar bill in 2011, our policy may come under scrutiny. The legislative committee will monitor this situation and keep the membership aware of what is happening.

Our current projects are:

- **Insurance parity:** Currently there is not much new on this front. We continue to contact and meet with legislators and will be gearing up for more action when the legislature convenes in Jan.
- **P.T. Sunset Review:** the DORA report on the P.T. sunset review will come out on Oct. 15<sup>th</sup> and we will be monitoring this report for any new passage regarding dry needling.
- **Dry needling:** as an FYI for all of you, dry needling continues to be a fairly hot topic nationwide. Maryland and Oregon are looking at reversing their policies and taking dry needling OUT of the scope of P.T.'s. The legislative committee will continue to watch these trends and determine how they may affect us here in CO.
- **Acupuncture Sunset Review:** Our Sunset Review will be coming up in 2012/2013. After the AAC Annual Conference, we need to get a task force going to look over issues that affect us, determine what we like and don't like about our current Practice Act and what we would like to add to our scope of practice.

Having served on the Board for 4 years, I realize that I do not have the energy to chair such a task force. Linda will have her hands full with the work of the legislative committee. Therefore, we do need an AAC member to step up and be willing to take charge/chair this committee. That basically means setting meetings and meeting agendas, coordinating communication, etc. Please contact me or Linda Gibbons if you are interested in doing this. I do have names of people who have expressed interest in being on this task force, but we need a chairperson.

I will no longer be the Legislative Chair of the AAC, but I am happy to report that Linda Gibbons will take on this position. Linda and I have worked together this past year as she takes on the somewhat daunting task of learning the politics that affect our profession. I have every confidence in Linda and I will remain on the Legislative Committee to continue to help these efforts.



*(PR Committee Report, Continued from page 13)*

### Thank You's From PR Committee Chair, Tina Laue:

Always, there are people who go above and beyond and I couldn't do it without them.

- Marlene Bunch, ideas, conference room, suggesting working with Erik of Juice Create.
- Lyna Norberg, ideas, opinions, HUGE part of helping with look and feel of the kit (hours and hours of tablecloth discussions!!) and taking a shift for the Dragon Boat when I really needed it!!
- Dallas Cox ideas, opinions, Facebook
- Heather Conway organization, support, ideas
- A huge thank you to the board of the AAC. Working with all of you is a true inspiration.

## Vice President's Report Outgoing VP, and new President, Denise Ellinger, LAc



This has been an exciting year for the acupuncture profession both nationally and statewide. The change in awareness and acceptance of our medicine by the general public has been growing exponentially as its efficacy has been experienced. In Colorado, we have greatly benefited from past board members (starting with our “founding fathers”) who answered the call to continually educate the public and strengthen our scope of practice. They are all part of why we are able to practice our medicine legally in this beautiful state and their work for us cannot be measured.

During the past year, the current board has worked to update our website system and capabilities. Our forward thinking PR chairman, Tina Laue proposed and brought in Erik Royer and Terri Stark to bring focus and strategy to our forward movement. Besides having a “pretty” site to look at, function, expanded membership benefits and information, as well as target marketing and continued education of the general public were our goals. This is all part of our focus to build community both within our ranks and with the general public. Our interim Secretary, Diana Horowitz, has been working with Erik Royer's company to get the website up and going. Her past board experience and organizational skills have been invaluable. This

new tool will help the AAC go green (you have already seen evidence of this with our editor Anna Suter's latest newsletter), provide a database for members, and have more interactive tools that will enable members to stay up to date with legislative issues, continuing education and marketing events.

With these improved communication skills your membership should become more “user friendly”. It is up to you to use these benefits and help shape our next steps. Your membership is the first step. Your involvement is the next. Don't miss out on the many opportunities you have to help shape and protect our scope of practice while building a stronger acupuncture community.

Our board members that are stepping down as their terms end have been vital to building our amazing history. Nancy Bilello not only served as our President and became involved in national discussions for our profession but also has been heading the legislative committee and will continue to work with Linda Gibbons. Jeanette Rockers has been our fiscal conservator and mentoring Karen Marks into the position of Treasurer, Jan Vanderlinden has contributed on several different committees and as head of the Community Committee has also headed up our new conference. Melinda Cobb left earlier in the year, after several years of service to the Association, to pursue additional higher education and passed the torch to Diana Horowitz who is currently the interim Secretary. Erik Gasner, has been extremely innovative and proactive in creating student communication and membership as well as having an innate talent to question and lead.

As we did at our annual meeting, I'd like to take the opportunity to honor and thank the past and look toward the future.



**THANK YOU VENDORS!**

*Denny Ellinger  
& Diana Horowitz  
enjoying the vendors' display*



## Marketing with Integrity: Create a Successful Specialty Practice

by Honora Lee Wolfe, Dipl.Ac.

I always encourage my students to choose a specialty for their practice. There are many good reasons to do this. First and foremost, being a General Practitioner is the most difficult type of practice to run! Why? Because it's far more difficult to learn something about everything than to learn everything about one thing. If you are a GP, you at least have to know where to find information about almost any and every ailment under the sun, which is stressful *and* requires you to own a lot of reference books! On the other hand, when you specialize in a limited universe of ailments, it is easier to get really good, really fast. When you get good at what you do, people find out about it and the universe (including other acupuncture practitioners!) starts sending you patients.

Let's say you have decided to specialize in sports acupuncture (or gynecology, or pediatrics, or dermatology) and you need to double the size of your practice to produce the income you require. The truth is that you are in a better position than the general practice guy down the street! Why? Because you can probably get the guy down the street (as well as lots of other types of practitioners) to send you referrals for your specialty. If he or she does general practice or only face-lift acupuncture or gynecology and your practice specializes in sports medicine, you can actually help to build each other's practices quite comfortably with no competition for each other's patients. Also, you will be less likely to experience practitioner burn-out when you get good at your work. It becomes easy and joyful to practice when you usually know what will really work for your group of patients! Below are some ways to market your specialty, maintain your integrity, and offer great service to your community, all at the same time.

**A.** Set goals. Many great thinkers have agreed that it is not as hard to get what you want as it is to decide what you want. Do some simple math and determine how many patients you need to see each week to reach your personal goals, both in terms of finances and your time-and-thought capacity. How many new patients do you want each week or month? How many patient visits, on average, do you want to see each patient for optimum care? Write this all down. Share these numbers with your front desk staff. The more mental energy is focused on reaching your goals, the faster and more effortlessly they can happen. I put this idea first, because I know it to be the most important place to start for success with any business, organization, or project.

**B.** Send out a letter (with brochure and card) announcing the opening of your practice to everyone who might be able to refer to you. That includes all other area acupuncturists, naturopaths, orthopedic physicians, chiropractors, private and public sports clubs, exercise and climbing gyms, sporting goods stores, bicycle repair shops, private golf and tennis clubs, you name it. If it is connected to the world of sport, it is a potential source of referral for you. Offer the other practitioners a free consultation or treatment to get to know you or, for the clubs and gyms, a free talk and demonstration for their members. Make sure your brochure and letter tells them why they should be interested in acupuncture in "what's in it for them" terms and proofread each letter, brochure, or flyer carefully! Then request referrals from them and offer to refer to them in return.

**C.** One way to let everyone know about your practice is to create a monthly practice e-letter that is sent out to other practitioners rather than to prospective patients (and put on our website and posted to your Facebook page, or placed on your or other peoples blogs). What would this e-newsletter include?

1. Any news about your specialty that's been in the general press
2. Classes, lectures, or other special events you are involved in
3. Any new practice techniques you've recently learned
4. Research you've been involved in or learned about that is relevant to your practice (or theirs)
5. Information about a great herbal formula that you've recently started to use and how you use it in your practice.

Remember that we get by giving. If you want other practitioners to send you patients in your specialty, it helps if you keep in touch with them in ways that both serve them and remind them of your expertise.

*(Continued on page 11)*

*(Marketing with Integrity: Continued from page 10)*

**D.** Another way to create interest in your work while giving back to your community is to write articles for local or regional publications, or even the newsletters of those private clubs and organizations we talked about in #A above. There is no shortage of magazines, e-publications, or newsletters for almost any interest group or subculture that you can name. If you do sports acupuncture, for example, you might write an article for the local running group newsletter about how acupuncture treatment can shorten recovery time from injuries or increase endurance. If you really can write well, why not send it off to a national publication? Who knows what sort of publicity will come from it and why shouldn't you be the expert they turn to with questions about Chinese medicine? Keep the articles simple and relatively short, with bullet points ("Six Ways to Shorten Recovery Time After a Race," etc.) and not just paragraphs. So, if you can write at all, write for anyone who will put it into ink!

**E.** If you like to give talks, get out there! Good speakers are always in demand. Again, every private sports organization and club could be a good source of speaking engagements. Then, if you become really expert at your specialty, you can teach other professionals, both of which continues to grow your sources of referral.

**F.** Practice what you preach. If you like sports, join a sports organization or club and participate regularly. Then when you hear the person riding his bicycle next to you complaining about tendonitis, you have a perfect opportunity for a natural, unforced conversation about what you do. As someone who is a participant in the organization, you already have more credibility.

**G.** Write an e-book on your area of specialty written for the general public. How can acupuncture help athletes? That should be good for several possible chapters! Offer the book as a free download from your website, or, sell it for £10 to be subtracted from their first visit to your office. You can include information about your book in your e-newsletter that is sent out to other practitioners, or a monthly e-newsletter that is sent out to your patients.

**H.** Become involved with at least five or more centers of influence. You are very likely already involved with several: your family and your patients are two centers of influence. So what about professional associations? They can be a great source of referrals. What about a local community service organization or coaching in a children's football league? Even giving a few hours per week or month can put you in contact with lots of new people who might otherwise never meet you. If you belong to a church, join a committee that puts you in contact with as many people as possible. If you have children, join the parents' organization or participate in activities with lots of people-contact time. Smile; talk to people; make sure you always have your business cards; and don't allow yourself to be shy! Become a "central hub person" within as many groups as possible.

**I.** If you are shy, remember this rule. The easiest way to talk to people is to get them to do the talking. All you have to do to become a brilliant conversationalist is to get people to talk about themselves and their problems, needs, worries, joys, aches and pains. This skill allows you to find out the person's real needs, fears, and desires. The better you get at asking open-ended questions and then listening attentively to the answers, the easier it may be to get over your shyness and the better you are at discovering if your services might be a good fit for them. Also, when you *really* listen to people and they feel your presence, curiosity about them and their concerns, it is hugely attractive to people. It makes it easy for them to want to become you patient. Just by listening, you may have gone a long way toward healing them just by being a good listener.

**J.** When you meet people, think to yourself as you look at them, meet them, shake their hand, "I can help you; my skills as an acupuncturist could bring you to better health." The more you think those kinds of thoughts, you'll be surprised at how many people will also believe that you can help them!

**K.** If you don't have any sales skills, read a few books and practice in the mirror. What friendly reply will you have when someone says, "Oh, my sister tried acupuncture and it did not help her," or "A friend told me it can hurt," or "I'll have to think about that, but I'm not interested now"? A few basic skills that allow you to turn a prospect into a real client will go a long way toward initially building your practice.

*(Continued on page 12)*



(Marketing with Integrity: Continued from page 11)

**L.** When a patient comes in to your clinic, make sure that your inside reality matches the wonderful outside image you have created. I suggest you walk through each area of your clinic and think critically about each part of a patient's experience from the initial phone call all the way through to completion of their therapy. What could you do better without creating unrealistic additional demands on yourself? Does your phone get answered professionally within 2-3 rings? Are the bathrooms clean? Are your clothes appropriate and your shoes polished? Are the walls freshly painted? Are the walls decorated with pleasant and appropriate art, posters, calligraphy, and informative notices about products, services, or upcoming events? Do you have good brochures about what your clinic services? Do you run your practice on time? Is the waiting area a comfortable and interesting place to hang out? Have the people who answer your phones been trained on exactly how to answer the five or six most common questions asked by prospective patients? Do you call each patient within 24 hours of their first treatment, just to check and see how they are doing? Can you under-promise and over-deliver, but still maintain professional boundaries with each patient? Does your clinic look and feel professional at the same time as human and inviting? If you were to choose two or three small changes to improve your clinic's performance from the patient's perspective, what would those be?

**M.** Invest in yourself. Take classes, read books, attend seminars on your specialty. Don't allow yourself to become intellectually lazy. Regular study and thought about your practice keeps you excited about your work, and your practice remains fresh and interesting to you. This type of passion is attractive to your patients and the universe rewards you for your expenditure of time and money many fold.

**N.** Charge what you need to charge to be prosperous and comfortable in your life. You can know this number by some relatively easy math. When you have your personal financial needs met, you will be a more effective practitioner and able to give your patients more energy. This may mean you need to raise your rates, but most practitioners tell me that they get more patients every time they raise their rates, not fewer! Some of the busiest practitioners I know are the ones who charge the most. It's something to think about. Remember that people don't want cheap healthcare, they want effective healthcare. And if you are good at your specialty, you will be more effective than the average practitioner.

Whew! That's a lot of suggestions for building your practice and you cannot do all of them. But if you commit yourself and follow through with even one of the above suggestions, you'll be surprised at the positive impact it will have on you practice. I guarantee it.

Finally, remember that everyone becomes someone's patient someday. Why shouldn't they be yours?

**Honora Lee Wolfe is the co-author of Points for Profit: The Essential Guide to Practice Success for Acupuncturists. She can be reached at [honora@bluepoppy.com](mailto:honora@bluepoppy.com)**



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## Public Relations Committee Report Tina Laue, Lac



I've been on the AAC board for a year and a half now. I've been chomping at the bit to get some big PR going, but every time I would imagine publishing an article or a blog or putting out a billboard or an advertisement, I would see sending them to [www.acucol.com](http://www.acucol.com) and shudder a little. It was high time for the website to be updated and for the AAC to have its own searchable, personalized database!!! It is here!!!! Check out the results of the hard work of Erik Royer of Juice Creative and Diana Horowitz and Denise Ellinger! They spent hours working on content, layout, and design to bring us up to date.

With the website and database launch, it is time for me and the PR committee to get serious and get organized. I will be holding a monthly teleconference for my committee and I would love to recruit new committee members. If you are interested in Facebook, blogging, writing, editing, or being a voice in the decisions of what needs to be done, then I need your help.

Please contact me your ideas, opinions and to get involved. AOM is truly an amazing medicine and it should be fun to get that message out to the public. Below is a list of what we have accomplished and what is coming up. Each heading could use your passion and energy to get it moving. There is plenty to do at whatever level of time and energy you are willing to commit!

- 🕒 **Festival Kits:** We now have 5 full kits that have a yellow tablecloth, and the various supplies needed to set up a booth. We have a “look” and I hope to add to the supplies and to develop something truly interesting and stimulating to the public. We also have an acukiosk DVD and meridian posters. The volunteers really enjoyed the new kits and suggestions for improvements were a point man for each kit. Each year I hope to have the budget to add to and improve the kits.
- 🕒 **9 Health Fairs:** We staffed Interactive Educational Centers at 12 fairs this year and I took a couple shifts to see how I felt the kits were working. I attended a lunch for volunteers with the president of the 9 Health Fairs where I was bold enough to suggest that Acupuncture Screenings should be offered officially. I also followed up with a lunch meeting with 9 Health Fairs about this. Questions at this lunch were could I screen just for back pain? In the end I decided not to pursue enlarging our role for two reasons. 1) This medicine is bigger than that and I feel it would be damaging to have AOM broken down this way. 2) I am concerned that I could not get enough Acupuncturists to show up and volunteer to screen. It is already difficult to get enough volunteers to man a few booths, so to be involved on a larger scale doesn't seem viable at this time.
- 🕒 **Facebook:** The AAC has a Facebook page. The hard work of Erik Gasner got it going and Dallas Cox has been gracious to lend his time and perspective into getting great content up on the page.
- 🕒 **Dragon Boat Festival:** This year we again had a large booth and offered community style treatment. While it is an expensive festival to be a part of—over \$1000 to be there between the space and tent rental—it is also an amazing energy and the right place to put that energy and money. We treat most people for the first time at this festival. Around 80 new people were exposed to Acupuncture this year. Our dedicated volunteers worked hard. We had one person talking to people and one person treating and we were really hopping. We could have used a second L.Ac. to treat as well. We made \$1400 and could have made more and treated more people. We had NO incidents of fainting or problems this year.
- 🕒 **Other Festivals:** Many other festivals are running this fall and would be a great opportunity to build practices and raise funds for the AAC. If any of you are interested in a practice building opportunity and have the time and energy to be involved in this, give me a call!!
- 🕒 **AOM Day:** It's coming up again soon. This year the much touted coupon will happen and I hope to drive business to all of our practices.
- 🕒 **Blogs and Articles:** A blog will be built into the website and be the responsibility of the PR Committee. All members are welcome to submit blogs to me. A blog is a short and informal writing between 100 to 500 words about a topic. They're great if you like to write, but don't want to be too formal. Please submit your blogs to me at [aac.prcommittee@gmail.com](mailto:aac.prcommittee@gmail.com). I will be publishing a formal list of AAC rules around writing the blogs and articles.

*(Continued on page 8)*

*(Acupuncturists Respond; Continued from page 7)*

We do plan to organize another opportunity to share community acupuncture with people affected by the fire and the firefighters later in the month. We feel that these services are integral for our communities well being and a few weeks after the crisis is also a healthful time to offer more support.

Thank you to everyone who offered their time, energy and dedication. The success of any type of relief effort relies on community support and action.

In Gratitude,  
Jonathan Major



*Jonathan Major completed the 4-year Masters Program in Classical Five-Element Acupuncture from the Institute of Taoist Education and Acupuncture (ITEA) in Louisville, CO. He currently runs a private practice, Between Earth & Sky Classical Acupuncture, in Boulder, CO. In addition, Jonathan Practices at the Mandala Integrative Medicine Clinic in Boulder, CO. You can contact Jonathan at [acuksy@gmail.com](mailto:acuksy@gmail.com) or [www.acusky.weebly.com](http://www.acusky.weebly.com)*



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**Calendar of Events—  
AAC Members receive 10% discount**

Date	Title	Contact
Oct 10 - Nov 17  6 weeks Sundays and Wednesdays	<b>The ABC's of Cosmetic Acupuncture with Denise Ellinger</b> An intensive training that meets 12 times. Sundays & Wednesdays 9am-5:30pm week #1; thereafter afternoons, time TBD	CSTCM \$750 (\$700 AAC Members) (No 50% faculty discount) 303-329-6355 <a href="http://www.cstcm.edu">www.cstcm.edu</a>
11/13 & 11/14 9:00am - 5:00pm Approval Pending for 14 CEUs NCCAOM, CA and FL	<b>Secrets of Chinese Pulse Diagnosis with Bob Flaws</b> The ability to read the pulse is what distinguishes the Chinese doctor from the folk healer and it is one of the most difficult skills for practitioners of acupuncture and Oriental medicine to master. However, it's not an impossible skill to learn. Basically, there's a trick to pulse reading, a trick no one else ever mentions or teaches, one that Bob will teach you. It has helped him become a better practitioner, and it'll help you too.	Blue Poppy 10/24; \$225 Pract, \$125 Student After 10/24: Pract \$250, Stu \$150  10% discount to AAC members if you call in your registration! 800-487-9296 or 303-447-8372
Nov 9th-12th Tues - Friday 9:00am-1:00pm	<b>Chinese History and Philosophy with Elisabeth Rochat da la Vallee</b> Elisabeth will discuss the Secret Treatise of the Spiritual Orchid, Chapter 8 of the Su Wen. She will also teach the organization of the body's organs, Zang and Fu. Elisabeth, scholar of Chinese history and philosophy for 25 years, has been primary lecture and General Secretary of the Ricci Institute, senior lecturer for the European School of Acupuncture, and holds degrees in Philosophy and the Classics, and Chinese Studies.	ITEA \$200 for all 4 days or \$60 per individual day for AAC member. (\$240/\$65 for non-members) <a href="mailto:registrar@itea.edu">registrar@itea.edu</a> or call Claudia at (720) 890-8922

*To list your event, in the January 2011 newsletter, contact Anna Suter at [aac.newsletter@gmail.com](mailto:aac.newsletter@gmail.com)  
Deadline for submissions is Dec 1, 2010.*

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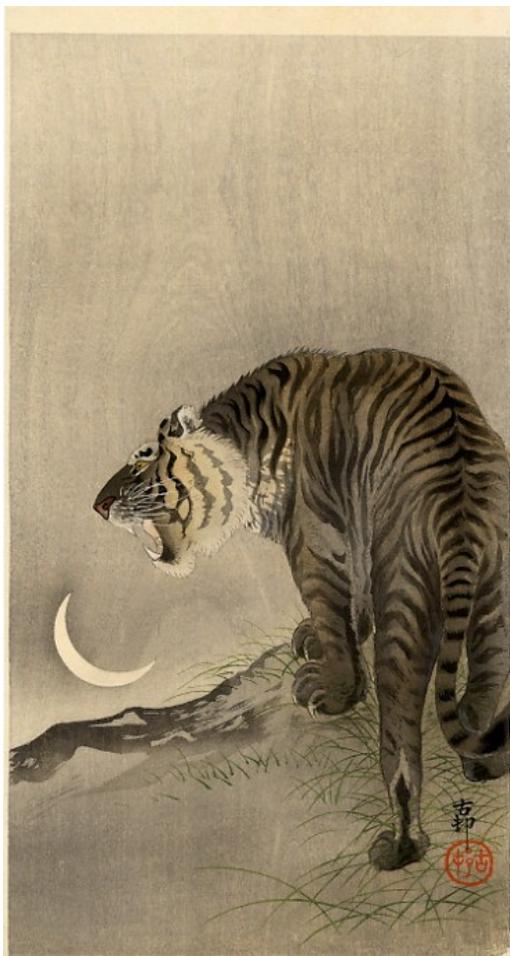


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# Acupuncture Association of Colorado

4380 Harlan St., Suite 203

Wheat Ridge, CO 80033



Knowing others is intelligence;  
knowing yourself is true wisdom.  
Mastering others is strength;  
mastering yourself is true power.

If you realize that you have enough,  
you are truly rich.  
If you stay in the center  
and embrace death with your whole  
heart,  
you will endure forever.

—Tao Te Ching, chapter 33