

The Colorado Acupuncturist

A Publication of the Acupuncture Association of Colorado

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Health is the greatest possession.

Contentment is the greatest treasure.

Confidence is the greatest friend.

Non-being is the greatest joy.

-Lao Tzu

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 Report

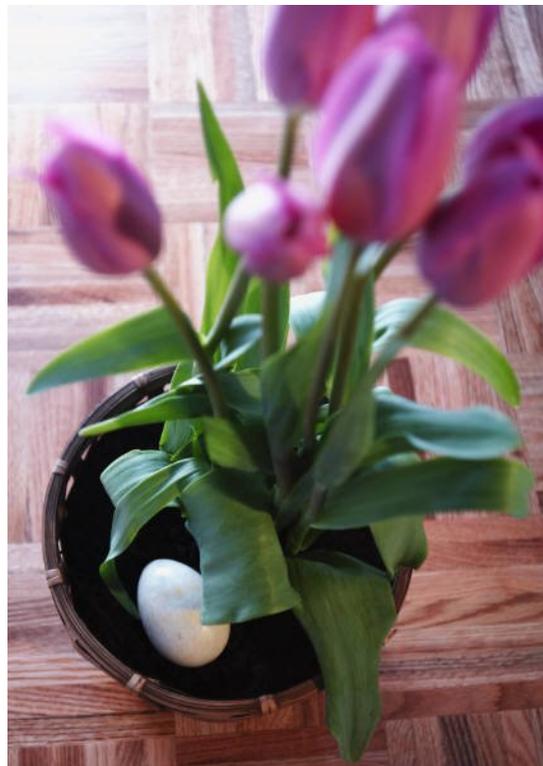
By Nancy Bilello

As spring approaches and nature starts becoming more active, so does the AAC! First of all, I would like to announce some AAC Board changes for those of you who do not receive our information by email. Regrettably, Lixin Zhang has decided to resign from the board for personal reasons, and Carol Sidell also had to step down because of family health problems. We are sorry to see both of them go and wish them well. I am happy to announce that Denise Ellinger will be assuming the duties of Events Coordinator, and Martha Lucas will now be heading the Research Committee. The Research Committee has been inactive for some time, and we are excited about reviving it. Anyone who is interested in assisting in this committee, please contact Martha Lucas. Likewise, we will be looking for volunteers to help out with our various events. Please contact Denise if you would like to help. The 9News Health Fairs will be held in April. The Dragon Boat Festival will be held in late July and the Boulder Asian Festival in August; so it should be a busy summer for us! Remember that these public promotional events promote us as a community and help educate the public about the many benefits of Chinese Medicine, so it is to everyone's advantage to participate.

Along these lines, I would like to see all of us band together more. I know that in the past, AAC members have attempted to start support groups and mentoring programs as well as social events. These efforts have, unfortunately, not met with great success. I realize that we are all quite busy, and with so many varying schedules, it is difficult to find time to network among ourselves. However, if we all take some baby steps, it is not so painful or so difficult! I'm sure each and every one of us knows another acupuncturist whose practice is within a 5 mile radius of our own. If you don't know this practitioner personally, why not pick up the phone and call him/her. Even if you are not able to arrange a face to face meeting time, let them know you are there and would welcome sharing thoughts on difficult patients, practice issues, etc. Just a simple reaching out can go a long way. I think some of us tend to still have a competitive mentality. We are reluctant to reach out to other practitioners because we see them as our "competition". The late Ron Rosen constantly discouraged this kind of thinking and shared his knowledge openly and willingly. I agree with him. There are more than enough patients to go around, and a vast number of people who have never tried acupuncture. Furthermore, if a colleague refers a patient to your clinic, it is a professional courtesy and a nice gesture to acknowledge that with a thank you note or a phone call. Over the years I have referred patients to other acupuncturists because of more convenient location, scheduling issues or even because I felt another practitioner might have more expertise with that particular patient's problem. Sadly, I have never

received any kind of acknowledgment for these referrals. In addition, solidarity and unity help us on a political level as well.

If we look at professions such as chiropractic and Western MD's, it will quickly become obvious that their success is in large part due to the fact that they come together as a whole when needed. They write letters, make phone calls and even show up in significant numbers at the Capitol when asked to do so by their associations. I hope all of you will take this into serious consideration. We can maintain our individuality while functioning as a part of a greater whole! The stronger we are within ourselves as a profession, the stronger a presence and the greater the difference we can make in the world!



Conference Update!

by Amy Dickinson

Save this date for the AAC Conference:

Sept 27 & 28, 2008

Dear Colleagues:

This year marks the 25th Anniversary of the AAC, and we want our annual Conference to be a big celebration! Over the years we have had many fabulous nationally known speakers both from Colorado and outside the state. This year we will be highlighting some of our home-grown nationally known speakers, and showcasing some of the different styles of Acupuncture.

We have three fabulous speakers signed up: One will be teaching Korean Body types, one long-standing practitioner will speak on Japanese acupuncture, and due to a perceived need (based on e-mail and personal discussions), we will also spend an afternoon focusing on business practices. The business session will not be the nuts-and-bolts of setting up shop talk, however, it will be focused more on the practitioner who has been in practice but is still not making the money that they require. Presently, this

Having recognized that the Classical Five Element practitioners are often excluded from the conference, we are also saving a prime spot for a Classical Five Element speaker. Our AAC board, under the great leadership of Nancy Bilello, is committed to COMMUNITY and INCLUSION. We want the Conference to be a symbol of our commitment to our entire community.

The Annual Conference is our second largest revenue producer and is very important advantage to being a member of the AAC. Please attend, and encourage your colleagues to attend as well! For all those of you who support our **volunteer association**, thank you. Please let your colleagues who are not members know that we are working hard for our profession, and encourage them to join the AAC.



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**New Research
Committee Chairperson**

Martha Lucas, Ph.D., L.Ac.

Martha Lucas holds a Ph.D. in Psychology, is nationally certified, and licensed by Colorado to practice Traditional Chinese Medicine. In addition to her formal training at The Colorado School of Traditional Chinese Medicine, she considers herself blessed to have been mentored in Pulse Diagnosis by the late Jim Ramholz, O.M.D. Additionally Dr. Lucas had internships in Acupuncture & Chinese Herbs with Timothy McGee, L.Ac. and Qi Gong Medical Massage with Master / Dr. Zhengao Yao.

Lucas has more than 20 years of teaching experience including at the University Graduate School level. She has been described as "a dynamic speaker who keeps her classes engaged and who can explain complex information in an understandable form." She teaches courses in Cosmetic Acupuncture, Infertility treatment, and Pulse Diagnosis. Her private practice is based in Denver, Colorado where she specializes in treating serious chronic illness (what she calls "modern medicine throw-away" cases) and in Cosmetic Acupuncture. Lucas has been interviewed as an Acupuncture expert by The New York Times, USAToday, The Wall Street Journal, and WebMD. She has also been interviewed by Allure, Flare, DaySpa, Paula Begoun, First for Women, RealSelf.com, and the Colorado Springs Gazette.



**New Ad-hoc
Festivals Committee Chairperson**

Denise Ellinger, L.Ac., Dipl.Ac.

Denise Ellinger, L.Ac., grew up in Dallas, Texas and received her formal training at the Colorado School for Traditional Chinese Medicine in Denver, CO. Her practice focuses on anti-aging and chronic conditions and is located in Central Denver where she shares an office with former classmate, Theresa Mata, L.Ac.

Prior to studying Chinese Medicine, Denise studied interior design and worked as an administrator and surgical scrub in the field of plastic surgery. Bringing all these interests together, Denise has been passionately teaching cosmetic acupuncture since 2003 and teaches a system called Cosmetic Rejuvenation Acupuncture.

Kiiko Matsumoto-Euler

Albuquerque, NM June 28 & 29 15 CEU pending

Master Nagano's scalp acupuncture

Kiiko combines the wisdom of the great modern Japanese masters with her translation and practical explanation of the Chinese classics—the Su Wen and Ling Shu. Her classes are a continuing explanation of how to address constitutional imbalances, together with effective symptomatic treatment. This year she will share with us the techniques of scalp acupuncture as given to her by Master Nagano. The result is complete treatment you can use immediately in your practice with powerful outcomes. This is a living system of acupuncture continuously refined and bringing together the best of classical Chinese medicine and modern pathophysiology. .



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Chinese Medicine and Explanations

by Martha Lucas, Ph.D., L.Ac., Research Committee

Human beings want to know why or how things work. We crave explanations. Very often explanations hinge on what are we willing to accept as evidence that something happened. You might think that the scientific method would offer a solution to this dilemma but it does not. It is a common misunderstanding that science proves things when in fact it does not. You can't prove anything. What scientific research does do is disprove things until you are left with what can't be disproved. In other words, it eliminates all the competing hypotheses until there is one explanation left. That still doesn't mean that it's the "right answer", it just means that you have found the best explanation that matches the facts at the moment. The fictional detective Sherlock Holmes gives a compact and concise description of the scientific method: *When you have eliminated everything that cannot be what remains, no matter how unlikely, is what must be.* It's not proof; it's the last good explanation. Somewhere along the line we have lost track of that fact and people talk incessantly about "proof". I ask you, what is proof? What would *prove* something? Someday another ambitious research will find a way to disprove the current explanation and then we'll have another one.

That is how science progresses. If we want legitimacy, it will take good science.

There is no doubt that scientific explanation is preferable to other types of explanation when one can apply scientific methods to the topic of interest. But again, I want to reiterate that the proper use of the scientific method allows us to find the "best" explanation of a behavior or outcome, not the truth or the only explanation. And in fact, even when the most rigorous scientific methods are used there is still the possibility that the explanation or outcome is not valid. The current backpedaling by pharmaceutical companies who are taking drugs off the market because their explanation of the safety and/or efficacy of the drug was flawed is an example of how the research outcome is always inadequate; always less than all the information.

The Chinese Medicine community needs to find a way to participate in the process of research. We need to weed out the explanations that cannot be and see what's left. That is the key to finding the best explanation for what works in Chinese Medicine. (Future articles will focus on how we can best do this.)

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(Lucas Cont'd from Page 7)

We in the Chinese Medicine community often rely on belief-based explanations for how our medicine works, rarely resorting to a scientific approach. For one thing, TCM school does not train us how to do research. We cannot see Qi. We can't see the Lung channel or how the energy flows through the channel when we insert a needle. And what does that actually mean? How would you show someone? That is a cardinal principle of the scientific method: a test that allows other researchers to see what you see. With the current pressure to "fit in" to the medical community it is not enough to just tell someone that you "know" that the Qi is there. We will continue to be relegated to the categories "alternative" or "complementary" or "unproven" medicine rather than to the simple category of "medicine" unless we can produce research.

This movement to put Chinese Medicine under the category CAM (Complementary and Alternative Medicine) seems to be accompanied by the feeling that we practitioners of Chinese Medicine should be pleased - no, not pleased, thrilled - to be a part of CAM. Why should we? We practice a bona fide, complete, well-researched (albeit in Chinese), highly effective system

of medicine. Why the move to put Chinese Medicine into categories (i.e., alternative, complementary) unbefitting of its status as a complete system of medicine? Because in the American annals of scientific research there is a dearth of studies that "prove" how Chinese medicine works. Frankly, I consider this CAM movement barely one step ahead of putting us in the category of voodoo medicine. If you compare the length of time that Chinese Medicine has been practiced with the much shorter history of Western medicine you would call Western medicine the alternative one. In China, it probably IS the alternative!

In future articles one of the things I will be talking about is how we can use case studies to help move the research on Chinese Medicine forward. Each of us has tons of data in our offices that, correctly collected and compiled, can lead to more "standardized" explanations of how Chinese Medicine works.

Start-Up Check List for New Acupuncture Practices

by Honora Lee Wolfe, Dipl. Ac.

You've recently graduated and just gotten your license, but you have yet to rent space or start finding patients. Or perhaps you've started a practice but it is not growing the way you would like it to. How do you begin to build your business? Where should you spend most of your time? Use the checklist below to guide you as you build a strong, solid business foundation and give yourself a head start from day one. Actually, you could begin to do many of these things while you are still in school!

To begin your new venture, the more of the things listed below you have thought about, planned for, taken notes on, created flow charts for, and about which you are clear in your mind as well as on paper, the easier things will be for you emotionally and financially. Also remember that, until your practice is as full as you want it to be (and even after that), things will fluctuate. Don't freak out when you don't have patients. Simply come to your office and figure out who you will call, write to, visit, network with, volunteer with, speak for, or write for to get more patients. Remember, the universe will respond to these efforts and persistence is your best friend at this time (well always, actually).

1. Make the time to work on building your business every day. You are unlikely to start with 30 patients a week, so you have to plan ways to meet and greet and charm potential new patients, and you have to work on that every day. So do talks, go to every party you can get invited to (or crash), visit all your clinic neighbors and introduce yourself, write articles for local organizations and company newsletters. Go to the same coffee shop every day and introduce yourself. Give out cards to anyone who will take one. Volunteer for activities that involve as many people as possible. Never leave home without your cards.
2. Budget your income for several months of living expenses (or keep your part time job.) No one can live without income for long. Know how you will survive for the first six months if you only have a few patients per week. Then, when you have lots more than that, you can look at your list of short-term goals like hiring someone to work for you and meet that goal sooner than you thought! Figure out your financial fall-back plan (expect the best, but plan for the worst). If you do a cash flow projection of how much capital you have to live on, how much you need to run your business, what support resources you have as a financial human being, and how many patients you need to have within six months to replace the cash you use,

(Cont'd Page 10)

TCM Treatment of Women With Valerie Hobbs, MSOM, Dipl. O.M.

Acupuncture Series June 7-8, June 28, Aug 2-3

For practitioners (TCM trained and non-TCM trained) who need a foundation in TCM Gynecology and use acupuncture as their primary treatment modality.

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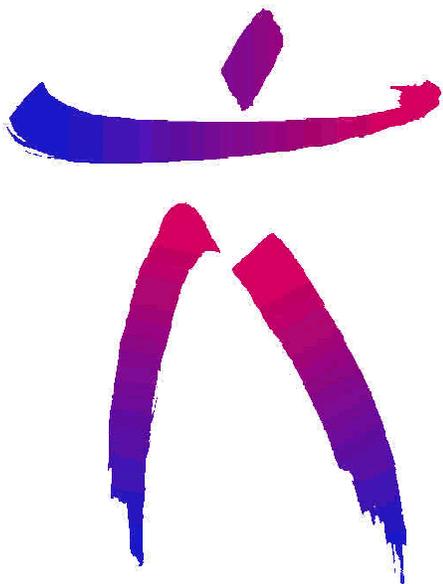
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Class 3 (2 days) Pregnancy, Birth and Postpartum

Classes held at: Southwest Acupuncture College
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For a brochure contact: Valerie Hobbs
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720-838-3267 valeriehobbs@msn.com



you are more likely to be able to do it! Figure out daily, weekly, and monthly patient-visit goals and what you need to charge, sell in your clinic, or supplement by other means to thrive. Figure out where you would like to be by the end of 3-month, 6-month, and 12-month time periods. If you cannot visualize these goals and you have not written them down, you are like a ship with no rudder and it will be more difficult to make them a reality.

3. Work on developing a network and referral base.

Sit down and write down the name of everyone you know within a 20-mile radius of your office. You don't have to know them well for them to be part of your initial network base. Make sure to include professionals, business owners, healthcare practitioners, your insurance agent, your yoga or tai chi teacher and friends, everyone you can think of to whom you will announce the opening of your practice. (And, for those of you already in practice, if you have not done this, better late than never.) You don't need to wait until you've officially started your business to start this work. Start your networking NOW. Make the contacts. You can't start marketing too soon.

4. Attempt to maintain balance in your life.

Make sure you are taking time to exercise, rest, create healthy meals for yourself, and socialize regularly. All work and no play will make you crazy. Budget a beer (or your favorite libation) once a week and don't skip your exercise, even if you cannot afford the gym membership for the first year. You can still walk the dog, ride your bike, jog with a friend, walk on the beach, etc.

5. Make a list of your strengths, weaknesses.

What are you good at and love to do? At the beginning, you may have to do some or all of the parts of running your business that are less than your favorite things. My suggestion is to always do the least favorite things first on a given day to get them over with! But once you know your weaknesses, make it a short-term goal to get as many of those jobs off your plate and hired out as you can. Hate to fix your computer? Do your taxes? Take patient's money? Clean the bathrooms? Bill insurance? Make a list of everything you want to never have to do again as soon as it's possible to pay someone else.

6. Order a copy of your credit report if you have not seen it for a while.

If your credit needs some "polishing" go online and learn how to improve your score. When you need to borrow money, a good credit score will help you get the best rates. Check on your score regularly. This also helps you prevent identity theft.

7. Describe in writing what your ideal business looks like, as well as your top 5 values and needs.

In terms of your ideal business values and needs, what are the most important things to you about your working life? What do you want to feel when you come to work each day? Is giving people good jobs a priority for you? Making your patients feel healthy? Using your clinic as a community health education center? Changing the entire world of healthcare in a town that has never seen acupuncture before? Or just changing the lives of your patients for the better? What is it that really matters to you? Keep that list visible somewhere so that you can check in on your progress regularly. Again, if you verbalize this and write it down for yourself, you've already come a ways towards making it real.

8. Get organized.

Get a file cabinet if you don't have one. Create files for everything related to your business. In addition to your patient files, you'll need files to keep track of:

- Insurance (renter's or business liability, malpractice),
- Leases and other contracts,
- Licensure, paperwork and copies of your school and NCCAOM diplomas, state license, etc.,
- Memberships in state and national associations,
- Paid bills by the month with check number or online pay dates
- Unpaid bills in chronological order by due date,
- Any piece of paper relevant to taxes (federal and state income, local, sales, and use taxes),
- Your bank statements and cancelled checks (unless you are doing all this online)

Also get organized with a detailed appointment book and write in specific times for marketing activities with what those activities are. Do you need to sit and write that promised article on pediatric asthma for a parenting newsletter? Do you need to write letters to all the other acupuncturists in your town to request a specific type of referral and offer to refer other types of patients to them? Do you need to create a press release to send to the newspapers about a special training you did or volunteer work you did? Do you need to find two new networking opportunities by reading the local paper or business newspaper? Do you need to call a local gym/hair salon to create a trade situation (your small marketing display in the gym for their small marketing display in your reception area)? Do you need to research a new volunteer opportunity that allows you meet at least 20 or more people? Get busy, put these into your calendar for at least a few hours per week, and follow through daily.

9. Create an Operations Manual for your clinic.

Include things like what time the phones will be answered, which days you are open, the maximum number of patients you

(Wolfe Cont'd from Page 10)

can see, what procedures must be accomplished every morning (turn on computer, pull patient charts, set out fresh sign-in sheet and payments sheet, check for marketing appointments with yourself for that day, reminder calls to tomorrow's patients, check that all treatment rooms have brochures and needed treatment supplies), every evening (tally payments and match with patients seen, vacuum and tidy waiting area, clean bathroom), weekly (tally patient totals against your prior-set goals, bank deposit, order supplies and herbs, set patient/financial goals for following week), and monthly (balance checkbook, set aside \$ for estimated taxes, review marketing plan and to-do activities, write in marketing appointments with yourself).

10. Plan everything you can for your office in addition to the appropriateness of your location.

This includes what supplies and equipment you'll need, utilities that must be called and set-up fees or deposits required, answering service set-up, sharps' collection, credit card slider machine and training, accounts with needle and herb suppliers, marketing materials you need to buy or create. At what benchmarks/patient numbers will you hire your first employee (have you written a job description for them)? Remember, dealing with constant chaos because you have no plan and no systems uses up huge amounts of qi better spent on building your business. And, the more systems you have set up in advance, the easier it is to plan your work and work your plan.

11. Other things to do prior to opening your doors for patients:

Check the need for your services in the area where you want to work before you sign a lease! Read a few books on business start-ups and marketing; they are more interesting than you think.

Prepare at least a simple business plan (then you'll know whether anyone, including you, would want to lend you money!) You will sleep better knowing you've created a business plan that can succeed.

Create an ideal client profile. Whom do you wish to serve, where do they hang out, what publications do they read, where do they spend money, what web sites do they visit, what do they volunteer for?

Develop a customer service policy; what are the "non-negotiables" in terms of how your patients should be treated?

Join your professional associations, both state and national. These will be a huge source of help,

mentoring, possibly very inexpensive CEUs, networking and encouragement, and possible referrals!

12. What services and support do you need? Like the AMEX card TV ads say, you can do anything, you just cannot do it alone. You will need a tax accountant for sure. However, do you also need legal advice, a web designer, a personal banker, other service providers, and a professional network to bounce around your marketing and business ideas? If you try to work in a vacuum, you are more likely to burn out.

13. Marketing means connecting products and services

with those people for whom these services or products will serve a need and solve a problem. Design your marketing plan with your integrity in mind. Develop some print media for your business. This at least includes a business card and a "welcome to our clinic and here is what to expect" letter as well as perhaps stationary, patient and business forms, advertisements, newsletters, and brochures. Decide if online marketing will be part of your plan (website, and/or email newsletters, banner ads). Practice describing the benefits of what you do in 30 seconds and 2 minutes (called verbal logo, USP, elevator speech). Re-evaluate your plan every 2-3 months as to how well it works.

14. Be professional from day one.

Everything about you and the way you do business needs to let people know that you are a professional running a serious business. To start with, that means having things such as professional business cards, a business phone and a business email address, and treating people in a professional, courteous manner. It also means that you keep your commitments, meet deadlines that you agree to, show up on time, run your clinic on time, call people back, maintain proper patient records and patient privacy, pay your bills on time, and communicate with vendors, employees, patients, and colleagues in a polite and cordial way. Even if you've never run a business and have no idea what it means to be "a professional" beyond what you learned in the school clinic, consider that you are "method acting" professional behavior.

This is a start and I do hope it helps you organize your thoughts about starting your business. My last piece of advice is this. *Assume that the universe is conspiring in your favor and, unless you are really not meant to do this work, it will!* Good luck and best wishes.

*For more information on starting, operating, and maintaining a successful practice, read **Points for Profit: The Essential Guide to Business Success for Acupuncturists**, by Honora Lee Wolfe, Eric Strand, and Marilyn Allen. If you have questions or articles that you'd like to see me address in a later article, write me at honora@bluepoppy.com.*

QIGONG FEVER - Body, Science and Utopia in China By David A. Palmer

Book Review written by James MacRitchie

It is not often I read the same book twice - the 'too many books, too little time' problem. But with 'Qigong Fever' by David Palmer there was no choice. This book blew all of my fuses, and I am still looking for the 'Reset' button.

Having written three books on Qigong myself, taught it for over 20 years, and founded the 'National Qigong (Chi Kung) Association * USA', I have tried to find the words to describe and teach these practices, and how it relates to the larger society and our spiritual life. I admit to having a special interest in this book more than most people.

In this context I apparently suffer from Pioneer's Syndrome. I recognize it in myself because I have recently seen it in a number of friends in different fields. It goes something like this:

You became engaged and engrossed in a particular new field of activity (the Arts, Music, Children, Medicine, Tai Chi, Qigong...) because you figured it was socially important to do, and perhaps the most important thing that you could do (teaching classes, opening centers, writing books, putting on conferences, getting laws passed, making it widely known and available...). Over time - perhaps 10, 20, 30 years - you are proven right, because many other people start doing it also. If they hadn't started doing it then you would have just been engaged in some irrelevant, eccentric activity. One of the problems for the Pioneer is that there was little, or often no, precedent, so you had to piece it all together yourself from clues, hints, hunches, fragments, intuition, interviews, research and all.

Then one day someone comes out with a book that describes everything you were working on and developing - and you find out you were right all along. (Of course, there are then the issues of making a livelihood in the face of the competition you have created for yourself, and how you deal with the instances of the young newcomers who don't even know your name).

This recently happened to me a couple of years ago in the field of Acupuncture - after 25 years a book was published which finally told the story of the style that I practice. It also just happened in Qigong, through David Palmer's book.

He went there, met the people, gathered the information, did the research, put it all together... and for the first time has revealed what actually happened with

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"The Qigong movement was born during Mao era, reached its zenith in the post-Mao reform years of Deng Xiaoping, and imploded under Jiang Zemin".

The elaboration of this sentence could be as follows: The practices which became known as 'Qigong' were first 'discovered' by members of the Red Army when they were holed-up in the mountains, avoiding the Republicans. One soldier was sick, and was taught some simple practices by an old teacher he happened to meet. Realizing the power in this he began to teach it to his comrades, and soon it spread through the ranks until it was adopted by the whole army to preserve soldiers health. After the communists gained power in 1947 it became a state-approved policy promoted throughout the country, with clinics and Hospitals opening.

There had been many other names for such practices throughout history - such Daoyin, Tugu Naxin, Inner Alchemy etc, but they were collectively termed Qigong by the communists.

However, within the particular cultural and social context of China at the time it fell through all of the cracks of government oversight and control - the various 'Sectors' of Health, Science, Education, Medicine, Religion etc - because it was described simply as 'fitness and sports', and was off the radar.

Following the disaster of The Cultural Revolution (1966-1976) and the passing of Mao in '76 at age 82, the new leader, Deng Xiaoping, assumed absolute power, and the hallmark of his rule was 'modernization'. This lifted the yoke of authoritarian control, and collectivism, and allowed 'free enterprise'. According to Palmer, thousands of Qigong 'Masters' suddenly emerged - many of them self-appointed - and all with their own particular 'Gongfa' or 'method'. And it became apparent that the average Chinese is no more immune to the allure of Fame & Fortune, than the average Westerner. They sprang up everywhere, in all shapes and sizes. Many were called 'Profiteers' by the authorities.

Qigong got quickly embedded in all aspects of society - medicine and health care, scientific research, the military, politics, religion... It pervaded all aspects of society.

Perhaps most importantly, in many ways it provided and answered, the missing pieces of Chinese spiritual life, which was deeply rooted in Taoist and Buddhist tradition, and it provided new views of a future Utopia.

Tens of millions of people starting practicing it; some claim 100 million.

The skeptics and anti-Qigong forces emerged from time to time, but were repeatedly quieted by its supporters at all levels of politics and media. Qigong was being practiced in

(Cont'd Page 13)

(MacRitchie Cont'd from Page 12)

practiced in the upper echelons of the power elite, and they defended it vigorously.

Eventually government controlled organizations were formed to regulate and control it - but were easily avoided, or coerced by lip service and collusion.

Grand Masters emerged, most well-known amongst them being Yan Xin, Zhang Hong Bao and Li Hong Zi. Each Master developed their own system, method or style, their own 'Gongfa', with its brand-name trade mark. Yan Xin filled sports stadiums with 20,000 people, at which spontaneous healings took place. There were forms such as Zangmigong, Zhanggong, Falungong... These took on aspects of mass movements, corporations, and franchises - there was no control, so there were no limits. Large amounts of money were involved.

A fair comparison in the West would be with the recent New Age movement. It followed the familiar pattern of 'Buy it wholesale, repackage it, and sell it retail'. All kinds of claims were made - some quite modest, others outrageous and unbelievable, claims of Extraordinary Powers such as reading people's minds, walking through walls, transcending time and space.

Other more moderate teachers included Gou Lin, Feng Li Da and Pang He Ming, who researched and taught Medical Qigong forms that were highly effective and spread widely.

Palmer refers to these various styles by the term 'Denominations' - reflecting the way the Christian Church has split into an array of traditions and styles but all around the same central belief - in the case of Qigong, this was 'Cultivation of Qi'.

But it all became too much for the ruling communist party with Falungong. Li Hong Zhi, its originator, saw Qigong as a means to revitalize the old traditions and beliefs - outside of any financial rewards for individual practitioners or members of the organization (except, not surprisingly, himself).

Falungong grew to the point where it rivaled the Chinese Communist Party (CCP) in numbers of members, which it then challenged when 10,000 Falungong practitioners surrounded the leaders compound at Zhongnanhai, near Tiananmen Square in 1999, and lost. Premier Jiang Zemin saw this as the most dangerous challenge to communist rule since the Democracy Movement in 1989. He was correct. Indeed, throughout China's history a number of challenges were made by Qigong inspired movements, and in one in-

(Cont'd on Page 14)



Martha Lucas Seminars

My training in TCM was supported and blessed by wonderful mentors. Along the way I learned techniques and information that make my love of TCM continue to grow along with my ability to give effective treatments. In my seminars it is my goal to continue that tradition.

Eventually all of my seminars will be listed at one site. But for now, you can see them at CosmeticAcupunctureSeminars.com and PulseSeminars.com. You can register for any of them by calling my assistant Jennifer at Cosmetic Acupuncture Seminars at 303-349-2932. Jennifer does all the registrations regardless of which course you are taking.

Here is a list of courses:

- * **Practical Training in Pulse Diagnosis**
- * **Cosmetic Acupuncture: Face and Neck protocols using the Mei Zen System**
- * **Tackle Infertility and Obesity**
- * **Cosmetic Acupuncture: Face, Neck, & Abdominal protocols using the Mei Zen System**
- * **Cosmetic Acupuncture: Face and Abdominal protocols using the Mei Zen System**
- * **Certification programs in Cosmetic Acupuncture and Fertility treatment**

COMING SOON:

- ✦ **Treating Infertility: Pulse Diagnosis and Protocol**
- ✦ **Pulse Diagnosis for Difficult Cases: An Advanced Practicum**

(MacRitchie Cont'd from Page 13)

instance The Incense Army overthrew the Emperor of the Yuan Dynasty in the mid 14th century. Other 'Qigong' groups through history had intriguing names such as 'Complete Illumination', 'The Eight Trigrams Sect', 'The Society United in Goodness', 'The Way of Pervasive Unity' and 'The Heavenly Virtue Sect'.

The response from the CCP authorities in 1999 was repression, at times brutal. Hospitals and clinics were shut down. Collective practice was banned. Qigong was virtually eliminated.

Most Masters stopped their activities, took a low profile, went underground or emigrated to the West.

There were only 4 forms of Qigong allowed, all Dao Yin styles taken from the classical medical tradition: The Eight Pieces of Brocade (Baduanjin), The Six-Character Formula (Liuzijue), The Five Animal Frolics (Wuqinxu) and The Muscle and Tendon Training (Yijinjing). The authorities must have thought these were all safe to do, as they are focused on physical health and do not go into the more advanced higher realms of practice.

Qigong has now been allowed again in a variety of styles, including clinical treatment, but nowhere near the explosion of diversity of the previous decades. The Fever subsided.

Now Falungong operates mainly outside of mainland China, but it is still challenging the Communist Government from abroad at every opportunity. Recently they hacked into prime-time television in Hong Kong and showed a program on the virtues of Falungong, and criticizing the government. No-one has yet figured out how they did it. I understand that Li Hong Zhi, like Yan Xin, now lives in the United States. Zhang Hong Bao disappeared.

What struck me most strongly about the book was the sheer magnitude, scale and scope of Qigong in China in the last half of the 20th Century. It became a "craze", then a "fever". It included every aspect and dimension at all levels - from personal practice for physical fitness to immortality training, from individuals to mass choreographed groups, from scientific research to the re-awakening of Taoist and Buddhist tradition.

This book tells the whole story in exacting academic detail - at times a bit too much academics (but there again the book is published in the US by Columbia University Press). I get the feeling the author thought 'why use one word when six will do?'. He defines his terms often narrowly. It has the feel of an academic thesis, where nothing should be left out, and everything should be covered, in case the examining committee found fault.

(Cont'd Next Column)

It was surprising to find no references to any of the more popular contemporary Qigong teachers or organizations in the West - it was as if there has not been a Qigong Revolution in the West too, or at least that David Palmer is unaware that such organizations as the National Qigong (Chi Kung) Association USA [www.nqa.org], which has hundreds of members and recently celebrated its 10th Anniversary, even exist. But as he admits, this book is the work of a social scientist - not a philosopher or psychologist or practitioner.

I have one major point of contention, maybe even dispute. Palmer presents, as a primary thesis, that Qigong, especially with Falungong, filled the void and deep need for what he calls 'Religiosity' - it fulfilled the profound need for religion, which had all but disappeared under the dry dialectical materialism of socialism, Marxism and Scientism.

Palmer seems either oblivious to, or deliberately ignores, the common Western terms 'Spirit' and 'Soul'. The word 'Spirit' appears once, in a passing reference to "spiritual therapy". I have personally wrestled for the last 30 years with understanding the inter-relationship between West and East in this regard (Spirit and Soul are, after all, considered by many in the West to be two of the most important words in our vocabulary, and perhaps our highest and deepest aspects). My conclusion to date is that while the Qigong tradition is based on the Energy System - the Eight Extraordinary Meridians, the 12 Organ/Officials, the Cauldrons, the Three Tan Tien/Elixir Fields etc., these are not translatable into Western terms because there is no comparison to translate them into - in the West we simply do not have anything like this, there is no equivalent to the Energy System in mainstream thought, not in medicine, science, religion or philosophy. In the West we default into the vague, undefined terms Soul and Spirit, which are often defined by each other. In fact, I would propose that The Energy System is 'The Missing Piece' of Western Civilization.

After 20 plus years of trying reconcile this - including full-time professional practice in Classical Acupuncture and Chi Kung, personal conversations with Taoist priests and climbing the 2,000 steps (in the pouring rain) to ask the Abbot of the original Taoist Monastery at Qing Cheng Shan - my conclusion is that the only words to use are the original Chinese terms of Po, Shen, Hun, Yi and Zhi, which are the higher level vibrational frequency of the lungs, heart, liver, spleen and kidneys (then there is also the Jing, Ming, Ling etc, but that is another story). The challenge, and task, is to use these terms to attempt to describe and understand what these experiences might possibly be and feel like - and the way that we get there is by practicing.

(Cont'd on Page 16)



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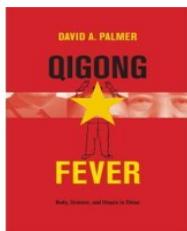
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(MacRitchie Cont'd From Page 14)

After all, isn't that the reason we do Qigong - to increase the volume, and heighten the frequency of our energy - and thereby cultivate ourselves? In this regard I think Palmer misses a central and primary point.

However, David Palmer's book is a 'must read' for anybody seriously engaged in, or even just curious about, understanding Qigong in China, and therefore understanding the West. Otherwise it would be like someone in a small town in central China reading a 2 inch story in the back pages of a local newspaper about the new musical revolution in the West by groups with strange names like The Beatles, The Rolling Stones, The Pink Floyd, The Grateful Dead and performers called Bob Marley, Eric Clapton and Sting, and thereby trying to understand Rock'n'Roll.

So if you really want to know what happened with Qigong in China over the last 60 years, do yourself a favor - get this eye-opening mind-expanding book, clear your schedule, and read it a couple of times.



Qigong Fever.
David A. Palmer.
Pub in USA - Columbia University Press.
ISBN: 0-231-14066-5



A Call For Volunteers to Promote Acupuncture at the 9 Health Fairs by Melinda Cobb

So far we have been invited to eight different Health fairs around the state. They are Broomfield, Northglenn, Aurora, Pueblo and Boulder, Pagosa Springs, Eastridge Rec. Center in Highlands Ranch and the YMCA in U-Hills Denver . At the time of printing, we had not been invited to any major health fairs in the Denver area. Hopefully that will change and I will let you know as soon as we get that information. Please visit the Acupuncture Association of Colorado website www.acucol.com and stay tuned for more up to the minute details on this very exciting opportunity to be involved with educating the public regarding acupuncture and oriental medicine.

For questions regarding the health fair, upcoming Dragon Boat Festival (July 26th, 27th) or the Asian Festival (August 18, 19th) please contact Denise Ellinger who is our new Ad-hoc Festivals Committee Chairperson. Her phone number is (303) 377-3201 and her email address is acubeauty@comcast.net

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To register please call **(530) 362-6908** or
Email: **abhmanohar@sbcglobal.net**



(AOM) Acupuncture and Oriental Medicine Promoted at the Colorado State Capitol

by Melinda Cobb, L.Ac., Dipl. O.M.

This is a follow up article from the January issue and Abbye Silverstein's work with the Blue Ribbon Commission for Health Care Reform (also called the 208 Commission) and Health Care for All Colorado (an organization who is promoting a single payer health care program). Last December I put together 27 packets of information and submitted the packets to each member of the Blue Ribbon Commission for Health Care Reform. In each of these packets Abbye provided a cover letter with the AAC logo and a multiple page Acupuncture Fact Sheet which was printed in the January issue of the Colorado Acupuncturist. For those of you who did not read that article, it included information regarding definitions of acupuncture, the World Health Organization's recognition that acupuncture is effective treatment of over 43 different types of ailments and listed those ailments, the increasing popularity of acupuncture statistically based on the 2002 National Health Survey, facts on acupuncture being used as detox treatments in Colorado, percentages of hospitals nationally using Integrative medicine that includes acupuncture from the American Hospital Association, a listing of Colorado hospitals who offer acupuncture treatments to their patients, educational institutions that teach and offer low cost acupuncture treatments here in Colorado and finally the fact that Governor Ritter and Denver Mayor Hickenlooper have proclaimed October 24th, 2007 Acupuncture and Oriental Medicine Day. We also provided information on the Acupuncture Association of Colorado and how we continue to promote the education and understanding of acupuncture throughout the state. It is our goal that by providing more information regarding acupuncture to the 208 Commission that it will be included in future reforms regarding health care in Colorado.

The State gets a One/Two Punch:

On January 31st, 2008 the Blue Ribbon Commission for Health Care Reform submitted their final findings and recommendations to the General Assembly of the Health and Human Services Committee. Nancy Bilello and Jeanette Rockers both attended this meeting and Jeanette spoke on behalf of more than 1000 active licensed acupuncturists to the general assembly. Her comments focused on the efficacy and cost effectiveness of the medicine delivered by Colorado's licensed acupuncturists and she asked the legislators to put Colorado among the states offering this integrated

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health care advantage to its citizens as part of any reform to the current system. Jeanette cited a current report in Acupuncture Today describing Florida's successful three-year trial with 2500 Medicaid clients using acupuncture and massage. This trial demonstrated the total healthcare cost savings realized when clients integrated these modalities with their Western medical care. The article printed in Acupuncture Today can be read in its entirety at the following website address:

<http://www.acupuncturetoday.com/mpacms/article.php?id=31655>

The summary of the commission's recommendation is that the status quo does not work. Nearly one-fifth of the state's population is uninsured. Health insurance premiums continue to soar to cover the cost of extending care to those who cannot pay. With that basis, the commission aimed to find ways to reduce health care costs while enhancing the quality of care.

The report emphasized several points:

- Individual responsibility in health care
- Mandated coverage for all legal residents
- An increase in services and eligibility provided by public programs
- Subsidized coverage for low-income workers
- A phased implementation of recommendations
- The promotion of choices for consumers
- An insurance market where health plans cover everyone regardless of health status
- A consensus to build on the strengths of the current system and existing programs

You may also access the full report from the 208 Commission at the following web address:

<http://www.colorado.gov/208commission/>

The report from the Blue Ribbon Commission for Health Care Reform is the foundation to build state health care transformation. By focusing on what works and what does not work, legislation can now be introduced to begin the much needed reform in our health care system.

By stepping into the spotlight, the Acupuncture Association of Colorado is setting something in motion that will hopefully snowball into more professional credibility, political and public awareness regarding the benefits of acupuncture, and finally inclusion into mainstream acceptance that acupuncture is and can be used to decrease health care costs and, at the same time, helping patients to feel better faster! An interesting sidebar, don't you think?

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April 5th, 6th Pediatric Five Phase Conference sponsored by Jade Woman Enterprises. Featuring Harriet Beinfeld, Efreem Korngold, Larry Baskind, M.D., and Stephen Cowan, M.D. Identity, Diagnosis and Treatment of the Five Phase Types. Asthma, ADD and Digestive and Respiratory problems are discussed. Diagnosis / Treatment protocol of herbal formulas, prescriptions, acupuncture points and supplements will also be taught. Seminar will be held at the Pines in Genesee with an 8:30 am check in. 14 CEU's available. Registration <http://jadewomanenterprises.org/>. Phone: (303) 573-6533

April 5th Correction of IDs and EDs taught by Hilary Skellon, Daughter of Professor J. R. Worsley. 9:00 AM - 1:30 PM at ITEA Campus 325 W. South Boulder Rd. in Louisville, CO. Understand the ins and outs of this 'combination lock' treatment which can change lives in an instant through Hilary's excellent instruction. 4 CEUs. Cost is \$85 10% discount for AAC Members. Contact ITEA at finance@itea.edu or (720) 890-8922.

April 13th, 20th Advanced Tui Na Seminar with Dr. Li Lu, 9 AM to 6 PM in CSTCM Campus Room A, 1441 York St, Denver, CO. Class size is limited to 20 participants. \$240.00 if paid by March 30th, \$200 after 3/30/08. \$20.00 discount for AAC practitioners and students. 16 CEU's available. Contact Tanya Carleton at 303-329-6355 X-15

April 25th, 26th Cosmetic Rejuvenation Acupuncture, the quintessential anti-aging medicine.

May 16th, 17th Learn this complete system based in TCM. Class size limited to 4. Experience the process from beginning

June 6th, 7th to end, in an office setting. Go to www.CosmeticRejuvenationAcupuncture.com for more class information.

June 20th, 21 AAC members receive a 15% discount

April 26th ITEA Fundraiser "Chi For Health", ITEA is pleased to sponsor a day long workshop called "Chi for Health", taught by Eric Johnson and Fiona Newton, on April 26th from 10-4, as a fundraiser for the school. Practitioners will learn simple exercises by developing an internal awareness of chi that they can teach their clients. Included are t'ai chi, qigong, and meditation. Cost is \$75, discount rate of \$50 for students and AAC members. Fundraiser will be held at ITEA, 325 West S. Boulder Rd., Louisville. For more information / register, please call Laurie Hill at 303 751-5143 or email at lahuil@comcast.net.

May 17th Acupuncture on Cruise Ships—A Free Presentation by Laura Metz, 12 to 1 PM. CSTCM Campus Room B, 1441 York St, Denver, CO. (303) 329-6355 x 15 to register.

May 18th Build Your Dream Practice with Kevin Dougherty. CSTCM Campus Room A, 1441 York St, Denver, CO. from 9:30 to 5:30pm. 8 CEUs available. Price TBA (303) 329-6355 x 15 to register.

May 31st Aggressive Energy Correction taught by Hilary Skellon, Daughter of Professor J. R. Worsley. 9:00 AM - 1:30 PM at ITEA Campus 325 W. South Boulder Rd. in Louisville, CO. Deepen your understanding and enhance your knowledge through 'hands on' experience. Selected Spirits of Points will also be discussed. CEUs and Cost: 4 CEUs. \$85 10% discount for AAC Members. Contact ITEA at finance@itea.edu or (720) 890-8922.

May 18th AAC Quarterly Board Meeting will be held at the Boulder George Reynolds Library. 1:00 to 4:00 PM



May 31st How to See 60 Patients a Day, Integrative Approach, Great Results with Robert Doane sponsored by Lotus Institute of Integrative Medicine. Seminar will be held at the Red Lion Hotel in Denver, Colorado. 8 CEU's available. www.elotus.com

June 1st Womens Health and Infertility: Pulse Diagnosis and Herbal Treatment with Jimmy Chang sponsored by Lotus Institute of Integrative Medicine. Seminar will be held at the Red Lion Hotel in Denver, Colorado. 8 CEU's available. www.elotus.com

June 1st What Does it Take to Succeed in an Acupuncture Practice? Presented by Gulnara LaFrance. 9:30am – 5:30pm with 1 hour lunch. CSTCM Campus 1441 York St, Denver, CO. \$125 Licensed Practitioners \$115 AAC member practitioners and students 8 CEU's available. \$125 Licensed Practitioners \$115 AAC member practitioners and students. (303) 329-6355 x 15 to register.

June 14th Officials of Fire and Water taught by Hilary Skellon, Daughter of Professor J. R. Worsley. 9:00 AM to 1:30 PM at ITEA 325 W. South Boulder Rd. in Louisville, CO. As Classical Five-Element Acupuncture treats clients as a part of nature, so are the Officials members of the Chinese ruling court. PDA's/CEUs: 4. Cost: \$85 for each class. We are also offering a 10% discount to AAC members. Contact ITEA at finance@itea.edu or (720) 890-8922.

June 7th, 8th TCM Treatment of Women with Valerie Hobbs, MSOM, Dipl. OM. Acupuncture Series: For practitioners who

June 28th need a foundation in TCM Gynecology and use acupuncture as their primary treatment modality.

Aug. 2nd, 3rd Classes will be held at SWAC, 6620 Gunpark Dr., Boulder, CO 80301. Call: 720-838-3267

June 20-22nd Constitutional Facial Renewal Certification Course featuring Mary Elizabeth Wakefield. Intro to Constitutional Facial Renewal Needling Module 1, Contact: Diana Horowitz, 720-404-9926, diana@opalacupuncture.com

June 27-29th "Non-Needle Modalities and Herbal Adjunct Therapies Module 2, Classes will be at the Boulder College of Massage Therapy, Boulder, CO. Cost: Entire certification for practitioners - \$800, after 5/15/08 - \$850. Students - \$600, after 5/15/08 - \$650. One module only for practitioners = \$455, after 5/15/08 - \$555. Students - \$350, after 5/15/08 - \$400; AAC Cost: An additional 10% off of full certification for AAC members if paid by 4/30/08! Practitioners - \$750. Students - \$575

June 21st, 22 TCM Treatment of Women with Valerie Hobbs, MSOM, Dipl. OM. Internal Medicine Series: For advanced level

July 12 practitioners who have a foundation in TCM Gynecology and utilize both acupuncture and Chinese herbology.

July 26th, 27th Classes will be held at SWAC, 6620 Gunpark Dr., Boulder, CO 80301. Call: 720-838-3267

June 28th, 29th Introduction to Esogetic Colorpuncture Acu-light Therapy with Manohar Croke. 9:30 to 5:30 pm at SWAC Boulder campus. Cost is \$245 with early registration. AAC members receive a 10% discount. Call 530-362-6908 or email abhmanohar@sbcglobal.net

June 29th CPR First Aid recertification from 9am-6pm (1 hour lunch) part 1; (Part 2 on July 27, 9am-5pm) \$50 for both part 1 and part 2. CSTCM campus, room A, 1441 York St, Denver, CO. (303) 329-6355 x 15 to register.

Acupuncture Association of Colorado

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