

March 26, 2018

Dear Colleagues:

We are excited to present you with this 3rd Annual American Society of Acupuncturists Council Congress, Post-Meeting Report. Our third annual ASA business meeting was held in Denver, Colorado. The meeting was attended by 27 state associations represented by 41 delegates, as well as representatives from CCAOM, NCCAOM, AAPAS, and DVCIPM. (Please see below for specific individuals and an acronym guide.) We had Skype/Zoom Meeting addresses by ANF and ACAOM, including a screening of the first segment of “[Getting to the Point](#)” – a new film by film maker Doug Dearth via the Acupuncture Now Foundation. Marilyn Allen and the American Acupuncture Council also sponsored a lunch program presenting information on ICD 11 which will include Traditional Medicine codes, and opened discussion for the potential for course development in orthopedic acupuncture. NCCAOM also presented a lunch program answering stakeholder questions. Our evening gathering was generously sponsored by Modern Acupuncture, and we had a valuable breakfast program sponsored by CM&F insurance looking at malpractice coverage options for the industry. We thank our general supporters as well, including Golden Flower Chinese Herbs, AcuClaims, Lhasa OMS, and Legendary Herbs. With help from these very generous sponsors, we completed a dense and meaningful agenda with fine spirit and strengthened collegial bonds.



We are thrilled as well to announce that next year’s 4th annual ASA Council Congress will occur in conjunction with our first profession-wide national meeting in Washington, D.C.! Please keep your eyes open for more information (coming soon) on this industry-wide conference: “The State of Our Union: American Acupuncturists in U.S. Healthcare”. This will be a phenomenal event which will bring our industry into the national arena.

We thank all of you who are members of your state associations, and all who help move this profession forward. Special thanks to everyone who attended the meeting as a delegate or guest, and to our fantastic board for gracefully and graciously crafting this event.

Sincerely,

Please note, this document is extensively hyperlinked, so click on all purple text and most images for further information!!

The Board of the American Society of Acupuncturists

David W. Miller, MD, LAc (Chair)

Amy Mager (Vice-Chair)

Candace Sarges, LAc (Immediate Past Chair)

LiMing Tseng, LAc (Secretary)

Zeyiad Elias (Member at Large)

Eric R. Buckley, DOM (Member at Large)

Kallie Guimond (Member at Large)

ASA Board of Directors	
Chair	David W. Miller (DM)
Vice Chair	Amy Mager (AM)
Secretary	LiMing Tseng (LT)
Immediate Past Chair/Treasurer	Candace Sarges (CS)
Board Member At Large	Eric Raymond Buckley (EB)
Board Member At Large	Zeyiad Elias (ZE)
Board Member At Large	Kallie Guimond (KG)

State Associations in Attendance		
CA	California State OM Association (CSOMA)	Tiffany Tuftee, Christy Vitiello
CO	Acupuncture Assoc of Colorado (AAC)	Kimberley Benjamin, Mark VanOtterloo
CT	Connecticut Society of Acupuncturists	Maggie Barili, Regina Walsh (RW)
FL	Florida Acupuncture Assoc (FAA)	Hongjian He (HH)
FL	Florida State OM Assoc (FSOMA)	Jennifer Broadwell
IL	Illinois Assoc of AOM (ILAAOM)	Lindy Camardella (LC), Olivia Hsu Friedman (OHF)
IN	Indiana Society of Acupuncture (INSA)	Jennifer Stone (JS)
MA	Acupuncture Soc of Massachusetts (ASM)	Linda Robinson-Hidas
MD	Maryland Acupuncture Society (MAS)	Tracy Soltesz (TS), Kathryn Nemirovsky
ME	Maine Assoc of AOM (MAAOM)	Mary Beth Hassett
MI	Michigan Assoc of AOM (MAAOM)	Henry Buchtel
MN	Minnesota Acupuncture Assoc (MAA)	Valerie Overby (VO), Korina St. John
NC	North Carolina Assoc of AOM (NCAAOM)	David Peters, Karen Valesquez
NH	New Hampshire Acupuncture and Asian Med Assoc	Deb Meuse, Elizabeth Ropp (ER)
NJ	NJ Assoc of Acupuncture & OM (NJAAOM)	Jason Sargis, Tinna Kim
NM	New Mexico Soc of Acupuncture & AM (NMSAAM)	Steve Malins
NY	Acupuncture Soc of New York (ASNY)	Michelle Wright, Viktor Krystufek (VK)
OR	Oregon Assoc of AOM (OAAOM)	Beth Howlett (BH)
PA	Assoc for Prof Acupuncture in Pennsylvania (APA)	BJ Putnam, Heather Shultz
RI	Rhode Island Soc of AOM	Elizabeth Collins
TN	Tennessee Acupuncture Council (TAC)	Jodie Manross, William Alexander
VA	Acupuncture Soc of Virginia (ASVA)	Aubry Fisher, Sarah Faggert Alemi
VT	Vermont Acupuncture Assoc (VTAA)	Dianne Barclay
WA	Washington East Asian Med Assoc (WEAMA)	Catherine Dayhoff
WI	Wisconsin Soc of Certified Acupuncturists (WISCA)	Kelly Hora, MacPherson Worobec
Non-Voting CSA Members in Attendance		
CAA	California Acupuncture Assoc (CAA)	Michael Fox, Mori West (MW)
DC	Acupuncture Society of Washington, DC	Amy Lewis (AL)

ASA Member Organization Absent	
AK	Acupuncture & OM Assoc of Alaska
OH	Ohio Assoc of AOM

Organizational Guests	
CCAOM	Misti Oxford-Pickeral (MOP), Roberta Herman (RH)
NCCAOM	Afua Bromley (AB), Gene London (GL)
AAPAS	Yong Ming Li (YML) (3/16/18)
American Acup Council	Marilyn Allen (MA)
DVCIPM	Ret. Col. Kevin Galloway (3/17/18)
Conference Coordinator	Michael Cousineau (3/17/18)

NADA	Sara Bursac (3/17/18)
Speaker	Mark Guimond (3/18/18)
Speaker Constant Contact	Brad Friedman (3/18/18)
Guest Speakers (via video conference)	
ACAOM	Jason Wright (JW)
ANF	Matt Bauer (MB)

Acronyms / Guest Speakers Representing the following Organizations	
AAC: American Acupuncture Council	http://acupuncturecouncil.com/
AAPAS: American Alliance for Professional Acupuncture Safety	https://aapas.org/home-aapas/
AHPA: American Herbal Products Association	http://www.ahpa.org/
ANF: Acupuncture Now Foundation	https://acupuncturenowfoundation.org/
ATCMA: The American TCM Association	https://www.atcma-us.org/en
BFA: Battlefield Acupuncture	Auricular pts: omega 2, shenmen, point zero, thalamus, cingulate gyrus.
CPT	Current Procedural Terminology
DoD	Department of Defense
DVCIPM: Defense and Veterans Center for Integrative Pain Management	http://www.dvcipm.org/
DVPRS	Defense and Veteran Pain Rating Scale
EBA: Evidence Based Acupuncture	https://www.evidencebasedacupuncture.org/
ETCMA: European Traditional Chinese Medicine Association	http://www.etcma.org/
HCPAC: Health Care Professionals Advisory Committee	https://www.ama-assn.org/practice-management/cpt-code-process
IFS: International Fertility Symposium	https://www.ifsymposium.com/
IM4US: Integrative Medicine for the Underserved	https://im4us.org/
ISO: International Standards Organization	https://www.iso.org/standards.html
ISO TC249: ISO Technical Committee for Traditional Chinese Medicine	https://www.iso.org/committee/598435.html
MJAOM: Meridians: The Journal of Acupuncture and Oriental Medicine	http://www.meridiansjaom.com/
NADA: National Acupuncture Detoxification Association	https://www.acudetox.com/
NCASI: National Center for Acupuncture Safety and Integrity	http://acupuncture-safety.org/
NCCA: National Commission for Certifying Agencies	http://www.credentialingexcellence.org/p/cm/ld/fid=65
POCA: People's Organization of Community Acupuncture	https://www.pocacoop.com/
RSS	Really Simple Syndication
SAR: Society for Acupuncture Research	http://www.acupunctureresearch.org/
SATCM	State Administration of TCM
SIO: Society for Integrative Oncology	https://integrativeonc.org/
TCMAAA: TCM American Alumni Association	http://www.tcmaaa.org/
WFAS: World Federation of Acupuncture and Moxibustion Societies	https://www.facebook.com/wfas1987/
WFCMS: World Federation of Chinese Medicine Societies	http://en.wfcms.org/Englishpage/Englishindex.jsp

Call to Order and Assurance of Quorum

After introductions, the meeting was called to order. Per ASA bylaws, meetings and the business to be conducted must be officially called 30 days in advance, which was achieved with distribution of the agenda to voting members (the Council) 30 days prior. To conduct business, the meeting must be attended by a quorum of the Council, defined as 40% of the voting member organizations. At the start of the meeting, ASA had 27 paid voting member organizations, and there was attendance by 25 of those groups, for an attendance of 93% meeting our quorum. Rules of conduct were reviewed.

Review of 2017 Accomplishments



2017 brought notably increased visibility to not only the American Society of Acupuncturists, but also to the acupuncture industry as a whole. Most importantly, the representation of Licensed Acupuncturists in the U.S. was magnified, and many industry groups, legislators, and regulators began to consider this licensure type as a viable player in the American healthcare marketplace.

ASA representatives attended numerous meetings and conferences of over 2017, including the Pacific Symposium, the Integrative Fertility Symposium, the [European TCM Association Rothenburg Congress](#), the Society for Integrative Oncology annual meeting, the Society for Acupuncture Research annual meeting, the American TCM Association 3rd annual academic conference, the AMA CPT code meetings, the Integrative Healthcare Symposium, and had meetings in Beijing, China with WFAS, WFCMS, and SATCM. We also supported and attended the ISO meetings relevant to Chinese medicine. All of these events provided valuable contacts for the organization and allowed us to help represent both ASA and the United States at the national and international levels.

In November of 2017 the ASA in conjunction with AAPAS also co-lead the first-ever [Congressional Briefing](#) for the acupuncture industry. The event was held in Washington, D.C., and was well attended by staff from numerous legislative offices. The impact of this event continues to ripple through the industry, and doors have opened with legislators, other organizations, and the military consequent to this effort.

Working with numerous scholars, ASA helped produce an industry impacting, peer reviewed white paper on [Acupuncture's Role in Solving the Opioid Epidemic](#). ASA also submitted comments to governmental agencies such as the [FDA on acupuncture's role as a non-pharmacologic treatment for pain](#).

The ASA State member organizations were also extremely busy and productive throughout the year, and our new [newsletter](#) was developed to highlight this work as well. Please take time to read both our year-end summary and the monthly reports to keep up to date on major activities within the industry.

Our goals for 2018 include (but are not limited to...):



- Development of a comprehensive web platform to advance the industry's cyber presence and better unite the state associations. This platform would also offer a low-cost, high-quality platform for individual practitioners looking to create or improve their web presence.
- Amplified income generation through the development of non-voting supporter categories.
- Expansion and focusing of legislative efforts via the ASA legislative committee.
- On-going maturation of relationships with existing partner organizations such as ACAOM, CCAOM, NCCAOM, TCMAAA/ATCMA, AAPAS, EBA, ANF, ETCMA, SAR, SIO, IHPC, and others.
- Continued refinement of board and leadership manuals.
- Enhanced benefits for member organizations.
- Increased industry visibility.
- Attendance at industry meetings including PCOM, IFS, SIO, the AMA CPT meetings, ISO, EBA, and the Academic Consortium, and World Acupuncture Day – a UNESCO event in Paris.
- Board development including identification of future board members.
- Support for the entry of Licensed Acupuncturists in the military.
- Development of a cohesive policy development platform for state associations and the national organization.
- **Planning for a 2019 industry-wide, national meeting!**

State Member Organization Status Updates

States took time during the meeting to review the highlights of their work throughout the year. Many legislative efforts are underway, and highlights of those can be found in our [monthly newsletters](#). ASA currently has 27 active member organizations representing 3532 individual Licensed Acupuncturists (or state equivalent).



Report of the Legislative Committee

Tracy Soltesz presented the report of the ASA Legislative Committee which has targeted 6 recommendations for the coming year:

1. Improve access to acupuncture through regional insurance (commercial insurance plans and state Medicaid plans).
2. Improve access to acupuncture through federal insurance coverage by producing educational documents on Medicare and Acupuncture, as well as Tricare.
3. Support passage of licensure acts in Michigan, Oklahoma, South Dakota, and Alabama, and remove physician oversight laws where still present.
4. Increase access to acupuncture in institutional settings such as military and hospitals (VA and DoD).
5. Increase legislative services provided to ASA membership such as federal and state-by-state legislative tracking, and the creation of resources for Lobby Day.
6. Improve communication between ASA members and organizations such as NCCAOM, ACAOM, and CCAOM.



ASA has invested in a state legislative tracking program as well. [Please see our website to explore](#) and learn more about how these resources can benefit our industry!



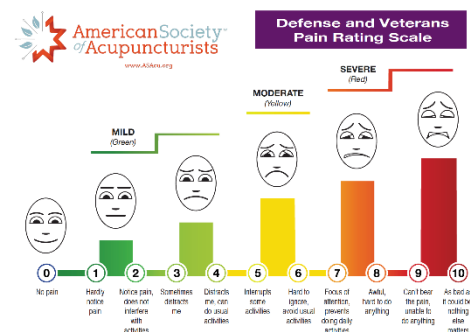
NCCAOM Update Luncheon

NCCAOM graciously took questions from the acupuncture community. A summary of those can be found [here](#).

Defense and Veterans Center for Integrative Pain Management



The ASA was honored to be joined by [US Army retired Colonel Kevin Galloway](#), now Deputy Director of DVCIPM to present both the new [DVCIPM Pain Scale](#) and to give an overview of the history and future of Licensed Acupuncturists in the DoD and Veterans Administration. These agencies are very interested in Licensed Acupuncturists, but much work is needed to assist in inclusion. ASA is partnering with these agencies to work towards meaningful job opportunities in this arena. ASA is recommending that all acupuncture schools and practitioners initiate usage of the DVCIPM pain scale, as this is a validated tool that improves considerably on previous pain rating tools. CCAOM will also be promoting this resource.



ISO – International Organization for Standardization

Eric R. Buckley gave us an update on activities of ISO/TC249 which will be having its first-ever U.S. meeting in the coming years. Eric is now head of the U.S. ISO/TC249 delegation. ISO sets standards for everything from how your e-stim machine is calculated to the conformation of your acupuncture needles, and even to what species limitations there are on the ginseng you purchase. U.S. involvement is critical in this process and has been underrepresented in years past, so we thank Eric for his work, and thank the U.S. committee. For more on ISO see the [ISO website](#), esp. [Technical Committee 249](#).

AMA CPT Committee

ASA is increasing activity regarding involvement on the AMA CPT committee. Our profession is still not represented in this arena, as membership qualifications for interested organizations have been set as “50%+1” of the practitioner base. This means we need to have one group or possibly a coalition of groups representing more than 14,000 acupuncturists before our profession has a voice. The importance of involvement in the ASA structure has never been more evident than in this domain. ASA is discussing possibilities for a coalition with a number of groups. We are excited to have Mori West, owner of AcuClaims and well-known speaker on billing and coding, taking a role as an ASA delegate to the AMA CPT meetings. She and Kallie Guimond will represent the profession this coming year. Considering the importance of [CPT codes](#) towards insurance reimbursement within an ever-changing healthcare environment, monitoring the acupuncture codes and other codes commonly utilized by our providers is critical. The CPT committee meets [three times per year](#) in different parts of the country, so the financial tag on this is high. For how a code is developed, see [this resource](#).

Getting to the Point



We had a wonderful presentation by [Acupuncture Now Foundation](#) president Matthew Bauer. The ANF has undertaken the ambitious but well-underway project of producing a full-length, feature movie on the benefits of acupuncture. Working with Doug Dearth of [9000 Needles](#) fame, they are producing a [compelling new film](#) that could help catapult acupuncture into the mainstream eye. Funding is needed for the completion of this documentary, so please [consider donating](#)! The first portion of this project is complete, and more information can be found on the ANF website. The ASA Delegates and guests enjoyed a screening.

As we do every year, the Council received updates on the activities of the other primary component organizations of the profession: NCCAOM, ACAOM, and CCAOM.

National Certification Commission for Acupuncture and Oriental Medicine



Please find the NCCAOM update [here](#).

Accreditation Commission for Acupuncture and Oriental Medicine

Jason Wright joined us via the web to [present on the status and major activities of the ACAOM](#). ACAOM has 55 institutions in 63 locations in 22 states, with 96 accredited/pre-accredited programs (25 MAc programs, 50 MOM programs, 4 Masters level programs, 10 accredited DAOM programs, 0 professional doctorate, pending meeting). Data analysis is still underway for the Degree Title Designation Project, with 1715 responses received. ACAOM is currently seeking Nominations for Commissioners, deadline April 15, 2018.

ACAOM thanks the ASA for leadership efforts on behalf of AOM, as well as steady participation in Delphi study and ongoing engagement with ACAOM.



Council of Colleges of Acupuncture and Oriental Medicine



Misti Oxford-Pickerel and new Executive Director Roberta Herman gave us an update on the work of the Council of Colleges. Membership of CCAOM is 55 institutions. CCAOM meets biannually in May and November. The on-going CCAOM strategic plan includes supporting the advancement and integration of AOM in US healthcare, increasing the visibility of the CCAOM as a national leader in the AOM profession, increasing collaboration with other relevant national organizations, and providing the long term financial stability of CCAOM. MOP is the CCAOM liaison to the ASA, working to promote school memberships in the ASA. RH is the new CCAOM ED, as she shares her experiences working with large organizations.

CCAOM has a college research grant which institutions with research committees can apply. As Gainful Employment is in flux, CCAOM will update us more after its May meeting.



Board Changes

While the current board values its service to the profession, we are designed to have strict turnover in board membership. This assures healthy governance turnover and brings new blood to the organization. Current board terms and status can be found [here](#). The ASA is always looking for strong, mature, experienced professionals to consider leadership. Please contact the nominating committee if you or someone you know might be a good candidate!



Governance Committee Updates

Zeyiad Elias is serving as the Chair of the ASA Governance Committee. He presented the governance report, including review of the committee's purpose (which is to assure that ASA operates under its bylaws and adheres to all policy as determined by the Council). He also introduced work to be done over the coming year by this committee to develop policies and procedures for the development of organizational policy (a primary function of the ASA Council).

Nominating Committee Report

Candace Sarges, Chair of the [Nominating Committee](#), presented the extensive work this group has done over 2017 in its efforts to develop vetting materials for both individuals wishing to join the ASA Board, and for organizations that meet ASA Bylaws requirements and wish to join ASA. [These are now available on the website](#), and represent a phenomenal step towards proper governance and an ability to find the best, brightest, and most capable to serve the organization.

Public Education Committee

Lindy Camardella presented the work and goals of the committee. The PE Committee's focus is to bring a new level to a national awareness campaign. The committee initiated discussions with AcuTalks, created an [Acupuncture Evidence Project Video](#), created the "10 Things You Need to Know about Acupuncture" flyer, and reached out to celebrities regarding acupuncture. The committee also worked with the Foundation for Chiropractic Practice (F4CP) to spread positive news about non-pharmacologic treatments for pain. Lindy expanded the committee as well, and now has extra council from Mr. Zach.



Infrastructure Development

We thank Olivia Hsu Friedman for doing extensive research to find an [optimal web solution](#) for the profession! After receiving 5 Membership Software proposals, Design & Promote, offered the best proposal for ASA and the states' needs. This platform offers Paid Membership Pro to house the ASA Website, as well as possible State Association sites, with customizable options. Events calendars can be added, so all state events can be in one location. Each state website will house its own RSS widget based on their needs. Practitioners will also be able to create their own websites based on templates. Websites will be WordPress based.



Budget Report



Candace Sarges, acting Treasurer, gave the annual budget report. Candace has worked tirelessly with a CPA to assure completeness and clarity of the budget. In 2017, ASA's income was \$40,191.17. Total expenditure was \$42,332.81. Fund balance as of 12/31/16 was \$18,272.48. Fund balance as of 12/31/17 was \$16,130.84.

American Alliance for Professional Acupuncture Safety

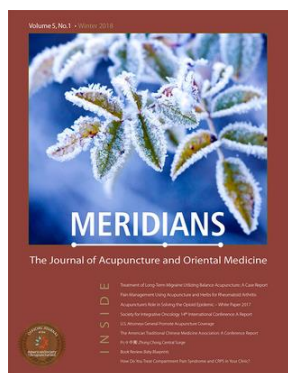
We were delighted to welcome AAPAS this year to help us better get to know one another as organizations. AAPAS is comprised of 39 organizations with Yong Ming Li as Chair. Hongjian He, Florida Acupuncture Association delegate, is also very involved with AAPAS. AAPAS is a 501(c)4 organization. The goals of AAPAS include the creation of a clearinghouse for information, provision of legal support to states working for acupuncture safety, education of professionals and the public, promotion of academic research and expertise, and the raising of funds for acupuncture. The organization also opposes the practice of acupuncture without a license.



Working Lunch Saturday

Owning Orthopedic Acupuncture and ICD 11

Marilyn Allen presented and moderated a discussion on conceptual options for the development of an industry specific course leading to a certificate in orthopedic techniques including “dry needling”. This certificate would help identify and secure the place of LAc’s in the increasingly competitive domain of musculoskeletal acupuncture for pain management. While many have learned these techniques in school, others did not have this as a core part of the curriculum. The Council was overwhelmingly enthusiastic about this option. More information will be forthcoming.



Meridians: The Journal of Acupuncture and Oriental Medicine

Jen Stone presented to us on the work being done to advance Meridians to a fully indexed journal. Meridians is now the official journal of the ASA!

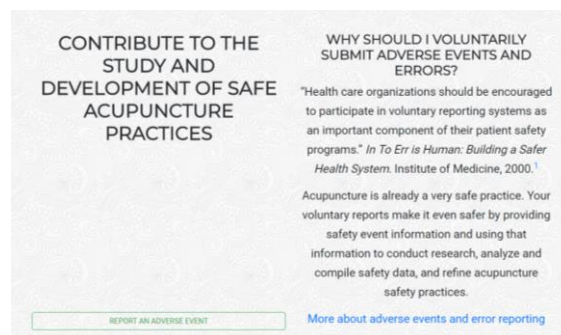


Meridians publishes quarterly. Submissions welcomed on an ongoing basis.

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

An Update from POCA and POCA Tech

POCA has recently launched a valuable tool for the industry in the form of its “Adverse Event Database”. Elizabeth Ropp, NH alternate delegate and member of POCA, presented this to the Council. The database can be accessed [here](#), and ASA encourages practitioners to utilize this tool! ASA will be giving feedback to POCA on suggested improvements, and the tool itself incorporates an opportunity for user feedback. This is another step in promoting our own self-regulation as a profession.



The Council Fund

The Board of ASA will continue growth of the “Council Fund”. This fund represents a tangible return to stakeholder state associations whose collective Qi allows ASA to be a force in the profession. The Board will work to create an equitable rubric for designation of monies to this fund, and has developed a preliminary grant application process that can be found [HERE](#). The value of the fund now stands at \$2000.



California at a Critical Juncture

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P.O. BOX 942549
SACRAMENTO, CA 95834-0549
(916) 319-2228
FAX (916) 319-2128
DISTRICT OFFICE
20111 STEVENSON CREEK BOULEVARD, SUITE 200
CUPERTINO, CA 95014-2067
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FAX (408) 446-2815



COMMITTEES
CHAIR: BUSINESS AND PROFESSIONS
COMMUNICATIONS AND CONVENIENCE
ELECTIONS AND REPRESENTING
GOVERNMENTAL ORGANIZATION
INJECT EDUCATION
CHAIR: LEGISLATIVE LOBBY CAUCUS
CO-CHAIR: CALIFORNIA TECHNOLOGY
AND INNOVATION CAUCUS

California affects the industry with 1/3 of the US acupuncture licensees. Assemblymember Evan Low chairs the Business and Professions Committee, which oversees the California Acupuncture Board (CAB). He has hosted several meetings of the California acupuncture community. Currently, there are approximately 26 acupuncture groups in California. One

single unified acupuncture voice was requested, thereby asking existing groups to disband and rejoin into a new entity. Additionally, the California legislature would like to move towards national standards through the adoption of the NCCAOM exams.

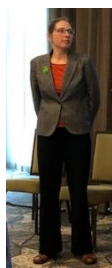
There are 3 primary concerns that have been voiced by CA stakeholders in regards to the NCCAOM exams:

1. That the NCCAOM exam is perceived to be substantially different from and less difficult than California Acupuncture Licensing Exam (CALE). **This is untrue**, and an extensive linkage study has been performed showing the exams to be substantially equivalent. The exception is that the NCCAOM exam does not cover state specific laws, thereby, California would require a supplemental jurisprudence exam to cover California state law.
2. The NCCAOM exams have a lower educational hour requirement for sitting for the certification exam than CAB, and that this would thus lower educational requirements for practice in CA. **This is untrue**, in that the educational requirements to practice in CA can remain independent of the requirements for sitting for the NCCAOM exam. These are independent variables, not dependent variables. Though the exams may have different prerequisite requirements, CAB's educational requirements can still be greater than those of NCCAOM to allow licensure.
3. The cost of the exam. CALE is \$625, compared to approximately \$1800 for all modules of the NCCAOM exam. **This is a true concern**. NCCAOM testing, however, comes with significant conveniences such as year-round testing at free-standing centers and more support-infrastructure. This point remains in discussion.

If CA state organizations do not comply with the effort to unite, there is a risk for the sunseting of the California Acupuncture Board. The CAB could be moved from independence back under the medical board, and this could dramatically affect licensing and regulation in the state, affecting the industry nationwide. ASA involved organizations CSOMA and CAA are at the forefront of these discussions, and have been assigned to the steering committee of the new organization. ASA as a national group remains as a resource to these organizations. From the national perspective, adopting the NCCAOM exams and creating a unified voice for acupuncturists in California would strengthen the profession impressively. This is a complicated process, however, and moving to a single organization may not be possible.



NADA: Opening Conversations at the National Level



Sara Bursac, Executive Director of NADA, informed the ASA of [NADA's goals and activities](#) for the immediate future. ASA is interested in keeping communication strong with other organizations using acupuncture in various forms, and will continue the exchange of ideas to work to assure that all involved are utilizing this method within training received and are representing it with integrity.

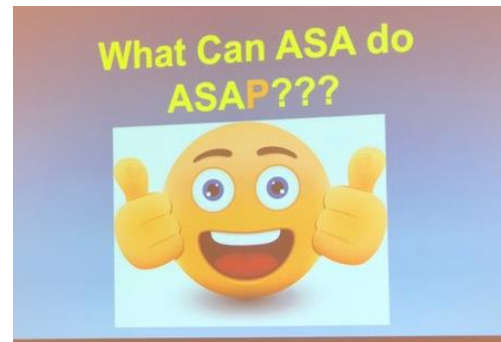
A Day of Leadership Training!

On Sunday, the ASA was delighted to receive a day of invaluable leadership training from industry experts!

Mark Guimond graciously provided the bulk of this training, but we were also fortunate to have segments from Brad Friedman of Constant Contact discussing Social Media and Marketing, and from Amy Lewis (DC) on Membership Benefits and Fundraising.

Overall topics included:

1. Training on successful lobbying with Mark Guimond (MG)
2. Social Media and Marketing with Brad Friedman (BF)
3. Committee Development and Structure (MG)
4. Cores of Governance (MG)
5. Membership Development (MG)
6. Membership benefits and Fundraising (AL)



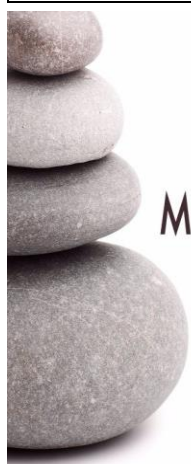
ASA is a resource to national AOM/AEAM stakeholders in efforts to get information out to the general practitioner base. ASA maintains as open and transparent a process as possible, and seeks to keep state associations informed on all relevant efforts occurring that affect the field, and keep all stakeholders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



Thank you again to all of this year's sponsors!

Thank you to Modern Acupuncture for support of our Friday evening event!

<http://www.modernacupuncturefranchise.com/index.html>



MODERN  ACUPUNCTURE
ESCAPE. BALANCE. HEAL.



Stephen Gubernick, Chief Clinical Officer of Modern Acupuncture with ASA board member Zeyiad Elias



William Sullivan Vice President CM&F
V.P. of Product Development

Presenting to the ASA

