

2007 International Conference & Exposition

Attendee Invitation

"JOINED as ONE...

*Today we stand in the Embrace of
The Great Unification!"*

-Leslie McGee RN, Lac, DiplAcCH, President,
AAAOM

-William R. Morris, OMD, MSED, LAc, President
Emeritus, AAOM

Rejoice...Commemorate, Honor and
Celebrate our 25th Anniversary

Our gift back to you... Join us for
"Roll-Back" Early Bird Attendee Pricing!

Attendee and Overnight Early Bird
Rates Close **August 1, 2007**

\$151 (After August 1, \$165)

25th Anniversary Celebration

Hilton Portland & Executive Tower
Portland, Oregon

October 18-22, 2007

Pre-Conference Workshop - October 18

The Chinese Medical Nomenclature Debates -
Expert Panel

Post-Conference Workshop - October 22

Beauty, Health and Well-Being...a Dynamic
Business Model (Part I & Part II)

Celebrating "*Back to the Future*" our
Combined 25th Anniversary, the AAAOM,
NCCAOM, CCAOM and ACAOM invite you
to collaboratively join in our combined history
—a panorama of perspectives of the past, the
present, and our hope and vision for an
unlimited tomorrow!



*strength through
unification*
...historically, professionally
and soulfully unforgettable!



1982 - 2007

AOM ~ *Celebrating 25 Years Strong*

AAAOM, PO Box 162340, Sacramento, CA 95816
Tel: 866-455-7999 Fax: 916-443-4766
www.aaomonline.org

2007 International Conference & Exposition

Welcome to the American Association of Acupuncture and Oriental Medicine's
INTERNATIONAL CONFERENCE AND EXPOSITION - 2007

Strength through Unification

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—Leslie McGee RN, Lac, DiplAcCH, President, AAAOM

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Greetings AAAOM Members and Colleagues:

Reunited at last, our individual journeys have revealed stories of past separation that have transcended to this place and time. In the here and now of unity's embrace, difference is viewed as diversity. Our diversity blends to create a coat of many colors which combine myriads of hues, textures, and fibers that weave an ornate and enduring tapestry of life. Within the warmth of its embrace, we can boldly wear our differing viewpoints, cultures, and modalities as ONE HARMONIOUS WHOLE in an infinite blending of this ancient medicine in our modern world.

As the American Association of Acupuncture and Oriental Medicine (AAAOM), the old rises new again. We invite you to come share Expo 2007 at our side...the program is stunningly diverse with a depth of knowledge and value transcending a broad spectrum of our medicine, the exhibitors shall outnumber any prior event...87 in total, and the celebration of reunification shared between the AAAOM, the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM), the Council of Colleges for Acupuncture and Oriental Medicine (CCAOM), the Accreditation Commission for Acupuncture and Oriental Medicine (ACCAOM), and YOU the practitioner community will be historically, professionally, and soulfully unforgettable!

*Whether an attendee looking to expand your base of OM knowledge and skill or an exhibitor desiring to place yourself before the most prominent market of OM practitioners in the country, upon evaluation we are certain you will agree that **we are the event**—and the 25th Anniversary Celebration of a Lifetime—you'll want to attend!*

Rejoice... Commemorate, Honor and Celebrate our past, our present, and our unlimited future of the AAAOM that lies before us!

The AAAOM Board of Directors

*Deborah Lincoln, RN, MSN, LAc
Conference Chair*

Conference Overview

Event Overview: We are pleased to announce that this year's conference features **37 workshops** and events, **43 speakers**, for a total of **47 CEUs** (pending) over a 5-day span. The conference opens on Thursday, October 18, 2007, with an 8-hour panel: *The Medical Nomenclature Debates*, and closes with one full-day Post-Conference Workshop, on Monday, October 22, 2007, *Beauty, Health and Well-Being...a Dynamic Business Model*.



© Portland Classical Chinese Garden

Thursday - October 18, 2007

Join us for the continuum of the 2006 **Nomenclature Debates** followed by Ethics and Liability

Friday - October 19, 2007

Friday morning's General Session is a must attend for one and all. As a celebratory event, the general session will convene to address myriads of topics that comprise our profession from the perspectives of *the journey, the present, and the future*. We shall explore the topics of multi-cultural efforts and collaborations, scope of practice, access to herbs, integrative medicine, insurance, educational standards, and much more! The General Session panelists are being selected to represent a panorama of perspectives, history, and vision.

As a Friday evening, October 19, 2007 kick-off event, we're planning *"Charting the Future of OM"* Join us for this exciting and interactive event, to be followed by a full weekend of activities, to help chart the future of Acupuncture and Oriental Medicine into the 21st century. This is a critical step in the strategic planning process of our profession. Allow your voice to be heard in facilitating the direction of the profession. The process involves the use of hand held devices that allow input to be anonymously reflected overhead to facilitate interaction, communication, and discussion among the diverse range of practitioners and partners to the profession. A summary report will be published that will guide AAAOM strategy and policy decisions and will serve as a foundation for collaborative work together and with others. Trained facilitators and futurists will facilitate this workshop.

Saturday - October 20, 2007

Annual Meeting: AAAOM Annual Meeting and Election of Directors will be on Saturday, October 20, 2007, from 8 AM to 10 AM. This is for AAAOM Members only and is at no cost. We suggest AAAOM members place this on their calendar now as it is the first scheduled annual meeting post-reunification! The annual meeting will be followed by five simultaneously scheduled 2-hour workshops. Our Saturday afternoon features five 4-hour workshops.

Sunday - October 21, 2007

On **Sunday, October 21, 2007** we will feature an **8-hour workshop on Integrative Medicine**. Come join this panel of licensed acupuncturists who are practicing integrative medicine successfully in a Western medical setting. Attendees will discuss transforming the walls of resistance in the Western community and communicating effectively with hospital administrators. Four additional 4-hour workshops are scheduled in the morning, followed by three 4-hour workshops in the afternoon. For the first time ever, AAAOM is sponsoring a **Lay-Track** for the patient community and the public-at-large. This Track runs on Sunday and consists of two morning and two evening workshops. All speakers are from outside the area, so local practitioners are encouraged to invite patients and their families to attend at a rate of only \$50 for the full day of workshops or \$25 for a half-day.

Monday - October 22, 2007

We invite you to join us for a two-part workshop – **Beauty, Health and Well-Being**, A Dynamic Business Model from 8:00 AM – 5:30 PM.

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Maybe you've heard that the city of Portland, Oregon, has been proclaimed as North America's "Best Big City!" One visit will explain why. Come get a first-hand look at Portland's unmatched natural beauty, the bustling local scene, sumptuous dining and the welcoming Portland Hilton accommodations—all effortlessly accessed by its justifiably famous light-rail system. Portland proclaims "it's not easy being green," but it's exactly why so many visitors flock here year-round. A rich diversity of cultures has contributed to the Portland of today.

—Feel the vibrant city beneath your feet...

—Embrace the natural beauty of Portland's green, plush pristine environment...

—Tantalize yourself with cultural diversity as you experience and taste all that Portland offers...

—Give homage—Come Join Us as we collectively arrive at 25 Years Strong!

All of this—While Earning your CEUs!

Hilton Portland & Executive Tower

921 SW Sixth Avenue
Portland, Oregon, USA 97204

Tel: 1-503-226-1611
Fax: 1-503-220-2565

Overnight Rooms \$151

Early Bird Rate - Through August 1, 2007

\$151 before August 1, \$165 August 1, 2007 and after (Single/Double)

ONLINE REGISTRATION: visit www.aaaomonline.org or
call: 1-503-226-1611 Request AAAOM Rate

Book Expo Travel through AAAOM Travel @ www.aaaomonline.org



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Conference Speakers



MichelAngelo, MFA, CTM, an opera singer, classical composer, pianist, astrologer, diviner and writer, MichelAngelo, co-creator of Facial Soundscapes: Harmonic Renewal™, and Acutonics® Director of Astrological Medicine & Musical Studies, has served as co-developer and instructor of advanced curriculum with Donna Carey, PhD, and recently appeared with her at the 2006 International Sound Healing Conference in Santa Fe, NM. He has contributed to the forthcoming Acutonics® advanced level textbook, *From Galaxies to Cells: Planetary Science, Harmony, and Medicine* as co-author. As Director of Musical Studies, MichelAngelo brings to bear his 30 years of experience as a professional classical musician.

Claudette Baker, LAc, DiplAc, DiplCH, AAAOM past president, and member of the 2005-2007 Convention Committees, has been an AAOM member since 1983. Claudette has been practicing Oriental medicine for 22 years and is founder and director of the Glenview Healing Arts Center in Glenview, IL. She is president emeritus of the IAAOM and is greatly responsible for the passage of both acupuncture bills in Illinois. Claudette is a member of the National Congress on the Future of Traditional Medicines. She teaches Chinese herbs and TCM oncology locally and nationally.

Mark Blumenthal is the founder and executive director of the American Botanical Council (ABC), an independent, nonprofit organization dedicated to disseminating accurate, reliable, and responsible information on herbs and medicinal plants. He is the editor/publisher of *HerbalGram*, an international, peer-reviewed quarterly journal, the contents of which reflect the educational goals of ABC. For six years he was an adjunct associate professor of Medicinal Chemistry at the University of Texas at Austin, College of Pharmacy, teaching a course on herbal products in today's pharmacy. Mark has served as co-founder and former vice-president of the Herb Research Foundation (HRF) and president of the Herb Trade Association, the former organization that represented the interest of the herb industry in the 1970's. He was also a founding board member of the American Herbal Products Association (AHPA).

Adam Burke PhD, MPH, LAc, is the senior research advisor to the American Association of Oriental Medicine Board of Directors. He is an associate professor in the Department of Health Education and the co-director of the Institute for Holistic Healing Studies at San Francisco State University (SFSU). He is a published author and researcher with interest in cross-cultural studies of traditional medicine (India and China), curricular innovation in the areas of holistic health, and studies on meditation and

imagery. He also serves as the co-chair of the Alternative and Complementary Health Practices Special Interest Group for the American Public Health Association (APHA) and is on the APHA Governing Council.

Donna Carey, LAc, PhD, is the co-founder of the International Institute of Harmonic Living and the Kairos Institute of Sound Healing creator of the Acutonics® Healing System. She is a licensed acupuncturist, herbalist, sound healer, educator, and poet. She was clinical dean of the Northwest Institute of Acupuncture and Oriental Medicine (NIAOM) where she integrated the Acutonics Healing System into mainstream clinical settings. Donna is co-author of *Acutonics®: There's No Place Like Ohm*, *Sound Healing*, *Oriental Medicine* and the *Cosmic Mysteries*, as well as the forthcoming books, *Acutonics® From Galaxies to Cells*, *Planetary Harmony*, *Science and Medicine*, and *Undancing Division*, *Poetry of Births and Mergers*.

Christine Chang DAOM, LAc, DiplOM, is in private practice and lectures on Chinese nutrition, Chinese medical language, herbal formulas and Chinese patent medicines in Santa Monica, California. Christine serves as Co-Chair of the AAAOM Herbal Committee, an herbal consultant to Crane Herb Company and KPC Chinese Herbal Manufacturing in the U.S., as well as the AAAOM Board of Directors. She translates ancient Chinese essence to Western society and continues the way of the Chinese Doctor (Yi Dao) internationally.

Doreen Guo-Fong Chen, LAc, OMD, obtained her MD and OMD degrees in China. Dr. Chen has been practicing integrative medicine for over forty years and has engaged in research, education and a myriad of clinic activities at the Chinese Academy of Medical Sciences in Beijing since her graduation from Peking Union Medical College in 1957. She obtained her New York state acupuncture license in 1982 and has been practicing Chinese medicine in New York for more than 20 years.

Misha Cohen, OMD, L.Ac., Dipl.Ac, Dipl.Herb has been practicing Asian Medicine for 30 years and is the author of several popular Chinese medicine books. She is the Director of Chicken Soup Chinese Medicine, Research Chair of Quan Yin Healing Arts Center, and Assistant Researcher at UCSF. She has lectured and written extensively on gynecology, HIV, hepatitis, cancer, and related topics on an international level. She conducts Chinese medicine research.

Robert M. Duggan, MA, MAc (UK), DiplAc (NCCA) A practitioner of acupuncture for more than 30 years, Robert Duggan is president and co-founder of the Tai Sophia Institute, a graduate school of the healing arts, located in Laurel, Maryland. Mr. Duggan studied acupuncture in England from 1972-1974, received his master's degree in education from New York University in 1970, and holds degrees in philosophy, theology, human relations, and community organization. He

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participated in the 1993 White House Panel on Complementary Medicine and in the NIH Office of Alternative Medicine strategic planning conference. He is the author of the recently published *Common Sense for the Healing Arts*.

Ellen F. Franklin, PhD, is co-founder of the International Institute of Harmonic Living, CEO of the Kairos Institute of Sound Healing, and president of Devachan Press. Her publishing company, Devachan Press, is dedicated to creating products that promote health, inner harmony and a deeper understanding of Sound Healing, Harmonic Medicine, and Energy Medicine. A certified practitioner and teacher of the Acutonics® System of Healing and Education, Ellen is a co-author of *Acutonics® From Galaxies to Cells, Planetary Harmony, Science and Medicine* and is currently at work on a new book and training program for Equine Acutonics.

Heiner Fruehauf, PhD, LAc, has researched East Asian civilizations and Chinese medicine for 28 years. After studying comparative literature, philosophy, sinology, and Chinese medicine at universities in Germany, China, Japan, and the United States, he received a PhD from the University of Chicago. He lived in China for 5 years and has published widely on Asian culture and the classical aspects of Chinese medicine (a selection of his work can be accessed at www.classicalchinesemedicine.org). He currently teaches and practices in Portland, Oregon, where he founded the School of Classical Chinese Medicine at National College of Natural Medicine.

Marc Grossman, LAc, has been a practicing doctor of optometry since 1980, and a licensed acupuncturist since 1996. He is author/coauthor of 5 books on natural eye care, including a 230 page manual for acupuncturists called "Natural Eye Care: A Comprehensive Manual for Practitioners of Oriental Medicine."

Martin Herbkersman, MTOM, DAC, AAAOM Vice-President is National Board Certified (NCCAOM) in acupuncture, Chinese herbology, and Oriental medicine and holds licenses in California, Rhode Island, and South Carolina where he has a private practice. He is a founder and board member of the NABORM (the North American Board of Oriental Reproductive Medicine). He is also a member of the American Society of Reproductive Medicine, working with fertility specialists to explore the efficacy of acupuncture and herbal medicine in a modern fertility clinic. Dr. Herbkersman has been instrumental in changing the law for acupuncturists in South Carolina, helping to improve the climate for acupuncturists in his home state.

Christopher Huson, LAc, has been treating children for the last 10 years. In 1997 he was a founding partner at Seattle Pediatric Acupuncture with Julian Scott and Teresa Barlowe. Since then he has further specialized in the treatment of asthmatic children with TCM. When he's not performing healthcare, Chris is the ringmaster for a local Seattle fire circus, the Cirque de Flambeé.

Susan Johnson, LAc, taught her first Tung's Points class in 1985. Since that time she has refined her teachings into the most comprehensive study series available to students and practitioners of Tung's Magic Points. Her seminar series include supervised practice and special techniques.

Jeannie Kang, LAc, studied at Sussex University in Brighton, England, and received a BA from UC Riverside. She completed a psychology residency at Patton State Hospital in Highland, California, and received her MA from South Baylo University. From 2002-2006 Ms. Kang sat on the board of directors of the California State Oriental Medical Association (CSOMA) where she served on the Executive Committee and as immediate past-president. She currently serves as the chair of the AAAOM's Korean Advisory Council and as international advisor to the World Health Organization (WHO). Since 1998 Ms. Kang has had a successful practice in Los Angeles, California.

Philip Kosdan, BA, (Sociology), MA (Psychology), MAc, (Acupuncture), LAc, has master's degrees in both Chinese medicine and Western psychology. He has been in practice since 1982, first in Vermont and then, North Carolina, using acupuncture, herbs and Chinese and Western behavior therapeutics. He is current president of the North Carolina Acupuncture Association. He is also presently at work on a book on unifying East and West, *Meeting the Yellow Emperor, Integrating Western Psychology and Chinese Medicine*.

Tony Kuo, MD, MSHS, is assistant clinical professor in the Department of Family Medicine in the David Geffen School of Medicine at UCLA. He received his medical degree from the University of Utah School of Medicine and his master's in Health Services from the UCLA School of Public Health. He completed his residency training in family medicine at the Kaiser Permanente/UC Irvine Residency Program in Orange County, California. Dr. Kuo currently serves as the director of the Office of Senior Health in the Division of Chronic Disease and Injury Prevention in the Los Angeles County Department of Public Health.

Conference Speakers



Dr. Shi-Jei Gu graduated from Beijing University of CM. He currently works as an attending physician and professor at the School of A & M and chairs the Tui-Na Department. He specializes in researching and practicing "Stone Therapy." Dr. Gu presently sits on the board of the China Association of Chinese Medicine. He also serves as adviser of the Singapore Association of CM. He is honorary professor at the London University of Chinese Medicine. Dr. Gu often travels internationally to give lectures and academic exchanges. He acts as chief editor of "Flint Stone Therapy in Clinical Practice" and is co-editor of "Acupuncture Treating Pain".

Mina Larson serves as the director of communications and marketing for the NCCAOM. She is the primary staff member that handles public relations, communications matters, and media relations for the NCCAOM.

Master Li Jun Feng has been the head coach of the world-renowned Chinese National Wushu (Marital Arts) Team, consistently winning first place for over 12 years. During those years Master Li also achieved international fame as a martial arts film actor and director. One of his most famous students is Jet Li. Master Li serves as advisor to the World Academic Society of Medical Qigong and the Qigong Science Research Association of China. Residing in Texas, he teaches Medical Qigong at the Academy of Oriental Medicine. Master Li travels extensively around the world, sharing how he has been transformed by this remarkable practice.

Deborah Lincoln, RN, MSN, LAc, director, conference chair, president emeritus of the Michigan Association of Oriental Medicine. In February, 2006, she saw a 20-year endeavor culminate in the passage of Michigan's first-ever acupuncture law. Deborah resides as chair of the Michigan State Acupuncture Board. She received her RN in Melbourne, Australia, and a master's in public health and in acupuncture and Oriental medicine in England. Deborah's extensive education in Western and Chinese medicine spans more than 36 years. She has been in private practice in acupuncture, Chinese herbs, and Oriental medicine for over 24 years in Lansing, Michigan.

Leslie McGee, RN, LAc, DiplAc, CH (NCCAOM), AAAOM president, received her BS in nursing from the University of Washington in 1978. In working with acutely ill hospital patients, she was drawn to Chinese medicine. In 1993 she received her master's degree in Oriental medicine from the International Institute of Chinese Medicine in New Mexico. Leslie is in private practice in Tucson, Arizona, and is a diplomate in acupuncture and Chinese herbology (NCCAOM). She teaches at the Asian Institute of Medical Studies (an ACAOM accredited

school) and for the Integrative Medicine Program at the University of Arizona.

Michael McGuffin, President of the American Herbal Products Association (APHA), has been active in the herbal industry since 1974, having owned both retail and manufacturing businesses in this field. He is the managing editor of AHPA's Botanical Safety Handbook (1997) and of Herbs of Commerce, 2nd Edition (2000), which has been incorporated by reference in federal labeling regulations. He has represented the herbal industry at state and federal hearings on regulatory issues and serves as a member of FDA's Food Advisory Committee (Dietary Supplement Subcommittee).

Koala Moore, DiplOM, MSOM, BA, AAAOM-SO co-president, graduated from Five Branches Institute with an MS in Oriental medicine. Koala spent two years as a volunteer medic at the Berkeley Free Clinic and discovered his passion for providing health care services to low income and underserved communities. He aims to bring the many benefits of Oriental medicine to those whom the failing system of for-profit-medicine has cast aside and overlooked. His work with the AAAOM-SO is in that spirit. He currently lives in Oakland, California, with his wife, Nadia, who is also a recent graduate of Five Branches Institute.

William Morris, OMD, MSeD, LAc, serves as the president emeritus of the AAOM as well as president of the Academy of Oriental Medicine at Austin. He has focused on an academic specialty in pulse diagnosis since 1980, teaching and publishing on the subject. Will serves as a site team chair for the Accreditation Commission and a member of the Commission's Doctoral Task Force. Among the many interests related to academic medicine, Dr. Morris also provides prepublication editorial review for Elsevier projects that involve Oriental medicine.

Cynthia O'Donnell, LAc, AP, AAAOM director, has practiced traditional Chinese medicine and classical homeopathy since 1990, specializing in pediatrics and rehabilitation. In 1995 she founded the East West College of Natural Medicine in Sarasota, FL, which offers a master's degree in Oriental medicine. She has served as the CEO of the college since its inception. Her goal is to create more access for the public to experience the benefits of traditional Chinese medicine and to increase the job opportunities for its practitioners. Cynthia serves as the Board's liaison to the AAAOM Student Organization (AAAOM-SO) and, as such, played a principal leadership role in the early formation of the AAAOM-SO.

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Jeanette Painovich, LAc, completed her master's degree in traditional Oriental medicine in 2000 and her doctorate in acupuncture and Oriental medicine in 2006. In 2004 she founded one of the first fully integrated acupuncture fellowship programs at Good Samaritan Hospital in Los Angeles. Due to the success of this program, Dr. Painovich is now conducting a large scale study to assess the impact of acupuncture on hospital based medicine, examining how acupuncture can impact both hospital cost-savings as well as improve patient quality care. Dr. Painovich maintains a private practice in Los Alamitos, California.

Jeanette Rockers, LAc, AAAOM director, holds an MA in biology, studied Classical Five Element Acupuncture at ITEA in Louisville, Colorado, and maintains practices in Denver and in Parsons, Kansas. Jeanette has served as president of the board of ITEA and currently also serves as treasurer of the Acupuncture Association of Colorado. Before the reunification of the AAAOM, Jeanette was elected treasurer of the Alliance.

Evan Ross, DOM, LAc, is a summa cum laude graduate of Emperor's College of Oriental Medicine. He has been published internationally, has appeared on national television, and he has lectured throughout the country on the integration of Eastern and Western medicine. A cancer survivor himself, Dr. Ross began his private practice specializing in integrative oncology at Cedars-Sinai in 2001, and in 2004 was named founding director of Acupuncture Services as part of the Department of Medicine. He now serves as chief of Acupuncture Services.

Michael Schroeder, Esq, is a nationally recognized expert in alternative healthcare law. As an attorney, he has received the highest ratings given by Martindale-Hubbell for legal ability and ethics. Over the last 22 years he has handled more cases in the country relating to the acupuncture profession than any other attorney. He has served as vice-president and general counsel of the American Acupuncture Council since 1986.

Amy J. Sear, AP, DiplOM, is a graduate of Cornell University and is in private practice, specializing in breast cancer, in Hollywood, FL. She currently practices at the Breast Cancer Center of Memorial Regional Hospital and previously worked with Dr. Charles Vogel, an internationally recognized expert in breast oncology. She is a frequent speaker for numerous breast cancer organizations.

Master Xiaotian Shen, OMD, LAc, was a physician of traditional Chinese medicine at the Teaching Hospital of Sichuan College of Medicinal C.E, a

contributor to various professional journals, and a participant of several research projects. He is a frequent presenter at international conferences. His educational experiences in China and abroad and his interest in public health have furthered AOMA's clinical training collaborations in the Austin healthcare community. Xiaotian Shen is currently serving as the dean of clinic at the Academy of Oriental Medicine.

Miki Shima, BA, ND, OMD, LAc, served on the California Acupuncture Board and as president of the California Acupuncture Association (now known as CSOMA). He is the author of *The Medical I Ching - Oracle of the Healer Within*, and *Channel Divergences*. Dr. Shima is an internationally recognized Master of Oriental Medicine. Dr. Shima and Charles Chase, DiplAc, DiplCh, have co-authored: "Personal Expositions on the Eight Extraordinary Vessels" by Li Shizhen, which is the definitive book on the subject, published by Eastland Press in 2006. Dr. Shima has worked with reproductive endocrinologists for the last 20 years and achieved the highest combined success rate of 72.5% three years ago. AOM is honored to have awarded Dr. Shima the Lifetime Achievement Award in 2004.

Betsy Smith is the associate deputy director of the NCCAOM. In her role, she is primarily responsible for management of the Professional Ethics and Disciplinary Department and all areas relating to federal and state legislative matters.

Michael A. Taromina, JD, is a member of the Review and Disciplinary Committee for NCCAOM. He has designed and taught programs in health law, ethics, professional liability, and practice management at several institutions including: Touro College, Pacific College of Oriental Medicine, Tri-State College of Acupuncture, and New York College of Health Professions. He has guest lectured at Mount Sinai Hospital, New York University, Building Bridges of Integration for Traditional Chinese Medicine Conference, AOM Alliance Annual Conference, Cardozo School of Law, Brooklyn College, Bloomfield College, Mercy College, Hofstra University, Long Island University, Hostos Community College, and Strathmore College (Africa). Mr. Taromina earned a BA from Fordham University and his juris doctor from the City University of New York Law School.

James Turner, Esq, is a founder and partner in the Washington, DC law firm of Swankin and Turner. Jim worked as an original Nader's Raider and wrote *The Chemical Feast: The Nader Report on Food Protection* at the FDA (1970). He incorporated the NCCA(OM), was a public member of the NCCA(OM) from 1985-1996, co-organized the National Acupuncture Foundation in

Conference Speakers



1991, serving as chair until 2003, and serves as a current board member. He served in the US delegation to the Codex Alimentarius Commission meetings in Rome, 2005. Jim has also served on the AOM Alliance board.

Mary Elizabeth Wakefield, LAc, MS, MM, was awarded the AAOM Educator of the Year in 2005. She is an internationally-recognized author, teacher, Oriental medical practitioner and musician. In 2005, she created a Diamond Acupuncture Facial™ for the Oscars, and has been featured on Fox News, ABC-TV and Discovery Channel, in mainstream periodicals and newspapers, including the Los Angeles Times, Chicago Tribune, Seattle Times. She has appeared in *Alternative Medicine*, *Qi Magazine*, *Oriental Medicine Journal*, and *CA Journal of Oriental Medicine*, and contributes a regular column to *Acupuncture Today*. She has trained over 2,500 practitioners in her unique philosophy and innovative treatment protocols.

Jeffrey Weih, PA, LAc, is a staff acupuncturist at the Kaiser Permanente Northwest Department of Integrative Medicine and was a research fellow at the NCCAM-funded Oregon Center for Complementary and Alternative Medicine from 2000-2002. His degrees are: Harvard College, AB in biochemical sciences, 1968, University of Iowa, BS in physician assistant studies, 1975, Oregon College of Oriental Medicine, diploma, 1986, diplomate, NCCAOM, PA, LAc at Kaiser Permanente Northwest since 1989, Research Fellow, Oregon Center for Complementary and Alternative Medicine (an NIH Center), 2000-2002.

Rhonda Wilbur, DiplOM, MSOM, BS, AAAOM-SO co-president, graduated from Midwest College of Oriental Medicine earning combined degrees of MS in Oriental medicine and BS in nutrition. She also has a BA in communication and is certified as a massage therapist and personal fitness trainer. Rhonda was the AAOM-SO '05-'06 Development Task Force chairperson. Her current goals for AAAOM-SO are to reach every student and help create an effective nationwide interactive student network. Rhonda's professional focus is to create a national public relations and education campaign to increase awareness of acupuncture and Oriental medicine for laypersons as well as health care professionals.

Jeffrey Winsauer, LAc: After living in Japan for 10 years, Dr. Winsauer entered the P.R.China to begin his studies of TCM Mandarin language. He then did basic TCM undergraduate work in the United States so as to receive licensure, and he reentered China to complete a

master's degree. His language skill and experience afforded him the opportunity to matriculate a PhD in acupuncture under the world famous acupuncturist Professor Emeritus Jin Rui, completing all courses and dissertation in Mandarin language. During his 5 years in China, he was mentored by the late Grand Qigong Master Xia Shuangquan.

Nigel Wiseman was born in the UK and studied Spanish and German at Heriot-Watt University in Edinburgh. After graduation he studied Chinese while working as a French-English translator in Belgium. He moved to Taiwan in 1981 to study Chinese and Chinese medicine. He now works in the School of TCM of Taiwan's prestigious Chang Gung University where he teaches medical English and dietary therapy. He has authored and coauthored numerous books including *Fundamentals of Chinese Medicine*, *Shang Han Lun*, and *Practical Dictionary of Chinese Medicine*.

Honora Wolfe, DiplAc, involved in professional health care education since 1976, was director at the Boulder College of Massage Therapy for five years, studied tuina massage at the Shanghai College of TCM and completed her acupuncture training in 1988. She has taught at many national and regional acupuncture colleges and conferences in North America and Europe and is the author or co-author of several books, including *Prince Wen Hui's Cook: Chinese Dietary Therapy*, *How to Have a Healthy Pregnancy*, *Healthy Birth with Chinese Medicine*, *Managing Menopause Naturally with Chinese Medicine*, *Better Breast Health Naturally with Chinese Medicine*, *Points for Profit: The Essential Guide to Practice Success for Acupuncturists*, and most recently *The Successful Chinese Herbalist: How to Prescribe Correctly*, *Gain Patient Compliance*, and *Operate a Profitable Dispensary*.

Jamie Wu (Qianzhi), LAc, DOM, began his acupuncture studies as the apprentice of a veteran "bare-foot doctor" in China in 1977, then received his BS at Lu Zhou Medical College and his MS at Chengdu University of TCM. He taught acupuncture, Chinese bodywork, foundations of Chinese medicine, and Chinese medical qigong at the Chengdu University of Traditional Chinese Medicine and at the Academy of Oriental Medicine at Austin (AOMA). Wu has published six Oriental medicine books and many papers in China, Germany and the United States. Wu is a past commissioner of NCCAOM. He serves currently as dean of faculty and director of the Department of Integral Studies at AOMA.

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Thursday - October 18 8:00 AM – 12 PM

A. The Medical Nomenclature Debates, Part I

Chairs: Xiaotian Shen & Miki Shima **Moderator:** William Morris

Panelists: Nigel Wiseman; Doreen Chen, OMD, LAc; Korean Representative; CCAOM Representative; NCCAOM Representative; ACAOM Representative, and Others

Building upon the Nomenclature Debates 2006... Language is the root of medical practice. The ability to convey medical practices from one culture to another is dependent upon the translational and linguistic assumptions in both the language of origin and the language of arrival. Is standardization necessary? If so, then how does the profession of Oriental medicine concede? This panel provides a forum for the discussion of these vital concerns by recognized experts in the field of Oriental medical education, certification and publication. Morning panelists will each present their position paper, followed by attendee questions and answers.

Thursday - October 18 2:00 PM – 6:00 PM

B. The Medical Nomenclature Debates, Part II

Chairs: Xiaotian Shen & Miki Shima **Moderator:** William Morris

Panelists: Nigel Wiseman; Doreen Chen, OMD, LAc; Korean Representative; CCAOM Representative; NCCAOM Representative; ACAOM Representative, and Others

Overview: Reference A. The Chinese Medical Nomenclature Debates, Part I

Thursday - October 18, 2007 -
Evening Workshop - 6:00 PM - 10:00 PM

C. Professional Ethics & Liability

Michael Taromina, Esq.
Betsy Smith, Assoc Deputy Director, NCCAOM

Attendees will gain firsthand knowledge of ethical complaint procedure and professional liability issues through case studies presented by two leading experts in the field. In the sensitive field of health care, a misconduct complaint is not always a result of a practitioner's bad behavior or judgment. The most experienced, careful, and diligent practitioners may find themselves facing the prospect of damaging professional disciplinary action because they failed to utilize effective risk management strategies. This course will provide you with those strategies by teaching:

- Zones of risk for practitioners

- Common ethical pitfalls for the well-intentioned practitioner
- The relationship between state complaints and NCCAOM
- The relationship between litigation and ethical complaints

D. Herbal Update (7:00 – 10:00 pm)

Claudette Baker, LAc, DiplAc, DiplCh
Christine Chang, DAOM, LAc, DiplOM, et al

Co-chairs of the AAAOM Herbal Medicine Committee will provide an update of current legislative and regulatory activity that impacts on Chinese herbs used in the United States, including quality control and compliance.

Friday - October 19, 2007 - 8:00 AM -
12:00 PM - General Session Workshop

E. The 25th Anniversary General Session

Co-Moderators: Leslie McGee RN, LAc, DiplAc/CH, AAAOM President and Deborah Lincoln, RN, MSN, RAc, NCCAOM

As a celebratory event, the general session will convene to address myriads of topics that comprise our profession from the perspectives of the journey, the present and the future. We shall explore the topics of multi-cultural efforts and collaborations, scope of practice, access to herbs, integrative medicine, insurance, educational standards and much more! The General Session panelists are being selected to represent a panorama of perspectives, history and vision.

Friday - October 19, 2007 - PM Workshops -
2:00 PM - 6:00 PM

F. Improving Health Outcomes with Patient Education

Adam Burke PhD, MPH, LAc

The famous Tang Dynasty physician, Sun Simiao, advocated the use of diet, exercise, and other lifestyle practices as the foundation for good health and longevity. Such knowledge can facilitate greater success in treatment and significantly improve patient satisfaction. This workshop provides information on key principles and approaches to successful patient education based on the rich perspectives of East Asian traditional medicine in this area.

G. TCM Strategies for the Relief of Asthma in Children

Christopher Huson, LAc

Acupuncture, moxibustion, tuina, herbal medicine, and dietary therapy can help children increase peak-flow

Conference Schedule



breathing rates and decrease their use of drugs for symptoms of asthma. Diagnosis, treatment, treatment expectations, outcomes measurement, patient compliance, and professional outreach will be outlined as this lecture explores clinically tested TCM treatment strategies for the relief of acute and chronic asthma in children.

H. Diabetes: The Treatment and Prevention with TCM

Master Xiaotian Shen, OMD, LAc

Diabetes is becoming more common in the United States, affecting about 14.7 million Americans in 2004. Traditional Chinese medicine, with all of its modalities (acupuncture, herbs, diet, tai chi, etc.) is considered to be very helpful in treating various types of diabetes. This lecture will highlight the TCM understanding of this complex condition, including discussions on the physiology, etiology and pathology of this disease with a focus on the various approaches TCM takes to treat diabetes.

I. Infertility and Women's Hormonal Journey

Miki Shima, OMD, LAc

Every year over 140,000 women receive medical intervention in order to get pregnant, a rate that has quadrupled during the past 10 years. In this seminar, Dr. Shima will share with you practical and clinical protocols. This seminar will be full of clinical pearls for aspiring acupuncturists who want to work with infertility patients to bring happy, healthy babies into the world.

J. Translation of Chinese Medical Terms

Nigel Wiseman, Chang Gung University, Taiwan

This workshop will explore "What is a Term" and "How large is the term set of Chinese Medicine?" Through comparatives of translational approaches, this workshop will assess why communication and transmission of knowledge is aided when a single concept is referred to consistently by a single term. The instructor will delineate why current variability in the English terminology of Chinese medicine is not beneficial. It will be demonstrated that despite the prevalence of polysemy in Chinese terms, it is nevertheless possible to approach the goal of representing concepts consistently. Also explored will be the ratio of English equivalents to original terms; the need for terminological consistency; the benefits of the exchange and transmission of knowledge through standardized terminology, the "how-to's" of comparing term equivalents, and much more! The context of this presentation will make evident the importance of standardized terminology in education and instruction, integrative medical models and day-to-day practice.

Friday - October 19, 2007 -
Evening Workshop - 7:00 - 10:00 PM

K. "Charting the Future of OM" Free

Adam Burke, PhD MPH, LAc
Charles Anders, PE

Join us for this exciting and interactive event, to be followed by a full weekend of activities, to help chart the future of Acupuncture and Oriental Medicine into the 21st century. This is a critical step in the strategic planning process for our profession. Allow your voice to be heard in facilitating the direction of the profession. The process involves the use hand held devices that allow input to be anonymously reflected overhead, to facilitate interaction, communication and discussion among the diverse range of practitioners and partners to the profession. Participants are given the opportunity to input on a broad range of topics and issues that influence our day-to-day practice and the future sustainability of AOM. The displayed results will include the widely varying demographic perspectives of those involved. A summary report will be published that will guide AAAOM strategy and policy decisions, and serves as a foundation for collaborative work together and with others. Trained facilitators and futurists will facilitate this workshop.

Saturday - October 20, 2007 -
AM Workshops 7:00 AM - 12:00 PM

7:00 AM - 8:00 AM

L. Qi-Gong

Instructor: Cynthia O'Donnell, LAc, AP

Let go - breathe - stretch - release...Embrace the expansion of your heart and mind with the meditative movement of Qi Gong. We invite you to start the day by nurturing and balancing your qi. Replenish and restore your grounding and balance within nature as it reflects and sustains the flow of healing within ourselves and those we serve.

8:00 AM - 10:00 AM

M. AAAOM Annual Meeting Free - Members Only

10:00 AM - 12:00 PM Workshops

N. A Case Study of the Community Acupuncture Model

Jeffrey Weihs, PA, LAc

Join the exploration of a work-in-progress; a case study of the community acupuncture model in the Kaiser Permanente Northwest Department of Integrative

2007 International Conference & Exposition

Medicine. Nearing completion in the fall of 2007, the case study focuses on whether a community acupuncture model is 1) acceptable to patients, practitioners, and administration at Kaiser, and 2) is more efficient in terms of resource utilization than the conventional acupuncture model. Attendees will learn both the basics of the community acupuncture service delivery model and a potential research design for investigating the use of the model in an integrative medicine context.

O. CODEX ALIMENTARIUS

Threats to DSHEA and Access to Herbs and Supplements

Jim Turner, Esq, AAAOM Alternate Director
Michael McGuffin, President, Herbal Products Association
Mark Blumenthal, Founder and Executive Director of the American Botanical Council (ABC)

Learn from some of the leading experts how consumer access to herbal products and other dietary supplements are threatened by various attacks on current U.S. and European law. Find out about the clash of CODEX guidelines, European directives and American law. The panel will explore what we can do to preserve access to herbs and supplements.

P. OM Doctoral Programs:

Moderator: William Morris, DAOM, MSeD, LAc, Chair, AAAOM Education and Credentialing Committee, plus an esteemed panel comprised of school representatives from the 7 approved colleges providing DAOM training

The goal of the workshop is to provide attendees with a brief overview of each school's doctoral program, followed by a moderated question and answer session from the audience. The schools that are currently providing approved DAOM programs include: Bastyr University, American College of Traditional Chinese Medicine, Oregon College of Oriental Medicine, Emperor's College, Five Branches Institute, Samra and Pacific College of Oriental Medicine.

Q. Success: Healing Presence is the Key Factor

Bob Duggan, MA, MAC (UK), DiplAc (NCCA)

Patients are longing for meaning, understanding, and the "healing presence" of a practitioner to guide and promote achieving and sustain optimum health. Modern healthcare rarely views symptoms as teachers; rather, practitioners focus on fixing the

symptom, failing to explore the full range of life experience behind the symptom, and failing to explore with the patient how the symptoms hold wisdom for living a healthier life. In this workshop we will examine basic skills that enable you to deliver a strong healing presence to everyone you meet in your life and especially to those you meet in your practice. We will explore how to have clear intention and absolute clarity about the meaning of your practice.

R. "Empower Yourself! - through Media Promotions and Legislative Advocacy

Betsy Smith, Associate Deputy Director, NCCAOM
Mina Larsen, Director of Communications, NCCAOM

This workshop is designed as a crash course on how to gain the skills to work with the media as well as how to effectively lobby your state legislature to advance the AOM profession. As a bonus, attendees will learn the dos and don'ts in the world of ethics and professional responsibility from the staff liaison of the Professional Ethics and Disciplinary Committee. The course is taught by highly trained NCCAOM staff who are skilled in public relations, marketing, media relations, and lobbying.

S. AAAOM-Student Organization (SO) (No CEUs - Free)

Cynthia O'Donnell, LAc, AP, AAAOM SO Chair
Rhonda Wilbur, DiplOM, MSOM, BS, AAAOM-SO Co-President
Kaala Moore DiplOM, MSOM, BA, AAAOM-SO Co-President

An AAAOM tradition - we are again offering the Student Caucus conference enrollment package to students. The student caucus is a forum for students to discuss and share their opinions on pressing national matters, thereby having a voice as an AAAOM constituent. Joining those identified will be student officers from all regions of the AAAOM-SO. We'll explore the breadth of AAAOM-SO and AAAOM activities in progress, covering myriads of issues on the state and national front, and the importance of student advocacy. Students will be allowed to enroll for Friday-Sunday workshops for \$75 (excludes lunches and annual banquet.) To receive this rate, students must be an AAAOM member in good standing, and attend the Student Caucus.

S1. President's Council State Association Leadership Meeting

Conference Schedule



12:00 PM - 2:00 PM

25th Anniversary Awards Luncheon Grand Ballroom

Saturday- October 20, 2007 -

PM Workshops - 2:00 PM - 6:00 PM

T. Cosmological Alchemy: The Forgotten Root of Chinese Medicine's Clinical Power

Heiner Fruehauf, PhD, LAc

This presentation makes the case that the full clinical potential of Chinese medicine can only come into play when its original cosmological context is taken into account. The interactive lecture seeks to open a forgotten door to a much deeper and more complex level of diagnosis and treatment. It presents a number of case examples that can be assessed more precisely by including information offered by the alchemical model of Chinese antiquity.

U. Master Tung's Magic Points Susan Johnson, LAc

The immediately and amazingly effective Points of Master Tung are easily learned and, in most instances, have lasting results. In this class, Susan will carefully and clearly convey the location and use of some of her most favorites. The points speak for themselves. Pure and simple, from this four hour seminar practitioners can expect to take home some wonderful new tools for easing the pain, healing the body, and calming the spirit.

V. Herpes Viruses - Lurking Pathogens and Their Treatment Miki Shima

Lurking pathogens, including HIV, hepatitis C, and herpes, get into our system and cannot be removed. This seminar focuses on the eight herpes viruses in the herpes virus family some of which cause certain cancers and autoimmune disorders. Used along with Western anti-viral medications, Chinese herbs and acupuncture are very effective against many viral disorders, including herpes viruses. In this seminar, you will learn how to control herpes virus infections so that they will not lead to carcinogenesis.

W. Ying-Wei Qi Theory - Applications in Chinese Medicine Jamie Wu (Qianzhi), LAc, DOM

This program introduces the concepts of Ying Qi and Wei Qi and the complex relationships with Qi and blood, and their functions as carriers of mind. Acupuncture techniques and skills for sensing the flow of Ying Qi and Wei Qi as well as their distribution will be discussed. New theories of Ying Qi and Wei Qi for the treatment of Shen disorders will be used including epilepsy and insomnia as well as bio-clock problems including irregular menstruation and migraine

headache. It will include sensory-motor disorders such as post stroke syndrome, MS, and various pain syndromes. Special needling techniques for sensing Ying Qi and Wei Qi will be demonstrated.

X. The Use of Complementary and Alternative Medicine by Older Adults

Tony Kuo, MD, MSHA

As the U.S. population ages, the use of complementary and alternative medicine (CAM) is expected to rise among adults aged 60 and older, especially among those with chronic conditions. Emerging issues such as consumer safety, herb-drug interactions, end-of-life care, and coordination of care between physicians and CAM practitioners will become increasingly important to the development and planning of local, state, and federal programs or policies intended to meet the needs of an aging population. In this session, Dr. Kuo will address the fundamentals of public health and public policy with respect to integrative medicine and aging. He will discuss how public policy and planning may affect the practice of CAM in the U.S. as the population ages.

Saturday - Oct. 20, 2007 - 7:00 PM - Midnight

"Back to the Future" 25th Anniversary Celebration Gala Event Marilyn Allen, Event Chair

Y. 25th Anniversary Celebration Semi-formal Attire: Black, Silver & White

Rejoice... Commemorate, Honor and Celebrate our past, our present and the unlimited future of AOM that lies before us. Join the American Association of Acupuncture and Oriental Medicine (AAAOM), the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM), the Council of Colleges for Acupuncture and Oriental Medicine (CCAOM), and the Accreditation Commission for Acupuncture and Oriental Medicine (ACCAOM) for a historical and unforgettable dinner and event as the four organizations unite, for one night, and look back at the profession's significant milestones during the last twenty-five years. It will be an evening to celebrate and honor our profession and those that helped shape AOM today. As we give homage to ourselves and others, the night promises to be filled with beauty, soulful remembrances, rich laughter, humility and grace for the passage through what has been and all that is yet to be.

Dinner guests will be treated to a scrumptious four-course dinner, a program of exciting activities honoring our 25 year history and, last but not least, live entertainment that will have everybody on the dance floor! Don't miss this very special 25th Anniversary Celebration that promises to be a historical event for all to remember!

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Sunday - October 21, 2007 - AM Workshops

7:00 AM - 8:00 AM

Z. Qi-Gong Track

Instructor: Cynthia O'Donnell, LAc, AP

Let go - breathe - stretch - release...Embrace the expansion of your heart and mind with the meditative movement of Qi Gong. We invite you to start the day by nurturing and balancing your qi. Replenish and restore your grounding and balance within nature as it reflects and sustains the flow of healing within ourselves and those we serve.

8:00 AM - 12 PM

aa. The Music of the Spheres: Sound Healing and OM

Donna Carey, PhD, LAc
Ellen F. Franklin, PhD

Explore the principals and methods of a sonic therapeutics as discussed in Oriental medical literature and applied with tuning forks. Medical applications of frequency include 'tuina shaking,' 'needle shaking,' laser, infrared, ultrasound and sonograms. This work involves the use of tuning forks in varying frequencies to stimulate human structures and physiology through the theories of Chinese medicine. Participants will identify treatment strategies of tuning fork combinations and apply them therapeutically to an array of biopsychosocial conditions.

bb. Chinese Herbal Medicine for Endometriosis

Misha Cohen, OMD, LAc, DiplAc, DiplCH

Endometriosis is a common disease in women defined by the presence and growth of uterine glands and stroma outside the uterine cavity. Its etiology is not well understood by Western medicine. However, Chinese herbal medicine has been used successfully in the treatment of the various patterns associated with endometriosis. Participants will learn current Western approaches, Chinese pattern differentiation, and use of Chinese herbs for the treatment of endometriosis.

cc. Integrating Acupuncture and OM Into the Hospital Setting, Part I of II

B. Evan Ross, DOM, LAc (Cedars Sinai Hospital)
Jeanette Painvich, LAc (Good Samaritan Hospital)
Jeffrey, Winsauer, LAc (Mayo Clinic)

Come join this panel of licensed acupuncturists who are practicing integrative medicine successfully in a Western medical setting. Attendees will discuss transforming the walls of resistance in the Western community and communicating effectively with

hospital administrators. Skills such as evaluating Western medicine from a TCM perspective, working with lab and radiology reports, determining contraindications to treatment and dictating reports will be addressed. Attendee feedback and interaction will be encouraged.

dd. Pills, Powders, Tinctures, or Raw? Making the Most of Your Herbal Dispensary

Honora Wolfe, DiplAc

What are the best formulas to start your herbal pharmacy? How do you know what dosages to use with different products? Do concentration ratios matter? What are the pros and cons of powder singles, bulk decoctions, and various kinds of ready-made products? What should I do to get better patient compliance? What should I do if my patient wants to switch from Western drugs to Chinese herbs? What are the economics and use of a decoction? How do I assess cost for herbal products in a way that is fair to me and to my patients? All this and more will be covered in this fast paced and informative class.

ee. Qi Gong for Healing Heart and Mind - Part I of II

Master Jun Feng Li

This Healing Qigong uses the unlimited reservoirs of transpersonal power and the principles of mind-body medicine to facilitate healing. The main medical benefits are to allow the Qi to directly enter and nourish the blood and acupuncture meridians in the human body, assisting in the removal of negative emotions such as worry, sadness, anger, nervousness, fear, anxiety and also disease.

Lay Track - Especially For the Patient Community

8:00 AM - 10:00 AM

Lay Track - 1. What is Acupuncture and OM

Jeanette Rockers, MA, LAc

How does acupuncture work? Does it hurt? What do the needles look like? How do I know who is qualified to do acupuncture? Is that different from Oriental Medicine? What about herbs? If you have ever wondered what all the talk is about, get the straight scoop in a lively interactive discussion meant just for lay people with questions. Your discussion leader is a former biology teacher and park ranger who became passionate about acupuncture after her own experience of holistic wellness. Bring your curiosity and prepare for fun.

Conference Schedule



10:00 AM - 12:00 PM

Lay Track - 2. The Use of Complimentary and Alternative Medicine by Older Adults

Tony Kuo, MD, MSHA

As the U.S. population ages, the use of complementary and alternative medicine (CAM) is expected to rise among older adults aged 60 and older, especially among those with more than one chronic conditions including hypertension, diabetes, arthritis, and various chronic pain syndromes. These emerging issues, which include consumer safety, herb-drug interactions, end-of-life, and coordination of care between physicians and CAM practitioners, will become increasingly important within the framework of healthcare system. Public policy and planning will need to reflect these changes in population demographics, health care access, and health services utilization. In this session, Dr. Kuo will address the overarching fundamentals of CAM treatment for an aging population.

Sunday - October 21, 2007 -

PM Workshops - 2:00 PM - 6:00 PM

ff. Integrating Acupuncture and OM Into the Hospital Setting, Part II of II

B. Evan Ross, DOM, LAc (Cedars Sinai Hospital)
Jeanette Painvich, LAc (Good Samaritan Hospital)
Jeffrey Winsauer, LAc (Mayo Clinic)

Come join this panel of licensed acupuncturists who are practicing integrative medicine successfully in a Western medical setting. Attendees will discuss transforming the walls of resistance in the Western community and communicating effectively with hospital administrators. Skills such as evaluating Western medicine from a TCM perspective, working with lab and radiology reports, determining contraindications to treatment and dictating reports will be addressed. Attendee feedback and interaction will be encouraged.

gg. Treatment of Rheumatoid Arthritis through TCM

Dr. ShiJei Gu

Dr. Gu will discuss acupuncture treatment of Rheumatoid Arthritis, including how Chinese Medicine theory may lead to understanding Rheumatoid Arthritis etiology. This workshop will explore identification terms, pathology of "Bi Syndrome", needling technique and an overview of literature related to clinical and research of acupuncture treatment of Rheumatoid Arthritis. Dr. Gu will present Clinical Study on 50 Rheumatoid Arthritis cases comparing stagnated and

thin needling, discussing also methodology of observation, analysis, treatment methods, observation periods and final statistical analysis.

hh. Vision, Nutrition and Oriental Medicine

Marc Grossman, LAc

Learn TCM and nutritional approaches for the treatment of ocular conditions such as macular degeneration, glaucoma, diabetic retinopathy, cataracts, dry eyes and floaters. Participants will discuss specific treatment strategies for eye diseases. There is a special section on marketing a vision care specialty to the community.

ii. The Yellow Emperor Meets Freud and Piaget

Philip Kosdan, BA MA MAc LAc

This workshop explores the unification and integration of Western developmental psychology with ancient Chinese medicine. To create this unified theory, a format is outlined that shows how integration can be accomplished without distorting or privileging either theoretical system over the other, resulting in many practical and therapeutic benefits. This session will demonstrate how the Chinese used their theoretical medical system to do ancient psychotherapeutics and how modern psychologists may use it in their offices.

jj. Qi Gong for Healing Heart and Mind - Part II of II

Master Jun Feng Li

This Healing Qigong uses the unlimited reservoirs of transpersonal power and the principles of mind-body medicine to facilitate healing. The main medical benefits are to allow the Qi to directly enter and nourish the blood and acupuncture meridians in the human body, assisting in the removal of negative emotions such as worry, sadness, anger, nervousness, fear, anxiety and also disease.

Lay Track - 3. Oriental Medicine & Healthy Aging - Natural Facial Renewal

Mary Elizabeth Wakefield

Experience a gentle but powerful non-invasive treatment that naturally promotes "healthy" aging. This interactive seminar will educate the lay-public about the principles of Oriental medicine (OM) in collaboration with a vibrational tuning fork (sound healing) facial. We will explore the Five Elements, harmonizing the meridians and the role of each in a natural restorative anti-aging process. This workshop will demonstrate how and why treatments are individually tailored to the patient's constitution. The session will culminate with a demonstration by the instructors, incorporating a topical herbal protocol, including the application of jade rollers to the face. Deepen your understanding of OM and sound healing as together we explore the forces of nature that combine to support and contribute to more "healthy" aging.

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Lay Track - 4. Breast Cancer and Oriental Medicine - The Power of Integration

Amy J. Sear, AP, DiplOM

This course will provide extensive and detailed information of significant value to the lay public in integrating eastern medicine with western cancer treatments. It will cover acupuncture, herbal medicine, Chinese food therapy, Western supplements, and working with your Western oncologists and OM practitioner simultaneously.

Sunday - October 21, 2007 - Free Evening!
Explore the Sights and Lights of Portland!

Monday - October 22, 2007 -
AM Post Conference Workshops

The AAAOM is proud to present: *Beauty, Health and Wellness...a Dynamic Business Model*. Our AM workshop will focus on *Health and Wellness*, and our PM workshop will focus on *Beauty as a Business Model through Facial Renewal*.

The Market: As reported by the Center for Disease Control Protection, Department of Health and Human Services, since the mid-seventies, the prevalence of overweight and obesity has increased sharply for both adults and children. Data from two NHANES surveys show that among adults aged 20-74 years the prevalence of obesity increased from 15.0% (in the 1976-1980 survey) to 32.9% (in the 2003-2004 survey). The two surveys also show increases in overweight among children and teens. For children aged 2-5 years, the prevalence of overweight increased from 5.0% to 13.9%; for those aged 6-11 years, prevalence increased from 6.5% to 18.8%; and for those aged 12-19 years, prevalence increased from 5.0% to 17.4%. Being overweight or obese increases the risk of many diseases and health conditions, including the following: Hypertension; Dyslipidemia; Type 2 diabetes; Coronary heart disease; Stroke; Gallbladder disease; Osteoarthritis; Sleep apnea and respiratory problems and endometrial, breast, and colon cancer. Although one of the national health objectives for the year 2010 is to reduce the prevalence of obesity among adults to less than 15%, current data indicate that the situation is worsening rather than improving.

kk. Beauty, Health and Well-Being...a Dynamic Business Model (Part I of II)

A FOCUS ON HEALTH AND WELLNESS

8:00 AM - 12:00 PM

This workshop is about "what is health and what is wellness?" We will look at realistic goals on how to

approach this in your practice and what is allowed under your state licensure practice act, e.g., what you can and cannot do and the knowledge and training required. Topics to be considered are: insurance and ethical considerations, types of products and product and service providers, business methods, inventorying and record keeping, and sales tax (or not). We will discuss how to teach your patients the importance of the quality you can offer in addressing obesity and obesity related issues, diet, nutrition, exercise, e.g., overall wellness programs. We'll identify the use of websites, CDs and DVDs and marketing, selling and using "non-product aspects" such as Tai Chi, yoga, and the "spa" model. LOTS of resources will be offered with clear organized handouts!

Monday - October 22, 2007 - PM Post
Conference Workshops

1:30 PM - 5:30 PM

The Market: As reported in U. S. News and World Reports (May 2004), in 2003, Americans paid physicians \$6.5 billion for cosmetic surgical procedures, a number that doesn't include hospital or other facilities fees, anesthesia, tests, or prescriptions. An additional \$2.9 billion was spent on non-surgical procedures such as Botox. On April 27, 2007, Reuters reported on a survey by research group AC Nielsen across 46 countries found that one in three people spend most of their beauty budget on skincare, with Asian and U.S. consumers leading the trend. Pampered, peeled and toned skin is the number one priority for image-conscious consumers around the world and the survey showed they are going to increasingly extreme measures to get it.

ll. Beauty, Health & Well Being - Acupuncture Renewal - The Resonant Face

Mary Elizabeth Wakefield, LAc, MS, MM
MichelAngelo, MFA, CTM

Part II: Facial Acupuncture Renewal - The Resonant Face. Experience a gentle but powerful non-invasive treatment that naturally promotes "healthy" aging. This interactive seminar will educate the lay-public about the principles of Oriental medicine (OM) in collaboration with a vibrational tuning fork (sound healing) facial. We will explore the Five Elements, harmonizing the meridians and the role of each in a natural restorative anti-aging process. This workshop will demonstrate how and why treatments are individually tailored to the patient's constitution. The session will culminate with a demonstration by the instructors, incorporating a topical herbal protocol, including the

General Information



application of jade rollers to the face. Deepen your understanding of OM and sound healing as together we explore the forces of nature that combine to support and contribute to more "healthy" aging.

Monday - October 22, 2007 - 5:30 PM -
Conference Adjourns

General Information

Air Transportation: AAAOM Travel @
www.aaaomonline.org

Registration Information

Overnight Room Registrations: Through Early Bird cutoff, August 1, 2007, conference attendees receive the reduced contractual rate of \$151 per night, single or double occupancy (plus applicable state and local taxes). After this date, the room rate increases to \$165. For reservations, please register online at www.aaaomonline.org.

Conference Registrations: Early Bird Registration Discounts Expires: August 1, 2007. Regular registrations must be postmarked, or faxed with a credit card payment, by October 1, 2007. Please use one form for each registrant; copy a blank form for additional registrants. Please print clearly or type. Fax registration to 916-443-4766 or mail to the address listed below. For more information, call toll free 866-455-7999 (US toll-free), or 916-443-4770.

AAAOM Member Registration Discounts are available for all current members in good standing. New members must prepay annual membership to qualify. To join or verify your membership status, call AAAOM at 866-455-7999. AAAOM Cancellation Policy requires notification two weeks prior to the event, or a \$35 processing fee will be charged. After October 1, 2007, no cancellations for registrations already on file will be processed.

Mailing Address: AAAOM

P. O. Box 162340
Sacramento, CA 95816

Exhibitors

EXHIBITORS: Attendees will find the Hilton Grand Ballroom, the Pavilion Exhibit Area and the surrounding hallways featuring 87 of our profession's foremost exhibitors, offering a myriad of state-of-the-art OM products and services. For those of you who attended Expo 2005 and 2006, based on popular demand, exhibitor coupon books will again be featured. Many attendees found our coupon books so valuable, they followed exhibitors down the elevator to assure they were first in line! **ATTENDEE LUNCHESES WILL BE LOCATED IN THE GRAND BALLROOM.**

Peak Exhibitor Hours: Attendee Refreshment Breaks - Hilton Grand Ballroom and Pavilion Exhibit Area

(Changes in this schedule will be noted in the Conference Binder)

Morning Break: 9:30 – 10:30 AM

Luncheon: 12 PM – 2:00 PM

Afternoon Break: 3:30 PM – 4:30 PM

CEUs

For those choosing to attend the entire conference (including Pre-Conference and Post-Conference Activities), we are offering a possible 47 (pending) continuing education units, based upon the following schedule:

Thursday,	10/18	12 CEUs Pending
Friday,	10/19	11 CEUs Pending
Saturday	10/20	7 CEUs Pending
Sunday	10/21	9 CEUs Pending
Monday	10/22	8 CEUs Pending

We are offering a very popular \$75 Student Enrollment!

This year each student attendee will receive a CD conference binder. (Students must provide, at time of registration, a copy of a valid student ID.) Those registering for the \$75 rate **must be AAAOM Student**

Members to receive Student Rates, register and attend the Student Caucus on Saturday morning, October 20th. (Registration **excludes** Pre-Conference, Post Conference Classes, food and overnight lodging.)

Continuing Education Units Pending: LA CEUs:

NCCAOM and other national and state approvals pending; for up to 47 contact hours for LACs attending the full conference. AAAOM CAB CEU Provider No: 014, NCCAOM ACHB 426. Texas CEUs will be processed.

Obtaining CEUs: To obtain CEUs in any given course; **YOU MUST SIGN IN AT THE BEGINNING OF THE COURSE, SIGN OUT AT THE END AND RETURN YOUR INSTRUCTOR EVALUATION FORM TO RECEIVE YOUR CEUs.** No partial credit is given for late arrivals or early departures.

2007 International Conference & Exposition

Check One Box Only In Each Time Slot

Thursday, Oct. 18	Friday, Oct. 19	Saturday, Oct. 20	Sunday, Oct. 21	Monday, Oct. 22
7:00 am Registration Opens	7:00 am Registration Opens	6:30 am Registration Opens	6:30 am Registration Opens	7:30 am Registration Opens
8:00 am – 12 Noon	8:00 am – 12 Noon	7- 8 am & 10 am - 12	7- 8 am & 8 am - 12	8:00 am – 12 Noon
Max CEUs Pending: 4 <input type="checkbox"/> A. Medical Nomenclature - Debates, Part I	Max CEUs Pending: 4 <input type="checkbox"/> E. AAAOM 25th Anniversary General Session	Max CEUs Pending: 3 <input type="checkbox"/> L. Qi-Gong (7-8 am) <input type="checkbox"/> M. AAAOM Annual Mtg - Members Only (8 - 10 am) 10:00 am – 12 Noon <input type="checkbox"/> N. Kaiser Acu Case Study <input type="checkbox"/> O. Codex <input type="checkbox"/> P. OM Doc. Program Panel <input type="checkbox"/> Q. Success: Heal. Presence <input type="checkbox"/> R. Empower Yourself <input type="checkbox"/> S. * Student Caucus <input type="checkbox"/> SI. President's Council	Max CEUs Pending: 5 <input type="checkbox"/> Z. Qi-Gong (7-8 am) <input type="checkbox"/> aa. Music of the Spheres <input type="checkbox"/> bb. Chinese Med-Endometriosis <input type="checkbox"/> cc. Part I. Int. Med. <input type="checkbox"/> dd. Pills, Powders, Tinct. <input type="checkbox"/> ee. Part I - Qi-Gong <input type="checkbox"/> LayTrack - 1 What is Acupuncture? <input type="checkbox"/> Lay Track - 2 CAM – Older Adults	Max CEUs Pending: 4 Beauty, Health & Well-Being: A Dynamic Business Model - Part I <input type="checkbox"/> kk. A Focus on Health and Wellness
12 Noon – 2:00 pm No-Host Luncheon	12 Noon – 2:00 pm Luncheon <i>Grand Ballroom</i>	12 Noon – 2:00 pm Luncheon <i>Grand Ballroom</i>	12 Noon – 2:00 pm Luncheon <i>Grand Ballroom</i>	12 Noon – 1:30 pm No-Host Luncheon
2:00 pm – 6:00 pm	2:00 pm – 6:00 pm	2:00 pm – 6:00 pm	2:00 pm – 6:00 pm	1:30 pm – 5:30 pm
Max CEUs Pending: 4 <input type="checkbox"/> B. Medical Nomenclature - Debates, Part II PM WORKSHOPS Max CEUs Pending: 4 <input type="checkbox"/> C. Professional Ethics & Liability 6 – 10:00 pm <input type="checkbox"/> D. Herbal Update 7 – 10:00 pm	Max CEUs Pending: 4 <input type="checkbox"/> F. Improving Health Outcomes <input type="checkbox"/> G. TCM-Asthma in Children <input type="checkbox"/> H. TCM & Diabetes <input type="checkbox"/> I. Infertility <input type="checkbox"/> J. Chinese Translation PM WORKSHOP Max CEUs Pending: 3 <input type="checkbox"/> K. Charting the Future of OM 7 – 10:00 pm	Max CEUs Pending: 4 <input type="checkbox"/> T. Cosmological Alchemy <input type="checkbox"/> U. Master Tung's Magic Pts <input type="checkbox"/> V. Herpes Viruses <input type="checkbox"/> W. Ying-Wei Qi Theory <input type="checkbox"/> X. CAM for Older Adults 7:00 pm - MIDNIGHT <input type="checkbox"/> Y. 25th Anniv.—Awards Ban. <small>Note: Ticket required!</small>	Max CEUs Pending: 4 <input type="checkbox"/> ff. Part II. Int. Med <input type="checkbox"/> gg. Rheumatoid Arthritis through TCM <input type="checkbox"/> hh. Vision, Nut. & OM <input type="checkbox"/> ii. Yellow Emperor <input type="checkbox"/> jj. Part II - Qi-Gong <input type="checkbox"/> LayTrack -3 OM & Aging <input type="checkbox"/> Lay Track - 4 Breast Cancer & OM	Max CEUs Pending: 4 Beauty, Health & Well-Being: Acupuncture Renewal Part II <input type="checkbox"/> ll. Facial Acupuncture Renewal: The Resonant Face 5:30 pm CONFERENCE ADJOURNS
Total Pending CEUs: 12	Total Pending CEUs: 11	Total Pending CEUs: 7	Total Pending CEUs: 9	Total Pending CEUs: 8

*Required Attendance by Students receiving the \$75 Student Rate. Must be AAAOM Student Members.

Pending Conference CEUs: 47

Workshop Registration Policy: Full-Day Registrations include Breaks and a Luncheon, IF PRE-REGISTERED. Lunch availability for walk-in registrants is on an "as available" basis ONLY. Pre-conference sell-out of luncheons is likely. If no luncheon tickets remain, discounts off conference fees are not provided. Luncheons are a gratuity to pre-registered attendees. Banquet tickets are a gratuity for Full Admission or Friday-Sunday Registrants, thus fee reductions in conference rates will not apply. Students must be AAAOM Student Members to receive Student Rates.

Early Bird Conference & Hotel Registration Discount Cut-off Date: August 1, 2007

Conference Registration

Early Bird (EB) Roll-Back Prices—EB Prices effective through August 1, 2007

Become a Member Today and Save!	Pre-Con A&B or Post-Con kk&ll	5-Day Registration October 18-22 + Banquet	4-Day Registration October 18-21 + Banquet	3-Day Fri Sat Sun Incl. Banquet	2-Day Sat Sun	One Day Fri Sat Sun	Half Day Fri Sat Sun or C. Ethics 10-18	Additional Lunches	Additional 25th Anniversary Banquet Tickets	
EB: Member	\$175	\$625	\$525	\$425	\$290	\$150	\$75	\$30.00	\$75.00	
Regular: Member	\$250	\$700	\$600	\$500	\$340	\$225	\$110			
EB: Student	\$100	/ / / / / / / / / /		\$75*						(MEMBER)
Regular: Student	\$150			\$125*						
EB: Non-Members	\$250	\$700	\$575	\$500	\$340	\$175	\$100	\$37.50 (NON-MEMBER)	\$85.00	
Regular: Non-Members	\$325	\$775	\$650	\$575	\$415	\$250	\$150			

Early Bird: Before August 1, 2007 Regular: After August 1, 2007 *Student rate excludes banquet and lunches.

Note: Full-Day Registrations include Breaks and a Luncheon, IF PRE-REGISTERED. Lunch availability for walk-in registrants is on an "as available" basis ONLY. Pre-conference sell-out of luncheons is likely. If no luncheon tickets remain, discounts off conference fees are not provided. Luncheons are a gratuity to pre-registered attendees. Banquet tickets are a gratuity for Full Admission or Friday-Sunday Registrants, thus fee reductions in conference rates will not apply. Students must be AAAOM Student Members to receive Student Rates. Hard copy binders must be pre-ordered at \$20 each.

Student Rate \$75: Students must provide, at time of registration, a copy of a valid student ID. Those registering for the student rate must be AAAOM Student Members, register for and attend the Student Caucus on Saturday morning, October 20. (Student Registration includes the conference binder, and excludes Pre and Post-Conference Classes, food and overnight lodging.)

AAAOM Membership: Take advantage of discounted member registration fees by JOINING AAAOM TODAY! Call our Toll Free number at 866-455-7999 for membership enrollment. New members must pay for at least 1-year of membership to qualify. Visit the AAAOM website www.aaomonline.org for other AAAOM 2007 promotional membership offerings.

DR MR MS MRS (circle) FULL NAME

HARD BINDER (\$20 additional) YES CD BINDER: FREE

STATE OF LICENSE LICENSE #

INITIALS (circle) LAc DiplAc OMD DOM PhD MD RN DC ND MS MA CMT Other:

BILLING ADDRESS

CITY STATE ZIP

TEL FAX E-MAIL (Conference updates via email)

ARE YOU REQUESTING VEGETARIAN MEALS? YES NO

Submit to: AAAOM, PO Box 162340, Sacramento, CA 95816
Fax: 916-443-4766

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EXP DATE NAME AS IT APPEARS ON CARD

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Early Bird Conference
& Hotel Registration
Discount Cut-off

Date: August 1, 2007

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