

A Time to Give Thanks

It is that time of year again when our thoughts turn towards those who are special to us. Unfortunately that focus came much earlier than usual for many of us, as we witnessed tragedy instead of joy on September 11. As time passes, we will be able to get back to our lives and focus on our families and loved ones, yet we will always remember what happened on September 11, 2001.

As the end of the year draws near, I want to wish everyone a joyous and prosperous holiday season and a happy new year. Please remember to appreciate and respect each other and the wonderful thoughts, talents and memories we bring and share. We truly do live in a wonderful country with special freedoms. We have the freedom to choose which profession we practice; where we will choose to live; and who our friends will be. And as patients, we have the freedom to select the healthcare provider of our choice.

We are nearing the end of the second year of *Acupuncture Today's* being in business, and I think the expression, "You've come a long way, baby" is certainly one befitting this publication. When we first started, there were several people outside of *Acupuncture Today* - and maybe even a few inside - who weren't sure we were going to last this long, but we have. I want to say a great big "thank you" to the staff of *Acupuncture Today* for gathering the articles, finding the necessary information, printing the news and publishing it in a timely manner.

Thanks to our suppliers and vendors who have placed their faith and confidence in *AT* to reach the acupuncturists who purchase and use their products. We now have the largest circulation in the Oriental medicine field for both suppliers and practitioners. In the past year alone, our circulation has expanded by more than 3,000 readers. Just recently, I met an acupuncturist who travels to Cuba on a regular basis and meets with that country's alternative medical community. She told me that she takes as many copies, both current and older, of *Acupuncture Today* with her that she can pack in her travel cases, because they love the paper and read it cover to cover. Thanks to that acupuncturist for sharing *AT* with Cuba, and thanks to the acupuncturists around the world who provide a similar service in their countries.

I would also like to thank all of the writers and columnists who have contributed their words of wisdom, practical ideas for marketing, and treatment ideas and protocols for the profession. A wealth of information has poured forth and been shared with others, especially the new students just graduating and entering the profession. A student of mine recently remarked that she was glad to read the articles because it was a great substitute for meeting these leaders in the profession. These articles are also available on line at AcupunctureToday.com all on line and can be viewed and printed for use worldwide. For example, an acupuncturist in Ireland just recently contacted one of our columnists in Los Angeles, then used the information to meet and share with a medical doctor. It's amazing to know our publication can have that type of reach. It wouldn't be possible without the efforts of those who contribute to *AT* on a regular basis. A heartfelt "thank you" to all of you.

I would like to interact with each reader personally. In fact, I was able to meet many of you at the Pacific Symposium in San Diego, and it created a great feeling to hear about how you like

Acupuncture Today and that you read each issue. Somehow, though, time does not always afford me this ability. Nevertheless, my thanks go to those of you who send letters, phone calls and e-mails. Through your feedback, we find out what we're doing right (and occasionally, what we may have done wrong). We appreciate your responses and words of encouragement.

Thanks to the people who have participated in the online discussion forums - a meeting place for acupuncturists, students, patients and other health care providers interested in the profession. Thanks also to those of you have participated in the online Acupuncture Poll. This has helped to generate opinions and promote discussions concerning critical issues that face the entire profession.

Thanks to the acupuncturists and doctors of Oriental medicine who read *AT* regularly and, when finish, don't just recycle it in the trash but pass it on to a friend, patient or fellow health care professional. By doing this, you let others know of your existence, and you let them in on the great things that are happening in our profession.

I want to express a special thanks to Margarite Hung, an Oriental medical doctor and licensed acupuncturist in California who reads every word of *AT* each month and then calls the keep share with me her insights.

Last but not least, I would like to single out Michael Devitt and the rest of the editorial department so that our readers can recognize what they have done for *Acupuncture Today* this past year. The mere fact that the paper gets published on time is a result of many people, but it is due largely to his efforts. Michael is responsible for entering and editing every article that appears in *Acupuncture Today*; most of each issue's front-page stories are written by him, as are the News in Brief articles and occasional pieces inside the publication. In addition, he is *AcupunctureToday.com*'s resident webmaster; it is his job to see that the articles are published online in a timely fashion; that the Acupuncture Poll is updated on time; and that the site contains fresh content that makes people want to return to *AcupunctureToday.com* on a regular basis. The simple fact is that without him, *Acupuncture Today* wouldn't exist. From the bottom of my heart, Michael, thank you.

I hope I have covered everyone and apologize in advance if anyone has been missed. If I did forgot to mention you, please know that it was not intentional.

And now, it's time to look ahead to the new year. There are great things ahead for us. Let's help this profession to grow and continue to flourish by helping more people and sharing the profession's message of hope and good health in the future.

Thanks again to everyone. Have a blessed holiday season, and God Bless America.

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