

## AOM Day Is Coming!

Congratulations to the Chinese Herbal Academy for a job well done this past June at its annual conference in San Diego. The hotel and location - the Westin Hotel at Horton Plaza, in the heart of downtown San Diego - were special, and quite nice. Bob Flaws was the keynote speaker, and gave a masterful presentation on the state of herbs in the United States. He has researched much pertinent information both locally and nationally. He presented a list of problems, then gave a list of his suggestions for solutions and opened the session for audience participation. The room was full, and many practitioners shared their views and opinions. Hats off to this group and all their efforts on behalf of licensed acupuncturists across the country, with an extraordinary commendation to Todd Luger, LAc, for his ideas and hard work to bring this event to the profession. If you missed this one, make sure to mark your calendar for next year.

Now, on to another important matter. National Acupuncture and Oriental Medicine Day is fast approaching. October 24 th has been designated as AOM Day in the U.S., and a Web site has already been set up ([www.aomday.org](http://www.aomday.org)) to honor the occasion. What plans are you making to share this day with everyone? The national associations have already begun encouraging their members and people associated with the profession to participate in this day. If you didn't participate last year, please do so this year. Plan something for your office. Notify patients, their friends and families of the event and what it means to them. Present some speaking engagements and secure a proclamation for your office.

Almost a year ago, I wrote about how you have a proclamation signifying AOM Day created and made to display in your office. Since this is a timely subject, I thought I'd discuss it again. Hopefully, this year, we can get even more people to participate than last year.

So ... what's a proclamation? Essentially, it's a special type of document usually issued by the elected officials of a city or town. How do you get these officials to create and put their names on a proclamation, you ask? Oftentimes, I've found that all you have to do is ask nicely. This year, I decided that I would procure some proclamations for our office. I have asked several mayors, mayoral assistants and secretaries for their help in getting proclamations, and in every case, I have received a positive answer. I have been pleasantly surprised to see the willingness everyone has demonstrated when I have asked for their help. You must allow the city enough time to prepare the proclamation and present it to you. This brings up another point, in that it is a good opportunity for you to put out a press release and get your photo in your local newspaper. The presentation ceremony will usually take place at a city council meeting. This makes a nice photo opportunity for the members of the city council and yourself.

If you know the local representative to your state assembly or senate, you can also ask them for a proclamation. The state legislature must be in session and you must allow them plenty of time to process your request.

To request a proclamation:

- Place a telephone call to the office of the mayor and speak with the mayor's assistant and/secretary.

- State your request.
- Explain Acupuncture and Oriental Medicine Day, and mention that it will occur October 24th.
- Tell the person on the phone that you will send the "whereas" text for the proclamation.
- Attend the next city council meeting.
- Accept the proclamation.
- Hang the proclamation on the wall of your office.
- Enjoy the events to celebrate the day with your staff, family and patients.

The following is a list of possible "whereas" text you might want to use in a proclamation:

Whereas, October 24, 2004 is Acupuncture and Oriental Medicine Day;

Whereas, Oriental medicine is beneficial to the health and quality of life for the citizens of (put in the specific name of your own city);

Whereas, the Chinese pharmacopoeia of herbs is advantageous to the holistic health and well being of patients;

Whereas Oriental medicine focuses on creating a balance between the body and mind;

Whereas October 24, 2004 is an historical day to educate the citizens about the benefits of Oriental medicine;

Whereas the celebration of Acupuncture and Oriental Medicine Day unites the ancient healing methods with modern medicine;

Therefore I, (name of mayor of city or name of state legislator) do declare October 24, 2004 to be Acupuncture and Oriental Medicine Day.

The above is just a suggestion as to what to say on the proclamation. Start early so there is enough time to prepare. It will look great hanging in your office. It also adds credibility to your office and its décor. In addition, this experience will get you into the workings of the city in which your practice is located. Being a part of your community is an important facet of building an acupuncture practice.

Good luck, and make sure to celebrate AOM Day this year!

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