



ACUPUNCTURE ASSOCIATIONS

New NCCAOM CEO a Positive Move for AOM

Editorial Staff | DIGITAL EXCLUSIVE

It's no secret advocacy and legislation are keys to advancing any health care profession; therefore, the National Certification Commission for Acupuncture and Oriental Medicine's selection of Mina M. Larson as the next CEO is an encouraging sign for the AOM community.

Already a 16-year veteran at the NCCAOM, Ms. Larson is well-versed in the day-to-day of business affairs. However, she has also overseen operations, development, regulatory affairs, advocacy, media relations, communications and marketing, and has been instrumental in helping restructure the organization to better serve NCCAOM board-certified acupuncturists.

It's also important to note that prior to arriving at the NCCAOM, she served as a director to former California Governor Pete Wilson's Executive Office and Communications Office, and handled media relations for the California State Assembly.

Ms. Larson is a Certified Association Executive from the ASAE. She holds dual bachelor's degrees in journalism and government from California State University, Sacramento, a master's of science in non-profit association management from University of Maryland University College and an MBA from University of Maryland.



Afua Bromley, NCCAOM Board Chair, shared, "With her long history of association leadership, credentialing supervision, government relations and her desire to advance the AOM profession, we are looking forward to her inspiring leadership. We are fortunate to have someone of Mina Larson's caliber and experience to lead NCCAOM. She is well-respected by other AOM leaders. Our profession is at a critical moment and Mina's business expertise, political savvy and leadership skills make her an exciting leader for the next phase of the NCCAOM's development."

To read the NCCAOM press release, click [here](#).

JULY 2019