



California State Oriental Medical Association

ANNUAL UPDATE

2016-2017

Submitted by the CSOMA Board of Directors

October 31, 2017

Welcome Message

By Tiffany Tuftee, CSOMA President



Dear Colleagues:

Welcome to the Annual Update of the California State Oriental Medical Association (CSOMA). We are grateful to our members, supporters and corporate sponsors for their contributions. Without them, we could not have accomplished for the profession what we have thus far.

2017 marks CSOMA's 30th year as the leading English language acupuncture professional association in California. We have had an exciting year! Since the start of 2017, we have hired a new executive director and a new marketing director, elected 6 new leaders to our Board of Directors, and established a highly effective team with a healthy balance between CSOMA's operations and governance. This has created strong and steady momentum as we move into 2018.

I welcome you to review the entirety of this Annual Update; reach out to our team with any questions, and spread the word about our member benefits and services. If you haven't done so already, please check out our new membership benefits and website!

With gratitude and thanks,

Tiffany Tuftee, CSOMA President

Highlights

Our recent successes, and programs in development.

1

CSOMA held five (5) Board of Directors meetings in 2017. Four meetings were conducted in-person, one meeting took place via teleconference.

2

Our four (4) major committees (public policy, events/education, publications, and futures) meet every week for 30-60 minutes via conference call. Our governance and finance committees meet on a bi-monthly basis.

3

Weekly updates are posted to all CSOMA channels to keep our membership and the wider LAc community informed. Be sure to follow us on Facebook, Twitter, and LinkedIn. Also, join our "members-only" groups to communicate directly with the group about your own ideas and initiatives.

4

CSOMA will host a semi-annual conference on for May 17th-18th, 2018. The conference will be located in Oakland, California, and will include activities for vendor, professional and student participants. The theme is *The Acupuncture Solution to Pain Management and the Opioid Epidemic*.

5

Our Publications Committee is happy to announce production of a Spring/Summer 2018 issue of the California Journal of Oriental Medicine (CJOM). We are happy to provide our members with a print edition, as well as a soon-to-be-released site for "CJOM Online," complete with distance learning continuing education classes.

6

2018 is going to be highly focused on legislative and advocacy work, including possible pushes for scope of practice expansion, and protection of practice and integrative healthcare. Our team is working hard at local, state and national levels to ensure the acupuncture and TCM profession is strongly represented.

Mission

The California State Oriental Medical Association (CSOMA) is a professional organization of licensed acupuncturists and supporters of Oriental medicine dedicated to the preservation and advancement of the art, science, and practice of Oriental medicine in a caring and ethical manner, thereby enhancing the health and wellbeing of the general public.



CSOMA BOARD OF DIRECTORS

From left to right: (Christy Vitello, LAc, Gabriela Pierre Partridge, LAc, Dr. Jordan Wheeler, LAc, Robyn "Ra" Adcock, MSOM, LAc, Mike Morgan, LAc, Dipl OM & AC (NCCAOM), Tiffany Tuftee, LAc, Bruce Gustafson, LAc, JoAnn Tracht-Rawson, Dr. Julie Tran-Olive, ND, LAc, not pictured here: Chris Goodman-Smith, MD, Student Director, Jessica Wakeman, Editor and Chief of CJOM)

2017 Quarterly Board Meetings took place on the following dates:

1/22 3/2 5/7 7/23 10/15

The 2018 Board Meeting schedule and minutes will be accessible at csomaonline.org.

A Special Thank You to Our Corporate Sponsors

New in 2017, CSOMA's Corporate Sponsorship program enables us to reach one of our major goals, to increase non-dues revenue.

The MIEC logo consists of a red square containing a white stylized 'M' and 'C' intertwined, followed by the letters 'MIEC' in a white serif font on a dark blue background.

CSOMA members receive an additional 10% discount from MIEC's low rates.

Non-Member Rates
\$1/3M Malpractice Coverage
1st year \$500
2nd year \$815

Flat 10% dividend - FREE premises coverage

LEARN MORE >



Thank You, Organizational Members

CSOMA's members, including merchant and educational organizations, are the lifeblood of our organization.



Board of Directors

Committee Highlights

FUTURES
ADVISORY
Committee

CONTINUING ED
& EVENTS
Committee

PUBLICATIONS
Committee

PUBLIC POLICY
ADVISORY
Committee

Committee Activity

Our four (4) major committees meet each week for 30-60 minutes by teleconference. Our governance and finance committees meet on a bi-monthly basis.

Meetings are held via teleconference every week. Current schedules can be found on the csomaonline.org event calendar.

Volunteers are encouraged to contact the Committee Chair for questions, and or assignments at info@csomaonline.org

Committee Highlights

FUTURES ADVISORY COMMITTEE



FUTURES
ADVISORY
Committee

Introduction

Welcome to the Futures Advisory Committee. Meetings are held via teleconference every week. Current schedules can be found on csomaonline.org event calendar. Volunteers are encouraged to contact the Committee Chair for questions, and or assignments at info@csomaonline.org.

FACULTY

CSOMA is giving back to our faculty. Faculty membership outreach letters were sent to California Acupuncture Schools to announce CSOMA's new Faculty Membership Benefits and discounted fee for membership.

SCHOLARSHIPS

The Futures Committee is creating two scholarship essay questions for student members of CSOMA for cash rewards of \$250 each. The two student essays selected for awards will also be published in CJOM.

STUDENT OUTREACH

Student Outreach and educational presentation: CSOMA will be hosting several student membership presentations to promote CSOMA and the newly listed benefits of membership. A powerpoint slideshow was completed so board members can tour California acupuncture schools to educate students on how they can support their CA Association, who CSOMA is and why it is important to get involved. A schedule of presentations will be provided on our website calendar.

PAIN MANAGEMENT

The Futures Committee is keeping up-to-date on the most recent challenges and trends affecting the AOM profession. The Committee is currently focusing on avenues to provide support, education and information for inclusion of acupuncture in hospital settings for pain management, as directed by the Joint Commission for hospital accreditation, beginning in January 2018.

Committee Highlights

FUTURES ADVISORY COMMITTEE – CONT'D**CALE/NCCAOM**

What is happening with the CALE/NCCAOM Exam? An online Q&A proposal was presented to the California Acupuncture Board, and an online interview will be scheduled, to review questions and answers from our membership to get the latest news on the CALE/NCCAOM Exam.

INTEGRATIVE MEDICINE

Futures Committee is updating our western medical colleagues: Correspondences to 30+ western medical professionals and government agencies will be sent out to introduce our Association and educate them on the recent opioid addiction crisis. It is time to open the discussion on the benefits of integrative medicine and why acupuncture is beneficial.

ADVOCACY & LEGISLATION

2018 is going to be highly focused on legislative and advocacy work, including possible pushes for scope of practice expansion, and protection of practice and integrative healthcare. Our team is working hard at the local, state and national levels to ensure the acupuncture and TCM profession is strongly represented.

**CONGRESSWOMAN JUDY CHU**

The Futures Committee set up a Q&A session with Congresswoman Judy Chu, regarding H.R. 2839 Acupuncture for Heroes and Seniors Act, to gain more insight on the recent changes of the Bill, and to educate our supporters and members. See video on advocacy page of website at csomaonline.org

Committee Highlights

CONTINUING ED & EVENTS COMMITTEE

CONTINUING ED
& EVENTS
Committee

Introduction

Welcome to the CEU and Events Committee. Meetings are held via teleconference every week. Current schedules can be found on csomaonline.org, event calendar. Volunteers are encouraged to contact the Committee Chair for questions, and or assignments at info@csomaonline.org.

CONFERENCE & EXPO

Our Annual CSOMA Conference is BACK! The CEU and Events Committee is organizing a Conference in Oakland, California set for May 17th-18th, 2018. Our theme is *The Acupuncture Solution to Pain Management and the Opioid Epidemic*. Be on the lookout for important updates, signups and more.

ONLINE CEUS

CEU and Events Committee is looking to create online CEUs through our archived issues of CJOM as a member benefit.

COLLABORATION

The CEU Committee is focusing on building ongoing partnerships with outside agencies, Universities and educators to enhance and expand our membership benefits. Currently CSOMA is working with the California Naturopathic Doctors Association(CNDA) to offer online CEUs at a discounted rate for our members.

Committee Highlights

CONTINUING ED & EVENTS COMMITTEE – CONT'D



SYMPOSIUM AT UCLA

Two of CSOMA's Board Members had the opportunity to represent both CSOMA and the American Society of Acupuncturists (ASA) at the UCLA Center for East-West Medicine's "Symposium on the Potential of Chinese Medicine in the U.S. Healthcare System." Dr. Jordan Wheeler and Bruce Gustafson L.Ac. attended the symposium to discuss the role of our state and national organizations in preparing for the future of our medicine and our role in integration.

Bruce Gustafson L.Ac., Dr. Ka-Kit Hui, and Dr. Jordan Wheeler (left to right).

Committee Highlights

PUBLICATIONS COMMITTEE



PUBLICATIONS
Committee

Introduction

Welcome to the Publications Committee. Meetings are held via teleconference every week. Current schedules can be found on csomaonline.org, event calendar. Volunteers are encouraged to contact the Committee Chair for questions, and or assignments at info@csomaonline.org.

CJOM

The California Journal of Oriental Medicine (CJOM) IS BACK and better than ever. A budget proposal has been submitted and approved by the Committee to our Board of Directors for approval. CJOM will be moving forward, seeking journal content and setting up production. Archived CJOM is now available online.

PUBLIC RELATIONS

Correspondence was sent out to the Department of Public Health regarding two incidents of supposed FuZi poisoning. Our Committee spoke up about the incident to educate our members and the public about ensuring they buy properly sourced and identified herbal medicine from Licensed Professionals such as L.Ac, MD's, and from reliable vendors who sell herbal medicine.

HERB SAFETY EDUCATION

Ongoing efforts continue as we reach out to outside agencies to educate them on AOM, Herb safety, public safety and the practice of TCM.

Committee Highlights

PUBLIC POLICY ADVISORY COMMITTEE

A green square containing the text "PUBLIC POLICY ADVISORY Committee" in white, centered.

PUBLIC POLICY
ADVISORY
Committee

Introduction

Welcome to the Public Policy Advisory Committee. Meetings are held via teleconference every week. Current schedules can be found on csomaonline.org, event calendar. Volunteers are encouraged to contact the Committee Chair for questions, and or assignments at info@csomaonline.org.

CAPITOL TRACK

The PPAC is now utilizing CapitolTrack, California's leading legislative tracking service. The PPAC uses CapitolTrack to monitor relevant bills on a weekly basis and will alert our membership when and how to take action in support of or against legislation affecting our profession. See the Advocacy page on our website for current bills being tracked and to better understand the legislative process.

SCOPE OF PRACTICE

The PPAC is drafting recommendation memos on protecting the Acupuncture and Oriental Medicine (AOM) scope of practice and making recommendations for expanding our scope of practice.

ASA

The PPAC works closely with American Society of Acupuncturists (ASA) to gain insight on other state legislation and initiatives, which affect the AOM profession. Currently, CSOMA is the only California state association who has an active voice, vote and representation with in the ASA! This is a huge member benefit.

Committee Highlights

PUBLIC POLICY ADVISORY COMMITTEE – CONT'D



TOGETHER WE ARE STRONGER
CSOMA ADVOCACY CENTER

POSITION STATEMENTS

The PPAC has been strategically working to create position statements and white papers on topics including: adding cold laser to scope of practice; insurance reimbursement; Asian Massage; Dry Needling; Student Loan forgiveness programs; providing support, education and information for inclusion of acupuncture in hospital settings for pain management, as directed by the Joint Commission for hospital accreditation for 2018; and more.

LOBBYING

The PPAC continues to explore avenues for funding AcuPAC, CSOMA's political action committee (PAC). Our goal is to hire a lobbyist so we can take more active steps on having an empowered voice in legislation, and for advocacy for our membership. It is time for California to have a Lobby Day for Acupuncturists.

AOM REPRESENTATION

Public Policy and legislative initiative has been reported as the most important benefit for our members. The PPAC is working to ensure our profession is adequately represented.

Want to get involved?

5 THINGS YOU CAN DO



We welcome all California acupuncture universities to become Associate Members to support our efforts. We also recommend students and faculty to become members to support our initiatives and the protection the AOM profession.



Check out our improved member benefits on our website! Click on the Join CSOMA link.



Follow us on Facebook, Twitter and LinkedIn. Stay Informed!



Give back to the profession: Volunteer on a Committee project, submit research to CJOM, stay informed. Email us at info@csomaonline.org



Chip in to help support our work! The ASA and CSOMA are both actively soliciting for sponsors and much needed donations. With your support we can raise funds to hire a lobbyist to fight for state-based legislation, promote lobby day, build acupuncture advocacy resources and much more. Please consider a donation of any size!

California State Oriental Medical Association

THANK YOU!

Submitted by the CSOMA Board of Directors
October 31, 2017



**California
State
Oriental
Medical
Association**

CSOMA. Your Partner in Practice.

California State Oriental Medical Association (CSOMA)

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