

Expo 2005...Tradition and Innovation

October 20-23 – Westin O'Hare A Resounding Success!

Greetings AAOM Colleagues,
Students and Exhibitors:

The final Report Card for AAOM's *Expo 2005, Tradition and Innovation*, is in, and we can comfortably say, the event was truly outstanding, across all fronts! *(We're not saying we don't need to improve, but it's far more fun and productive when you can learn from a good experience!)*

More than 600 practitioners, students, and exhibitors were in attendance at this event, and our collaboration with the national organizations (CCAOM, ACAOM, NCCAOM, and FAOMRA), took the headcount at this year's event to greater than 700 participants! The AAOM Conference Committee included, Deborah Lincoln, LAc, Chair, Claudette Baker, LAc, Co-Chair; Will Morris, LAc, President; Cynthia O'Donnell, AP, Vice President; John Scott, LAc, President Golden Flower Chinese Herbs, Gene Bruno, LAc President Emeritus, and Rebekah Christensen, AAOM Executive Director. The Conference Committee was supported by AAOM's gifted staff, Brian Smither, IT Manager, and Zenia Aguilera, Member Services Coordinator. States Deborah Lincoln, "Planning for this event began a year in advance, as we focused our attention on bringing in top speakers, providing an eclectic range of topics to meet diverse needs of our attendees, enhancing the onsite participation of our national organizations, and coordinating exhibitor activities that provided value-added product and service opportunities for our attendees. It was important that we enhance "return on investment" for all involved, and we feel we exceeded our own planning goals. But we must always keep learning from our experiences. Thus, we have already identified many ways to enhance our 2006 planning and outcomes for next year!"

This year's conference featured 38 speakers, 31 classes, 39.5 NCCAOM approved CEU's (35.5 California



President Will Morris and President Emeritus, Gene Bruno.

Acupuncture Board approved CEU's) and 45 exhibitors. Our final conference tallies found 16 classes exceeding 50 in attendance, eight exceeding 75, eight exceeding 100, five totaling 131-152 in attendance, and one that topped 200! *(CEU's have been processed, so if you have not received your certificate, please contact the AAOM office.)*

For the first time ever, we sold out of our overnight rooms more than 5 weeks in advance of the conference, but fortunately, the Westin O'Hare continued to offer additional rooms at the conference rate. Due to attendee numbers that exceeded our expectations, many of our scheduled classes were converted from classroom to theater seating to accommodate "standing-room-only" workshops! Lunches were a sell-out before the conference commenced, and the AAOM's annual awards banquet sold-

out the day before the event was held on October 22, 2005. From the perspective of Rebekah Christensen, AAOM Executive Director, "Attendees far exceeded our expectations, therefore we experienced understandable, but sometimes frustrating "growing pains" in having sufficient conference materials to meet demands as well as lunches to feed hungry attendees! While the growth was exciting, managing our growth will be even more keenly assessed in planning next year's event." If you were on the receiving-end of short supplies, please know that we sincerely apologize for the inconvenience it created.

Thanks to the hands-on hard work of Co-Chair, Claudette Baker, LAc (AAOM President Emeritus), and AAOM Vice President, Cynthia O'Donnell, more than 100 students attended this conference with the result that a formalized national student association is in progress. There were also more than 250 attendees from Illinois and the Midwest; demonstrating the invaluable support provided by the Illinois Association of Acupuncture and OM under Claudette's leadership.

To a sell-out crowd, AAOM honored practitioners across the country at its

Pictured below: ACAOM Doctoral Task Force - Recognition Awards. (From left to right): Joanna Zhao, LAc; Natl Federation of TCM Assoc., Yemeng Chen, LAc, FICEC; CCAOM, Bill Prensky, LAc, David Maloney, LAc, Will Morris, LAc; President/AAOM, David Paton, LAc; President/FAOMRA, Megan Huang, MS, LAc; CCAOM, Steve Given, LAc; CCAOM, David Canzone, DOM (NM); FAOMRA and Gene Bruno, LAc; President Emeritus/AAOM



Annual Awards Banquet, held October 22, 2005. Award recipients included:

Educator of the Year

Mary Elizabeth Wakefield, LAc

Author of the Year

Steve Meeker, LAc

Oriental Medicine Supplier of the Year

John Scott, OMD

Patient of the Year

Trudy McCallister

Legislator of the Year - The Honorable

William G. Herbkersman

Lobbyist of the Year

Steven Morril, Esq.

Acupuncturists' of the Year

Anita Park, LAc

Shane Burras, LAc

Burt Pettis, DOM, LAc

Dean Mouscher, LAc

Special Achievement Award

David Wells, D.C.

Special Service Award

Roger Brooks, LAc, A.P.

President's Award

Marilyn Nielsen, Past Executive Officer,
California Acupuncture Board

Our exhibitors told us that floor traffic was great, and that we had exceeded any prior year in our management and operations. A few called to say they had experienced their "best conference ever" as it relates to sales. (Thanks for relaying the good news!) Claudette Baker, Conference Co-Chair, conveyed, "The sometimes endless hours of effort were well rewarded. It just feels good to see our exhibit hall over-flowing with attendees and to know that we earned the support given to us through our exhibitor community. We are already planning ways, to further enhance return on investment for all involved at our 2006 event." Under the leadership of John Scott, LAc, President, Golden Flower Chinese Herbs, and Bill Egloff, President, Crane Herb, the AAOM, for the first time, invited the conference's 45 exhibitors to participate in an onsite meeting, and consider joining the AAOM's Suppliers Advisory Council (SAC).

During the onsite meeting, the SAC nominated four co-chairs, to facilitate the interaction from our exhibitor community in the planning of next year's event to be

held at the Wigwam in Phoenix, Arizona, October 19-22, 2006. They are: John Scott, Golden Flower Chinese Herbs; Lise Groleau, Kan Herb Company; Ellen Franklin, Kairos Institute of Sound Healing; and John Nielson, Hilb Rogal Hobbs (HRH).

Reviewing the feedback from our attendees is rewarding; it allows us to see what's valued, where work is needed, the courses that most impact your day-to-day practice, and where improvements can be made. This year was no exception. A few of the favorite workshops that were repeatedly cited by our attendees included; Jeffrey Yuen's workshop on Alchemy, Essential Master Tung's Acupuncture taught by Robert Chu, Modern Application of the Shang Han Lun Medicine by Miki Shima, Qi-Gong (Chi-Kung) Acupuncture, taught by Drs. Nagel, Chow & Tseng, and Facial Acupuncture by Mary Elizabeth Wakefield. From the perspective of Yuen's presentation... "As always, Jeffery's ability to articulate esoteric material in a form and manner that is readily graspable is unsurpassed; This man is why I came; So inspiring, brilliant! Please bring him for a three-day training on a cruise; and Wow! Thank you, unbelievable knowledge and wisdom!" Feedback from Essential Master Tung's Acupuncture revealed: "I can use this info Monday morning on my patient, I love it! The Buddhist approach harmonized a big crowd; simple explanations of complex issues; Fantastic explanations, thorough, yet applicable... Outstanding, and Clear description of points - better than any other Master Tung Class! Miki Shima is renowned as a convention favorite and this year was no exception; "Pathway of exterior to deep interior; appreciated the speakers vibrant enthusiasm for our medicine and his ability to inspire this in his students; look forward to future trainings of Dr. Shima, and Speaker is by far the most generous and giving healer I have encountered! Qi-Gong (Chi-Kung) Track experienced very large attendance, with a general consensus that this track should continue to be offered. Comments ranged from "Great stuff,



Director Christine Chang provides Chinese translation for Jeffrey Yuen, Conference Keynote Speaker

Instructor brought enthusiasm, education and energy to the class; Fabulous! I look forward to another seminar with this speaker...I loved it! I learn more pearls each time attend a session with Dr. Chow; I wish this could have been a longer session - so much to learn". Attendee's found Wakefield's Facial Acupuncture... "Brilliant and impressive, there is never enough time - willing to share all information/secrets, very engaging speaker; speaker is very professional, entertaining and knows TCM well - brought it into the lecture, and ...just hearing her speak - she has such a wealth of knowledge!"



Steve Meeker, LAc, discusses auriculotherapy with attendee

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The conference's attendance growth far exceeded any of our expectations. From the perspective of the Board of Directors, this demonstrates that we lived up to our commitment to **"raise the bar"** for this event, and equally important, that the eons of hours spent in planning and executing this event was commensurate with the return on investment for all involved.

In closing, we want to express a sincere **Thank You** to our National Associations and Organizations for their participation, to our speakers for the myriad of hours spent in preparation and instruction, to the students for your enthusiasm and your whole-hearted involvement, to our volunteers for giving us management support we could

count on, to our exhibitors for your continued participation and support, and for your commitment to participate and grow with us, to Kim and Scott's Pretzels of Chicago for their generous donation, and to the Westin O'Hare staff for their outstanding service and support (not to mention your scrumptious food!). Special thanks are also extended to this years Conference Sponsors: AAC, Golden Flower Chinese Herbs, Kan Herb Company, and Mayway. "Many thanks" are also extended to Claudette Baker (Conference Co-Chair) and the Illinois Association of Acupuncture and Oriental Medicine for your on-going efforts in helping to create such high attendance and in making this year's event the best ever!

In the words of our esteemed president, William R. Morris, OMD, MSED,

LAC, the collective opinion of all involved is that we achieved our goal for this event... ***"Taking the Path of the Great Unification..."*** for we truly came together as independent, yet interdependent components that together comprise the "whole of Oriental Medicine", in a manner that was vibrant, healthy and articulately expressed, and experienced by all!

We suggest you return often to our website as we will be providing information on our 2006 event to be held at the Wigwam in Phoenix, Arizona. **Mark your calendars now**, next year's event is October 19 - 22, 2006.

Persons interested in purchasing tapes of the Expo 2005 Conference Workshops will find them available at [Conference Recording Services](#) at 800-647-1110.