



Academy for Five Element Acupuncture

passion · education · community

Summer 2021

Letter from the President

Summer Greetings!

I hope you are enjoying the longer, warmer days of early summer wherever you are. Though it might not feel like it in your part of the world, summer began according to the Chinese calendar on May 4th. This summer season begins here with some joyful changes as we are finally able to welcome our second year students back to campus. We are thrilled to have our pre-intern class return in person to work on practical skills as they prepare for the start of their clinical residency in the fall.

Having both second year students and interns on campus at the same time has been the best kind of challenge as we navigate COVID safety precautions in the clinic, classroom, and throughout the campus. Our faculty is hard at work and adjusting to teaching in person while wearing masks. (Who knew we'd be grateful for Zoom teaching days in such a basic way!?) Our Academic Dean, **Chuck Graham**, was able to travel from Baltimore

to be with us for this intensive, the first time he has been on campus in person in more than a year. We are very much looking forward to having all students back on campus over the next several months.

Chinese Herbal Studies Certificate Program Now Accredited

In April, our stand-alone Certificate in Chinese Herbal Studies program was accredited by the Accreditation Commission of Acupuncture and Oriental Medicine (ACAOM). Over the past few years, ACAOM has been charged with developing standards and criteria for the certificate programs they have previously approved. Chinese Herbal Medicine was the first of these certificate programs to have standards and criteria developed for accreditation. In order to meet the new standards and criteria, we added several courses and additional clinical hours. With accreditation, we will be able to offer federal financial aid for the program in the future. This is an exciting step forward for the Academy. We hope this makes

studying herbs a more realistic possibility for graduates, licensed practitioners, and students. By the way, third-year students at OM/acupuncture schools are welcome to apply.

National News

Conversations are taking place at the national level around Diversity, Equity, and Inclusion (DEI) in our profession. With racial violence at an all-time high against African Americans and Asian American and Pacific Islanders, we are compelled to look closely at our profession and our own practices as acupuncture colleges. Tied closely to that topic is conversation about the profession moving away from the use of the term "oriental". Many state acupuncture organizations and several schools have made that change. The Council of Colleges of Acupuncture and Herbal Medicine (formerly the Council of College of Acupuncture and Oriental Medicine) was the first national organization to change names. There

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Students Back on Campus



We were thrilled to welcome our second year students back on campus in April.

Pictured here (back row, l. to r.) **Elad Gaby, Nancy Elberty, Shannon Welch, Greta Pursley, Jason Macko, Daniel Goins, Eric Moore,** (second row, l. to r.) **Aylin McNulty, Keina Worrell, Gudrun Jackson, Angela Renzulli, Carmela Herrera, Beverly Oleson, Earthly Augustin, Sara Robinson,** (third row, l. to r.) **Mackenzie Mathieu-Busher, Alyssa Trebilcock, Nicole Renzulli, Symone Milev, Mary Steinke,** (front row, l. to r.) **Jodi Lefkowitz, Nikki Fantauzzi, and Caius Clark.**

Reflections on Summer

SUMMER TIME, LIVE IN HAPPINESS

The *Chinese Classic of Internal Medicine, The Neijing*, upon which all the deep principles of acupuncture are based, is clear in its commitment to living according to the laws of nature. If human beings want to prevent disease and live long, healthy and happy lives, we need to remember that we are part of nature. Nature's laws, its rhythms, its ebbs and flows rule us as well as the outside world. An integral part of that is living according to the seasons. As the seasons change, so should our actions and how we walk through our days and nights.

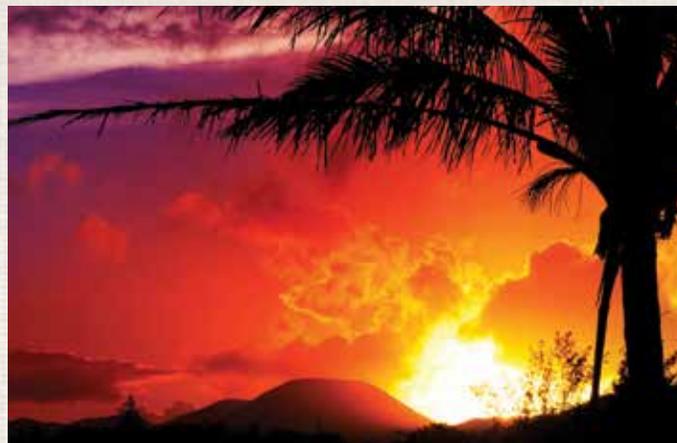
From the *Neijing, Suwen*, Chapter 2,

*The three months of Summer are comfortable,
The Qi of Heaven and Earth communicate, so that all things flower in authenticity,
At night, one rests, in the morning one rises with no dislike for the days,
One should employ their ambitions without anger,
So that all flowering will succeed and the qi will be able to move out, in accord with the love of the exterior,*

*This is the Way that corresponds to nourishing the surplus capacity of summer's qi.
Anything contrary to this principle injures the heart.*

Summer is nature at its most yang, its most active, most expanded. The buds of spring are now fully open, and each living thing blooms and matures. This is the time we too can stretch to our fullest and be the most active. The element associated with summer is fire; fire gives us the ability to mature into who we are meant to be, to claim our own authenticity.

Fire feeds the heart and the blood, and summer will feed that in us. We nurture our hearts by tending our own fire then reaching out to those we love,



spending time together and building our close relationships. The fire of summer encourages us to do the things that bring us joy, the emotion associated with summer. Yes, summer is for fun, whatever that means to you. After the deep restoration of winter and the sprouting upward of spring, we can now enjoy the "surplus capacity of summer's qi," be up early and be active all day, see friends, build campfires, hike, swim, whatever we like, and all of it done with joy!

Only one admonition here! As we "employ our ambitions" we must do so without anger. As we tend the flames of love, we must take care of our anger, as prolonged anger injures the heart.

The seasons will always assist us on our life's path, if we listen to what they are calling us to do. Listen to summer's call to action, to love and happiness, to the feeding of our inner joy. Now is the time to build our inner fire, tend our own flame, and be with loved ones as they tend theirs. Let the season support you, and your heart, by following its dictates.

Peggy Watson, Faculty

Chinese Dietary Therapy in Practice



Terri Matson
Class 19

My love for Chinese medicine grew from the early macrobiotic teachings of Micho & Avaline Kushi. The practice of Macrobiotics involves an ongoing observation of yin/yang and the dynamic movement of the five-transformations and making choices, predominately food and lifestyle, based on these universal principles. At its core macrobiotics provides a direction for individuals to know and think for themselves, embrace change and take responsibility for their lives. The truth of who and what we are is something unique and extraordinary, clearly there is no one diet or path that fits everyone. My experience cooking and teaching the Five Element energetic system at the East-West Center offered the opportunity to study dietary therapy firsthand, how powerful it can be when embraced whole-heartedly, as well as how difficult it is for us to make those changes.

Over the years, food and ecology have become an integral part of my Five Element acupuncture practice. Together they complement the energetic process for a person to attain and maintain more integrated states of being. When an individual's decision making is part of the healing process it can influence and empower the next steps toward creating a better-quality life. A discussion of what foods to eat and which foods to avoid can greatly accelerate vitality. How food transforms with digestion and then is assimilated into the body as nourishment, is unique to each individual's constitution, medical history and goals, and is essential to a complete treatment plan. Simply put, diet can have a profound effect on well-being, often it's what you eliminate, not what you add, that makes all the difference. For some patients it may be as simple as getting them to drink more water and others it could be encouraging them to remove their favorite fare. As practitioners knowing how to navigate that process in ourselves, can make all the difference.

Online Marketing Tips

Ron Pratt
Class 27

We Don't Have to Beat Coca Cola

No doubt, there's a lot to getting your website to rank on the first page of Google with organic search results. This process is called Search Engine Optimization or SEO. It's easy to be overwhelmed by all the free and paid resources to help you improve your search rankings.

This is a rabbit hole I could get in stuck her for days if I don't remind myself, "I'm an acupuncturist - I am not Coca Cola." Seriously, as a Five Element Acupuncturist treating one patient at a time providing quality care, I don't need the kind of volume a Fortune 500 company needs. Much of what's on the web regarding SEO is written for companies that have an entirely different model than me. I don't try to be perfect with SEO. I try to stay focused, engaged and continually improve my content, always keeping in mind SEO is a long game. We've all heard it before, perfect is the enemy of done. When it comes to SEO for a small local acupuncture practice nothing could be further from the truth.



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Practice in a Sports Gym?



Melissa Feigel
Class 27

Before moving to Chattanooga, TN in February, 2021, I spent over 6 years as a founding acupuncture physician in a private acupuncture practice in Gainesville, FL with specialties including pain management, sports injuries, athletic performance, pre/post surgical orthopedic rehabilitation, mental health, OB/GYN, pediatrics and pre/postnatal care, as well as many athletes. My passion is helping to alleviate pain. Being analytical and puzzle driven, I love the diagnostic aspects of medicine. Pain can be all encompassing, and I take great pride in being able to accurately diagnose and resolve that pain, and thus help give patients the freedom to make healthy changes in their own lives.

Since moving my practice to Chattanooga, I've opened two locations- one in a regular office space, and one inside FitLife Training Chattanooga. Being in a gym allows me the unique opportunity to address orthopedic issues in real time. I have the equipment available to recreate ROM and pain limitations. For instance, with athletes, sometimes regular everyday movement is fine, but weighted movement is limited or painful. Being in the gym allows me to watch a patient do a pull up or weighted lunge or back squat so that I can see how their anatomy moves and make the appropriate diagnoses. Then after treatment, they can do the movement again and really see the difference that acupuncture can make. When you have someone who doesn't feel limitations unless they're back squatting over 300 lbs, it's handy to have 300 lbs available. I also prescribe corrective exercises as homework, so being able to walk over to the equipment and show them what I'm talking about is extremely helpful. It increases patient compliance because they've seen it and done it and will remember the movement, rather than me just handing them a worksheet or list of exercises. It is also a huge opportunity for educating people about the benefits of acupuncture and Chinese medicine. I'm out on the gym floor analyzing movements and pelvic tilts and sometimes doing a point or two right there. Then suddenly someone can move without pain and everyone wants to know how that just happened. I love it and it has improved my practice.

Support for Advanced Herbal Studies

Carrie Chauhan
Class 23

As a graduate, former faculty and herb clinic supervisor, I know the transition between student clinician and self-employed practitioner can be varied and sometimes challenging. As we start out, a solitary practice is in stark contrast to the classmates and supervisors that surrounded and supported us for so long. I can offer a support structure for new herbal practitioners.

If you need a helping hand between graduation and starting your herbal practice or setting up your own dispensary, consider me a phone-a-clinic supervisor. I can offer assistance with tongue and pulse, patterns, formulas and modifications. A sliding scale is available.

You can also team up with classmates and spend an hour together with me in a Zoom class for mentoring on any herbal subject. Having a support structure, sounding board and cheerleader is a temporary step until you get your bearings and gain confidence. I am passionate about herbal medicine and have trained in Chinese, Western and Ayurvedic herbal medicine, with a special emphasis on incorporating Western herbs into the Chinese diagnostic framework. I miss working with Academy students since leaving Florida and moving West.



Interested? Email me at carrieachauhan@gmail.com, 352.260.5111. You can also check out my book *Chinese Herbal Medicine for Beginners: Over 100 Remedies for Wellness and Balance*.

Letter from the President

are significant potential repercussions involving state practice acts surfacing as ACAOM and NCCAOM (the National Certification Commission of Acupuncture and Oriental Medicine) investigate changing their names. All of the major national organizations are in dialog about this topic.



Another major conversation is the re-opening of acupuncture college campuses as COVID shifts and changes. The

Council of Colleges of Acupuncture and Herbal Medicine's (CCAAM) School Clinic Committee created a video series focused on COVID-19 vaccination (https://stage.ccaom.org/ccaom/News_and_Events.asp).

Gratitude for Our Graduates

We have known for many years that our graduates are the best marketers of our school, and that has been doubly evident this past year. I have been deeply touched by the referrals of your patients, friends, and family members to our program. Our upcoming Virtual Preview Day has the largest registration in our history, and much of that is thanks to your being out in the world, spreading the message of Five Element acupuncture and representing our school. You have my unending gratitude. If you have someone in your life who is interested in becoming a Five Element acupuncturist, please encourage them to contact us. May your practices continue to thrive and may you continue to be a beacon of light and healing through this challenging time.

Though we are currently not able to offer CEU courses due to COVID, we do have ways to stay in touch. We offer free alumni services available to all graduates through our Practitioner Referral listings, social media posts, and practice announcements in every newsletter. We plan to expand our alumni services later this year. Contact **Andi Houston** (andi.houston@acupuncturist.edu/352.335.2332) for more information about our free alumni services.

With joyful optimism,



Live in the sunshine. Swim in the sea. Drink in the wild air.

-Ralph Waldo Emerson

Stay Connected with the Academy

Welcome Barbara Ellrich, Board member



I am excited and grateful for the opportunity to serve on the Academy's Governing Board.

I was born in Bogota, Colombia and moved to Maryland as a teenager. I am married and have two adult children. In 2019, my husband and I moved to Amelia Island, FL. Five Element acupuncture has been a large part of my personal and professional world. I am a grateful patient and also had a diverse career working at TAI/Tai Sophia/MUIH from 1981 - 2018—an impactful 30-year life journey that offered many great learning experiences.

I look forward to becoming more familiar with the workings of the institution, its mission, vision and goals.

The Academy on LinkedIn



We are excited to use LinkedIn to connect with both prospective students interested in the Academy and with graduates. Graduates can also link their profiles as alumni of

the Academy by clicking on the icon above.

Haven't visited our campus in a while? Don't miss the video tour of our beautiful Gainesville campus from your living room! Click on the icon above to watch our video campus tour with **Isabelle Winzeler**, Admissions Coordinator.

Make sure you also "like" our Facebook page to stay up to date with continuing education and workshop opportunities.

Alumni Services



Are you a graduate of the Academy with an active acupuncture or Chinese herbal medicine practice? If your answer is yes, then you need to be

listed in our Practitioner Referral List. This searchable database of alumni practitioners is one of the highest-traffic website pages, getting hundreds of page views per week. If you haven't checked in a while, update your information now!

UPDATE INFO

When you update your information on our website, page are featured on our weekly alumni practice posts. [Contact Andi Houston for more information.](#)

Online Marketing Tips

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Three Things I Did to Up My SEO Game

I started working with a website platform that I enjoy using. It's true all-in-one platforms may not be the best SEO practice for big multi-national companies. That said, in the world of SEO, content is king. If you're working with tools that you don't enjoy using, you're less likely to create content with them. Websites are no longer billboards we post and update every five years. They are dynamic and evolving. Google wants to see fresh content and for me, this happens so much easier when I'm enjoying the process. All-in-one platforms have come a long way and many local businesses rank fairly well with them.

Though we are not competing with Coca-Cola for organic search results, we are competing with directory companies for first page rankings. With some of these directory companies it's better to join them versus compete. I provide updates on my Google My Business (GMB) listing about holiday hours and other short-term changes. This helps keep things fresh and tells Google that my GMB page is active. Since many acupuncture searches are done on Google maps, your GMB page is probably as important as your website. Make sure it's up to date and connected to your website. Do an organic search for 'Acupuncture near me,' see what other directories pop up and consider listing yourself with them.

Lastly, don't make assumptions about the keywords people are using in their searches. This was a big lesson for me. Before learning this I would sit down to write blog posts based on what I thought people might be interested in, and then my analytics would show very little traffic on the post. Now I use tools like Ubersuggest to see what people are searching for and write based on that. I'm currently in the process of updating a number of blog posts and it's been eye-opening to see actual searches versus what I thought - for example changing keywords from "Acupuncture for Anxiety" to "Natural Remedies for Anxiety" or "Holistic Health for Anxiety" and adjusting your content for this may be just the thing to take your blog post from no traffic to viral. In digital marketing there's so much data available to us, we don't have to make assumptions. All we have to do is listen, our patients will tell us what they are looking for.

Upcoming Events

All Continuing Education workshops in a live format remain canceled. We hope to reschedule all of our on campus offerings for later in 2021. Please check our Facebook page for updates. We hope that you and your family are staying safe in this challenging time.



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