

Dear AAMA Member:

We are excited and pleased to submit to you the attached Overview, Executive Summary, and First Year Implementation Plan that resulted from the work of the recent AAMA Membership Summit held in Dallas August 21-24.

The Dallas Summit meeting was the culmination of the work and input of enthusiastic AAMA members committed to the revitalization of our organization during its 20th year. This activity started with the members who attended the member and volunteer meetings at the April 2008 Symposium and included input from all the past presidents who were interviewed over the summer, the nearly 200 members who completed our on-line survey, and eight members who prepared special “field reports” on their practice concerns. The 30 AAMA members who gave of their time and talent to attend the Summit worked hard on your behalf to create a cohesive and effective plan for the AAMA to serve both our members and the broader health care community.

As a result, the AAMA will be focusing its activities in three major Strategic Directions comprising seven implementation arenas:

- **Reinventing the AAMA**
 - Reorganizing the Leadership Model
 - Effectively Raising and Using Money
 - Creating a Viable Volunteer Workforce
- **Supporting Member’s Financial Success**
 - Developing New Insurance Approach
 - Reaching out to Consumers
- **Transforming Health Care Through Acupuncture**
 - Penetrating the Structures of Health Care
 - Reaching out to Physicians

The 30 Summit attendees organized themselves into working groups for implementation activities starting this month, and we have ongoing standing committees for the Symposium, Education, and the American Board of Medical Acupuncture, but we need everyone’s help. The AAMA board will be announcing the reorganization plan over the next 8 weeks, with more specific ways to participate in our program directions.

Please review the attachment outlining the Summit implementation plans, and email Elizabeth Sebestyen, the membership volunteer coordinator, with a note about the implementation area or committee that you would like to support.

The complete Membership Summit document is posted on the member section of the AAMA website, along with the attendee list. Contact any of the attendees if you have questions or comments.

Thank you for your continued support of our Academy,

Hiroshi Nakazawa, President

John Reed, Membership Summit Planning Chair