

# ASNY

Acupuncture Society of New York

## Annual Meeting and Symposium 2011

### Practice Building and Optimization





## Schedule

### ASNY Mission Statement

ASNY promotes, protects, and advances the practice of acupuncture and Oriental Medicine in New York State. We do this in many ways, including symposiums like this one. Our public presence provides a consistent contact point for answering questions from both the press and media, and our website is a portal for steering potential patients to your office. We stay abreast and proactive in NY State and national legislative movements, always trying to steer a clear path for our members and profession. We represent you in Albany, at national conferences, and maintain strong relationships with other state and national organizations. Recently, we resumed regular publication of our newsletter, and we are always ready to negotiate specific benefits for our members from suppliers, vendors and educators. This is ASNY, leading the way from the past to the future.

### 2011 ASNY Symposium Practice Building and Optimization

**8-9am** Tai Chi Chuan (Internal Kung Fu) with Master Jesse Teasley (1 PDA)

**9-11am** Michael Gaeta, LAc  
Building and Preserving Wealth: Becoming Financially Savvy and Getting Out of Your Own Way (2 PDA)

**11- 12pm**  
Vendor Fair Introductions and Break (Vendors are open from 1030am - 230pm)

**12pm-1pm**  
Michael C. Wasileski, CPA  
Accounting in the Acupuncture Practice (1 PDA)

**1-230pm** Lunch and Vendor Fair

**2:30-4:30pm**  
Honora Lee Wolfe  
Everybody Hates Marketing: *All the stuff you thought you did not want to know about, except this time it'll be fun!* (2 PDA)

**4:30 - 5:30** Town Hall Meeting (1 PDA)

# Registration

Student Rate \$85

## Prepayment Rate

Member - \$165

Non-members - \$225  
(add a 1 year membership with  
symposium registration only +\$100)

## At the door Rate (if space permits)

Members - \$200

Non-members - \$285

2011 ASNY Symposium

May 22, 2011

Pacific College of  
Oriental Medicine:  
Manhattan Campus

To register please visit [asny.org](http://asny.org)

# TAI CHI CHUAN (Internal Kung Fu)

Jesse Teasley

The literal translation of Tai Chi Chuan is Supreme Ultimate Method. It is an internal style of Chinese Wu Shu [War Art]. A popular Tai Chi saying: "There are 108 postures but only one movement." This refers to the way that the master practitioner flows the 108 postures into one long beautiful, mesmerizing dance. The Wu Dang Priest, Zhang San Feng combined the disciplines of Taoist Yoga, Kung Fu and Healing Meditation into one complete system [Tai Chi Chuan] of preventative medicine and self-defense. Another Tai Chi saying is that, "Tai Chi is not only healing to the practitioner, but to those who quietly observe as well." Master Teasley teaches the four major styles of Tai Chi Chuan—the rarely seen Zhao Bao, Chen, Yang and Sun family styles.



Grand Master Teasley has been practicing Complimentary Alternative Medicine for over 40 years. Grand Master Teasley is of African- Native American ancestry and a member of the Great Dakota Sioux Nation. Having lived on a number of traditional reservations, he has apprenticed under many medicine men and women and emerged a Pipe Carrier, Sun Dancer, Sweat Lodge Leader, and Spiritual and Cultural Adviser. Grand Master Teasley has studied Martial arts since the age of 10 (over 30 years) with a primary focus in Japanese Karate and Chinese Wu Shu. He is also a master of Asian Physical Therapy (A.P.T.) and has studied Yang style Tai Chi Chuan in the U.S.A and Canada. Traveling abroad he has studied "He Style" Tai Chi Chuan in Hong Kong, "Wu Dang Kung Fu" at the Purple Cloud Temple on Wu Dang Mountain, China, "Acupressure" and "Chi Kung" in Shanghai, China, and "Zhao Bao" Tai Chi Chuan with the Supreme, Grand Master Zhao Zeng Fu, the 11th inheritor of the Zhao Bao Tai Chi Chuan / Ba Gua system in Xian, China. Sifu Teasley is also proficient in "Chen", "Sun", and "Wu" Style's of Tai Chi Chuan. Grand Master Teasley has at last created his own system of holistic martial art called "Tao Yi Tui Fa" (The Natural Art of Leg Boxing).



Michael Gaeta

## Building and Preserving Wealth: Becoming Financially Savvy and Getting Out of Your Own Way.

Health professionals need emotional and spiritual maturity, clinical expertise, and business skills. Success in practice is the result of building healthy, positive, long-term relationships with people. Success and failure are an inside job. No one can create or prevent it but us. This module of Love, Serve & Succeed® covers the mindset of full and free giving and receiving which are at the core of all lasting success. Other areas include multiple income streams, basic financial literacy, thinking big, visioning, using your talents to serve others and the whole. Participants will learn the importance and essentials of success-centered thinking; know how to face and overcome limited financial consciousness and literacy; gain a new perspective on assets, types of income and cashflow; understand the essential nature of giving and receiving freely; and appreciate the importance and how-to of creating a financial plan

Michael Gaeta is a visionary practitioner, educator and writer in the field of natural healthcare. He holds New York State licenses in acupuncture, nutrition and massage therapy, and received his Master's degree in acupuncture from the New York College of Health Professions, where he was a faculty member for ten years. In 1990, Michael founded the Hands-On Health Wholistic Centers, a successful group practice with locations in Kew Gardens and Northport, New York. He is co-founder of Acupuncture for Veterans ([acupunctureforveterans.org](http://acupunctureforveterans.org)), providing free treatments in New York City to US veterans. Michael is past president of the Acupuncture Society of New York; he served on the ASNY Board from 1998 to 2004, and was AAAOM State Association President of the Year in 2003. He has appeared on the CBS Early Show, WB11 News and NBC News, and presents seminars nationally on nutrition, herbal therapy, business success, medical ethics and Chinese medicine ([gaetacomunications.com](http://gaetacomunications.com)). He co-founded Qualiherb Online ([qualiherb.com](http://qualiherb.com)), the internet distributor for Chinese herbal medicine. He has trained thousands of clinicians in his Success with Natural Medicine clinical seminars since January 2001, and his Love, Serve & Succeed® business trainings since 1996. Michael is also a pianist and composer. His passion is to give, love and serve through teaching, hands-on therapies and writing. Michael enjoys life in Colorado with his wife and two children.



Michael C. Wasileski

## Accounting in the Acupuncture Practice

Accounting in the Acupuncture Practice will answer the following questions and more:

- What are the benefits of becoming an LLC or an S-Corp?
- What can I deduct on my return?
- Is travel for CEU events coverable?
- What if I work from home?
- Are there any deductions I might be missing?

Michael C. Wasileski is a Certified Public Accountant. He is a member of both the American Institute of Certified Public Accountants and of the New York State Society of Certified Public Accountants. He attended Stony Brook University where he earned his Bachelors of Science in Business Management. Now a partner, Michael has been an accountant at Dalal Associates CPA's P.C. located in Westbury, NY for the last 10+ years. His extensive experience with preparation and review of financial statements, one on one client care and advising, and quality control practices make him a leader in the industry.



Honora Lee Wolfe

## Everybody Hates Marketing: *All the stuff you thought you did not want to know about, except this time it'll be fun!*

### What will we cover in this lecture:

- Getting your worst marketing fears out of the dark closet!
- Internet, schmineternet: What you really need to know!
  - Do you really need to have a website?
  - If you do what are the three things you must have for it to be worth the bother?
  - How not to sink into the black hole of cyberspace!
  - Ignore YouTube at your peril!
- Community action as a marketing tool: volunteer and win, work together and win, get on the news and win.
- What is a patient-centered clinic and how does it keep patients coming back?
- Make your clinic into the best marketing tool of all!

Honora Lee Wolfe was the founding director at the Boulder College of Massage Therapy from 1976-1980 and went on to study tuina massage at the Shanghai College of TCM during 1984, '85, and '86. She completed her acupuncture training in 1988. Ms. Wolfe has taught at many national and regional acupuncture colleges and conferences in North America and Europe and is the author or co-author of several books, including *Prince Wen Hui's Cook: Chinese Dietary Therapy*, *How to Have a Healthy Pregnancy*, *Healthy Birth with Chinese Medicine*, *Managing Menopause Naturally with Chinese Medicine*, *Better Breast Health Naturally with Chinese Medicine*, *Points for Profit: The Essential Guide to Practice Success for Acupuncturists*, *The Successful Chinese Herbalist: How to Prescribe Correctly*, *Gain Patient Compliance*, and *Operate a Profitable Dispensary*, and most recently is co-author of *Western Physical Exam Skills for Practitioners of Asian Medicine*.



May 22, 2011

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- 12pm-1pm Michael C. Wasileski, CPA - Accounting in the Acupuncture Practice (1 PDA)
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- 4:30 - 5:30pm Town Hall Meeting (1 PDA)

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Acupuncture Society of New York  
915 Broadway, New York, NY, 10010  
T/F: 914.923.0632