

## WHAT IS FSOMA, WHY SUPPORT FSOMA

FSOMA's mission is: ***To promote the profession of Acupuncture and Oriental Medicine through clinical excellence, practitioner support and freedom of public access.***

FSOMA is the ONLY organization in Florida that employs a Lobbyist. This is essential and critical, and by itself is a strong and compelling reason that FSOMA must be supported.

At the very least, a Lobbyist must be employed to investigate all Bills being crafted to determine any impact, positive or negative, to the Acupuncture and Oriental Medical profession. This is often referred to as a "Watch Dog". It goes on behind the scenes, serves to protect what

AOM in Florida already is. Therefore most people are not aware of the benefit or necessity of it.

This is the single most critical function and feature of a professional Association, including FSOMA. FSOMA's Lobbying firm, Mixon and Associates, is taking our organization a step further. They have created, and are implementing, a long-range plan of "Coalition Building" with Legislators as well as other Health related professional Associations. This is a new and vital step in the evolution of FSOMA. For any profession to move forward, it must make others aware of it. The Acupuncture community has historically functioned apart from the Medical world. In order to achieve the goals of Promoting, Protecting, and Moving Forward, working in tandem and as a team with other Health professions is vital. Without FSOMA and a Lobbying Firm, this would be impossible. Through this work, FSOMA has developed several significant supportive relationships expanding and benefiting AOM.

FSOMA is seen by the Legislature, and the professional Health community, as the unified voice for the profession of Acupuncture and Oriental Medicine (AOM). And through the hard work of the Board of Directors, and relationship building skills of the Mixons, FSOMA is the "go to" source when Legislators need or want information or details about AOM.

FSOMA is also seen as the source to find the best and most qualified practitioners when professionals in other areas of Medicine are looking to refer. FSOMA has been named "The Definitive Source for Acupuncture Professions in Florida". The FSOMA website is a tool to connect medical professions seeking to make referrals to FSOMA members via their custom web pages on the website. Only FSOMA members may have and maintain these web pages.

In the national AOM community, FSOMA is considered one of the most professional and most respected State Associations.

The FSOMA Conference is very highly rated by attendees and Exhibitors. In addition to educational offerings, it offers the ideal opportunity to meet and network with fellow practitioners, make new relationships, consult on cases, and build camaraderie within the profession. As many Acupuncturists work alone, this broadens our network of colleagues, and our access to referrals from fellow professionals.

Within this framework, here are some specifics about FSOMA, its Board, its projects and benefits of membership.

Year Round Lobbyist representation to promote and protect AOM

Legislation and Legal advocacy for the AOM profession

Liaison to other professional organizations and the public

FSOMA is the sole Association representing Florida with the AAAOM

FSOMA Board members are active members in the national "Presidents Council" and are the sole representatives of Florida

Professionally produced Conference

The "Forward Fund": a special Fund for special projects to advance the image and utilization of Acupuncture and Oriental Medicine

Central, Unified voice of Acupuncturists in Florida

Support national campaigns and national lobbyist

Professional education programs

Member Discounts on products, services, and educational offerings, nation wide

Florida Journal of Oriental Medicine, a professional newsletter which contains current legislation, events, and clinical articles

Award Winning Website that includes Member Managed Personal web pages and practitioner referrals

Management provided by a professional Executive Director