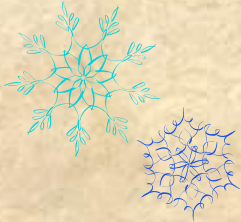


Eastern School of Acupuncture

Newsletter

December 2014 Issue



Happy Holidays

AIDS Awareness Day 2014



Let's join hands...
To fight...
To protect...
To give...
Our loved ones
a healthy **TOMORROW!**

December 1, 2014 was National AIDS Awareness Day and the theme for this year was Focus, Partner, Achieve: An AIDS Free Generation. To learn ways in how you can volunteer, donate, participate in campaigns, or spread awareness of AIDS, please visit:

<http://www.worldaidsday.org/>

THANK YOU!!

A Special Thank You to our Eastern School Community for their generous donations for our Thanksgiving Food Drive.



Eastern School

Reminders

Winter Break

December 23 - January 1

No Classes

ENJOY!



Spring Semester Application **Deadline**

January 15, 2015

If you are interested in attending the Eastern School for the Spring Semester, applications must be submitted soon.

Contact Kelly Williams for further information.





Faculty Spotlight ✨



Maryann McQuillan



(Above is a photo of Maryann McQuillan)

As a child I knew, intuitively, how to comfort people –especially my sister Judy who had leg cramps. I would massage her legs almost daily and provide relief.

While in college, 1988, I had an epiphany- I verbally declared to myself, “forget this, I’m going to massage school.” Perhaps not a big deal now as massage therapy is a beloved modality. However, back then, I never had a professional massage or knew where to find a school that taught massage. Then I met Patty. We waitressed together in Pt. Pleasant and she had just returned home from the Florida School of Massage in Gainesville, the same school I went to.

Twelve years in, I had a thriving sports massage practice and yet I was bored- I knew there was something else that could truly help the body to heal.

My friend loved Oriental Medicine and invited me to go to the first open house at Eastern School of Acupuncture. I was intrigued by the teachers and speakers and kept thinking to myself how much I agreed with them. I spoke with Julie Puretz and 3 weeks later I started the acupuncture program here at the Eastern School and never looked back. I have been practicing massage for 24 years and acupuncture for 14. I am an alumna and currently teach Practice Management at the school.

I love giving people options and helping them to see new possibilities for their health and happiness.

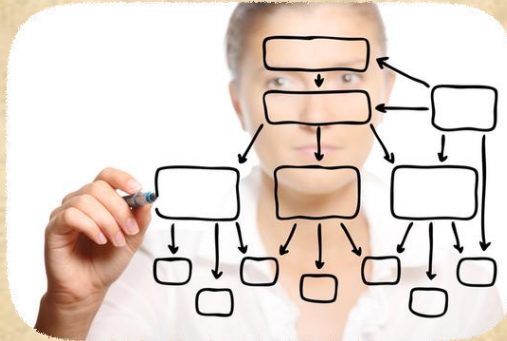
Her favorite quote: "Oriental Medicine actually makes the body healthier."

Chris, ESA Theory teacher 1998

(Courtesy of Maryann McQuillan)

PRACTICE MANAGEMENT TIPS

By: Maryann McQuillan



Here are a few tips on how to create a practice that you love and your patients love too.

- Declare your purpose, and read it out loud daily
- Let others know your practice exists – on a daily basis.
- Always have an internal and external marketing campaign
- Give free lectures at your local library
- Be highly organized with records and manage them well.
- Collaborate with practitioners who practice different modalities
- Create a support/referral group for holistic practitioners
- Offer a Complimentary lecture in your office, weekly, for all new patients and their loved ones --- many have no awareness of the benefits of OM
- Have a referral policy for anyone who refers a patient to you. At minimum: A thank you card, hand written, goes a long way.
- Support local events and fund raisers
- Join **local** Chambers of Commerce
- Be sure the businesses you frequently visit know you by name and what you do
- Be of service. Join a local volunteer organization – its good karma.

Maryann McQuillan, L. Ac., LMT, CPFT, CMLD

Maryann is a native of New Jersey and has been in the healing arts for over 24 years. She currently resides in Orange County, NY with her husband and furry children. She has a private practice in Goshen, NY (fb: Goshen Acupuncture) and has a satellite office at Orange Regional Medical Center, Middletown, NY. For questions or support call Maryann at 845-222-9781.

(Courtesy of Maryann McQuillan)



UPCOMING EVENTS



Continuing Education Seminar Dates:

Kiiko 2015 Dates

February 1, 2015

March 22, 2015

June 28, 2015



KIIKO MATSUMOTO

Jeffrey Yuen 2015 Dates

January 24-25, 2015

More dates TBD



JEFFREY YUEN

Eastern School Events:

Winter

Winter Meet & Greet

Thursday, January 8, 2015

4pm-7pm

RSVP with Kelly Williams

We are hosting a Winter Meet and Greet Event for prospective students. Prospective students are offered an opportunity to meet the administrative staff, faculty, and student body of the Eastern School giving them an opportunity to "pick our brains" about the Eastern School and all we have to offer!

Community Events

- ❖ **Every Friday @ 4pm**
Tuff Kids Fitness Class
Livingston, NJ
- ❖ **December 13 @9am**
Sensitive Santa for Autistic Children
Jamesburg, NJ
- ❖ **December 14 @ 2pm**
Turner Syndrome Nutcracker Ballet Benefit
Hazlet, NJ
- ❖ **December 15 @ 12:30**
Understanding ADHD
Rockaway, NJ
- ❖ **December 15 @ 5pm**
Breast Cancer Survivorship
Berkeley Heights, NJ
- ❖ **December 15 @ 1pm**
ASD Support Group
Elizabeth, NJ
- ❖ **December 16 @ 11am**
Community Wellness Fair
Perth Amboy, NJ
- ❖ **December 16 @ 7pm**
Environmental Book Group
Mendham, NJ
- ❖ **December 20 @ 10am**
Organic Produce Co-Op
Lincroft, NJ
- ❖ **December 20 @ 2pm**
Afternoon Out for Special Learners
Fair Haven, NJ

Book
Recommendation
of the Month

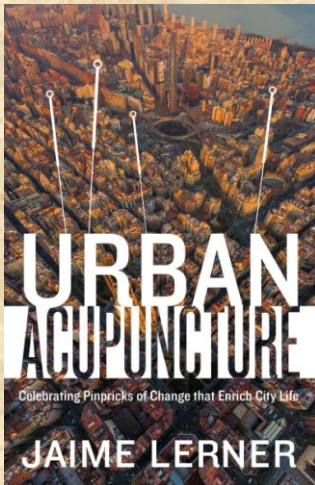


Urban

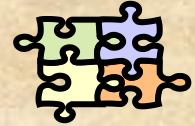
Acupuncture

By:

Jaime Lerner



WINTER WONDERLAND
WORD SEARCH PUZZLE



Q T H J O P S W H S D S H
S L E D D I N G O N E C O
N P Q C R E L S L O C A I
O K I U G L S X I W E R K
W F C O L D U T D L M F Q
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A G C K H L H V X U N E N

Word Search Bank

Winter
Holidays
December
Cold
Mittens
Icicles
Scarf
Sledding
Snow
Snowman
Snowflake

Acupuncture

pokes a funny bone!!!



(Courtesy of <http://funny-pictures.picphotos.net/acupuncture-clipart>)

Acupuncture Fun Fact



Did you know...?

“Acupuncture is over 5,000 years old and is one of the oldest practicing forms of medicine known to date”

(Courtesy of <http://www.examiner.com/article/15-interesting-acupuncture-facts>)

Now Accepting Spring 2015 Herbal Program Applications!

The Eastern School of Acupuncture is happy to announce that we will be starting our updated Traditional Herbal Program February 2015. The 18 month 766 hour program has been redesigned to meet the needs of both current students and working professionals in the acupuncture field, while better meeting the ACAOM academic standards. Upon completion of the program students will be eligible to sit for the NCCAOM exam. If you would like more information about the Traditional Herbal Program please contact the admissions office.



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