



**HPL Institute**

*Health & Prosperity Through Leadership*  
A 501c3 dedicated to spreading health and prosperity to everyone.

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## Proposals & Topics

To: NQA Board of Directors

From: CJ Rhoads, Taijiquan Enthusiasts Organization & NQA Research & Education

Date: July 25, 2013

RE: Several Proposals

Although we have only a very short time to discuss things, and I know how extremely busy the NQA board members are, I would like to take a few minutes of your 2013 board meeting to get your reaction to a number of proposals.

### Proposal #1: Establish Special Interest Groups (SIGs) or Birds of a Feather Groups (BOFs)

Taijiquan Enthusiasts Organization voted at our last board meeting to stop accepting "memberships" and turn our attention solely to connecting people to Tai Chi, Qigong, and other Mind-Body health practitioners. To that end, we would like to recommend that all of our members join the National Qigong Association in order to be a "member" of an advocacy and professional member organization.

However, many members felt that NQA does not have the same focus on the history and martial aspects of Taijiquan, and they did not wish to lose that focus. We would like to ask NQA to consider adopting the formal recognition of SIGs or BOFs which would allow groups of people with specific interests to remain focused on their interest with the blessing of NQA. For example, NQA membership is \$45, but you could also allow members to choose one SIG or BOF at the cost of \$15. You would then hold the \$15 for use by and for the SIG or BOF. NQA members are still able to join without a SIG, but when they join, they could get the option of various SIGs such as Tai Chi Ch'uan, Acupuncture, Research, Academic, etc. The SIG itself could be run by someone who is a Professional Member of NQA, who would plan for whatever activities and groups the SIG might be interested in.

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## Proposal #2: Establish Professional Integrative Health Practitioner Certification

HPL Consortium, Inc. will soon be doing a trial mailing to 12000 physicians throughout the United States, offering to put them in touch with certified health therapists who use Tai Chi, Qigong, and other integrative health practices. We would like to ensure that there is a generic professional certification that establishes a baseline of medical and health safety knowledge that would help doctors understand the medical research-based evidence for the health improvements their patients might see. This certification would also be required to establish credibility for an insurance-supported system such as that currently utilized by massage therapists and fitness centers.

HPL would help NQA set up this certification process and provide technology tools to administrate it, but would NOT be involved in the actual certification process after setting the initial criteria. The certification process needs to be third party, unbiased, and based upon medical and health safety knowledge, not knowledge of any particular style of either Qigong or Tai Chi (or any other Integrative Health Practice). We would think that this certification might be used by Yoga instructors, personal health coaches, Reiki instructors, etc.

## Proposal #3: International Research Agenda and Terminology Clarification

The NQA Research and Education Committee is putting together a multi-organizational task force and has started working on a project that would gain international and general agreement and clarification on the use of terminology in the field of Mind-Body practices, including Qigong and Tai Chi. We are utilizing Wikipedia as our platform, and have started a WikiProject called Mind-Body. We would like to invite partnering organizations and experts and gurus in the field to join in modifying and maintaining the articles that fall under this domain of knowledge.

The NQA R&E committee would like clarification from NQA Board on whether or not they want to be involved as an organization with this international research agenda and terminology clarification project. There are several options:

- **Completely unaffiliated.** NQA R&E members would take part in the project as they wish, but as individuals working on their own, not as representatives of the NQA R&E committee despite discussions about the project in their meetings. Committee would not report on progress to NQA Board in quarterly reports.
- **Indirectly affiliated.** NQA R&E committee members, representing the NQA R&E committee ONLY becomes involved in the project and carries forth the activity, reporting regularly to the board on the progress through quarterly reports.
- **Directly affiliated.** NQA board fully endorses and encourages the NQA R&E committee members. The NQA R&E committee would be representing the NQA board in the activity, and both committee and board members would become involved in the project and carry forth the activity. The board and the committee would communicate frequently on the progress, not just in quarterly reports.

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## **Other proposals to consider for the future: (assuming there will not be enough time in this meeting)**

Proposal #4: Establishing a network of researchers and tracking the publication of Double Blind Controlled research on integrative health practices using the methods described in my article. Our goal would be to get recognition and endorsement from American Medical Association.

Proposal #5 (related to #4) Identifying method and/or amount of support from Publications/Editorial and IT regarding an NQA\_RE Website that would contain information about DBC research. Options: NQA could link to an NQA\_RE website. Alternatively, NQA could set up what we need and give us ability to add pages to NQA site.

Proposal #6 (related to #1) Establishing collaborative relationships with other organizations. We would like to clarify the NQA Board position on the process and parameters for collaborative relationships. TJQE has found that administratively, trying to maintain a membership organization is very difficult. NQA does this better than any other Tai Chi and/or Qigong based organization (and since I have been a member of 23 of them at last count, I may be in the unique position of knowing how well [or poorly as the case may be] many of those organizations do that). In doing the project discussed in Proposal #3, we will be in contact with many of these organizations. If NQA adopts SIGs, it may be in their best interest to become a SIG of NQA. How might the process for that collaboration work? What type of criteria would NQA want to set?

Proposal #7 (related to #4 & #5) Is NQA Board interested in future planning to attract academics and researchers to become members? There may be an opportunity. On July 5 - 11 in 2014 the International Tai Chi Chuan Symposium 2014 will be held in Louisville KY at Spalding University. I don't know who will be running their academic sessions (or even if they will have academic sessions), but NQA may want to take advantage of an opportunity to attract university-based academic members. I had previously done a quick financial assessment:

If we are able to start attracting academics and researchers to NQA as professional members, the financial impact would be dramatic. Academics generally pay to present (rather than getting paid to present), and are used to paying top dollar to attend well-respected academic conferences with peer-reviewed juried proceedings and journal publications. Research oriented conferences and symposiums generally include 5-10 minute research presentations and poster presentations for hundreds of academics and researchers. If we gain well-respected academic status, members will pay \$500-750 in order to register and present on top of the \$350 to become members. Generally academic institutions pay for the expenses and attendance for the members, making the cost less of an issue.

The downside is that some of our less-academically-rigorous members may be impacted negatively by increased academic standards and formal control [necessary to gain the credibility necessary to obtain academic status]. Degrees and formal accreditation would necessarily need to be emphasized. The current culture focuses more on qualifications determined by following and client lists (i.e. testimonials and clients treated or students taught).

The upside may be national recognition of Qigong as a cost-effective medical modality and an increase in physician-supported Qigong prescriptive services, as well as a dramatic increase in the type and quality of research available that demonstrates, beyond a shadow of a doubt, that Qigong can be more effective or less expensive than current treatments for chronic ailments.

Only the Board can determine if this is the direction NQA wants to go, and whether or not this direction would support the mission of Enhancing and nourishing the quality of life through Qigong for all. Here is the financial estimate:

<b>Description</b>	<b>Units</b>	<b>Estimated Budget - Annual</b>
(New Category) Research Membership	\$ 350	
Number of Members	400	\$140,000
Number of Presentations at Conference/Symposiums	250	
Cost of registration for academic members	\$500	\$125,000
Cost of Infrastructure for Peer Reviewed Proceedings/Publications	\$75,000	-\$75,000
Additional administrative support	\$50,000	-\$50,000
<b>Annual Financial Impact Within 5 Years</b>		<b>\$140,000</b>