

WILLIAM R. MORRIS

2700 W. Anderson Lane, Suite 204 Austin, TX 78757

Objective: Transformational Leadership and Education in Chinese Medicine

Personal Mission: The acculturation of Chinese medicine in the American medical system.

Employment History

President, Academy of Oriental Medicine at Austin	Austin, TX 2005-Present
Emperor's College of Traditional Oriental Medicine Dean Faculty Member	Santa Monica, CA 1998 - 2005 1998 - 2005
Editorial reviewer for Elsevier Publications	2001 - Present
Seminars on Chinese Herbal Medicine	1982-Present
Private Practice	1982-Present

Appointments

Editor for the <i>Journal of Transformative Studies</i>	2009 - Present
Editorial board for the <i>Journal of Acupuncture and Tuina Science</i>	2009 - Present
Editorial board <i>American Acupuncturist</i>	2006 - Present
Editor in Chief of the <i>American Acupuncturist</i>	2005 -2007
Advisory Board, <i>Integrator Blog</i>	2006 - Present
Emperor's College of Traditional Oriental Medicine OM courses including Formula Writing, Clinical Point Selection, Case Review, Chinese Internal Medicine, and Principles of Treatment, Clinical preceptor	Santa Monica, CA 1998- 2005
Massachusetts Association of Acupuncture and Oriental Medicine Program Director - Herbal Certification Program	Worcester, MA 1994-1996
Florida State Oriental Medical Association Program Director - Herbal Certification Program	Vero Beach, FL 1995-1997
Emperor's College of Traditional Oriental Medicine Program Director manual therapies department	1990-1991

Education

PhD at California Institute of Integral Studies Transformative Studies Dissertation: Chinese Pulse Diagnosis: Epistemology, Practice and Tradition	2009
Doctorate in Acupuncture and Oriental Medicine (DAOM) Emperor's College of Traditional Oriental Medicine	2006 Santa Monica, CA
Master of Science, Medical Education University of Southern California	June, 2004 Los Angeles, CA
BS Business Administration University of Phoenix	June 2001 Gardena, CA

Master of Traditional Oriental Medicine (field gains accredited programs) Emperor's College of Traditional Oriental Medicine	1990 Santa Monica, CA
Doctor of Oriental Medicine SAMRA University	1988 Los Angeles, CA
Certificate in Traditional Oriental Medicine Emperor's College of Traditional Oriental Medicine	1986 Santa Monica, CA

Specialized Education

Leadership focused education USC, CIIS, ECTOM	2002-present
Young Wei-Jieh (studies in the classroom, clinic and translational editing)	2005-2006
Advanced Cardiac Life Support Systems (ACLS)	2005
French Classical Acupuncture - Tran Viet Duc	2003-2005
Historical developments of Chinese medicine Intensive - Paul Unschuld	2003
Mentorship in the Gu family lineage - dermatology - Dr Gu Neiqiang	2001-2005
Mentorship in the Menghe-Ding current - Leon Hammer, M.D., John HF Shen	1992-2001
New England School of Homeopathy – Paul Herscu and Vaseles Ghegas	1993-1995
MORA Therapeutics - Walter Sturm	1991
Cupping, Dr. Min Der Wang, Taipei, Taiwan R.O.C.	1991
Japanese acupuncture and moxibustion, Kiiko Matsumoto	1990-1996
Shaku Ju acupuncture and moxibustion styles, Dr. Kobiashi	1988-1989
Vega diagnostics, Drs. Roy Martina, Walter Sturm	1987-1992
Pre-Med studies, Santa Monica College, Santa Monica, Ca.	1981-1983
Homeopathic and Herbal studies, Jim Blechman, M.D.	1981-1982
Jin Shin Do, moxibustion and Tonic Herbs, Ron Teeguarden	1979-1981
Santa Monica School of Massage,	1977-1983
Neo-Reichian studies at the Radix Institute,	
Orthobionomy levels 1 & 2, Postural Integration,	
Shiatsu, Reiki - 1st, 2nd and 3rd degrees	

Licensure and Certification

DiplOM NCCAOM	2006
License to practice acupuncture in Texas	2006
Advanced Cardiac Life Support Systems (ACLS)	2005
License to practice Acupuncture in Massachusetts	1991
License to practice Acupuncture in California	1987
Dipl. Ac., NCCAOM	1985
Reiki Master Teacher with LA Reiki Center	1984

Organizations and Affiliations

Founding Research Associate, Center for Creative Transformation	2008
Texas Association of Acupuncture and Oriental Medicine	2005 - present
Academic Consortium for Complementary and Alternative Health Care (ACCAHC) HSCP portable competencies group	2007
National Educational Dialogue	2005 - 2006
AAOM President	2004 - 2006
AAOM Secretary	2002 - 2004
Accreditation Commission for Acupuncture and Oriental Medicine (ACAOM)	2004 - Present
Doctoral Task Force	
ACAOM Site Visit Team Chair	2004 - Present
CSOMA	2001 - Present
Massachusetts Acupuncture Society	1991 - 1998

American Herbal Guild Professional Member	2000-present
Massachusetts Acupuncture Committee – Herbal Training Requirements Advisory Board	1994-1996
California Acupuncture Association BOD	1987-1991

Organizational Development, Visioning and Strategic Planning

Mentorship on organizational development with Roger Harrison	2009
North West AOM State association strategic planning event	2008
AOMA strategic planning, vision and mission	2008
AOMA strategic planning, vision and mission	2007
AOMA strategic planning, vision and facilitated new mission statement	2006
AAAOM mission and strategic planning event	2006
CONNEXUS electronic forum for organizational development	2006
SAMRA strategic planning event leading to doctoral approval by ACAOM	2005
AAAOM visioning and strategic planning event	2005
CONNEXUS electronic forum for organizational development	2005
AAAOM strategic planning event	2004
AAAOM visioning and strategic planning event	2003

Publications

American Acupuncturist

Nan Jing Chapter One Analysis, Commentary and Application	2007
Nomenclature debates	2006
Ten Strange Pulses with Young Wei Jieh and Christine Chang	2006
Eight Extraordinary Pulses and Birth Trauma	2005
Commentary for APA guidelines on acupuncture and psychiatric diseases	2005
Editorial – Chinese Herbal Medicine (Chen)	2004
Editorial – Foundations of Chinese Medicine (Maciocia)	2004
Pulse Diagnosis, Unraveling the Mysteries of	2004
Nan Jing Chapter Five	
Pulse Diagnosis: A Multi Dimensional Method of	2003
Pulse Balancing	
Arrhythmias and Palpitations, <i>California Journal of Oriental Medicine</i>	2003
Drug-Herb Interactions,	2001

World Futures

Book review, <i>Chinese medicine in early communist China, 1945-63, a medicine of revolution</i> by Kim Taylor.	2007
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Forward, <i>Running a Safe and Successful Acupuncture Clinic</i> , Hong Zhen Zhu	2005
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Far East Summit Newsletter

Xue Fu Zhu Yu Tang,	2003
Xiao Chai Hu Tang	2003

Acupuncture Today

Integrative Medicine and Public Health: Institute of Medicine Report	2009
Partnering for Success Whole Foods Helps Create New Possibilities for AOM	2009
Shen Harmony: The Normal Mental Condition in Chinese Medicine, Part 1&2	2008
AOM Education, Critical Thought and Complexity	2008
Deep Change: Leadership and Education in Chinese Medicine	2008
Specialties: A Not-So-Quiet Storm	2007
Is Asian more Pejorative than Oriental?	2007
An Interview With Zhongyuan Zhang, CCP Secretary of Chengdu University	2007
Leadership and Service	2005
Pulse Diagnosis, The Ying Qi Cycle	2003
Pulse Diagnosis and the Compass Method	2003
Pulse Diagnosis of the Night-time Wei Qi Cycle	2002

Neoclassical Pulse Diagnosis and the Six Channels	2002
Eight Extra Pulse Diagnosis a Path to Effective Treatment	2001
Rolling from Primary Positions: Seeking the Truth	2001
<i>Reiki, Hands That Heal</i> , Weiser (Co-author)	1997
<i>Sheng Chang Pharmaceuticals</i> product support literature:	
Systemic Lupus Erythematosus: Diagnosis and Treatment	1993
Urinary Calculi	1993
Organoleptic and Phytochemical Energetics	1991
Raynauds	1989
Parasites	1988
Benign Prostatic Hypertrophy, Treatment with TCM	1990
Panic Disorder	1991
Diabetes East-West, summer	1992
Treatment of Gastritis with TCM	1994
Treatment of Lower Bowel Disorders with TCM	1995
<u>Presentations</u>	
International Conference on Qualitative Inquiry, Panel Chair	2009
Presentation: Recursive Systems Analysis for Chinese Pulse Diagnosis	
AAAOM: Treatment of Cancer with Chinese Herbal Medicine	2009
Life University: Qi as an Expression of Vitalism	2009
UT Quest Life Long Learning Program at UT	2009
Southwest Symposium Six Channel Pulses of Wang and Existentialism	2009
American Botanical Council – Chinese herbal medicinals	2009
UT Guest lecturer, Interdisciplinary Seminar in Psychosocial Oncology	2008
AAAOM – Wang’s Six Channel Pulses, Existentialism and Dong	2008
AOMA <i>Mai Dao</i> – Path of the Pulse series	2008
American Botanical Council – Chinese medicinals in the ABC garden	2008
University of Illinois: Ethics, Evidence and Social Justice, Power of assumption	2008
TAI SOPHIA <i>Shang Han Lun</i>	2007
The 8 Pulse Diagnosis System of Wang, New Orleans AAAOM conference	2007
Texas House Committee for Public Health	2007
University of Texas, guest lecture on AOM for information systems program	2007
Southwest Symposium, Western Pathophysiology of <i>Shang Han Lun</i>	2007
Situational Leadership at USC Innovations in Medical Education	2007
AAOM – Chaired Panel on Nomenclature Debate	2006
University of Texas, guest lecture on AOM for information systems program	2006
Ohio State Assembly on Health and Human Services	2006
United States Department of Education (testimony in support of ACAOM)	2005
AAOM Annual Conference State of the Field	2005
USC Physical Therapy Department	2005
TAI SOPHIA <i>Shang Han Lun</i>	2005
USC Innovations in Medical Education on	2005
Development of a Clinical Specialty Doctorate in AOM	
National Institute of Health Committee on CAM professions	2005
AAOM Wang’s Eight Extra Vessel Pulse System	2004
Little Hoover Commission review of Acupuncture	2004
CSOMA Neoclassical Pulse Diagnosis	2004
USC New Approaches in Medical Education	2004
USC Innovations in Medical Education	2004
Emotional Intelligence through a Film Triptych of Great Leaders	2004
USC Innovations in Medical Education	2004
The Effect of (PENS) training on Student Confidence, Skills and Satisfaction	
Academy of Oriental Medicine at Austin (Pulse Diagnosis)	2001-Present

CSOMA TCM treatment of Allergies, Colds, and Flus	2003
Academy of Oriental Medicine at Austin, TX	2002-2004
Guest lecturer	
UCLA Master's of Public Health Program	2002
Use of Acupuncture in Public Health Settings	
USC School of Medicine Introduction to Clinical Medicine OM rotation	2002 – 2005
East West College of Natural Medicine	2001- 2005
Guest lecturer, Sarasota, FL 34236	
Five Branches Institute	2001
Guest lecturer	Santa Cruz, CA
UC Irvine - Medical School Program on CAM	2001
CSOMA Pulse Systems of Wang Shu He and Latent Heat	2001
AAOM Treatment of Knotty Diseases	2000
Williams College premed course on Oriental Medicine	1996
Connecticut Institute of Herbal Studies herb program	1996
Contemporary Pulse Diagnosis Co-teacher with Leon Hammer	1993 -2000
Berkshires, MA, New York, NY, San Francisco, CA, Washington, DC,	
Asheville, NC, Los Angeles, CA	
MAAOM and FSAOM two-year herb programs	1994-1998
qualifying for NCCAOM and State requirements	
AAAOM Conference	1993
Treatment of Systemic Lupus Erythematosus	
New England School of Acupuncture	1993-1998
Treatment of Cancer with Chinese Herbs	
Clinical Management of Autoimmune Disorders	
Clinical Management of Diabetes	
Clinical Management of Multiple Sclerosis	
Emperor's College	
Director manual therapies training program	1990-1991
Five Phases	1990-1991
Pathophysiology and Physiology board review	1985-1986
 <u>Continuing Education</u>	
Lerner -AOMA - Whole Foods occupational acupuncture series	2008-2009
USC Innovations in Medical Education	2009
Southwest Symposium	2009
Southwest Symposium	2008
Southwest Symposium	2007
The Evolution of Chinese Medicine: Lonny Jarrett	
Traditional Chinese Medicine and Pregnancy: Raven Lang	
TCM In The Trenches -	
Twenty-Five Years of Clinical Experience: Janet Zand	
Myth of the Resistant Patient: Lorena Monda	
Five Pediatric Types: Identity, Diagnosis and Treatment:	
Harriet Beinfield & Efrem Korngold	
Recognition & Prevention of Herb-Drug Interaction: John Chen	
Ethics: Jimmie Coombes	
Acupuncture, Chinese Herbs and the Treatment of Breast Cancer: Yuxin He	
Treatment of Depression and Anxiety with Acupuncture: Rosa Schnyer	
David Twicken, <i>I Ching</i> Acupuncture	2006
Giovani Maciocia - Dampness	2006
Victor Sierpina - Integrative Medicine	2006
Erqiang Li - Acupuncture Techniques	2006

Doctoral Program in Pain Management	2004-2006
Leadership Fellowship USC	2003-2004
Yang Maiqing - Shang Han Lun	2001
Dermatology under Dr. Gu Neiqiang	2001
Pulse Diagnosis, Leon Hammer, M.D. and John HF Shen	March 2000
AAOM conference	2003
CSOMA conference	2003
Breast disease, Neiqiang Gu; Herb panel, Brian Fennen; Shaping our Professional Future, Adam Burke; Asthma, Colds and Flus, Will Morris	
The Historical Developments of Chinese Medicine, Paul Unschuld Ph.D.	2003
<u>Professional Accomplishments</u>	
AAAOM Acupuncturist of the Year	2008
National Association Founders and Leaders Award	2008
Led AOMA to candidacy status with the Southern Association of Colleges and Schools	2008
Led AOMA to THECB renewal of authorization to grant the master degree	2007, 2009
Developed and implemented the Institutional Review Board for AOMA	2006
Led and facilitated the merger of two national professional associations (American Association of Oriental Medicine and the Alliance of Acupuncture and Oriental Medicine), split since 1993 they are now the American Association of Acupuncture and Oriental Medicine (AAAOM).	2007
Led SAMRA Universities' Doctorate of Acupuncture and Oriental Medicine (DAOM) development team to a successful submission and approval. The program starts in Spring of 2007	2005
Developed and implemented the Institutional Review Board for Emperor's College	2004
Served on Emperor's College DAOM development team and directed the program with Julie Nyquist, PhD.	2001-2005