

*Presentation given at the 2016 Teacher Conference describing activities The Vital Force and taichichih.org have undertaken during the last 12 months. Prepared by editor Kim Grant and presented by board member Lisa Otero.*

### ***The Vital Force =>***

There's often confusion between the different entities that stand up here and talk to you at the conference. So what does *The Vital Force* do? It:

- Produces our community's primary publication, a 24-page quarterly journal written by and for its members;
- Creates and maintains our primary website, taichichih.org, for everyone;
- Maintains our extensive teacher database of 2500+ teachers;
- Does outreach for teachers and students through our primary social media accounts on all major platforms;
- Will extend its reach through a new e-newsletter, leveraging the content you've supplied and we've published on other mediums. Sign up has long been on the homepage of taichichih.org. The first issue went out today; see screen shot below.

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### ***Content =>***

- Please send articles and photos of people doing TCC from the conference to Kim. Send things that would be of interest to the subscribers not in attendance.
- Have you notice the growing local community coverage in *The Vital Force*? Kim encourages you to send in 4 or 5 articles for an issue so she can feature them in a multi-page spread. You can then use these spreads to grow the community further.
- Did you notice the great multi-page spreads from the two most recent teacher accreditations in Pennsylvania and Colorado? This should inspire serious students to take the plunge to become teachers and help teachers reconnect with their original spark.
- Teachers are encouraged to get their serious students to subscribe and write.
- Artwork is always welcome and needed:
  - A body of work (with 10-15 images)
  - People doing TCC
  - 'Where in the World' photos are always fun

- We offer discounts for multi-year subscriptions:  
     \$40 for 1 year for U.S. subscribers  
     \$75 for 2 years for U.S. subscribers  
     \$110 for 3 years for U.S. subscribers

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### ***Special Project =>***

We're in the process of printing a half dozen of the 'quotation cards' (you know, the ones with Justin Stone quotations and nature photos on them that you see on Facebook and in *The Vital Force*) to see if there is demand and interest for them. We'll make them available at teacher accreditations and through other venues TBD. They're for the express purpose of spreading the message about TCC.

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### ***Mary Ruiz + The Board =>***

Kim wishes to express her enormous gratitude to Mary for her ongoing help and to *The Vital Force* board for its support and vision.

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### ***Financial Accounting for FY'15 =>***

- 48% of our income comes from donations. This is both rewarding and scary.
- It costs about \$1,000 more annually to edit, design, print and ship the VF than we get in subscription fees. Thus the need for donations.
- We grew our subscriber base by 7% last year; we're hoping and needing to increase that this year. What does that mean? We need 40 more subscribers this year than last. So if most of you in attendance got one student to subscribe, we'd be in great shape! That's our affirmation, and we need your help to make *The Vital Force* fiscally healthy.
- It costs about \$3,000 a year to maintain the database and all things website-related. That is entirely funded by donations.
- All operating expenses and outreach are entirely funded by donations.
- For those interested, there is a fiscal year balance sheet at *The Vital Force* table.

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## **Funding =>**

There are many ways to make a tax-deductible contribution to support *The Vital Force*. We have supporters who have done all of the following:

- Bequeath assets to *The Vital Force* in their estate planning;
- Gift stocks to maximize their tax-efficient, year-end contributions;
- Contribute monthly (aka our “sustaining members”);
- Give through their employer’s matching programs, thereby doubling their contributions;
- Donate by credit card or check;
- Identify *The Vital Force* as their non-profit charity-of-choice when shopping at smile.amazon.com.

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## **Social Media =>**

- Facebook: Thanks to Lisa Otero’s oversight it continues to grown a rate of more than 10% a year. This time last year it was 1950; today it's 2200+.
- Twitter, Pinterest, Instagram and the Blog; These have been lying fallow for a while, but thanks to a recent, substantial donation, we will be able to resurrect those efforts through this year.
- New Pinterest bulletin boards (screen shot below) were recently created with:
  - Where in the World images (please send images of you doing TCC anywhere out in the world for inclusion)
  - Color versions of images that have appeared in *The Vital Force*
  - Minnesota teachers practicing
  - Non-Movement, Eastern-style, or Zen-like abstract images
  - Miscellaneous movement images.
- Flickr images were recently added for all those 'buckets' above
- *The Vital Force* e-snippets: The homepage of taichichih.org has long offered a place to sign up for a newsletter. We have just begun one. Its primary mission is to increase subscriptions to *The Vital Force* by including article teasers and inspiring quotations from Justin. The newsletter is meant to be electronically shared with your students and other teacher colleagues.
- Please share the *Chi* and amplify the message by posting images on social media, including on Facebook.com/taichichih and on Twitter and Instagram using #taichichih.

- Please post conference images or quotable quotes, post images of your classes or practicing outside with a group of people. Let your visuals be part of a broader conversation.

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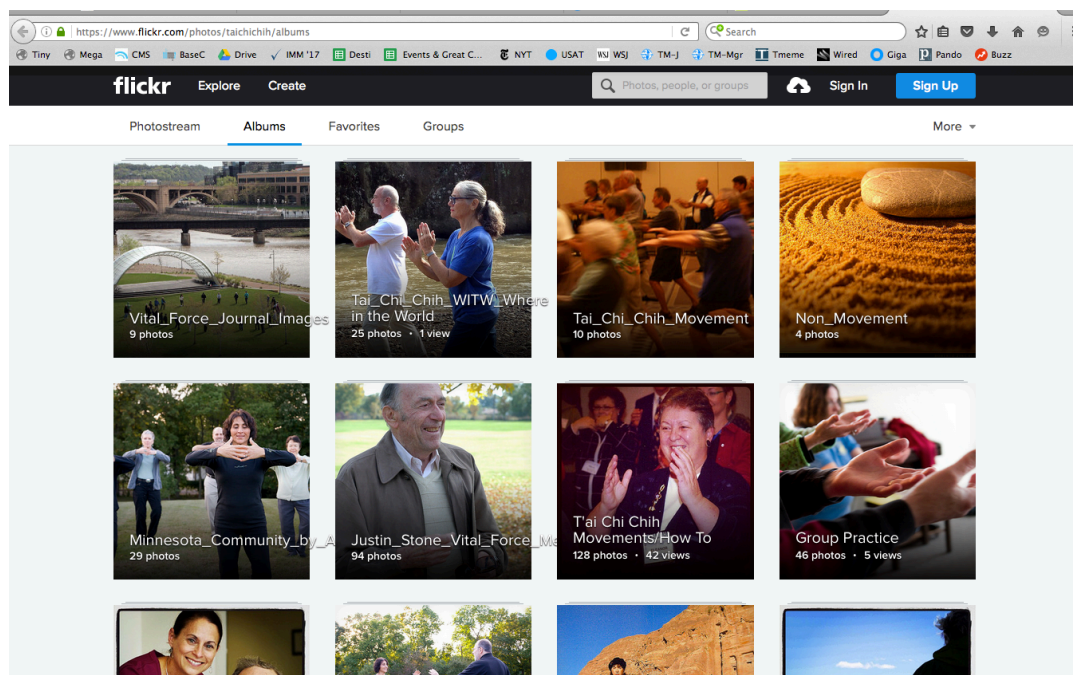
**Website *taichichih.org* =>**

- The teacher database: we rely on teachers to update their own information and it's woefully out-of-date, which reflects badly on the community. Please log on to [taichichih.org/tai-chi-chih-teachers](http://taichichih.org/tai-chi-chih-teachers) and if your information is wrong, you will find a link to update it on that same page.
- *The Vital Force* has begun contacting every teacher (by email and telephone) currently listed on [taichichih.org](http://taichichih.org). We expect it to be finished soon. Updating these 1700 names will cost about \$650 if anyone wishes to contribute to this valuable service.
- Calendar: It's open to all teachers who are offering a daylong, weekend, or TCC special event. (It is not available to list on-going classes; we do not have the resources to maintain that.)
- As always, please let us know if you have any feedback or special requests.

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[Flickr.com/taichichih](http://Flickr.com/taichichih)



E-newsletter-ette: May the *Vital Force* be with you

May The *Vital Force* be with you

**"T'ai Chi Chih is a service to humanity. It is a form of love."**

– Justin Stone, TCC Originator

Want inspiration? Want connection with the global TCC community? Want hints and tips for a better practice? Join us. Be part of something bigger than yourself. Subscribe to [\*The Vital Force\*](#).

T'ai Chi Chih beginners and teachers report experiences and benefits gained from this practice of 19 movements and one pose. *And we always highlight wisdom by, and photos rarely seen of, originator Justin Stone.*

**Teachers, please share this with your students....**

**Students, please share this with your friends.**

**May 2016 excerpts:**

"I'm slowly learning how to interpret my body's signals as instructions rather than judgments or problems to fix. I **look for solutions that involve letting go**, rather than doing more." – L.S., Fort Collins, CO

"My internal organs love TCC. I feel in the moment, grounded with a feeling of [wellbeing.it](#) **keeps me positive and energized.**" – C.S., Meadow Lake, Saskatchewan, Canada

"I asked the physical therapist to evaluate T'ai Chi Chih specifically as it relates to the areas I am trying to protect. She not only gave **full approval of the benefits** of both weight-shifting directions, she also asked me when I teach classes so she can refer patients, friends and relatives." – H.H., Mountain View, HI

"The 610 student questionnaires collected by 11 accredited TCC teachers across North America also showed **significant improvement in how well they react to stress, their feelings of well being and satisfaction with life**, their level of accomplishment and the level of spirituality in their lives." – A.V., *San Isidro, Costa Rica*

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Vital Force »



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#### Where in the World?

A TCC teacher practices in Jordan. Visit our [website](#) to see more. Submit your own photos to *The Vital Force* at [info@taichichih.org](mailto:info@taichichih.org).



#### The Vital Force

[Subscribe](#) to the quarterly TCC journal. Learn with teachers and students from around the globe.



#### T'ai Chi Chih

TCC is a moving meditation of 19 movements and 1 pose. Learn [more](#).



Facebook



Twitter



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Forward

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