Palmer’s identity documents make the case for chiropractic cultural authority as the primary care professional for spinal care and well-being. Find out more on pages 12-17.
A Palmer Doctor of Chiropractic is: the primary care professional for spinal health and well-being. It is clearly stated and clearly understood. When I graduated nearly 40 years ago I intuitively thought that we as chiropractors were the primary care providers of spinal health and well-being. I also have always believed that Palmer is the preeminent chiropractic college, and our brand tagline, The Trusted Leader in Chiropractic Education, sums up my feelings very well. We’re taking our history, our philosophy and our mission and bringing them together in our identity statement and our tagline.

Throughout my years of practice, I’ve struggled to come up with a concise statement about what chiropractors do. I like the Palmer identity statement because we’re the ones who are first-line providers in spinal care. It opens the door to talk with patients about the scope of chiropractic care—that we’re not only the primary care professionals for spinal health, but also for overall well-being.

The identity statement is something the profession as a whole can embrace, not just Palmer chiropractors. Because it talks about spinal health and well-being, it bridges the gap between mechanistic- and vitalistic-oriented chiropractors. I’m going to put it on my website, on my patient education monitors and any materials used in my practice.

The other aspect, besides using it to concisely explain what I do for my patients, is that it gives our legislators and the business community a way to identify what chiropractors do. Business people can use this to explain why they’ve added chiropractic benefits for their employees, including those like Standard Process Inc. who are providing in-house chiropractic care for employees and seeing benefits like fewer sick days and increased well-being and productivity. (See the Spinal Column on page 18.)

The identity statement is one sentence, but it is very powerful. We need to make more people aware of what chiropractors do so they seek our care, and this is one of those statements that moves us closer to that in just nine words. To read all of the identity documents, go to our website at www.palmer.edu and click on “Who We Are,” then “Our Identity.”
Grant renewed for ‘Expanding Evidence-based Clinical Practice and Research’

In the midst of Homecoming on Palmer’s Davenport Campus, Cynthia Long, Ph.D., director of research, received exciting news from the National Institutes of Health. The official notification for the R25 grant award for “Expanding Evidence-based Clinical Practice (EBCP) and Research Across Palmer College of Chiropractic” had been renewed for four more years with an award of $876,821.

Outcomes of the first four years of this grant have proven successful. “We have faculty on all three campuses who have been trained through various workshops and other activities to bring EBCP into the classroom and clinic,” says Dr. Long, who is the principal investigator for the grant. Palmer will continue to send select faculty from all campuses to attend EBCP training at McMaster University in Hamilton, Ontario, as well as train even more faculty members at an EBCP workshop held on the University of Iowa campus. While the first four years of the grant helped faculty put EBCP principles and practice into the Doctor of Chiropractic curriculum on the Davenport Campus, the second four years will go further by supporting integration of EBCP within the curriculum and on all of Palmer’s campuses. Ultimately this will better prepare graduates to practice in a modern health care environment. Christine Goertz, D.C., Ph.D., vice chancellor for research and health policy, adds, “We hope to see adoption of EBCP attitudes, knowledge and skills by Palmer graduates who are effectively practicing evidence-based clinical decision-making in an environment that increasingly demands interdisciplinary cooperation and an emphasis on patient outcomes.”

“The College focused on a train-the-trainer strategy with our faculty and this has worked well for us,” explains Dr. Long. Faculty who have taken an initiative in expanding EBCP across Palmer will continue to grow this idea and expand it over the next four years. Robert Percuoco, D.C., vice chancellor for Academic Affairs, adds, “The faculty has gone beyond simply satisfying the requirements of a grant, to preparing students to negotiate the next wave of the health care revolution.”

Add a Palmer alumni graphic to your website

Do you want your patients to understand the advantages of receiving care from a Palmer College of Chiropractic graduate?

You can embed a Palmer alumni graphic on your website. Just go to www.palmer.edu/alumni/. On the right under Related Links, click on Palmer e-Badge for your website. There you’ll find 10 styles of graphic images to choose from in a variety of sizes. Simply select one and follow the directions to embed it on your website.

The graphic links to the Palmer Alumni Advantage page at www.palmer.edu/palmeradvantage/ and shows patients exactly why you’re so proud to be a Palmer chiropractor.
Business Services for you

Palmer College of Chiropractic now offers customized marketing and business tools for both new and established alumni.

Palmer has arranged with Deluxe for Business Marketing Solutions to offer alumni business services and printed marketing products, promotional products, and logo design services. For more information, visit: www.palmer.edu/BusinessServices/.

The College also has arranged with m2 Lease Funds for the Palmer Practice Finance Program (PPFP). Through the PPFP, qualified chiropractors may participate in a financing program that provides affordable access to chiropractic equipment, technology and office equipment. For more information, contact Brian Besler at (262) 792-6682, BBesler@m2lease.com or go to www.m2lease.com.

Through Palmer’s Staples Advantage® Program, alumni may order office supplies from Palmer College’s contract price list. To learn more, go to www.staplesadvantage.com/palmer or contact Shyla Wolf at shyla.wolf@staples.com.

CONTINUING EDUCATION OPPORTUNITIES

Palmer College’s Continuing Education and Events Department offers a full slate of programs throughout the year. Whether you are looking for license renewal—live or online—or post-graduate education, consider a Palmer program for your continuing education needs.

A course calendar and program details may be found at www.palmer.edu/ce. Please contact the Continuing Education and Events Department with questions at (800) 452-5032 or via e-mail at continuinged@palmer.edu.
Data collection begins for DOD research project

In February 2011, scientists at the Palmer Center for Chiropractic Research (PCCR), the RAND Corporation and the Samueli Institute were awarded a landmark $7.4 million grant by the Department of Defense (DOD). The grant is funding a four-year research project to assess chiropractic treatment for military readiness in active-duty personnel. This is the largest single award for a chiropractic research project in the history of the profession.

The PCCR will receive approximately $5.1 million to design and implement the three clinical trials funded by this award. Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D., is a co-principal investigator of the project, and Katherine Pohlman, D.C., M.S., is the clinical projects manager. Dr. Pohlman supervises all of the project managers for the three clinical trials and handles the complex logistics and day-to-day operations of the huge study. It is being conducted by a team of 40 people at the three institutions and a total of six military sites for all of the trials.

ACT I is examining chiropractic’s effectiveness in relieving low back pain and improving functions in active-duty service members.

The first clinical trial, known as Assessment of Chiropractic Treatment I, or ACT I, will examine chiropractic’s effectiveness in relieving low back pain and improving functions in active-duty service members at military facilities located in Pensacola, Fla., Bethesda, Md., Rock Island, Ill., and San Diego, Calif. The Cooperative Agreement between all sites and investigative institutes has been officially signed and final Institutional Review Board (IRB) approval received. Participant recruitment and data collection began at San Diego on Sept. 11, 2012, and at Pensacola on Oct. 2. At press time, participant recruitment and data collection were expected to start in November at Bethesda. This phase is expected to take two years at each site.

Assessment of Chiropractic Treatment II, or ACT II, will compare differences in reflexes and reaction time before and after chiropractic care in members of Special Operations forces. The study design has been finalized, and IRB approvals are anticipated by the end of 2012. Recruitment and data collection is expected to begin in May 2014 and to take 18 months at each site.

The third clinical trial, Assessment of Chiropractic Treatment III, or ACT III, will assess military readiness by evaluating differences in strength, balance and recurrences following chiropractic treatment in service members that are deployment ready. The study design has been finalized, and IRB approvals are anticipated by the end of 2012. Recruitment and data collection is expected to begin in March 2013 and to take 18 months at each site.
The Patient-Centered Outcomes Research Institute (PCORI) was authorized by Congress to conduct research to provide information about the best available evidence to help patients and their health care providers make more informed decisions. PCORI’s research is intended to give patients a better understanding of the prevention, treatment and care options available, and the science that supports those options.

Palmer’s Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D., was appointed to the 21-member PCORI Board of Governors by the Government Accountability Office in September 2010. The Board represents a broad spectrum of stakeholders within the health care community—patients, caregivers, doctors, nurses, researchers, public health officials, payers and industry. By law, PCORI’s Board is required to include at least one state-licensed integrative health care practitioner. This is the “slot” filled by Dr. Goertz, who is the only chiropractor currently serving on the Board.

In June 2012, PCORI announced the approval of 50 research funding awards, totaling $30 million over two years, through its Pilot Projects Program, which will address a broad range of questions about methods for engaging patients in the health research and dissemination process. Dr. Goertz played an integral role in the development of the Pilot Projects Program.

“There are still many gaps in our understanding of areas where patient-centered outcomes research is most needed, and how to engage patients in the process of identifying those needs, conducting the research and disseminating the results,” says Dr. Goertz. “The PCORI Pilot Projects Program will support the collection of preliminary data that can be used to advance the field of patient-centered outcomes research, providing input into PCORI’s evolving research agenda.”

Along with staff and fellow Board member Gail Hunt, Dr. Goertz led the effort to create the Pilot Projects Program—including developing the first funding announcement, conducting informational webinars for potential applicants, working with the National Institutes of Health to establish the PCORI Pilot Projects peer-review process. She also advised the selection committee (chaired by fellow Board Member Grayson Norquist, M.D., M.S.P.H.) on how best to present a slate of recommended projects to the Board for approval.

“The Pilot Projects Program is aimed at advancing patient-centered outcomes research as well as identifying gaps where methodological research needs further development,” adds Dr. Goertz. “For example, one of the pilot projects we selected will study how creating a ‘zone of openness’ might increase patient-centered care. This project has the potential to provide practicing clinicians with the tools needed to help improve patient-centered communication and empower patients to ask and encourage health care providers to answer patient-focused questions.”

[ For more information about PCORI, go to www.pcori.org. ]
Homecoming 2012 enlightens, motivates and reconnects

From thought-provoking general sessions and continuing education workshops to reunions and other special events, there was something for everyone at this year’s Davenport Campus Homecoming Aug. 9-11. Special events included celebrations of the renovated B.J. and Mabel Palmer Residence Courtyard and retired professor Gilbert Schmiedel, D.C.’s 48 years of teaching at Palmer, plus the first-ever PSAF Student/Alumni Bowling Night fundraiser.

Increasing cultural authority through Palmer’s identity

During Thursday’s Opening Session, Palmer Chancellor Dennis Marchiori, D.C., Ph.D. (Davenport ’90), presented on the purpose for the development of Palmer’s new identity statement and supporting documents.

“First, Palmer is not in an identity crisis or mission drift,” says Dr. Marchiori. “We know who we are and what we do—it’s chiropractic. However, we sense there is confusion about chiropractic in the marketplace. What’s needed is a strong message grounded in reality that will increase a person’s intrinsic motivation to act. This generation’s challenge is to increase the market for chiropractic from eight percent of the population that currently sees a chiropractor annually.”

Developed over the past three years and approved by the Board of Trustees in June 2012, Palmer’s Identity Statement positions a chiropractor as: The primary care professional for spinal health and well-being. This statement is supported by the Chiropractic Pillars and other documents developed during the three-year identity process: Mission, Vision, Values, Philosophy Statement and Practice Paradigm. All are available on the Palmer website at www.palmer.edu/our-identity. (Read more on pages 12-17.)

Dr. Dan Weinert: Macronutrients in health and disease

Palmer’s Davenport Campus Provost Dan Weinert, D.C., M.S., DACRB (Davenport ’96) discussed the role of macronutrients in health and disease. Macronutrients—carbohydrate, fat and protein—can be agents that facilitate health or promote disease. What role they take largely depends upon the state of the body they enter.

Dr. Weinert contrasted carbohydrate intake after exercise versus carbohydrate intake during a fed, non-exercise state. The same macronutrient, carbohydrate, will enter muscle during the post-exercise state and be stored as glycogen, literally burning fat in the process. In stark contrast, carbohydrate intake when the non-exercised muscle is full results in the liver converting the carbohydrate into fat. Dr. Weinert stressed that skeletal muscle is responsible for 90% of glucose clearance. Muscle does this when we lower glycogen (stored glucose) concentrations through exercise. He went on to discuss how and why cells become insulin resistant. He explained that this is the cell’s best attempt to deal with less than ideal circumstances.

Throughout the presentation, Dr. Weinert stressed that the body is innately intelligent, yet we sometimes choose to expose the body to harsh circumstances. He explained that the simple answer is to eat and exercise in moderation, therefore allowing macronutrients to be agents of health.

Dr. Frank Sovinsky: Reclaiming the chiropractic dream

Noted chiropractic author and speaker Frank Sovinsky, D.C. (Davenport ‘81), presented during Saturday’s General Session.

“I want chiropractic to be more relevant in today’s health care … to be front and center in today’s talk of health care reform,” says Dr. Sovinsky. “What we are lacking (as chiropractors) is a call to action. It’s not a call to battle (against the medical community). It’s a call to learning—how to act differently and more productively.”

“The Palms are reformers, and you are reformers,” he adds. “Remember why you went to school. Remember, patient-centered care is not getting the patient centered on chiropractic, but us getting centered on them.”
Alumni Luncheon features Standard Process President Charles DuBois and induction of four new Fellows

Emceed by Executive Director for Alumni Mickey Burt, D.C. (Davenport ’73), the Alumni Luncheon featured a keynote address from Standard Process Inc. President Charles DuBois, as well as the induction of four new Fellows into the Palmer Academy of Chiropractic.

Mr. DuBois spoke about his company’s corporate wellness program and how it has benefited Standard Process employees since its inception in 1997. “We’ve established a corporate wellness program that has chiropractic as the absolute center,” he says. “Chiropractors are the primary care providers of our wellness program.”

Following the keynote presentation, four individuals were inducted as Fellows in the Palmer Academy of Chiropractic. They were Mr. Charles Dubois; Leigh Elceser, D.C. (Davenport ’94), Pontiac, Mich.; J Edward Hartley, D.C. (Davenport ’92), St. Augustine, Fla.; and William Heath Quigley, D.C. (receiving a posthumous award), who passed away in 2006.

Career Fair held during Homecoming

The Palmer Center for Business Development (PCBD) hosted its annual Career Fair during Homecoming. The purpose of the Career Fair was to connect employers with current students looking for associateships after graduation. Of the 44 participating job seekers, some were alumni, too.

Twelve potential employers from seven states (Iowa, Illinois, Nebraska, Missouri, Wisconsin, Indiana and Kentucky) had booths during the fair and gave the job seekers an opportunity to learn about their chiropractic job offerings as well as hone their interviewing skills.

“It was interesting and educational to hear about the qualities, qualifications and endorsements that each business is looking for from each candidate,” says PCBD Student Ambassador David Adamson.

Heritage Wall anniversary celebration at HES luncheon

Decades have passed, but the vision still continues. During this year’s Heritage Endowment Society luncheon, members, guests and student scholarship recipients celebrated the 30-year anniversary of the dedication of the Heritage Endowment Wall.

Chancellor Dennis Marchiori, D.C., Ph.D., welcomed and thanked four of the 15 new members inducted into the Society. In attendance were: Cheryl Crawford, D.C. (Davenport ’91); Kevin Cunningham, D.C., Ph.C. (Davenport ’88 and vice chancellor for Student Services); Matthew Walker, D.C. (Davenport ’08), accepting on behalf of the Dr. David D. Palmer Athletic Trust; and Mr. Perry Hintze accepting on behalf of Ryan & Associates, Inc.

Kirk Steketee, D.C. (Davenport ’75), one of the original Heritage Endowment Wall donors, reminisced about that day 30 years ago, thanked the members in attendance and encouraged them to talk about their investment in Palmer College with colleagues and friends.

Leah Hetebrueg, a 5th trimester student and recipient of the Drs. Lulu McLeod Stevenson Memorial Scholarship, the Dr. George E.O. and Tabea Moellendorf Endowed Scholarship, along with the Vogt Leadership Society scholarship, thanked Society members for their leadership, vision and support of Palmer College, especially the students. Ms. Hetebrueg spoke on behalf of the many other student scholarship recipients in the room.

To view a full list of the new Heritage Endowment Society members or to learn more about the Society, go to www.palmer.edu/development/hes-recognition.

‘Tip Your Hat to Dr. Schmiedel’

A reception honoring recently retired professor Gilbert Schmiedel, D.C. (Davenport ’59), was held Friday night. Dr. Schmiedel was a faculty member for 48 years, serving Palmer College and its students from 1963 to 2011. He also served as the faculty advisor to the Student Council for many years. The reception was hosted by the Development Office, and Chancellor Dr. Dennis Marchiori thanked and acknowledged Dr. Schmiedel for his many years of service.

A silent auction was held featuring the hats Student Council members made over the years for Dr. Schmiedel to wear during the annual Courtyard Party and Talent Show. More than $2,100 was raised and will go toward the Student Council Endowed Scholarship Fund.

Alumni and students bowl for PSAF scholarships

The new Palmer Student Alumni Foundation (PSAF) Student/Alumni Bowling Night during Homecoming was a “huge success,” according to Lisa Walden, assistant director for Alumni. More than 300 people participated, and several alumni sponsored teams. The PSAF Bowling Night was held Friday at the Blackhawk Bowl and Martini Lounge, located in downtown Davenport’s newly remodeled Blackhawk Hotel.

“Everyone had a fantastic time,” says Ms. Walden. “It was a fun way to bring our students and alumni together, and we’re now well on our way to building a $50,000 endowed PSAF scholarship!”

The corporate sponsors of the event were DC Mentors (whose CEO is Frank Sovinsky, D.C.), Integrative Therapeutics and Schofield Management Services (CEO Fred Schofield, D.C., Davenport ’81). The event also had more than 25 donors.

Continued on page 8
Homecoming 2012 PSE

Palmer's Davenport Campus hosted 176 prospective students and their guests on Friday, Aug. 10, during the annual Homecoming Prospective Student Event (PSE). The Admissions Department hosted the event, which provided guests with a full day of interactive experiences across the campus.

Guests visited the Radiology and Chiropractic Rehabilitation and Sports Injury departments, the anatomy labs, and the technique and diagnosis classrooms. They had the chance to see digital X-rays, inspect specimens, and palpate one another in search of cervical vertebrae.

Students also enjoyed lunch in the cafeteria and spent the afternoon participating in a variety of activities, including meeting with Admissions and Financial Aid representatives; taking a bus tour of the Quad Cities; touring the B.J. and Mabel Palmer Residence; and learning about the Clinic Abroad Program and the Palmer Center for Chiropractic Research. The day ended with a reception in the AHC Atrium.

Little Bit O’ Philosophy

Kirk Steketee, D.C. (Davenport ’75), and Rob Sinnott, D.C., LCP, DPHCS (Davenport ’89), brought a Little Bit O’ Philosophy to the Residence Courtyard on Thursday night of Homecoming. Master of Ceremonies Roger Hynes, D.C. (Davenport ’98), Technique, introduced the speakers and acted as auctioneer for donated items. There were approximately 60 people at the event, and a number of alumni who weren’t able to attend sponsored the admission for current students. Funds raised will be used to build the new fountain in the Courtyard.

Presidents Club Reception

Approximately 150 guests attended the Presidents Club Reception. Vice Chancellor for Advancement Robert E. Lee, Executive Director for Alumni Mickey Burt, D.C., Development Officer Jessica Malcheff and special guest Todd Curzie, D.C. (Davenport ’95), hosted the event.

“The Presidents Club Reception and all of Homecoming weekend was an exciting and wonderful time,” Ms. Malcheff says. “We were so pleased with how our current Presidents Club members really jumped on board with us to recruit more members. Our Presidents Club donors are our premier annual donors, and we are so grateful for their support.”

Since Homecoming, many Presidents Club members have contacted the Development Office for recruitment materials.

Dr. Dennis Marchiori enjoyed catching up with Dr. Nancy Elwartowski-Cooper (Davenport ’87) whom he knew as a student and who came to Homecoming for her 25-year reunion along with her father and several other family members. From left are: Dr. Nancy Elwartowski, Dr. Walter Elwartowski (Davenport ’62), Dr. Marchiori, and Dr. Cynthia Elwart Shaft-Toll (Davenport ’81).

Reunions provide opportunities to reconnect

Graduates from 2002, 1987 and 1962 celebrated their 10-year, 25-year and 50-year reunions, respectively.

This year’s Homecoming was the first time the Alumni Office hosted a 10-year reunion—a barbecue in West Hall Courtyard attended by 40 guests. “It was fun for families to join one another in a casual setting for a barbecue-type meal,” says Assistant Director for Alumni Lisa Walden.

At the 25-year reunion dinner, 80 guests enjoyed the camaraderie and remarks from guest speaker Daniel Fuzer, D.C. “I haven’t been back to Palmer in several years and was amazed by all the changes,” says one of the guests, Kathleen Therkelsen, D.C. “The new additions are beautiful! The 25-year reunion and the other Homecoming events surpassed my expectations. I applaud and thank all the volunteers, staff, event planners and vendors for their exceptional job making this Homecoming truly memorable.”

President Emeritus Dr. Donald Kern was the guest speaker at the 50-year reunion brunch. One of the 60 attendees was a 1962 class valedictorian, Sheila Laws, D.C. A number of 1962 graduates brought family members to the reunion, including Walter Elwartowski, D.C., who brought six members of his family to meet his Palmer classmates.

Online giving now available: You may donate online via the Palmer website at www.palmer.edu/Donate.
Giving back by paying it forward

Skip Wyss, D.C. (Davenport ’08), is Palmer Proud. As a student, he was a Campus Guide, and he started attending prospective student dinner events off campus with Admissions Representative Ellen Bassler when he was in 5th trimester. He attended his first Palmer Homecoming when he was 18 years old and even started recruiting for the College before he became a student.

When he met his future wife, Julie (Davenport ’08), in undergraduate school, she had been set on attending another college. He told her Palmer was the only place to go to become a chiropractor. After he brought her with him to see the campus, she discovered on her own that it was “the best school in the world” and decided on Palmer.

“I got involved with Admissions because I loved talking to people about our amazing profession and why Palmer is heads above the rest,” says Dr. Wyss. “I am still involved because I feel that it is the greatest way to give back to Palmer. The best thing an alumnus can do for the school is to funnel students back into the school. It has always been known that strength in numbers is the best way to get a point across; and it just goes without saying that if they attend the best college in the world, it will strengthen the profession even more.”

Dr. Wyss believes that Palmer “is the brain/central nervous system for all chiropractic schools and the profession. Every other college is the PNS and branches off of whatever Palmer does,” he says. He encourages his fellow alumni to stay connected and give back to the College in the “greatest way”—by recruiting students.

Drs. Skip and Julie Wyss

“Palmer is the best school out there,” he says. “Take pride in the school you graduated from and own it, love it, and breathe it. I absolutely love this College and am so proud to say that I received my education from Palmer.”

Gifts to Palmer once again tax deductible for Canadian doctors

Palmer College of Chiropractic has re-established its tax-deductible status with the Canadian government. This was made possible through the efforts of the College as well as Robert Corbett, D.C. (Davenport ’75), one of the College’s alumni advisors.

“It was Dr. Corbett’s persistence and good work that got the ball rolling for us at Palmer,” says Mickey Burt, D.C., executive director for Alumni. “Once again our alumni from Canada may give money to the College and have it count as a tax deduction for them. This, in turn, can be a big plus for our Canadian students.”

AHC celebrates five years of clinical education and patient care

The Palmer Academic Health Center (AHC) opened to the public on the Davenport Campus July 10, 2007, as the cornerstone of the College’s five-year “Building the Future Fountainhead” capital campaign. The $12.5 million, 50,000-square-foot AHC includes community outpatient clinic facilities, clinical learning resources, digital radiology services, an expanded chiropractic rehabilitation department and a Welcome Center. Since opening in July 2007, the AHC’s Davenport Clinic has had more than 215,900 patient visits.
Visitors from Ghana’s Medicine on the Move

Last August, Tracey Littrell, D.C., assistant professor, Diagnosis and Radiology, arranged to have one of the founders and two staff members of Medicine on the Move (MoM)—a kind of “flying doctor” service in Ghana, West Africa—to receive care in the Palmer Academic Health Center’s Davenport Clinic. None of them had ever been to a chiropractor before. The experience was so positive, two of the three came back for a second time in July 2012, and they brought Lydia Wetsi, who needed special attention, with them.

MoM was founded in 2006 as a support service for the hospitals, clinics and Non-Governmental Organization operations in remote areas of Ghana, as well as an organization to aid West Africans in health care education training and disease prevention by bringing health care professionals to them.

A third mission was begun in 2010 to offer vocational skills training and education to promising young women from the rural villages around Lake Volta in Ghana. Young women are recruited from the village schools and given an opportunity to demonstrate their talents and aptitudes for learning during a trial period at the Aviation and Technology Academy, in the Eastern Region of Ghana, where they learn to fly the light aircraft used by MoM as well as build them.

MoM operations are based out of Kpong Airfield, a 100-acre site near Akuse Junction, Ghana, and include accommodations, an administrative center, workshops for building the aircraft and more. A mini-clinic for non-life threatening trauma, a computer based training center and an accommodation block for volunteers is scheduled to open in October.

Jonathan Porter, MoM’s chief pilot and engineer, arranged with Dr. Littrell and her husband, Clay Hollenbeck, who met Jonathan three years ago when he helped with the MoM website, to come back to the Palmer Davenport Clinic in July. With Mr. Porter were Patricia Mawuli-Nyekodzi, a MoM pilot and aviation instructor who was the first woman to obtain Ghana’s National Pilots License, and Ms. Wetsi, who began training with MoM two years ago.

Mr. Porter experienced positive results from his first visit to Palmer. “Before we came to Palmer last year, I was walking with a cane because of back problems from driving for hours on terrible roads to take a little girl to and from the hospital,” he says. “After the care I received from Dr. Dave Juehring (director of the Chiropractic Rehabilitation and Sports Injury Department) and intern Kyle Bloch last year, along with doing the exercises Dr. Juehring gave me, I was able to function much better within days, and I haven’t used a stick for a year.”

Though he was happy with his own positive outcome and went out of his way to tout the benefits of chiropractic to everyone he met after his first visit last year, Mr. Porter was more excited about the potential for the Palmer faculty clinicians and interns to help Ms. Wetsi.

She likely had osteomyelitis and cellulitis in her right arm following an insect bite on her elbow and “traditional” treatments when she was about three years old. Due to contractures, her hand is now positioned at roughly 90 degrees in ulnar flexion. She had surgery last year to bring the elbow and shoulder down a bit and is more functional, but needs more care to reach maximum improvement.

“After assessing Lydia’s arm and working on it, they gave us exercises to do on our own to improve its function,” he says. “What I love about the care we’ve experienced here at Palmer is that everything is explained and the approach is holistic. You go away enabled and incentivized to improve your life with practical and applicable solutions.”

As for what Palmer has done for him and some of MoM’s rising young stars, Mr. Porter says: “It’s thanks to Palmer, its team, its interns and everyone from the cleaners to the receptionist—and the attitude and methodology they use—that today the team at Medicine on the Move is able to change even more lives, one flight at a time.”

For more information go to www.medicineonthemove.org.
2012: The 100th anniversary of the B.J. and Mabel Palmer residence

A century has passed since Drs. B.J. and Mabel and young Dave Palmer took up residence at 808 Brady Street in Davenport. When the Palmers purchased it in 1912 for $25,000, it became the third building on the Palmer School of Chiropractic campus.

Over the years the home has become a museum filled with souvenirs the Palmer family brought home from their travels abroad in the 1920s—ranging from priceless Asian art to eclectic knickknacks. Tours of the residence are offered each week on Friday mornings or by appointment throughout the week. Several times a year, large groups of tourists brought to the area by the Quad Cities Convention and Visitors Bureau stop by for tours.

Senior Director for Palmer History Alana Callender, Ed.D., Curator Roger Hynes, D.C., and Museum Coordinator Julie Knaak serve as caretakers for the residence and conduct tours. They are assisted by the Campus Guides, who lead tours during Homecoming and other events, as well as a number of faithful volunteers, many of them alumni, who help with maintenance and cleaning projects during volunteer work days held at least annually.

The Residence was selected to be on the National Register of Historic Places because of its unique porch, which was added during the 1921-22 campus expansion. It was used by the Palmers for meetings of faculty, the Universal Chiropractic Association and Palmer Broadcasting. Dr. Dave Palmer said in his memoir, “Every meal was a meeting.”

Though Little Bit O’ Heaven, an exotic garden adjacent to the Residence, was closed down in the 1960s and eventually demolished to make room for campus expansion, its Courtyard remained. The surroundings for the giant bronze “Wishing Buddha” and smaller “Healing Buddha” deteriorated. Since 1997, Dr. Callender and her staff have worked to make it a haven again for Palmer students, employees and visitors with more seating areas and flowers.

This summer the Courtyard underwent a major renovation, including replacing the old pavement with a friendlier surface and increasing the amount of green space, as well as adding a butterfly garden. The newly renovated space was dedicated with a ribbon-cutting during Homecoming, but the work continues and the next improvement to the Courtyard will be a fountain for which a fundraising campaign is underway. If you’re interested in contributing, contact Ms. Knaak at julie.knaak@palmer.edu.

Alumnus, TCA and Library staff develop oral histories

When Arthur G. Lensgraf, D.C. (Davenport ’76), Nashville, Tenn., was serving as chairperson of the planning committee for the Tennessee Chiropractic Association’s (TCA) 75th anniversary in 2010, the committee initiated an oral history project to record audio-visual chiropractic histories of D.C.s and interested others throughout Tennessee.

Once TCA staff members, led by Amy Owsley, had scheduled the 64 interviews and Dr. Lensgraf had conducted all of them (a process that took several years), staff from the David D. Palmer Health Sciences Library’s Special Services Division provided transcription and editing assistance. Transcriber/editors included former Special Services Librarian Glenda Wiese, Ph.D. (who retired from Palmer in 2011), Special Services Library Assistant Linda Mixson, and several other library employees and work-study students. The Palmer Library is currently cataloging the interviews, which will be discoverable via WorldCat, an online catalog of libraries worldwide, as well the Palmer Library catalog at www.palmer.edu/library. Users can simply type in the key words “Tennessee Chiropractic Association” to access the bibliographical records.

During the 2012 Davenport Campus Homecoming, Dr. Lensgraf brought bound copies of each transcript to be housed in both Special Collections and the circulating collections of the Library, along with the original cassettes and copies of the CDs and DVDs of the interviews for placement in the Special Collections audio-visual section. Go to www.palmer.edu/specialcollections for more information on the resources housed there, or contact Special Services Librarian Daniel Smith at daniel.smith@palmer.edu or (563) 884-5894.
Looking in the mirror: a clear identity for Palmer doctors of chiropractic

From the time of D.D. Palmer’s earliest efforts, the chiropractic profession has been in perpetual motion. Growing. Retracting. Uniting. Dividing.

Despite those ups and downs, the common focus among doctors of chiropractic has been centered on applying the philosophy, art and science of the profession for the benefit of the patient. Over the years, numerous studies and reports have shown that the patients we serve consistently recognize chiropractors for effective care, strong doctor-patient communication, and an affordability that defies the epidemic inflationary health care expenses overwhelming our country today.

From these patient views, doctors of chiropractic ultimately may receive what might be the most sought after outcome of all: patient satisfaction.

With a reputation such as this, it is easy to imagine that patients would be lining up outside the neighborhood chiropractor’s door. Unfortunately, that’s not always the case. Annual utilization of chiropractic care among the U.S. population has remained relatively unchanged for years at about eight percent. Furthermore, studies indicate that approximately 20 percent of Americans will visit a chiropractor in their lifetime.

So why does the chiropractic profession continue to struggle in its efforts to reach a greater segment of the general population? In part, it is about the absence of a clear and consistent identity for the Doctor of Chiropractic.

“One of the primary obstacles to broader use of chiropractic by the general public is a basic lack of understanding,” says Palmer Chancellor Dennis Marchiori, D.C., Ph.D. “A number of survey efforts, most notably the WFC’s 2004 Identity Project, indicate obvious interest within the profession for establishing cultural authority and really bringing the chiropractic identity out to the masses. The irony of this is, while everyone agrees that a clear identity and description is important, a true identity for the profession and its practitioners does not exist.”

And from Palmer College’s perspective, it is time for that to change …

Catalyst for change

As reported in past issues of Insights and Highlights, Palmer College has been engaged in a three-year process of reviewing and updating its internally and externally directed guiding documents. The project benefited from the leadership of Board of Trustees Chairman Trevor Ireland, D.C. (Davenport ’70), and his appointment of Vickie Palmer to lead the ad hoc committee to develop a relevant and marketable identity that explains the role of the Palmer Doctor of Chiropractic, specifically, and all chiropractors, ultimately.

The development process included several rounds of surveys, focus group discussions and committee refinement before taking the penultimate drafts of the language out to a wide-scale audience as a final test.
“We reached out to nearly 90,000 people in our target audiences including our faculty and staff, students, alumni, patients and the general public,” says Dr. Ireland. “In the end, more than 3,500 individuals provided feedback on our language proposals. So we feel that we have a good sense of what people think about chiropractic, what we think about it and how we can merge the two.”

“I’m very proud of our outcomes and that this effort truly was a team project,” says Ms. Palmer. “Each audience was engaged and contributed a great deal.”

Adds Dr. Marchiori: “What stands out to me, though, is our faculty. They shared valuable feedback and provided the early voice of the seven documents that were ultimately approved by the Board of Trustees. In particular, the work of Dr. Victor Strang was invaluable.”

That approval came in unanimous fashion at the Board’s June 8, 2012, meeting. The final documents included the Identity Statement, Chiropractic Pillars, the Mission, the Vision, the Values, the Philosophy Statement and the Practice Paradigm. (See descriptions on pages 14-17 or visit www.palmer.edu/our-identity/.)

In talking with Dr. Ireland, it is easy to see his enthusiasm for the outcomes of this project as they relate to the philosophy, art and science of chiropractic. “I feel very strongly that we have the catalyst now in place to bring about unity to our profession with our core identity still intact,” he says. “We appeal to the mainstream, which also includes the scientific and the academic communities. We can give these messages to a medical doctor, a legislator, an attorney, a teacher or anyone else and they can get true understanding of what we’re about.”

With chiropractic firmly established as the third-largest form of health care in the U.S., behind medical doctors and dentists, Palmer’s identity efforts are intended to preserve that core identity within the national healthcare system.

Dr. Marchiori adds, “I don’t want this important work on identity to be misconstrued. Palmer knows who it is and we know what we’re about. This identity project is really a project to explain, to communicate to those outside the Palmer community the unique experience and benefit of chiropractic and specifically Palmer.”

Strengthening the future of the profession

“Relative to the profession and cultural authority, I see a direct relationship between what we’ve done and an increased utilization in chiropractic,” says Dr. Ireland. “I hope to move that number in a very significant manner and I think this is a first step in advancing utilization and patient care.”

With chiropractic firmly established as the third-largest form of health care in the U.S. ... Palmer’s identity efforts are intended to preserve that core identity ... within the national healthcare system.

“Right now, we’re claiming this identity for Palmer,” says Dr. Marchiori. “But clearly, in the backs of our minds, our hope is that it generates a larger effort for all chiropractors in the profession to embrace their role as the primary care professional for spinal health and well-being.”

West Campus President Bill Meeker, D.C., M.P.H. (West ’82), recognizes that agreement within the profession is not a foregone conclusion. “It is natural that all 25,000 Palmer alumni won’t always agree on every topic about chiropractic,” he says. “However, the healthy level of diverse thought that came through their feedback helped drive this identity process forward. That’s where innovation comes from.”

According to the U.S. Department of Labor and Statistic’s most recent Occupational Outlook Handbook, employment of chiropractors is expected to increase 28 percent between 2010 and 2020, much faster than the average for all occupations.

Faced with such a positive forecast for the profession, college administrators, faculty, alumni and students agree that introducing these identity documents will have an even greater impact on the recruitment of students.

Continued on page 14
“Palmer is clearly committed to a balance of the philosophy, art and science, which then translates into attracting the highest-quality students who are passionate about chiropractic,” says Dr. Ireland. “That’s what Palmer is about.”

“I tell all of the prospective students I refer that Palmer has always been the trusted leader for me,” says Jodi Judge, D.C. (West ’92), a third generation chiropractor. “Introducing this set of documents on behalf of its graduates and other doctors of chiropractic is a huge step for Palmer and reinforces its importance to the future of our profession.”

Current Palmer students recognize the value of this identity project and what it means for the future.

“I feel that students at all chiropractic colleges are similarly frustrated that there’s not one thing that truly identifies us,” says Cristin Fitzpatrick, a 9th trimester student on the Davenport Campus. “The various professional groups and organizations all seem to be going their separate ways. The important thing about this set of documents is that it is, once again, Palmer leading by example. They continue to provide us with more focus as students and help us get to where we want to go.”

IDENTITY: Sameness in all that constitutes the objective reality of a thing. —Merriam-Webster

“Sometimes as students, we get so caught up with our philosophy and what we believe that we assume everyone around us knows what we are talking about,” says Devan Lysen, an 8th trimester Davenport Campus student. “Palmer’s efforts in developing this identity provide an understanding that prospective students and patients, and anyone outside of chiropractic can understand. I’m thrilled about that.”

Dr. Marchiori shares that enthusiasm. “We have something special here at Palmer and we’re excited to clearly communicate it to the world.”

Palmer’s chiropractic identity documents: What they mean

Each document created as part of this project has a carefully crafted purpose. The Identity Statement and the Chiropractic Pillars explain what chiropractors are in Palmer’s terms. The Mission, Vision and Values put Palmer’s beliefs and goals into words. The Philosophy Statement provides a contemporary view of Palmer’s philosophical foundation, while the Practice Paradigm defines the scope of care for Palmer chiropractors.

Identity Statement

Palmer’s Identity Statement is a clear and concise view of what a chiropractor is: The primary care professional for spinal health and well-being.

Chiropractic Pillars

The Identity Statement is supported by the Chiropractic Pillars, which are more detailed statements about what a Palmer Doctor of Chiropractic is and does.
They are:

- Integrate evidence, clinical experience, and patient values and preferences
- Deliver expert chiropractic adjustments, manipulation and other manual treatment
- Embody a tradition of caring, effectiveness and patient satisfaction
- Collaborate and coordinate with other health professionals
- Enhance patient quality of life and performance
- Promote vitality, wellness and patient empowerment
- Improve quality of life without drugs or surgery
- Offer readily accessible care

**Mission**

During his inauguration speech in March 2010, Dr. Marchiori said: “As the trusted leader in chiropractic education, Palmer College is committed to student learning, patient health and the advancement of both through research activities.” When work began three years ago on the Palmer Chiropractic Identity project, it was determined that the Palmer Mission Statement was too long and complex. Using Dr. Marchiori’s brief, focused statement as the starting point, a new Mission was created: The mission of Palmer College of Chiropractic is to promote learning, deliver health care, engage our communities and advance knowledge through research.

**Vision**

Simply stated, Palmer College of Chiropractic strives to be The Trusted Leader in Chiropractic Education. This new Vision is a direct reflection of the College’s commitment to living up to its brand, which was introduced in 2010.

**Values**

While the Values are new to Palmer’s guiding documents, the College has always been recognized as living these values. They have been vital to our decisions of the past and will continue to drive our decisions of the future.

- Academic excellence
- Business acumen
- Collaboration
- Community health
- Critical thinking
- Diversity
- Evidence-based chiropractic practice
- Heritage and tradition
- Justice, ethics and integrity
- Life-long learning
- Open and direct communication
- The philosophy, science and art of chiropractic

**Philosophy Statement**

Updated from its original 2007 version, this new Philosophy Statement has been carefully crafted and expands upon Palmer’s foundational chiropractic philosophy to explain it in a broader health care context.

The statement reflects chiropractic’s philosophical foundation on the constructs of vitalism, holism, conservatism, naturalism and rationalism, and it reiterates that central to the philosophy of chiropractic is the principle that life is intelligent. It also refers to the progression of Palmer’s chiropractic philosophy from D.D. Palmer’s early writings to the present day, and how it will continue to evolve.

Chiropractic is a philosophy, science and art. The philosophy of chiropractic is built upon the constructs of vitalism, holism, conservatism, naturalism and rationalism. It provides context for the application of science and art.

... central to the philosophy of chiropractic is the principle that life is intelligent.

Health is a state of optimal physical, emotional and social well-being. Central to the philosophy of chiropractic is the principle that life is intelligent. This innate intelligence strives to maintain a state of health through adaptation mechanisms. The nervous system is recognized as an avenue for...
these self-regulating processes. Interference with neurological function can impede these mechanisms, disrupt homeostatic balance and adversely impact health. Chiropractic posits that subluxation of the spinal column and other articulations can affect nervous system function and the expression of health, which may result in symptoms, infirmity and disease.

The understanding of the subluxation complex continues to progress from D.D. Palmer’s early writings about misalignment of vertebrae and other articulating structures to include additional anatomical, physiological, biomechanical, chemical and biopsychosocial factors.

Practice Paradigm

The Practice Paradigm is a new document that provides a full explanation of the chiropractic scope of care from Palmer’s point of view. It details what chiropractors do for their patients, from assessments of their health status through subluxation diagnosis, care coordination, providing adjustments, use of passive modalities, active exercise and rehabilitation along with nutritional and other counseling as well as overall health promotion activities.

The Practice Paradigm is not meant to be a direct replacement for the Palmer Tenets because the context of the Tenets also is reflected in other identity documents such as the Philosophy Statement, but it updates them and provides more details and clarity on the Palmer definition of chiropractic scope of care.

Chiropractic focuses on neurological and musculoskeletal integrity, and aims to favorably impact health and well-being, relieve pain and infirmity, enhance performance, and improve quality of life without drugs or surgery.

The Doctor of Chiropractic is a primary care provider for the prevention, diagnosis and conservative management of spine-related disorders and associated locomotor conditions. Serving the patient’s best interest in a professional and ethical manner, the Doctor of Chiropractic employs experience and the best available evidence to make clinical decisions, deliver care and manage identified health concerns and conditions. In addition, Doctors of Chiropractic comply with the laws and regulations governing chiropractic practice in the applicable jurisdiction, including documentation, coding and billing practices.
The practice of chiropractic includes clinically necessary:

- Assessments of a patient's health status, needs, concerns and conditions by obtaining a case-appropriate history and physical examination, and by acquiring necessary imaging, laboratory or diagnostic studies;
- Consideration of axial (spine) and appendicular (extremity) structure and function, including subluxation, and the status of contiguous muscular and neural systems by means of physical evaluation, imaging and/or special test procedures;
- Patient-centered management consistent with the obtained history, clinical information and diagnoses;
- Care coordination accomplished through goal-oriented management plans that include treatment recommendations intended to favorably influence outcomes, prognosis, risks, behaviors and lifestyle;
- Administration of manual therapeutic procedures – such as chiropractic adjustment, manipulation, mobilization or soft tissue techniques – as indicated by the history and clinical examination;
- Use of complementary measures, such as passive modalities, active exercise and rehabilitation, nutritional counseling and supplementation, bracing, strapping and orthoses, and other procedures allowed under respective chiropractic practice acts;
- Promotion of health, wellness and disease prevention by evaluating relevant indicators and risk factors, and by providing care directed at mitigating health risks and encouraging healthy lifestyles.
Chiropractic has been very good to me and my family. Regular weekly visits to our chiropractor keep us healthy and focused on our well-being. And for many decades chiropractic has been good to Standard Process Inc.

One of my goals at Standard Process is to encourage the next generation of healthcare professionals to study the vital role that whole food nutrition plays in achieving and maintaining health and wellness. I am dedicated to supporting students in their quest to learn about whole food nutrition. So when the opportunity came to support Palmer’s Florida Campus, I jumped at it. The Florida Campus has seen extraordinary success in 10 short years, and more space to support the students was needed.

It was an honor to provide the lead gift to the Student-Centered Campaign to raise funds and create the Standard Process Student Center. This new facility is the place for students to relax, eat, and of course study. Along with the Dr. Royal Lee Courtyard, the Standard Process Student Center enhances the student experience and offers the opportunity to learn about whole food nutrition.

I have seen the value of the chiropractic profession, personally and professionally, and am pleased to provide financial support to ensure future chiropractors receive a quality education. I believe chiropractic care is a key solution to growing health care concerns.

When I saw the burden of health care costs affecting Standard Process, I made it a goal to create a comprehensive health and wellness program focused on prevention. Built on the foundation of chiropractic care, the Standard Process health and wellness program addresses the emotional, nutritional, educational and fitness needs of the company’s over 300 employees. In addition to free chiropractic care and nutritional support, employees have access to: health screenings and physicals, a 24-hour fitness center, walking and stretching programs, smoking cessation classes, weight loss education, custom orthotics, massage therapy, ergonomic consultations, and rehab exercise programs. As a result of these efforts, Standard Process’ program is a recognized, premier wellness model for mid-size companies.

A recent health culture survey at Standard Process showed that employees voted chiropractic care as the most valued employee benefit. To facilitate the more than 7,100 chiropractic visits last year, Standard Process has three chiropractors on staff, including Palmer graduate Dr. Bryan Muth (Florida ’08). The chiropractors provide adjustments, return-to-work therapy, nutritional consults, ergonomic and educational programs. Regular chiropractic visits help them monitor the workforce to ensure capacity to fulfill work duties. This year, the chiropractic benefit was extended to employee spouses.

For the last eight years, the Standard Process health and wellness program has been internally tracked, and data confirms chiropractic is good for the employees. Reduction of risk factors (including triglycerides, blood glucose and body mass index), improved absenteeism, decreased workers compensation and disability claims, better educated, and happier, healthier employees who feel valued by the company are some of the program’s positive outcomes. Financially, the data shows that employees who actively participate in the chiropractic-centered wellness program cost 55 percent less in health care claims than employees who do not. And medical costs for major diagnostic groups (musculoskeletal, digestive, respiratory, circulatory, etc.) are as much as 400 percent below peer benchmarks.

For me, this proves that the chiropractic doctor is positioned to be the primary health care provider for corporate wellness in America.
Dr. Christina Acampora advances the chiropractic conversation with M.D.s

When it comes to fostering collaborative patient-care relations between the chiropractic and medical professions, few have played a more hands-on role during the past decade than Christina Acampora, D.C. (West ’92).

Following her graduation from Palmer’s West Campus, Dr. Acampora maintained a practice in Mountain View, Calif., for nearly a decade. However, after 10 years, a culmination of personal and professional factors found her at a career crossroads, which led to a position as a sales representative for Forrest Laboratories pharmaceutical company.

“I quickly learned (M.D.s) were good at some things and horrible at others,” says Dr. Acampora. “Within a month on the job (at Forrest), I remember telling a chiropractic friend, ‘If I only knew then what I know now, I would have knocked on some medical doors.’” In 2007, she created Aligned Methods, which serves D.C.s through web-based resources and practice-tailored, evidence-based marketing strategies.

One year later, Dr. Acampora wrote “Marketing Chiropractic to Medical Practices,” regarded as the first book to provide D.C.s with effective steps for educating the medical profession on how to use chiropractic services for their patients.

According to Dr. Acampora, research-demonstrated efficacy, consumer demands for conservative options, and the fact that M.D.s don’t have all the answers for treating low back pain have opened doors of communication, resulting in an improved understanding of how collaborative efforts can better serve patients.

“Chiropractors provide the first stop in managing musculoskeletal pain, especially of the spine—and we’re very good at it,” she says. “Most medical professionals want to learn about chiropractic care, and most understand and appreciate the value of manipulation. If each of us gets out and talks to even just a few M.D.s in our communities, we could do more for our profession than any formal national movement. Establishing a strong reputation and building quality relationships will ultimately bring results.”

Dr. Acampora now resides in Illinois, but enjoys visiting her family in the South Bay area and making presentations at her chiropractic alma mater. “Palmer prepared me well for practice and has also prepared many other graduates, who are now leaders in the profession. For this very reason, when people ask me what chiropractic college I attended, I always answer with pride: Palmer.”

West alum team chiropractor for USA Volleyball

Dustin Glass, D.C. (West ’03), maintains a practice at Competitive Edge Chiropractic in his southern California hometown of Lake Forrest, where for the past two years he has also served as team chiropractor for USA Volleyball, including the women’s squad that earned a silver medal at this year’s Summer Olympics in London.

His interest in sports chiropractic began as a West Campus student, when he volunteered as an intern for the San Jose Sabercats of the Arena Football League (AFL). He spent many long, lonely and not-so-glamorous evenings picking up sweaty

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... chiropractor for USA Volleyball, continued from page 19

towels, cleaning up blood-soaked gauze, folding laundry and mixing the occasional tub of Gatorade.

However, Dr. Glass acknowledges the hours of “grunt work” provided an invaluable learning experience, which served as an integral step in achieving his goal of working with an Olympic team. Following graduation, he returned to establish his practice in southern California. Within a few months, he earned his first major sports team appointment as chiropractor for the AFL Los Angeles Avengers—thanks in large part to a recommendation from the Sabercats’ trainer.

Dr. Glass’ work with the Avengers caught the attention of the sports care staff for the pro hockey Anaheim Ducks, who named him as their chiropractic consultant. This prompted Dr. Glass to open an additional office in Orange County to provide more convenient accessibility for the players. His association with the Avengers and the Ducks, coupled with the conveniently located Orange County-based office, proved helpful in garnering his appointment to provide care for the men’s and women’s national volleyball teams, as the USA Volleyball organization also is based in Anaheim.

“I am fortunate to be a part of USA Volleyball,” says Dr. Glass. “I am proud to help the players perform their best on the court, and I am proud of what both teams have achieved.” In the weeks leading up to the London games, he treated players in his office and at practice. Dr. Glass says the most frequent musculoskeletal injuries he sees among volleyball players of all levels—especially younger players—are lower-back facet issues, which have to be monitored for pars defects or spondy issues. Other common volleyball-related conditions include knee and shoulder repetitive sprain/strain issues.

“I’m thankful for the education that I received at Palmer for helping me achieve my lifelong goal,” he says. “And as a Palmer graduate, I’m proud to see so many other West alumni achieving similar appointments and achieving their goals in the field of sports chiropractic.”

Dr. Gary de Wet retires and earns emeritus faculty appointment

Palmer’s West Campus recently honored retiring faculty member Gary de Wet, D.C. (Davenport ’66), whose collective Palmer career spanned more than two decades and included teaching tenures at the Davenport as well as San Jose campuses.

The retirement reception was attended by faculty, staff, students and alumni, and event highlights included special award presentations by the Faculty Senate and Associated Student Government (ASG). West Campus President Bill Meeker, D.C., M.P.H., also announced that Dr. de Wet had received an emeritus faculty appointment, and presented him with a plaque in recognition of this honor.

“The people of the West Campus have been my second family, and the event felt more like a family celebration and party, not a sad farewell,” says Dr. de Wet. “I was equally humbled and honored by the emeritus faculty appointment; it only strengthens my desire and commitment to continue serving Palmer College, and assisting our alumni, in any way that I can.”

Dr. de Wet maintained private practices in Port Elizabeth, South Africa and Napa, Calif., prior to joining the Davenport Campus faculty in 1977. He taught at the Davenport Campus until 1981, when he moved to California and returned to private practice in Napa. In 1990, Dr. de Wet was appointed to the West Campus faculty and served as the principal instructor in the business classes of the expanded 13th Quarter program.

His involvement with organizations and clubs included serving two terms as Faculty Senate president, as faculty adviser to ASG for 14 years, as adviser to the student chapter of the California Chiropractic Association for more than 15 years, and as adviser to the Philosophy Club. He served as West Campus alumni director, and also chaired the West Campus Homecoming planning committee. “Dr. de Wet’s involvement with the development of our business-focused 13th quarter curriculum, his spirited mentorship as the faculty adviser of multiple campus clubs, his ongoing interactions with Palmer alumni, and his deep-rooted commitment to advancing Palmer College and the chiropractic profession collectively factored into the well-deserved emeritus faculty appointment,” says Dr. Meeker.

(From left) Dr. Rebecca Wilson (West ’03), Dr. de Wet and Dr. Jack Bourla (West ’97).
Strong alumni presence at Homecoming 2012

West Campus Homecoming 2012 marked the May debut of what had been an October event, triggering a spring in attendance with more than 350 guests, nearly a third of whom were D.C.s. In addition to the seminar-attending doctors, West Homecoming 2012 saw great participation by West Campus alumni in other events that were part of the three-day program.

West alumni Steven Capobianco, D.C. ('03), Ed Cremata, D.C. ('81), Anthony Lisi, D.C. ('07), West Campus President Bill Meeker, D.C., M.P.H. ('82), and Wayne Whalen, D.C. ('86), were among the nearly two dozen speakers featured in the expanded three-day, multi-track relicensure program.

Dr. Whalen joined fellow West alumni David Paris, D.C. ('01), and Brant Pedersen, D.C. ('04), as members of an alumni panel that addressed nearly three-dozen prospective students at a special recruitment event hosted by the West Campus Admissions Office in conjunction with Homecoming.

Members of the Class of ’87 celebrated their 25-year reunion during dinner at J. Lohr Winery in San Jose. The event was hosted by Mickey Burt, D.C. (Davenport ’73), Palmer’s executive director for Alumni; Mr. Robert Lee, vice chancellor for Advancement Services; and Thomas Milus, D.C. (Davenport ’82), West Campus faculty member and alumni representative.


Dr. Meeker hosted a special meeting with local Palmer alumni prior to the Saturday night festival, which saw participation by nearly 50 doctors. Attending doctors participated in small-group exercises before reconvening to share their thoughts on defining chiropractic’s place in the national health care movement and Palmer’s leadership role in advancing the chiropractic profession.
Recruitment events help spur enrollment

The West Campus recently hosted two well-attended student recruitment events that served as additional examples of positive enrollment trends.

Prospective students from nearly a dozen U.S. states and three Canadian provinces attended a special career information program held in conjunction with the West Campus 2012 Homecoming in May. More than half of them had already submitted applications to attend the West Campus in advance of the event.

The campus’ biggest recruitment event, the two-day summertime program aptly titled “Palmerpalooza,” brought prospective students from 13 U.S. states and three Canadian provinces to San Jose in July. They attended Palmerpalooza’s informative presentations, interactive classroom sessions and various social activities, and had an opportunity to meet with West Campus administrators, faculty, staff, students and alumni. By the end of the day, more than two-thirds of all attending prospective students had formally applied.

One of the highlights of each prospective student event was the panel session featuring West Campus alumni. David Paris, D.C. (’01), Brant Pedersen, D.C. (’04), and Wayne Whalen, D.C. (’86), provided practice perspectives as panel members for the Homecoming PSE. Dr. Paris, one of Palmer’s many alumni providing care in the VA system, joined fellow West graduates Kyle Knox, D.C. (’10), and Sherry McAllister, D.C. (’96), to form the alumni panel at this year’s Palmerpalooza.

“When we have participation by talented faculty who deliver the academic and clinical components of our program, and also include practice perspectives by our outstanding alumni, the net outcome of the team effort demonstrates to prospective students how Palmer has earned its rightful place as The Trusted Leader in Chiropractic Education,” says Julie Behn, director of West Campus enrollment.

“The 2012 Palmerpalooza was a huge success on so many levels,” says Dr. Bill Meeker, West Campus president. “Kudos to Julie Behn and her Admissions staff for all their hard work, year-round, and, in particular, with the planning and preparation required to organize a big event like Palmerpalooza—all the while maintaining the day-to-day duties. I’m also greatly appreciative of our alumni for giving up weekend time to come in and speak to prospective students.”

The next major West Campus prospective student event will take place during Homecoming 2013, the weekend of May 3-5 (www.palmer.edu/Homecoming/). Alumni who are interested in speaking at prospective student events, or would like to take a more active role in student recruitment on a local level, should contact Ms. Behn at julie.behn@palmer.edu or (866) 303-7939.

Dr. Moossavi honored for ‘decade of dedication’ at Sea Otter Classic

For the past 10 years, the West Campus Sports Council has served as the primary sports care provider at the Sea Otter Classic, a four-day annual event that brings nearly 10,000 world-class competitors to Monterey, Calif., for what is regarded as the world’s premier cycling festival.

During the decade of Sports Council care at the Sea Otter, West Campus faculty member and Sports Council clinician Mehdi Moossavi, D.C., CCSP (West ’92), has participated as a clinician each day at every event. Dr. Moossavi was recently honored for his “decade of dedication,” and was presented with a plaque in recognition of his “exemplary dedication to excellence.”

“I was honored to receive the award,” says Dr. Moossavi, who has served as a Sports Council clinician at many events since his 1993 appointment to the West Campus faculty. “I take enormous pride in serving as one of the most active Sports Council clinicians. Although we had great enthusiasm and confidence in the beginning (1994), I could not have imagined the Sports Council becoming the preeminent student sports chiropractic program. Credit goes to the students, to Dr. Ed Feinberg (Sports Council faculty advisor), Dr. Tom Souza (dean of Academic Affairs/past Sports Council co-advisor) and Dr. Greg Snow (dean of Clinics), and the College administration.”

Providing care at an event the size of the Sea Otter requires a Sports Council team that averages three to five clinicians and approximately 50 students. In addition to the competitors, many of the nearly 50,000 spectators also visit the Sports Council tent during the course of the event for chiropractic care and minor first-aid.
Florida Campus

Campaign for new student center garners support

The Chance Family Bookstore in the Standard Process Student Center.

In 2000, Palmer College was presented with the opportunity to build Florida’s first chiropractic college. Together, Palmer alumni, leadership and the City of Port Orange created a beautiful campus in Port Orange, Fla., that continues to grow.

Now, with more than 700 students on a campus built for 500, a third building, the Standard Process Student Center, has been added to the campus. The first-ever student center is a place to relax, eat, hold meetings and study. It provides Florida Campus students with an environment that enhances their opportunities to develop into doctors who excel in their field, just like those who came before them.

A capital campaign to help with the costs associated with constructing the new student center has been underway for several months. Due to the generosity of Standard Process Inc., whose gift of $1.5 million helped Palmer College reach the original campaign goal, the dedication and opening of the student center was held in March 2012 during the Florida Campus Homecoming. The new campaign goal is $2.5 million, and at press time, more than $2 million had been raised. Spearheading the campaign is Florida Campus President Peter Martin, D.C. (Davenport ’68), along with campaign co-chairs Michael Chance, D.C. (Davenport ’78), Susan Welsh, D.C. (Davenport ’80), and Frank Gingras, D.C. (Davenport ’75).

Dr. Michael Chance, who with his family have been long-time supporters of Palmer’s Florida Campus in a variety of ways, says, “Because my family has been so impressed with Palmer’s Florida Campus and having such a great chiropractic institution here in our state, we agreed to pledge the money for the bookstore in the new building. In addition, one of my patients donated the money for what is now known as the ‘Dharma Deck.’ Having grown from a class of 42 to a current enrollment of more than 700 in 10 years is just incredible. I am happy to be a witness and to have played a small role in such an amazing transformation.”

Adds Dr. Gingras, “In order for Palmer College to maintain its responsibility as The Trusted Leader in Chiropractic Education, we must invest in the future of Palmer College. Our participation in the capital campaign is the perfect opportunity for each of us. Please join me in supporting Palmer College of Chiropractic’s capital campaign.”

An appreciative Dr. Martin says, “During the August 2012 FCA convention, Mr. Kent Greenawalt, CEO of Foot Levelers, put us over the $2 million mark with a generous gift of $200,000 toward the capital campaign. The generosity of corporate donors such as Standard Process and now Foot Levelers, has ensured the success of our campaign and will allow the College and campus to continue to provide those enhancements to campus life that are an integral part of our students’ education.”

Florida Campus looks back on 10 years of growth

With a desk and a phone in a small room in the Allen Green Civic Center (AGCC), Palmer’s Florida Campus was born. Current Student Activities Coordinator Dawn Acquaro Funk was the first employee hired for the Florida Campus. “It was definitely a leap of faith,” she says. “I had one window by my desk in a small room. We shared the Allen Green Civic Center with a number of other businesses and city offices. With the support of the City of Port Orange and area businesses, the local community rallied around us.”

Palmer’s Florida Campus grew gradually, adding more space in the AGCC before welcoming the first class of 42 students on October 7, 2002. “A team from Davenport with West Campus involvement would come down regularly and meet with city officials,” Ms. Funk adds. “As we moved forward, Palmer would eventually take over the entire building in the AGCC.”

As additional students enrolled in Florida’s only chiropractic college, work began on constructing the campus’ first building. “The city really wanted us here,” says Ms. Funk. “We sold our students on the city of Port Orange, the climate in the south and, most of all, the curriculum on Palmer’s Florida Campus, which was new, innovative and non-traditional. We celebrated continued on page 24
Every small accomplishment as a team. Against all odds we were bound and determined to see Palmer’s Florida Campus flourish.”

Michael Chance, D.C., who is part of a fourth-generation chiropractic family, says, “Until my son’s graduation from the Florida Campus in March of this year, the rest of the family had attended Palmer’s Davenport Campus. I was a little worried that the Florida Campus would be like ‘Palmer Light’ and lack the intangibles that made Palmer’s Davenport Campus the premier chiropractic institution in the world. As it turned out, I had nothing to worry about. I have been very impressed not only with my son’s education, but also with his clinical skills and his understanding of chiropractic philosophy.”

In just 10 years, the Florida Campus has certainly grown from its inception. Now comprised of three state-of-the-art buildings, a recently remodeled full-service clinic and an enrollment of more than 700 students, Palmer’s Florida Campus is poised for the future.

Shane Carter, D.C., M.B.A. (Florida ’05), currently Director of Clinics for the Florida Campus and a member of the campus’ first graduating class says, “Ten years ago, this was a dream of a few pioneering individuals. As one of the first graduates of Palmer’s Florida Campus it has been personally rewarding to see that dream not only become reality, but to have exceeded that original vision.”

The 10 year anniversary of Palmer’s Florida Campus will be celebrated during Homecoming, which will be held on campus March 1-3, 2013.

Community partnerships mutually beneficial

As chiropractic care continues to enlarge its footprint nationally, Palmer’s Florida Campus is doing the same in the central Florida community. What is emerging are partnerships with organizations representing a wide array of interests and stakeholders. The result is often a greater understanding of the benefits of chiropractic care and an endorsement from those organizations that are realizing those benefits.

“One day we’re hosting an event on campus and the next we’re bringing our services out into the community,” says Ted Nikolla, communications specialist for the Florida Campus. “Each new relationship affords the exciting opportunity to showcase Palmer College as The Trusted Leader in Chiropractic Education.”

WNDB radio named Palmer’s Clinics their “Chiropractor of the Year” for both 2010 and 2011, and recently produced and broadcast their “Sunrise Today” morning show from the Florida Campus’ new Standard Process Student Center. “We love featuring organizations like Palmer College in our programming,” says Mike Moltane, WNDB manager. “Our recent on-location broadcast allowed us to showcase chiropractic, Palmer as a leader and their bright and energetic students in their beautiful new building. That’s a winning combination!”

The diversity of community partnerships include those with the Daytona Cubs, Daytona State College, Bethune-Cookman University, Ladies Professional Golf Association (LPGA), United States Tennis Association (USTA), Port Orange Green Market, Port Orange Family Days, Halifax Hospice 5K, One Voice for Volusia, Home Depot, Wal-Mart, homeless and other veterans groups, and the local chambers of commerce to name a few. The Florida Campus also hosts events such as Palmer Paints the Towne, Palmer Clinics Healthy Heart Run and the recent “Trot for Troops.”

Here’s what one of Palmer’s partners had to say: “We love your students. Our community is much greater with Palmer here. They are good citizens, and you always see them out there at various events giving back to the community,” says Debbie Connors, executive director, South Daytona – Port Orange Chamber of Commerce.

“Our administration, student services and our Sports Council work very closely together to develop and sustain these relationships,” adds Mr. Nikolla. “As our footprint grows, more and more individuals and organizations are contacting us directly, requesting our services … and partnerships develop. These partnerships enhance the credibility of both parties. They help grow our students, chiropractic and Palmer College as well as our community.”
At the beginning of 2009, Heather Bowyer, D.C., was appointed to coordinate the fledgling Florida Campus Sports Council. Dr. Bowyer, also an instructor and faculty clinician, is a 2006 graduate of Palmer’s West Campus. Her participation with the well-established West Campus Sports Council is what sparked her interest in treating athletes through sports chiropractic.

“Sports Council is a great opportunity for students to work with athletes and to promote chiropractic in the community,” says Dr. Bowyer. “The experience and knowledge gained is invaluable, and none of it would be possible without the hard work of a very talented and committed group of students. The executive officers work very hard at organizing the events, scheduling student coverage and making sure that all necessary supplies are available. Without their dedication, the experience that so many of our current students and graduates have gained would not be possible.”

In 2009, the Florida Campus Sports Council participated in two events. One was at the Chiro Games and the other with the United States Tennis Association (USTA), headquartered in Daytona Beach, which was the first external organization to partner with the Florida Campus Sports Council. In 2010 the number of events grew to 20 and this past year the Sports Council participated in 39 events. The variety in the types of events and sports allows the 59 student interns currently in the program to experience treating athletes in three different tiers.

• Tier 1 is made up of non-contact sports like running, tennis and golf.
• Tier 2 includes incidental contact sports such as marathons, triathlons and baseball.
• Tier 3 is for intentional contact sports, which include rugby, Chiro Games sports, basketball and martial arts.

Currently, in addition to running events such as Palmer’s own Palmer Paints the Towne and the Palmer Clinic’s Healthy Heart Run, the Florida Campus Sports Council partners with notable sports organizations including: the USTA, LPGA, NCAA, the Ragnar Relay and the Daytona Cubs. Preliminary discussions also have been held with the Daytona International Speedway and the NFL’s Jacksonville Jaguars.

While the players and participants benefit from what is often their first experience with chiropractic in any setting, the student interns benefit in many different ways. “I am incredibly happy with the progress of the Sports Council over the past couple of years,” says exiting President Anthony Harris. “It has been an honor to serve our community and to directly impact the lives of so many people through chiropractic care. I have received great testimonials from event coordinators complimenting our poise on the field, professionalism and our healing touch. With that said, we couldn’t have grown and impacted the community the way we have without the support from Palmer, our adjunct clinicians, a group of hard-working officers, and especially from our adviser, Dr. Heather Bowyer.”

Joining Dr. Bowyer in supervising the Sports Council are other Certified Chiropractic Sports Physicians on the Florida Campus, including clinician instructors Tom Young, D.C. (Florida ’06), Steve Wooten, D.C. (Davenport ’98), Director of Clinics Shane Carter, D.C., M.B.A. (Florida ’05), and Carl Stephens, D.C. (Florida ’10).

The growth of the Sports Council has paralleled the interest in sports chiropractic both nationally and locally. Ryan Ronk, tournament marketing manager for the LPGA’s Symetra Tour, says, “Initially the interest in offering sports chiropractic for the players at our tournaments was lukewarm. Now the women request the availability of chiropractic care and utilize it enthusiastically.”

Current Sports Council President Sean Driscoll plans to continue developing the variety and number of events as well as increasing student participation. “The Sports Council has grown tremendously over the past few years and has given the student body a wealth of experience in treating athletes and being prepared to be health care providers at athletic events,” he says. “Although the club has seen an increase in numbers, we’d like to get more than one-third of the student body actively participating in events. We’re also striving to expand the variety of events to include more unconventional sports, such as wakeboarding and motocross. Our goal is to increase the awareness of chiropractic and its many benefits to the community through our shared interest in sports.”
alumni adjustments

DAVENPORT CAMPUS

1960s

Dr. Max Grupp, ’65, Feasterville, Pa., retired after 45 years of practice and moved to Cape May, N.J. Phone: (609) 884-1793.

Dr. Larry Thomas, ’65, Mt. Pleasant, Pa., retired from practice after more than 45 years on Aug. 1, 2011. Phone: (724) 547-9905.

Dr. Nancy Marlow, ’67, St. Charles, Mo., may be contacted at: focasjoe@aol.com.

1970s

Dr. George Phillips, ’72, Casper, Wyo., recently celebrated 40 years in practice in Casper, Wyo. Phone: (307) 237-3489.

Dr. Michael Shreeve, ’74, was appointed by Florida Governor Rick Scott to the state Board of Chiropractic Medicine for a term that began in July 2012 and ends Oct. 31, 2014. Dr. Shreeve is a professor on Palmer’s Florida Campus in Port Orange.

Dr. Michael Mello, ’75, Packwood, Wash., has retired from practice. Dr. Mello and his wife have been married for 41 years, they have two children, eight grandchildren and one great-grandson. Phone: (360) 466-0514, e-mail: dcmml652@yahoo.com.

Dr. John Stump, ’76, Fairhope, Ala., is excited to announce the birth of his first grandson, Dalton, married for 41 years, they have two children, eight grandchildren, and back orthotics that utilize actual molds of a customer’s seat and back, incorporating those forms directly into the chair or orthotic.

Dr. Tom Potisk, ’84, and his book, “Whole Health Healing: The Budget Friendly Natural Wellness Bible for All Ages” were recently featured live on CBS in Los Angeles. Phone: (262) 835-7157, e-mail: tpotisk@aol.com.

Dr. Nancy Rhodes, ’84, McClure, Pa., was widowed as her husband of almost 32 years, Dennis, was killed in a motorcycle accident on April 12, 2012. E-mail: nancy4258@verizon.net.

Dr. Bruce Crabtree, ’85, moved to a new office in 2009 to 2559 37th Ave., Columbus, NE 68601.

Dr. Bruce Crabtree helped legalize animal chiropractic in Nebraska in 2010. Phone: (402) 564-7514, e-mail: rbcrabt@megavision.com.

1980s

Dr. John Neill, ’82, Montgomery, Ariz., is excited to announce the birth of his first grandson on April 13, 2011. Phone: (334) 264-4800, e-mail: dr.neill@gmail.com.

Dr. Ira Shapiro, ’83, Old Bridge, N.J., was elected as a Fellow of the International College of Chiropractors (FICC) at a recent meeting of the ACA Council on Sports Injuries and Physical Fitness.

Dr. John Conley, ’84, Rumford, R.I., received the Carnegie Medal for “Extraordinary Heroism” for his actions to save the life of an 86-year-old woman who drove her car into the water at his marina.

The car sank 12 feet, and Dr. Conley dove down to it three times, breaking a window and pulling the woman to safety. He also received an award from the Congressional Medal of Honor Society.

Dr. Gregg Hoogeveen, ’84, recently built a new 7,000 ft. chiropractic wellness center in Bellevue, Neb. Phone: (402) 295-2580, e-mail: hooggie2548@gmail.com.

Dr. William L. Krueger, ’84, has helped form a new company to bring advances in custom fitting techniques to workplace seating and posture support. The company, Innovative Seating Solutions, LLC, has created a line of custom chairs and back orthotics that utilize actual molds of a customer’s seat and back, incorporating those forms directly into the chair or orthotic.

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1990s

Dr. Michael A. Chiaffitelli, ’91, moved his office, Total Health Care Clinic, to 10001 S. Pennsylvania Ave., Suite 170, Oklahoma City, Okla. Phone: (405) 681-2273, e-mail: Mchialf@aol.com.

Dr. Rene Fich, ’91, recently moved to Denmark and is practicing at Højebjergklinikken, Oddervej 91, 8270 Højebjerg. Phone: +45 8618 0086, e-mail: renefich@gmail.com.

Dr. Maiha Tjøa-Rahier, ’91, closed her practice in 2011 to relocate to Anchor Point, Alaska.

Dr. Daniel Halden, ’92, Pittsburgh, Pa., graduated from Options for Animals College of Animal Chiropractic in Feb. 2012, and was certified by the International Veterinary Chiropractic Association. In conjunction with two veterinarians, Dr. Halden sees animals three days a week in addition to his human practice. Phone: (412) 731-9441, e-mail: DHalden@verizon.net.

Dr. Heather Dehn, ’94, Sacramento, Calif., has been appointed to the California Board of Chiropractic Examiners. Dr. Dehn has been owner of Dehn Chiropractic since 1995. E-mail: wmmdoc@yahoo.com.

Dr. Rodney Thompson, ’94, was recently elected as Chair of the Council on Chiropractic Education Canada (CCEC). E-mail: drrod@eastlink.ca.

Dr. Mark Huck, ’96, has a new practice location at 7100 Fancenter Way #120, Tukwila, WA, 98188. Phone: (425) 251-3101, e-mail: dmarkhuck@ hotmail.com.

Dr. Kelly Rousch, ’96, Gallipolis, Ohio, published the book “Sports Concussion and Neck Trauma” and has been teaching seminars across the nation. Dr. Rousch testified on the concussion bill before the House of Representatives and was recently honored by the House of Representatives for her testimony and public education on the topic of concussion. Dr. Rousch has been interviewed by more than 100 radio stations and has written numerous magazine and newspaper articles. Phone: (740) 446-5534, e-mail: krous@holzerclinic.com.

Drs. Dan Weintert, ’96, and his wife, Neleigh Weintert, ’07, had a daughter, Haydn Penn, on March 29, 2012. Phone: (563) 884-5761, e-mail: danweintert@gmail.com.
Drs. Jana, ’97, and Jeffrey Rub, ’97, Norfolk, Neb., became grandparents to Jude Alan Boiling, on Sept. 18, 2011. Jude was born more than three months premature. Phone: (402) 844-3200, e-mail: jeffrub@hotmail.com.

Dr. Stephen Jobe, ’98, has been appointed Chair of the Board of Directors for Chiropractic Care of Minnesota, Inc. (ChiroCare) in Shoreview Minn. E-mail: jobedc@hotmail.com.

2000s

Dr. Scott Hansing, ’01, Helena, Mont., received the Chiropractor of the Year award through the Montana Chiropractic Association. Phone: (406) 449-0814, E-mail: drhansing@hotmail.com.

Drs. Sara, ’02, and Randall Farrant, ’02, reside in New Zealand with their three children. They have a new e-mail address: drsrandfarrant@gmail.com

Dr. Alicia Farrell, ’03, and Mr. Jim Barton, had a son, Eryx William, on Jan. 3, 2012. Phone: (251) 948-2225, e-mail: afchiro@yahoo.com.

Dr. Franklyn P. Hughes, ’03, Waynesburg, Pa., has achieved Breakthrough Coaching’s “Elite” designation. He and his wife, Sarah, enjoy their five-year-old daughter, Hannah.

Dr. Belden Harris, ’04, Round Rock, Texas, married Emily Robinson on Aug. 6, 2011. Dr. Harris and his wife had a son, Woodrow Belden Harris IV, on May 30, 2012. Phone: (512) 345-977, e-mail: Belden21@yahoo.com.

Dr. Kelly Lange, ’04, Ashland, Ore., and Mr. Whit Brake had a daughter, Maggie Keifer Brake, on March 30, 2012. Phone: (541) 482-3492, e-mail: drlazar@lazarspinalcare.com.

Dr. Trent Maly, ’04, and his wife, Tiffany, Lincoln, Neb., have three boys, Kane age 7, Malachi age 4 and Elijah age 1. Phone: (402) 483-6633, e-mail: drmaly@mtchiro.net.

Dr. Josef Scott, ’04, was married in Sept. 2011. He is the owner of Belfair Chiropractic Center located at 131 NE Roy Boad Road, Suite A, Belfair, WA 98528. Phone: (360) 275-4411, e-mail: drscott@belfairchiropracticcenter.com.

Dr. Janna (Groene) Rector, ’05, have three boys, Kane age 7, Malachi age 4 and Elijah age 1. Phone: (402) 275-4411, e-mail: drscott@belfairchiropracticcenter.com.

Dr. Melanie Cook, ’06, Fairborn, Ohio, had a son, Ashton Timothy, on May 18, 2012. Phone: (937) 429-4445, e-mail: tcookm98@prodigy.net.

Dr. Brandi (Neff) Hickman, ’06, Fairborn, Ohio, and her husband, Justin Hickman, had a son, Chase Isaac, on Jan. 18, 2012. Phone: (937) 879-4262, e-mail: bhickman@hotmail.com.

Dr. Brad Hunter, ’07, Oshkosh, Wis., was honored in April 2012 as one of Oshkosh’s Four Under 40 emerging business leaders. The annual award from the Oshkosh Northwesterners spotlights young professionals who demonstrate leadership in their profession and are actively involved in the community. Phone: (920) 233-2828, e-mail: bradhunter@hotmail.com.

Dr. Jonathan Lazar, ’08, Ann Arbor, Mich., hosts “Your Weekly Checkup” radio call-in program. He also has written a book titled “Live Life Well: Unlocking the Secrets to Living Your Best Life” with G.T. Roberts. Phone: (734) 274-5107, e-mail: drlazar@lazarspinalcare.com.

Dr. John R. Rasmussen, ’81, Yakima, Wash., has joined his father, Dr. John W. Rasmussen, ’81, and grandfather, Dr. John E. Rasmussen, ’69, in practice. Dr. Rasmussen also has a great, great-uncle, Dr. D.M. Johnson, ’21, making him a fourth-generation chiropractor. Phone: (509) 965-3678, e-mail: DRJR@gmail.com.

Dr. Jeffrey Langmaid, ’06, began employment at Florida Orthopaedic Institute’s Bloomingdale therapy office in April 2012. Phone: (813) 978-9779.

Dr. Theresa Martin, ’06, opened Royal Palm Chiropractic at 1180 Ponce DeLeon Blvd., 601B, Clearwater, FL 33756 on Feb. 27, 2012. Phone: (727) 400-4809, e-mail: royalpalmdc@gmail.com.

Dr. Gaspare Scarantino, ’06, celebrated the one-year anniversary of opening Scarantino Chiropractic, PC., on May 20, 2012. Dr. Scarantino was married to Jennifer Colaugeli on June 16, 2012. Phone: (718) 874-2468, e-mail: DRGscarantino@aol.com.

Dr. Loren Blackley, ’08, Goleta, Calif., has published a children’s chiropractic book, “Let’s Go to the Chiropractor.” She may be e-mailed to purchase a copy of the book. Phone: (910) 739-5751, e-mail: lori_blackley@yahoo.com.

Dr. Jeffery Langmaid, ’06, opened Royal Palm Chiropractic at 131 NE Roy Boadl Road, Suite A, Belfair, WA 98528. Phone: (207) 873-6446, e-mail: jeffrub@hotmail.com.

Dr. Jamie Penn, ’10, Northville, Mich., opened South Lyon Chiropractic at 327 North Lafayette St., South Lyon, MI 48178. Phone: (248) 491-6776, e-mail: JPPchiro@gmail.com.

Dr. Nicholas Bosse, ’11, Waterville, Maine, recently established Bosse Family Chiropractic & Wellness, formerly Chasse Chiropractic Office, which was established in 1969. Phone: (207) 873-6446, e-mail: nicholas.bosse.dc@gmail.com.

WEST CAMPUS

1980s

Dr. Vanessa Johnson, ’88, Acton, Calif., was named Citizen of the Year by the Acton Lions Club. Dr. Johnson recently celebrated her 24th year of family practice at Community Chiropractic at 3942 W. Sierra Hwy. #6, Acton, CA 93510. Phone: (661) 269-1400.

1990s

Dr. Gregory Uchacz, ’92, who maintains his primary practice at ProActive Health Group in Calgary, Alb., recently received the Chiropractor of the Year award from the Alberta College and Association of Chiropractic. Another West Campus alumnus, Dr. Michael Breen, ’86, garnered the Award of Merit.

Dr. David Hastings, ’96, opened Hastings Chiropractic and Wellness Center, located at 109 Falls Ct. #500, Boerne, Texas 78006 in March 2012. Phone: (830) 249-6850, e-mail: southpawchiro@gvt.com.

Dr. Andrew Cohen, ’04, recently moved his office, ProActive Chiropractic, to a larger building located in the heart of the Financial District of San Francisco, 22 Battery St., Ste. 50, San Francisco, CA 94111. Phone: (415) 762-8141, e-mail: drcohen@ProActiveSF.com.

Dr. Crystal (Clinton) Galvan, ’06, Goleta, Calif., had a daughter on March 10, 2012. Phone: (805) 687-8900, e-mail: DrCrystal@ProActiveSF.com.

2000s

Dr. Gina (de Wel) Plaka, ’03, Napa, Calif., and her husband Fatos Plaka, had a daughter, Hanna Annalene, on June 23, 2012.

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Made any “adjustments” lately? Keep your College and fellow classmates up-to-date with what’s going on in your life. Simply fill out this form and mail it to Insights, Palmer College of Chiropractic, 1000 Brady Street, Davenport, IA 52803; or fax it to (563) 884-5393. You can also e-mail your information to marketing@palmer.edu. Or go to palmer.edu/insights and click on “Alumni Adjustments Form.”

Name (please print)____________________________________ Campus_________________________ Class_________________

Business or Home Address__________________________________________________________________________________

City, State/Province____________________________________ Country_________________ ZIP/Postal Code_________________

E-mail Address_______________________________________________________________________________________________

Work Phone___________________________________________ Home Phone_______________________________

Information (practice openings, address changes, births, marriages, appointments, current military service, honors, etc.)

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in memoriam

Davenport Campus

1940s
Dr. John F. Kolar, ’46
Mesick, Mich.

Dr. Glenn D. Benner, ’47
Moline, Ill.

Dr. Robert H. Stillwell, ’48
Tacoma, Wash.

Dr. Paul A. Van Dyck, ’48
Holladay, Utah

1950s
Dr. Elwyn J. Ridder, ’51
Clear Lake, Iowa

Dr. Charles I. Zachry, ’51
Carrollton, Ga.

Dr. James F. Elliott, ’55
Tulsa, Okla.

1960s
Dr. William C. Gremmels, ’62
Muscatine, Iowa

Dr. Larry E. Cornelius, ’67
Bella Vista, Ark.

1970s
Dr. Thomas G. Maday, ’71
Tucson, Ariz.

Dr. Norris A. Erickson, ’72
Aurora, Ill.

1980s
Dr. Larry S. Case, ’80
Sparta, N.J.

1990s
Dr. Anthony C. Fiore, ’56
Bangor, Pa.

Dr. Ronald H. Collett, ’58
Winnipeg, Manitoba, Canada

Dr. Elwyn J. Ridder, ’51
Clear Lake, Iowa

Dr. James F. Elliott, ’55
Tulsa, Okla.

Dr. Anthony C. Fiore, ’56
Bangor, Pa.

Dr. Ronald H. Collett, ’58
Winnipeg, Manitoba, Canada

Dr. James A. Clark, ’85
Attica, Ind.

Dr. Thomas A. Klesmit, ’85
Heath, Texas

Dr. Kathleen A. Wehrenberg, ’85
Holmen, Wis.

Dr. Donald Hudson, ’89
Lansing, Mich.

Dr. Jeffrey D. Beleutz, ’94
Oakville, Ontario, Canada

West Campus

1990s
Dr. David E. Lowe, ’82
Clayton, Calif.

Dr. Kirk A. Lee, ’80
Albion, Mich.

Dr. David E. Lowe, ’82
Clayton, Calif.
Florida Campus
Homecoming 2013
March 1-3
Port Orange, FL

West Campus
Homecoming 2013
May 3-5
San Jose, CA

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KEYNOTE SPEAKERS INCLUDE:

FLORIDA CAMPUS
Chancellor
Dennis Marchiori,
D.C., Ph.D.

FLORIDA CAMPUS
Larry Markson, D.C.

WEST CAMPUS
Howard Wasdin, D.C.

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Sign up for the Palmer travel event in February 2013 today! Choose from a six-night (Feb. 22-28) or five-night (Feb. 23-28) stay at the Gran Bahia Principe Resort Complex in Punta Cana, Dominican Republic.

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Contact KDM Travel at (800) 779-6614 or marie@kdmtravel.com to make your resort reservation today. Reduced pricing starts at $804 per person based on double occupancy, and anyone who booked earlier at a higher rate will receive the discount.

For CE registration, call the Palmer Continuing Education and Events Dept. at (800) 452-5032, or register online by going to www.palmer.edu/CERegister and clicking on the “Alumni Travel Event 2013” link.