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COVER
The women of Palmer today continue the legacy of leadership begun by the Palmer family women.

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Recognizing the leadership of Palmer women

As we wrap up 2016 and get set to start a new year, I hope you’ll take a few minutes to read this issue of Insights. Once again it’s packed with great articles about our alumni, the campuses and our students.

The focus of the Winter 2017 issue is women in chiropractic. Today more than 40 percent of the Palmer student body is comprised of female students. Palmer is proud of the role its female graduates have played leading our profession. As you read about some of these amazing women let’s not forget there are many more who are just starting to make their mark in chiropractic.

The Alumni Office is proud of the progress we’ve made in restructuring the alumni association. We now have 26 alumni state representatives and more than 100 district representatives in place with more coming on board every week. This summer we kicked off two new programs. One is the Student 2 State Association Program, and the other is a new twist on our Alumni Student Recruitment Program (ASRP). The Student 2 State Association Program is designed to support our students as they make the transition from being a student to practice. The ASRP helps support our student recruitment efforts; read the article on page 21 to find out more.

If you weren’t able to make the Davenport Homecoming in August, you missed the biggest surprise of all: the dismantling of the former Alumni Auditorium (being transformed into the R. Richard Bittner Athletic & Recreation Center), the Clinic Gardens and the wall along Main Street. By Homecoming the only thing left of the auditorium was the steel frame, the wall was gone, and the Clinic Gardens were a blank canvas. The Davenport campus is at the front end of a $25 million renovation of its historic campus. You’ll want to read all about it on pages 23 and 24. This project represents the biggest change to the campus since the 1920s. Our goal is to preserve our history while preparing for the future. I think you’ll love what’s happening.

These are just a couple of touch points on what’s inside this issue of Insights. From everyone at all three Palmer campuses, we thank you for all you do!
The last chords of the organ echoed in the empty church as the young woman collected her music and stepped out into the spring sunshine. She shaded her eyes as she peered at the happy throng gathered around a table groaning with sandwiches, cakes, pies, cookies and an enormous cut-glass punch bowl. Then her gaze rested on a stranger—a young man with dark hair and piercing eyes. This church picnic was going to be interesting.

So might the first meeting of Mabel Sarah Heath and Bartlett Joshua (B.J.) Palmer have transpired at the turn of the 20th century. Mabel Heath became B.J. Palmer’s right hand and confidante, and earned the title First Lady of Chiropractic. She was born in Milan, Ill., in 1881 and attended Augustana College in Rock Island, Ill. Mabel met B.J. when she was an apprentice organist. They married in 1904. From the start she was interested in B.J. and his father’s profession and passion: chiropractic. She earned her doctor of chiropractic degree from D.D. and B.J. Palmer’s fledgling chiropractic school in 1905.

From the First Lady of Chiropractic to the Leaders of Today—Palmer Women Continue to Inspire

Mabel Heath Palmer, D.C., F.P.A.C., served as the Palmer School of Chiropractic’s treasurer and business manager, continuing in that role as the school prospered. Later she attended Rush Medical College in Chicago, Ill., where she studied anatomy, and returned to Palmer to take over teaching anatomy and dissection. She wrote the first anatomy textbook for chiropractic students and was an instructor at the Palmer School for more than 35 years.
A close and valued adviser to her husband, Dr. Mabel Palmer was a popular lecturer throughout the chiropractic profession and a beloved anatomy teacher. She was one of a number of early women graduates, many of whom practiced midwifery or another healing art, who were attracted by the idea of natural health care centered on the spine and nervous system. With her intelligence, prominence and quiet authority, she set the standard for women in chiropractic.

**Agnes Mae High** was born in Pennsylvania and graduated from the Palmer School of Chiropractic in 1938. She practiced in Chester County, Pa., before marrying David D. Palmer, D.C., F.P.A.C., in 1943. An accomplished sculptor, Agnes Palmer, D.C., F.P.A.C., left a legacy in chiropractic as well as the world. The busts of Dr. Dave and Dr. Mabel Palmer found on Heritage Wall on Palmer’s Davenport, Iowa, campus, were made by Dr. Agnes Palmer, and she was invited to display her sculpture in a one-woman show at the Davenport Art Gallery (now the Figge Art Museum). She served as the Supreme Kiatrus of Sigma Phi Chi, the women’s professional sorority founded by Dr. Mabel Palmer, from 1949 until her death in 1998.

The three daughters of Drs. Dave and Agnes Palmer assumed the mantle of leadership as well. **Bonnie Palmer McCloskey, M.B.A.**, like her sisters Jenny Wren Palmer Sutton, H.C.D. (Hon.), and Vickie Anne Palmer, H.C.D. (Hon.), F.P.A.C., grew up on the Palmer campus. She served on the College Board of Trustees from 1980 to 1984, and also served as vice president of the Palmer Broadcasting Company, the family’s communication business.

Ms. McCloskey is a partner in Cornerstone Holdings, LLC. She has extensive experience with civic groups, having served as director or trustee for 16 organizations, and currently is a trustee of Sweet Briar College. She holds a bachelor’s degree from Sweet Briar College as well as an M.B.A. from the Wharton School at the University of Pennsylvania.

**Jenny Wren Palmer Sutton, H.C.D. (Hon.),** received her Bachelor of Arts degree from Briar Cliff College in Briar Cliff Manor, N.Y. She served on the Palmer College of Chiropractic Board of Trustees from 1980 to 1992. She was chairman of its Nominating Committee and was involved with the acquisition of Palmer West. She also served as vice president of the Palmer Broadcasting Company, the family’s communications business. She was granted an honorary Doctor of Chiropractic Humanities degree in 2016. Following in her father’s footsteps as a philanthropist and arts supporter, she’s been involved in numerous charitable endeavors.

**Leadership is a way of life for women in the Palmer family.**

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**Palmer women follow in Mabel’s footsteps**

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Vickie Anne Palmer: A life dedicated to Palmer College

The youngest of Drs. Dave and Agnes Palmer’s daughters, Vickie Anne Palmer, H.C.D. (Hon.), F.P.A.C., has dedicated her life to serving Palmer College and the chiropractic profession.

Known as The Refiner of Chiropractic, Vickie Anne Palmer has built on her family’s heritage by continuing to lead and refine the chiropractic mission they began. Like her sisters, Vickie Palmer grew up on the Palmer campus, serving in a variety of positions within the College.

She hasn’t stopped serving Palmer College since her childhood. She attended Palmer Junior College and Marycrest College before graduating from Sawyer Business College and attending management courses at Drake University and the University of Notre Dame. Vickie Palmer joined the Palmer College Board of Trustees in 1978 and was elected chairman in 1987, serving in that role until 2008. She currently serves the Board as secretary general, a member of the Executive Committee and co-chair of the Ad Hoc Identity Committee. She’s a distinguished Fellow in the Palmer Academy of Chiropractic, and in 1987 was granted an honorary Doctor of Chiropractic Humanities degree.

During her 21-year tenure as chairman of the Palmer College Board, Vickie Palmer was instrumental in developing the Palmer College of Chiropractic system that includes three campuses. She led the Palmer Board in facilitating the growth, development and stabilization of Palmer’s West campus in San Jose, Calif. She served as vice chairman of Palmer’s West Campus Board of Trustees, and when the Palmer Chiropractic University System was founded in 1991, she was named chairman of its Board. She also was chairman of the Board during the preparatory work and establishment of Palmer’s Florida campus in Port Orange, Fla., in 2002.

Additionally, she was engaged with major facilities improvements on the College’s Davenport campus, including upgrading the David D. Palmer Health Sciences Library, building the Palmer Academic Health Center (opened in 2007) and the establishment of the Palmer Center for Chiropractic Research and the Palmer Center for Business Development.

[She] was instrumental in developing the Palmer College of Chiropractic system that includes three campuses.
Today’s Palmer alumnae hit their stride. The leadership of the Palmer-family women set the stage for today’s Palmer graduates to make their own mark. Following are a few of their stories.

Afua Adjei-Kwayisi, M.D., D.C.: The first combined-care doctor in Ghana

Following her graduation from Palmer’s Davenport campus in 2015, Afua Adjei-Kwayisi, M.D., D.C., followed her dream to return to her home country and become the first health-care professional in Ghana to have both a medical and a doctor of chiropractic degree.

“I have a huge passion and high sense of mission to educate several millions of Ghanians and Africans on true wellness and the principles and holistic benefits of chiropractic care,” she says.

More than four years ago, Dr. Adjei-Kwayisi moved to Iowa to attend Palmer, leaving her daughter to live with Afua’s mother halfway across the world. But it was a sacrifice she was willing to make.

Margaret Colucci, D.C., steps up and serves her profession

“Many are called but few choose to be chosen,” a former Federation of Chiropractic Licensing Boards (FCLB) president once told Margaret R. Colucci, D.C., Davenport ’89. It’s a saying she’s taken to heart.

Dr. Colucci is vice president of the FCLB—the first woman officer in the organization’s 90-year history. She’s also a director of the National Board of Chiropractic Examiners and vice president of the Chiropractic Physicians Board of Nevada. Plus she has a busy practice in Las Vegas and three children.

She clearly believes it’s important to serve in leadership roles, but why? “I believe the importance of serving in a chiropractic leadership role is to preserve, protect, improve and promote the chiropractic
profession and the services we provide for our patients,” she says.

Dr. Colucci’s role as an FCLB officer and her involvement during the past decade has been to create, facilitate and promote projects that help to protect the public and serve state regulatory boards. She’s chaired multiple committees, including the Chiropractic Sports Mobility Task Force—also known as FCLB’s Passport.

This work has prepared her well for her next FCLB role: president. One of her goals as president will be to launch FCLB’s Passport program, which will allow chiropractors to mobilize with a temporary chiropractic license from state to state for travel-to-treat, travel-to-teach and crisis care, Dr. Colucci says. Currently, chiropractors who cross a state line to practice chiropractic and don’t have an active license or temporary license in that state would be practicing chiropractic without a license and without malpractice coverage. FCLB’s Passport program will host the databank and act as liaison between chiropractic state regulatory boards to credential temporary licensees and notify boards that appropriate temporary licensure is in place.

How does she balance her leadership roles, practice and family? “As a woman healer and leader, I always want to give and serve,” she says. “Family and God have always been my first priority and focus. With this solid foundation, I’m able to be of service on a state and national level. It’s my way of giving back to our great profession of chiropractic.”

Donna Craft, D.C., achieves milestone for women at the NBCE

It’s no surprise the first woman elected president of the National Board of Chiropractic Examiners (NBCE) is a Palmer graduate.

Donna L. Craft, D.C., F.P.A.C., Davenport ’86, of Brooklyn, Mich., was elected president of the NBCE in May 2014 and served a two-year term ending in 2016. She was the first woman elected president in the organization’s 51-year history. Dr. Craft served as NBCE vice president from 2012-2013, treasurer in 2010 and secretary from 2005-2006.

She was first elected to the NBCE Board in 2003 and served as an at-large director. In 2007, she was elected (and re-elected in 2010 and 2013) as District II director, which includes the states of Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Other firsts for Dr. Craft include being part of the first class to earn a Diplomate of the International Council on Chiropractic Pediatrics (DICCP) in 1996 and being a founding member of the Council of Chiropractic Pediatrics.
Donna Craft, D.C., continued ...

At the state level Dr. Craft served on the Michigan Board of Chiropractic from 1996 to 2004 and was chairperson for two years. She was named 2002 Chiropractor of the Year and received a President's Award in 1999 from the Michigan Chiropractic Society (now Michigan Association of Chiropractors).

Dr. Craft was inducted as a Fellow in the Palmer Academy of Chiropractic in 2015 and named an International College of Chiropractors, Inc., Fellow in 2016. She was appointed to the Palmer College of Chiropractic Board of Trustees in late 2016. She practices in Ann Arbor, Mich., and remains active in professional organizations on the state and national level.

Bobby Doscher, D.C., N.D.: Devoted to healing children

Mackenzie was born two weeks early via vacuum-assisted delivery. Throughout her first months, her mother noticed the swelling on her head from the vacuum delivery failed to go down, she was slow to meet milestones like crawling and she had a “distant look in her eyes, like something in her brain wasn’t clicking.”

As she neared her first birthday, her mother suspected brain injury from the vacuum-assisted delivery and discussed her fears with her chiropractor, who suggested she take Mackenzie to the Oklahaven Children’s Chiropractic Center. After a few adjustments, “the light seemed to come on in her eyes,” her mother said. Soon she was crawling and was walking by 17 months.

At 25 months old, Mackenzie was running, dancing and had incredible verbal skills. “I truly believe had we not come to see Dr. Bobby, Mackenzie would still not be walking and probably wouldn’t be communicating.”

This story from Oklahaven Children’s Chiropractic Center is just one of thousands experienced by Bobby Doscher, D.C., Davenport ’77, Oklahaven’s president and chief executive officer, and her team of mostly volunteers.

Dr. Doscher chose chiropractic as a career after it helped her avoid a second knee surgery while working as an international flight attendant. She received her doctor of chiropractic degree from Palmer College in 1977 and later became a doctor of naturopathy. Her journey at Oklahaven began with a simple request. “Oklahaven needed chiropractors, and Dr. Melvin W. Clark (Davenport ’56) asked me if I’d come and run it. So I did,” she says.

continued ...
Christine Goertz, D.C., Ph.D., represents chiropractic at the health-care table

“Hear Dr. Goertz speak, and it is abundantly clear she is defined not by her resume, but by her passion for, and dedication to, the power of research in spurring policy changes that expand chiropractic’s role in the health-care delivery system.”

So wrote Peter Crownfield, executive editor of Dynamic Chiropractic, in the publication’s article announcing Christine Goertz, D.C., Ph.D., F.P.A.C., as Dynamic Chiropractic’s 2015 Person of the Year.

Dr. Goertz has been Palmer College of Chiropractic’s vice chancellor for research and health policy since 2007. She was named an honorary alumna of Palmer College of Chiropractic in 2011.

During her tenure as leader of Palmer’s research efforts, the Palmer Center for Chiropractic Research (PCCR) has been awarded millions of dollars in federal research grants, many from the National Institutes of Health, National Center for Complementary and Integrative Health as well as the Department of Defense. These include a $7.5 million grant awarded to Palmer ($5.1 million went to the PCCR), the

The children who come to Oklahaven have many different kinds of health issues, including Autism Spectrum Disorder and Cerebral Palsy. “They respond well to the chiropractic way of life—adjustments, whole foods and quietude,” Dr. Doscher says. “Oklahaven sees the most damaged children among us and provides hope for their anguished and heartbroken parents. I love showing the power of chiropractic through the children.”

Rand Corporation and the Samueli Institute to conduct three clinical trials at five military bases throughout the country that assess chiropractic treatment in the military. In ad-
“Working at Walter Reed is definitely the dream—my reaction to having been selected as one of the full-time chiropractors is currently an unknown adjective!” says Dr. Johnson. She continues to provide care for patients at her private practice in Annandale, Va., two days a week, and also serves as an emissary for the Foundation for Chiropractic Progress.

Stephanie Johnson, D.C., West ’12, was recently appointed as one of the chiropractors providing care for active military-service members in the Physical Medicine and Rehabilitation Department at the Walter Reed National Military Medical Center (WRNMMC) in Bethesda, Md.—becoming the first woman to provide chiropractic care at the world’s largest military medical center.

Dr. Johnson was inspired to pursue a position at WRNMMC following her participation in Palmer’s VA/DoD Internship program at WRNMMC. “The interdisciplinary clinical-setting, the patient demographics, and the six months of high-quality mentorship were unparalleled,” she says.

Dr. Johnson’s patients at WRNMMC are pleased by the integration of chiropractic care into DoD and VA-managed health centers. “Many express their appreciation by making a point to say their chiropractic visits are what they look forward to most in their day and comment that chiropractic is the only thing that keeps their headaches away, or their bodies functioning at optimal capacity,” says Dr. Johnson.

“Everyone benefits when chiropractors are involved in policy discussions with other health-care professionals,” Dr. Goertz adds. “Chiropractors bring the perspective of doctors who’ve always had a patient-centered approach, who are experts in treating patients with musculoskeletal conditions—a major cause of disability—and who offer conservative treatment approaches with a very low risk profile.”
Jean Koffel, D.C., is still going strong at age 92

Jean Koffel, D.C., graduated from Palmer in February 1945 and opened her Sheboygan, Wis., practice on May 1, 1945.

After nearly 72 years of practice, Dr. Koffel is still taking care of patients—some of them now 4th and 5th generation—in Sheboygan. She works six days a week: Monday, Wednesday and Friday from 8 a.m. to noon and 1:30 to 5 p.m., and Tuesday, Thursday and Saturday from 8 a.m. to noon. It’s a schedule that could wear out chiropractors half her age.

Dr. Koffel has many fond memories of her years as a student at Palmer, notably carving C1 and C2 out of soap, walking downtown with fellow students to take a paddle boat to Rock Island on Sundays because Davenport was a dry town, and dancing on the roof of the Administration Building next to the Little Bit ’O Heaven garden.

Dr. Jean Koffel with Dan Lyons, D.C., Davenport ’96.

Sherry McAllister, D.C.: Advancing the profession for 20 years and counting

For two decades, Sherry McAllister, D.C., CCSP®, West ’96, has distinguished herself by demonstrating a dedicated spirit and willingness to go the extra mile to promote Palmer College and advance the chiropractic profession.

She has helped direct the West campus continuing-education and 13th Quarter field-training programs, and continues to represent her chiropractic alma mater at various events.

Dr. McAllister became an even greater ambassador for the chiropractic profession when she was appointed executive vice president of the Foundation for Chiropractic Progress (F4CP) in 2015.

She’s a competitive triathlete who’s always on the go—including maintaining a part-time practice in San Jose, Calif., while raising two sons with her husband, Don.

Dr. Sherry McAllister
Dr. McAllister advances the profession through every opportunity presented, whether it be talking to prospective students, current students, hosting continuing education or promoting a F4CP-sponsored TIPS (Towards Injury Prevention and Safety) seminar to a group of athletes/coaches or referees. As the F4CP executive vice president she, handles media relations, building relationships with corporate sponsors, and building resources and opportunities for all D.C.s.

... building resources and opportunities for all D.C.s.

Drs. Menneto and Moore share practice and passion for care

What would make two chiropractors and a dentist go into business together?

Angela Moore, D.C., and Danielle Menneto, D.C., both Florida ’08, met and became friends while at Palmer. As business partners they now share office staff, a waiting room, marketing and website activities—and frequently, patients—with Steve Taborda, D.M.D. “Most importantly we share a passion for caring,” says Dr. Moore. “We want to create a health-care team for our patients.

We place our emphasis on the patient-care experience.

A modern, attractive office suite (pictured left), where the chiropractors use one side comprised of several treatment rooms, is balanced by a state-of-the-art dental suite, used by Dr. Taborda, on the other side. Cross-referrals are common.

“We want to be sure our patients heal physically, mentally and emotionally,” says Dr. Menneto. “Dr. Taborda’s treatment philosophy is closely aligned with ours. We place our emphasis on the patient-care experience. Patients have apprehensions about both chiropractic and dental care, so patient comfort and convenience are priorities. This environment allows us to remove some of the traditional barriers to health care and treat the whole person.”
Karen Slota, D.C., continues to blaze trails in second season as NFL’s only woman chiropractor

Karen Slota, D.C., Davenport ’99, returned for her sophomore season as the chiropractor for the Detroit Lions in 2016. She’s excited to have this opportunity to build on her first-year experience in helping the players she treats achieve peak performance.

“No longer being a ‘rookie’ in the training room is huge,” says Dr. Slota, a Washta, Iowa, native who maintains a multi-office practice, Soft Tissue Solutions, in Michigan. “This season I’m being consulted regarding injured players, whereas last year I wasn’t. There’s greater trust with the veteran players.”

She averages an eight-hour day when the Lions are playing at home, and when traveling with the team, she typically arrives at the stadium three hours before kick-off. Her schedule includes traveling to the Lions’ training facility—about 20 miles from her office—twice a week, where she spends nearly three hours treating players.

Dr. Slota hopes her achievement will inspire other women to pursue their goals—no matter how insurmountable the challenge may appear.

Susan Welsh, D.C.: sports chiropractic pioneer

Decades of experience treating athletes from professional and college-level to weekend warriors has earned Susan Welsh, D.C., DACBSP, F.P.A.C., Davenport ’80, Tampa, Fla., deep respect from athletes, coaches and health-care professionals in various disciplines. She’s been treating athletes at all levels since 1982.

Over the years Dr. Welsh has worked with Tampa Bay teams such as the NHL’s Lightning, the NFL’s Buccaneers, the AFL’s Storm and the MLS’s Mutiny. In 2015, Dr. Welsh joined the clinical faculty at the University of South Florida (USF) in the Department of Neurosurgery and Brain Repair. Although she continues to practice full-time in the USF Morsani Health Center, she also mentors 4th-year medical students, teaching them about chiropractic in an integrative setting. There are 600 physicians of all specialties practicing at USF.

She’s still involved with high school football, all USF sports teams and the Tampa Bay Storm. Dr. Welsh is also participating in a four-year concussion study involving patients who’ve suffered a traumatic brain injury and are receiving chiropractic care.
Fellows are the vanguard of Palmer chiropractic

The newest Fellows in the Palmer Academy of Chiropractic, inducted during the 2016 Davenport Homecoming are: (front row) Lora Tanis, D.C.; Ms. Vickie Palmer (who accepted a posthumous Fellows award for Thomas Louw, D.C., Davenport ’65); Alana Callender, Ed.D.; (back row) Lewis Squires, D.C., Davenport ’74; and Arthur Lensgraf, D.C., Davenport ’76.

In the early 1960s, David Palmer, D.C., F.P.A.C., president of Palmer College of Chiropractic, wanted to pay tribute to people who stood behind Palmer College.

Dr. Dave Palmer knew that for most professions, there’s a group of people who hold fast to its principles and purpose and serve as examples of excellence in service to their alma mater and their profession. For chiropractic, and specifically... 

“an esteemed group of professionals—the best Palmer can produce,” ...

Palmer chiropractic, that group is the Fellows in the Palmer Academy of Chiropractic, established by Dr. Dave Palmer in 1963.

Beginning with this issue of Insights magazine, you’ll notice the initials F.P.A.C. after some alumni names. These initials indicate the individual has been inducted as a Fellow in the Palmer Academy of Chiropractic.

What does being a Fellow mean? According to the time-honored induction ceremony, “Being named a Fellow is a distinct privilege and honor, and the individuals being inducted today are leaders in the profession and their communities as well as supporters of Palmer College. Their duty as Fellows is to promote the future of chiropractic, engage in discussions of chiropractic’s role in society and support Palmer College of Chiropractic in every way possible.”

For Palmer Board of Trustees Chairperson Trevor Ireland, D.C., F.P.A.C., Davenport ’70, becoming a Fellow was always a goal, but one he didn’t think was attainable as a young practitioner. “After leaving South Africa to become a chiropractor, my wife and I developed a very strong passion for Palmer and chiropractic. Three of our five daughters are Palmer graduates. It was a goal of mine to become a Fellow—to excel and be recognized—but I didn’t think it was attainable.”

Dr. Ireland was inducted as a Fellow in the Palmer Academy of Chiropractic in 1985. “I felt honored at the time and still feel honored today,” he says. “Being a Fellow has molded my professional life—I hope to be a good mentor and set an example for other doctors.”

Another long-time Fellow is Peter Martin, D.C., F.P.A.C., Davenport ’68, president of Palmer’s... 

continued...
**Fellows, continued**

Florida campus. “To me the Fellowship is recognition of one’s devotion to the chiropractic profession and, in particular, to Palmer College,” Dr. Martin says. “It’s an award indicating one’s service and commitment has been ongoing and long-standing—that you’ve stayed the course.”

Newly inducted Fellows are just as honored as their predecessors. “I was truly honored and a little shocked to be named a Fellow,” says Lora Tanis, D.C., F.P.A.C., Davenport ’89, who was inducted at Palmer Homecoming 2016 in Davenport. “I never thought of myself being included among a list of chiropractors that I’ve always aspired to be. My love for this profession has allowed me to live a very cherished life. I’m grateful to Palmer for my education and those alumni who’ve molded me to be the chiropractor I am.”

Fellows in the Palmer Academy of Chiropractic are “an esteemed group of professionals—the best Palmer can produce,” adds Dr. Ireland. They can only be nominated by another Fellow and go through an extensive review process before being inducted.

Today’s Fellows are a diverse group of 160 men and women who meet each year during Palmer Homecoming in Davenport. Dr. Ireland acknowledges the group doesn’t have a high profile and it could do more. “I’d like to see the Fellows come together in a more dynamic way and possibly do more in terms of projects or initiatives.”

Having a group of respected, experienced and dedicated professionals at the vanguard of chiropractic enhances chiropractic credibility, Dr. Ireland says. It also inspires the next generation. “Fellows should inspire others to become Fellows.”

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**DR. BARNETT ON INTEGRATING D.C.s AND M.D.s**

After graduating from Palmer’s main campus in 1979, Steve Barnett, D.C., practiced for more than 30 years in his “tremendously busy” office. If he hadn’t injured his wrists, he might still be practicing.

“I absolutely loved what I did,” says Dr. Barnett. “I can honestly say I looked forward to going to work every day. But after my injury, I was forced to retire.”

But his retirement didn’t last long. “Three weeks after I sold my practice, I received a call from a local hospital in Atlanta, Ga., inviting me to lunch,” he says. “I had co-managed my most serious cases with the physicians at the hospital, most of which I had never met. It turned out I was considered a very valuable referral source.”

The Dekalb Medical Center offered Dr. Barnett a job as a chiropractic liaison, giving him the title of Director of Chiropractic Relations—the first-ever position of its kind. He became a full-fledged hospital administrator and works with Dekalb’s locations in Decatur and Hillandale, Ga.

“That was seven years ago, and the education was invaluable,” Dr. Barnett says. “I still serve in that position but have morphed into a medical consultant specializing in building bridges into the world of chiropractic. Chiropractors have never been in a better position than they are today. With government restrictions up and reimbursement down, the physicians and hospitals are looking for additional sources of revenue. It has created a marvelous opportunity to create strategic relationships that have never existed before.”

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DR. BARNETT CAN BE REACHED AT buckey440@aol.com.
Dr. Mark Williams and Rosen bring customer service to patient care

“A model for health-care reform.” That’s how many describe the Rosen Medical Center, established by Rosen Hotels and Resorts in Orlando, Fla. The center includes chiropractic care provided by Mark Williams, D.C., Florida ’08.

The self-insured, company-managed, on-site medical center was founded 25 years ago by central Florida hotelier Harris Rosen. It provides excellent, affordable health care to employees and dependents of the Rosen Hotels and Resorts properties, as well as to students of the University of Central Florida, Rosen College of Hospitality Management.

“The reason Rosen Medical Center is such a unique place to work is that they actually believe in wellness care,” says Dr. Williams. “They try not to prescribe too many medications and always consider alternative methods of care.”

Dr. Williams is the first chiropractor, and chiropractic is the first specialty area to be included within the Rosen Center. For Dr. Williams, working side-by-side with other doctors within the same building allows them to give the patients the care they need in a timely and convenient manner.

“I’ve been with Rosen for three years,” he says. “When I began, one or two doctors were referring patients. Now, as they’ve been educated, they all refer patients as they see how the patients are treated and the care they receive. Mostly they see the results.”

Regarding how his Palmer education prepared him for this career, Dr. Williams says, “I really enjoyed my time at Palmer’s Florida campus. I met a lot of great people and learned a variety of specific techniques, allowing me to pick and choose what works best for my patients.”
Palmer alumni provide care at Rio Paralympics

From left, Josue Maysonet, D.C., CCSP®, Florida ’12, Troy Holder, D.C., DACBSP®, West ’10 and Jason Kim, D.C., West ’13, provided care at the 15th Summer Paralympic Games.

Additionally, Joel Dekanich, D.C., Davenport ’94, Vail, Colo., served as sports chiropractor on the U.S. track and field sports medicine team for the Rio Paralympics.

More than 4,000 athletes from 163 countries competed in 22 sports during the 11-day competition, governed by the International Paralympic Committee. More than 2 million tickets were sold—surpassing Beijing 2008 as the second-most-attended Paralympic Games.

The U.S. Paralympic athletes won 115 medals, the most won by the team since the 1996 Games in Atlanta. Track and field athlete Tatyana McFadden was one of the most decorated athletes, winning four gold medals and two silver medals. Working with McFadden and other athletes was a highlight of Dr. Dekanich’s experience. Paralympic athletes compete in every event the able-bodied athletes compete in at the Olympics, and in the same venues. “There’s able-bodied athletes and there’s Paralympic athletes, and there’s no difference,” Dr. Dekanich says. “I’m humbled and honored to help these athletes.”

The Paralympics polyclinic (staffed by chiropractors and physiotherapists as well as osteopathic and medical doctors) was accessible to all athletes and coaches; however, some of the larger teams, including the U.S. and Netherlands, brought their own staff of sports-care specialists.

“Being in a true multidisciplinary setting was great, and everyone worked well together” says Dr. Kim, whose clinic is Active Sports & Spine in Bellevue,
It’s hard to describe, but I felt very humbled by the experience of getting to work with athletes of their caliber, and to have them show so much appreciation for the services you can provide for them in the biggest moment of their lives was an incredible honor,” he adds.

Dr. Maysonet, who maintains his practice at Kerin-ver Chiropractic Health in Kissimmee, Fla., felt a sense of Palmer pride at teaming up with fellow alumni. “I’m extremely thankful to Palmer College of Chiropractic for putting me in a position to serve athletes at this level,” says Dr. Maysonet. “It was exciting to see the degree of chiropractic acceptance at the world’s biggest sporting stage, and having the ability to immediately impact an athlete’s performance—regardless of where he or she is from, or what language they speak—is an awesome feeling!”

Dr. Rindal reflects on Rio Olympics experience

Palmer Davenport 2006 alumnus Kevin Rindal, D.C., CCSP®, served as the official team chiropractor for USA Swimming at the 2016 Summer Olympics in Brazil.

Members of the medical support staff were selected based on the recommendations from USA Swimming coaches and athletes, along with their respective levels of sports-care experience. Dr. Rindal provided care for the team at the 2016 USA Olympic Swimming Trials in Omaha, Neb., and has worked with USA Swimming since 2009.

“Earning the appointment as USA Swimming’s team chiropractor at the Summer ’16 Olympics ranks as the greatest honor of my professional career,” says Dr. Rindal, “and it was an absolute privilege to serve our U.S. swimmers for over a month as a member of the medical support staff.”

In a sport where hundredths of a second can mean the difference between winning or losing a race, Dr. Rindal took great pride in helping the men and women of Team USA win 33 medals in the 34 swimming events.

Regarding the role of chiropractic at the Olympics, Dr. Rindal says, “It was very evident that the U.S. athletes from multiple sports appreciate having access to chiropractic care. On a larger scale, it was very encouraging to see chiropractic incorporated into the scope of care provided for the athletes of so many other countries, in the polyclinic, and through services by their own sports care staff.”
West campus clinician finds OTC rotation most gratifying experience

Ti Pence, D.C., CCSP®, West ’06, recently completed a two-week rotation at the Olympic Training Center (OTC) in Chula Vista, Calif.—an experience the faculty-clinician at Palmer’s West campus ranks as “the most gratifying experience” of his career.

Dr. Pence has helped manage patient care in the Palmer Chiropractic Clinics since 2011. Prior to his faculty appointment, Dr. Pence maintained practices in Colorado and California, and he also worked in a multidisciplinary clinic in Susuno, Japan.

“Many Olympians were returning to the OTC after the Summer Games, and the Paralympians were preparing to go to Rio for their event,” he says. “I spent most of my time working with the Paralympian track team. They were truly inspiring—which motivated me to do all that I could to help keep these amazing athletes competing at the top of their game!”

The more time he spent with the Paralympic athletes, the greater the degree of respect Dr. Pence developed not only for their sports skills but for their competitive spirit and courage.

“The Paralympians changed my view of athletes and how I look at life in general.”

Dr. Peters awarded Order of Australia Medal

Dr. Peters receiving his Fellows award in 2009 from then-Palmer President Dr. Don Kern, F.P.A.C.

One of Australia’s best-known chiropractors has been honored in the Queen’s 90th Birthday Honours List. Rolf E. Peters, D.C., F.P.A.C., Davenport ’58, Kooringal, Queensland, Australia, was awarded the Order of Australia Medal by the Governor General of Australia for his service to the chiropractic profession.

Dr. Peters practiced for 55 years before retiring in 2013. He’s one of the longest-serving members of the Chiropractic Association of Australia and served for 30 years as editor of the peer-reviewed Chiropractic Journal of Australia. He was made a Fellow of the International College of Chiropractic in 1988 and in 2009 was named a Fellow in the Palmer Academy of Chiropractic.

Since 1986, Dr. Peters served as an editorial board member in the Association for the History of Chiropractic (U.S.) and co-founded and served as the inaugural president of the Association for the History of Chiropractic–Australia. In 2011, Dr. Peters received the Lee-Homewood Chiropractic Heritage Award, the highest award given by the Association for the History of Chiropractic.
10 WAYS to increase referrals with the GALLUP-PALMER REPORT

**Patient referrals.** They mean you’re helping your patients. They mean your patients trust you and value chiropractic. They’re the goal of every chiropractor and a game changer for your practice.

Finding time to woo new patients is difficult—you’re busy providing care and running a practice. But your patients encounter them all the time. And the more they know about chiropractic, the more they can advocate for you. Here are 10 ways to get them working on your behalf, using the FREE resources available at palmer.edu/gallup-report.

1. Order the FREE Gallup-Palmer report posters from the Palmer Bookstore (Davenport) by calling (563) 884-5633 or emailing leann.mcdonald@palmer.edu. Place the posters in your adjusting rooms. Talk to your patients about them!

2. Share the Gallup-Palmer report videos on your waiting room monitors.

3. Add the Gallup-Palmer report charts to your clinic website.

4. Write a blog post about the full 2016 Gallup-Palmer report and link to it.

5. Post and tweet the graphics on social media—share and share again!


7. After sending the news release to the media, follow up with an email or phone call. Ask if they’d like to interview you about the report to provide a local angle on a national story.

8. Add one of the graphics to the back of your business cards.

9. Include a chart or graphic in your clinic advertising.

10. Talk it up—“Hey, have you heard about the recent Gallup-Palmer survey on chiropractic? It found that 95 percent of chiropractic users say it’s effective. What do you think about that?”

Patient education expert Bill Esteb of www.PatientMedia.com says,

“Chiropractors should also get this information out to the medical community, who have the potential to flood chiropractic offices with new patients.”

Visit palmer.edu/gallup-report for dozens of FREE patient-education resources.
Creative chiropractors shine. In a world where everyone’s vying for your attention, sometimes you have to be creative and innovative to be seen and heard. Meet two of our alumni who are doing just that.

Spine-tingling promotion

Tom Potisk, D.C., Davenport ’84, South Milwaukee, Wis., decided to literally think big. “I built a huge multi-D.C. family practice,” he says. “And I attribute much of it to my creation and use of my giant spine parade and event costume.”

Dr. Potisk was inspired by the giant spine used during Dr. B.J. Palmer’s time in the Lyceum Parade as well as the one Palmer College students have walked in for many years during the Bix 7 Road Race. Dr. Potisk’s Great Spine was designed so it could easily be assembled, disassembled, transported and stored. “The whole thing easily fits in the back of a mini-van. D.C.s beg me to make them, so now I have D.C.s using it in more than 150 communities across the United States and in four countries,” Dr. Potisk says. You can reach him at tpotisk@gmail.com.

GROW your brand

Lisa Goodman, D.C., CCSP®, CACCP, West ’06, opened Washington Park Chiropractic in Denver, Colo., a month after she graduated and it embodied the vision she had then.

“The first advice I give any students who shadow me is to take their business plan seriously,” says Dr. Goodman. “Include what your practice will look like, the paint or art on the walls, the type of patients, hours, retail—include everything!” Her belief is if you can envision it, you can make it happen. And developing your brand is a big part of that.

Prior to attending Palmer West, Dr. Goodman worked for an ad agency in San Francisco, which is where she learned the importance of branding.

“Your practice can grow from one influential patient,” she adds. “Treat every patient with 100 percent of what you have; you never know who’s going to tell all of their book club,” says Dr. Goodman.

She also notes it’s important to create relationships with other small businesses. “Introduce yourself at a gym, hair salon, dog wash, elementary school, etc. Better still, participate and join those places. Do what you can to lift up the businesses around you; support them and make referrals. Your efforts will be rewarded.” Learn more at WashParkChiro.com.
Join the Alumni Student Recruitment Program

Why? Because it benefits you and the profession! When you recruit students, you ...  

- Position yourself as a leader/mentor in the community  
- Increase visibility and awareness of chiropractic  
- Expand your presence as a health-care provider  
- Contribute to the future of Palmer and the profession

From simply placing brochures in your waiting room to team-presenting with a Palmer recruiter, you can recruit students to Palmer in whatever way fits your personality and schedule. You can allow an interested student to job shadow in your clinic or talk with students at local schools, or even host an open house or recruitment dinner. Plus, you can advise a pre-chiropractic club or team up with local health-care career advisors at a nearby college.

Palmer's developed online tools to help:

- Training tools to help you present the chiropractic profession and the value of a Palmer education  
- Marketing materials to support your efforts—brochures, giveaways, PowerPoint presentations and professional videos—we’ll help you drive home the message  
- Ongoing collaborations with leaders from Palmer’s Admissions and Alumni departments, along with other leaders in the chiropractic profession  
- Special acknowledgement in select Palmer publications and at events

Ready to get started? It’ll only take a few minutes to get instant access to Palmer College’s recruitment resources. Visit www.palmer.edu/ASRP and complete a short form, or call the Alumni Office at (563) 884-5612.

A total information-technology refresh

If you’re looking for Palmer College’s CIO these days, you’ll find him in newly remodeled office space in North Hall. From there, Senior Director of Information Technology Mark Wiseley is leading major Information Technology (IT) initiatives affecting all three campuses. He’s been at the helm of Palmer’s IT department just over a year. His impact has been significant.

“One of the things the Board of Trustees realized after the last strategic-planning survey is that Palmer’s IT systems were neglected,” he says. “It was the drive for bringing me on staff. Now continued ...  

Mark Wiseley is leading Palmer’s IT improvements.
technolog refresh, continued ...

we’re bringing our IT systems up-to-date. We’re doing a total information technology refresh.”

From improved Helpdesk services and new anti-spam software to a cutting-edge data-center with upgraded server hardware and data backup systems, Palmer’s IT is definitely new and improved. They’ve even renovated their offices to provide IT staff with an appropriately professional workspace for collaborating with staff, students and vendors.

Data security has been a huge factor. Palmer’s IT systems hold patient, employee and student information that must be protected according to federal requirements. Beyond that, Wiseley and his team have also focused on improving service and efficiency by implementing hardware and software upgrades that will better meet the needs of the Palmer community both now and in the future. One example is the new, fully implemented vBlock/Avamar integrated solution. This “data-center in a box” provides enhanced virtual server hosting, networking and storage technology combined with next-generation data backup and protection.

From a user perspective, the changes have been subtle. Internet access, email and the myriad systems used every day have continued to serve the needs of the Palmer community without interruption. So far, the changes have barely made a ripple in the flow of daily life on campus. It’s a testimony to the effectiveness of Wiseley and his team. But the impact of these upgrades will affect Palmer for years to come.

Wiseley and his team have also focused on improving service and efficiency ...

While making these changes, Wiseley and his team have worked hard to tear down work-team silos and build College-wide collaboration. In fact, they’ve been so successful at earning the trust of other departments that it’s created a new problem. “Now departments are bringing us in on a lot of initiatives rather than just doing their own thing, which makes our list of projects a little overwhelming,” he says, “but that’s a very good problem to have.”

Cruise the eastern Caribbean with Palmer March 3-8, 2018

Palmer’s travel events have become a tradition as a great way to get CE from the best in the profession plus some rest and relaxation in scenic locales. The 2018 travel event is on a Holland America cruise ship that departs from Fort Lauderdale, Fla., on March 3, with ports of call in Key West; Grand Turk, Turks and Caicos; Amber Cove, Dominican Republic; and Half Moon Cay, Bahamas.

Planning for this exciting event is just getting underway; contact Ellen Bassler, Alumni Office, at ellen.bassler@palmer.edu or (563) 884-5606 for more information.
Join the Presidents Club—an employee story

When Davenport Campus Bookstore Manager Leann McDonald shared a booth with the Palmer Alumni & Development Office at the Iowa Chiropractic Association convention in Des Moines three years ago, she had no idea she’d return a full-fledged member of Palmer’s Presidents Club.

“Dr. Burt and Lois Kundel graciously let me share their booth to showcase our Bookstore products, and between talking with alumni we discussed Development programs like the Presidents Club,” she says. Kundel, a senior development officer who’s now retired, encouraged McDonald to join and signed her up on the spot.

McDonald stresses the importance of employees, including non-D.C.s like herself, joining the Presidents Club. Presidents Club members make a commitment to contribute $1,000 a year to Palmer College, and employees can take advantage of payroll deductions. “Having a thriving, growing Presidents Club is good for our students, the alumni and the College.” For McDonald, being a Presidents Club member is a tangible representation of her belief in chiropractic.

She encourages as many of her fellow employees and alumni as possible to be part of the Presidents Club. “We’re all one team, and we all need to focus on our students and their success,” she adds. “I designate my Presidents Club funds to a scholarship from the Bookstore, which we present three times a year.”

If you’re inspired by Leann McDonald’s story, contact the Palmer Development Office at (563) 884-5453 or (800) 722-2586, or email Development Officer Susan Wakula at susan.wakula@palmer.edu and ask about joining the Presidents Club.

Dr. Bottorff, Sr., on giving back to Palmer

When John Bottorff, Sr., D.C., F.P.A.C., Davenport ’55, looks back on his time at Palmer, he remembers what a financial struggle it was. Even with his wife working full-time, he recalls being “dropped from the rolls several times because we didn’t have enough money.”

But Palmer helped him with a loan and he was able to complete the program. In 2006, he and his wife decided to establish an endowed scholarship, the Dr. John Sr. and Carol Bottorff Endowed Scholarship, to help Palmer students struggling to pay for their education.
Dr. Bottorff, Sr., continued

"I regained my health under chiropractic care and dedicated myself to being a chiropractor," he says. "I got help from Palmer as a student, and my wife and I wanted to do what we could to help future students struggling financially. It is up to chiropractors to support the chiropractic profession."

After graduating, Dr. Bottorff practiced for 58 years—until he was 91 years old—in Plymouth, Ind., where he and his wife raised their family. Two of their eight children, John Bottorff, Jr., D.C., Davenport '81, and Janelle Bottorff, D.C., '89, went on to become chiropractors in Indiana. His granddaughter, Kaitlyn Bottorff, is a student on the Davenport campus. He's referred students to Palmer continuously over the years—at least 15 have enrolled.

For Dr. Bottorff, seeing the results of chiropractic kept him wanting to stay in "the greatest profession" as long as possible. His motto is: "Do it in the eyes of God to the best of your ability." He encourages his fellow alumni to set up scholarships. "Donate to Palmer to keep the College going and help more people become chiropractors," he says.

Progress as of early December on the R. Richard Bittner Athletic & Recreation Center.

If you haven't been on Palmer's Davenport campus lately, you might not recognize the north end. Over the past months, much progress has been made in the enhancements to the campus.

According to Facilities Project Manager Mike Ernster, the R. Richard Bittner Athletic & Recreation Center is approaching the half-way point. "Most of the underground work and the foundations are complete. The new structure to join the two buildings and support the track also is nearly complete, and the exterior walls are being framed." Completion is expected in spring 2017.

The Clinic Gardens are also getting a make-over. Many of the artifacts have been removed and stored but will be reinstalled once the grounds are ready. New floors and plumbing for the fountains have been installed in the ponds. A new patio and pergola structure are being added to the area with the existing ramp to the Campus Health Center, which Ernster believes will make the space even more special. Completion of the Clinic Gardens also is expected in spring 2017.

PARDON OUR DUST

Dr. Bottorff (right) receiving his Fellowship award in 2010 from then-president Dr. Don Kern.
The Palmer College of Chiropractic Alumni Association (PCCAA) continues to move forward. As of December 2016, 26 state representatives had been appointed plus 101 district representatives within those states.

“The mission of the PCCAA is to connect Palmer College with alumni and each other,” says Ellen Bassler, assistant director of Alumni.

If you graduated from any of Palmer’s three campuses, you’re automatically a member of the PCCAA. There are no forms to fill out or dues to pay.

During Homecoming 2016, state representatives met with key Alumni Office personnel for a series of five strategic meetings. A variety of topics were discussed, including the new Student 2 State Association initiative and defining the roles and responsibilities of district representatives. The capital campaign and planned campus renovations were also discussed.

State representatives had an opportunity to meet with members of the Palmer Student Alumni Foundation (PSAF) organization in order to establish a connection between alumni and current students. The final meeting focused on the roles of the College External Relations (CER) team and how alumni play a key role in recruiting students.

If you’re interested in a leadership position with the PCCAA, please contact Ellen Bassler at (563) 884-5606 or Kristi Clark at (563) 884-5123 in the Alumni Office, or call the Alumni Office toll-free at (800) 722-2586.

**ALUMNI ASSOCIATION UPDATE**

Barbara Melbourne named vice chancellor for institutional advancement

Palmer College welcomed Barbara Melbourne, J.D., in November 2016 as the new vice chancellor for institutional advancement. She’s responsible for providing leadership in the strategic planning and execution of College programs and initiatives related to alumni relations and fundraising. continued ...
Barbara Melbourne, continued ...

Ms. Melbourne previously served as vice president for development at the Community Foundation of the Great River Bend. Along with her experience at the foundation, Melbourne brings with her more than three decades of additional development experience, including more than 21 years of planned- and major-gift experience in higher education and social services at such institutions as Augustana College, UCLA and Penn State University.

She holds a juris doctorate from the University of Kansas School of Law and a bachelor’s degree in philosophy from Creighton University, Omaha, Neb.

“Barb’s extensive skills in fundraising make her a perfect fit for our administrative team,” says Palmer Chancellor Dennis Marchiori, D.C., Ph.D. “We think she’s just the right person to take us where we need to go.”

West campus hosts Community Town Hall with San Jose Mayor Sam Liccardo

Continuing its close ties to the San Jose community, Palmer’s West campus hosted a Community Town Hall event with San Jose Mayor Sam Liccardo on Oct. 17.

Other Town Hall panel participants included West Campus President Bill Meeker, D.C., M.P.H., F.P.A.C., and Carl Guardino, president/CEO of the Silicon Valley Leadership Group (SVLG). The SVLG is a public-policy business trade organization that advocates on behalf of more than 400 prominent Silicon Valley employers (including Palmer College) on issues, programs and campaigns that affect the economic health and quality of life in Santa Clara County.

The Community Town Hall series, coordinated through the SVLG, features informal discussion about various socio-economic issues impacting the Silicon Valley, as well as discussion specific to the region in which the Town Hall event is taking place (north San Jose for the event at
Palmer West). The program concluded with a Q&A session.

“Hosting the Town Hall event provided a unique opportunity to promote the various ways Palmer impacts the quality of life in the Silicon Valley, from our campus clinic and network of outreach clinics, to our broad participation in community events, such as the Silicon Valley Leadership Group,” says West Campus President William Meeker, D.C., M.P.H., F.P.A.C.

The Town Hall was recorded and aired twice as “The CEO Show” on KLIV-radio (1590-AM). It’ll be posted on the Silicon Valley Leadership Group website at svlg.org/press/ceo-show.

Palmer leads in corporate chiropractic

Palmer Center for Business Development student ambassadors recently presented a corporate chiropractic panel session featuring West campus alumni who provide care in tech-based health centers throughout the Silicon Valley and greater Bay Area.

West campus panel members included: Rhiannon Dickison, D.C., ’12, Google; Daniel Lord, D.C., ’08, Facebook; Patrick Lum, D.C., ’98, Google; Matthew McCormack, D.C., ’14, Motiva Health; Kale Ptacek, D.C. ’14; and Morgan Young, D.C. ’07, Cisco Systems.

“At each of our clinics, we’re exposing a percentage of the general population who otherwise may never have gone to a chiropractor—and when the patient experiences positive outcomes, it’s a real game-changer, because the ripple effect of that experience ultimately touches the entire profession,” says Dr. Lord, physical medicine lead at Facebook’s health center in Menlo Park, Calif., since 2012.

When he joined the Facebook health-center team, Dr. Lord said the number of chiropractors at the group of Silicon Valley-based health centers was relatively small. He now estimates the number of chiropractors providing some form of on-site care has grown to more than 30 including five fellow Facebook chiropractors who are West campus alumni.

“I didn’t think I’d have an opportunity like this for 10 or 15 years,” says Dr. Dickison. “But we get a great education at Palmer, which provides multiple opportunities to gain valuable experience.”

In addition to Dr. Lum, Dr. Dickison also works with other West alumni at the Google Health Center including Robert Murray, D.C., ’98, and Nicole Chan Murray, D.C. ’98. She credits the quality of the Palmer program for enabling her and fellow alumni to earn their corporate-chiropractic positions.
The Trusted Leader in Chiropractic Education

Strong Palmer presence at CCA Sports Symposium

With six speakers on the program and many alumni and students in attendance, Palmer College showed its leadership in the field of sports chiropractic in a significant manner at the third-annual California Chiropractic Association (CCA) Sports & Rehab Symposium, Aug. 19-21, at Disney’s Grand California Hotel and Spa in Anaheim, Calif.

Palmer alumni speakers included: Nick Athens, D.C., Davenport ’82; Steven Capobianco, D.C., DACRB, CCSP®, West ’03; Tracy Cole, D.C., West ’89; Jeffrey Langmaid, D.C., Davenport ’06; and David Paris, D.C., West, ’01; who serves as CCA vice president.

Kyle Prusso, D.C., CCSP®, director of Clinics at the West campus, was another Palmer-associated speaker at the CCA Sports & Rehab Symposium.

Dr. Prusso is the chiropractic consultant for the Oakland Raiders, and has served three terms as president of the Professional Football Chiropractic Society.

“Through its Sports Council program, Palmer West has established a reputation for graduating some of the best sports doctors in the profession,” says Dr. Capobianco, who is medical director for RockTape and the owner of Project Move, a sports-specific rehabilitation and performance institute in Colorado.

“I’m proud to be a Palmer West graduate and look back on my Palmer experience with great satisfaction. Palmer West is the place for any prospective student who has an interest in sports chiropractic.”

Palmer Paints the Towne for Tenth Year

A beautiful Florida day greeted participants in the Palmer Paints the Towne 5K, held Nov. 6 in Daytona Beach.

The event coincides with the annual Halifax Art Festival, which takes place near Jackie Robinson Ballpark where the 5K is staged. The 5K run/walk is held on a certified course, which runs through beautiful, historic old Daytona Beach.

Palmer College of Chiropractic, the presenting sponsor, was joined by sponsors Brown & Brown Insurance, the Daytona Tortugas, Halifax Health, Dick’s Sporting Goods and Coca-Cola, to name a few. The Paints the Towne 5K provides scholar-
ships to cross country and track and field students in Volusia and Flagler Counties.

Event organizer Donna Hiatt of the Daytona Beachcombers Running Club expressed her appreciation for Palmer’s support. “We’d like to thank Palmer College for its support again this year. Through their sponsorship, volunteers and services to the participants, Palmer College has certainly become an integral part of the event’s success.”

(Right) One of the Palmer Paints the Towne winners.

Palmer helps celebrate Port Orange Family Days

The estimated 60,000 people in attendance had an opportunity to learn about chiropractic and Palmer College and Clinics during the annual Port Orange Family Days in October. Representing Palmer were clinic faculty members Tara Cheuvront, D.C., Florida ’10; Joanne Eash, D.C., Florida ’07; and Leslie Pelletier, D.C., Florida ’12, along with clinic interns. Several other Palmer alumni with their own displays also participated in the weekend-long event.

Hundreds attend Clinic Halloween event

Families from Port Orange and beyond were treated to a fun and candy-filled afternoon at the Florida Clinic’s annual Halloween event. Student interns and clinicians joined in the fun by decorating the Clinic and their treatment mods, creating a festive atmosphere for the hundreds of children and families in attendance.
Dr. Katie Pohlman leads the way in pediatric research

A mother of four children, Katie Pohlman, D.C., M.S., DICCP, Davenport ’06, decided early in her chiropractic career to focus on pediatric research. After earning her doctor of chiropractic and master of science in clinical research degrees from Palmer, she was awarded a diplomate from the International Council on Chiropractic Pediatrics and is working on a Ph.D. in pediatrics from the University of Alberta.
Her Ph.D. thesis project is a research study to collect data on the safety of chiropractic care of children. When completed, it'll be the largest prospective evaluation of safety for the pediatric population within the chiropractic profession. It’s being conducted with an interdisciplinary team of investigators with expertise in pediatrics, epidemiology, pediatric methodology, musculoskeletal methodology and patient safety. Dr. Pohlman is a clinician scientist at Parker University.

“Doctors of chiropractic are the most widely sought-after complementary and integrative health-care provider group that sees children,” Dr. Pohlman says. “On average, a chiropractic practice provides 17 to 39 percent of its care to children.” But high-quality studies on the safety of chiropractic care are lacking.

Dr. Pohlman has designed the study to be convenient for participating chiropractors. The goal is to recruit 70 doctors of chiropractic by early 2017. Participants will be asked to collect data from up to 60 consecutive pediatric patient visits (patients aged 13 years old or younger). Data collection is quick and easy, adding just a minute or so to patient visits.

Study participants will benefit from taking part in this research in a variety of ways, Dr. Pohlman says. “It demonstrates the participating chiropractors’ commitment to patient safety and engagement in grass-roots research efforts,” she adds. “It also may reduce patient harms by identifying modifiable risk factors, which augments patient trust and satisfaction with care.”

Safety and trust are important elements of the public’s perception of chiropractors, and two areas identified as needing improvement in successive annual Gallup-Palmer College of Chiropractic reports.

The study uses rigorous methodology to prospectively collect safety information on the use of pediatric chiropractic care, which will allow Dr. Pohlman and her team to identify any key issues or concerns, determine a more accurate risk estimate associated with pediatric chiropractic care, and provide better-quality information for discussions regarding informed consent.

Want to learn more? Send an email to safetynet@parker.edu or pohlman@ualberta.ca.
DAVENPORT CAMPUS/1950s

Dr. Gary Randolph, ’59, Guin, Ala., retired in 2016. Phone: (205) 468-3464.

Dr. Amadeu Morera Viladrosa, ’59, Barcelona, Spain, retired after 57 years in practice.

1970s

Dr. William (Willy) Kisthardt, ’70, Slatington, Pa., retired on Aug. 31, 2016, after 44 years of practice. Email: williamkisthardt@gmail.com.

Dr. Gregory Jones, ’75, Kutztown, Pa., was presented the Kutztown University President’s Medal in April 2016. Dr. Jones is the head coach of the Kutztown University men’s rugby team and has referred a number of student rugby players to Palmer. Phone: (610) 944-9647.

Dr. John Stephens, ’75, Greenville, Ala., retired in 2015. Phone: (334) 376-2066, email: docj@centurytel.net.

Dr. Richard Gingras, ’76, Greenwood Village, Colo., has retired from practice. Phone: (303) 827-5866, email: gingras76@gmail.com.

Dr. Richard Cole, ’77, Bartlett, Tenn., was awarded the 2016 James R. Cole Heritage Award by the Tennessee Chiropractic Association for his “tireless commitment to chiropractic.” Dr. Cole has practiced in Bartlett for 34 years. Phone: (901) 377-2340.

Dr. Douglas Hughes Jr., ’77, was awarded a 2016 Presidential Pillar Award from the South Carolina Chiropractic Association (SCCA). These awards are presented to outstanding SCCA members “on whom the outgoing SCCA president relied during the previous year for leadership, active participation and honest feedback.”

1980s

Dr. David Wan-Hau Chan, ’80, has been assigned to mission trips to China for the Church of Latter Day Saints to China. His missions will run 8-10 weeks at a time. Phone: (509) 735-0311, email: dwchandc@gmail.com.

Dr. James Loftus, ’80, Seneca, S.C., completed his first full-distance Iron Man competition in October 2016 in Wilmington, N.C. The full-distance Iron Man competition includes a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. He’s already training for next year’s competition.

Dr. Scott Null, ’80, Independence, Kan., was named the 2016 Doctor of the Year by the Kansas Chiropractic Association. Email: dnmulchiro@yahoo.com.

Dr. Benton Atkins, ’83, Mount Gambier, Australia, is the Medical Mission Director for the Susek Evangelistic Association. Email: atkinshealthcentre@gmail.com.

Dr. Mark Cotney, ’83, Thomaston, Ga., is chairman of the CCA Medicare committee. He’s also a member of the Georgia Chiropractic Association Board of Directors. Phone: (706) 647-2225, email: mecdpc@aol.com.

Dr. Daniel Clark, ’85, Clinton Township, Mich., built a new and lasting relationship with hospital diagnostic centers, spine surgeons and pain management doctors in order to expand the ability to diagnose and treat failed back surgery syndrome and accident-related injuries. Phone: (586) 228-1500, email: drdanclark@comcast.net.

Dr. Scott Null, ’80, Independence, Kan., was named the 2016 Doctor of the Year by the Kansas Chiropractic Association. Email: dnmulchiro@yahoo.com.

Dr. Benton Atkins, ’83, Mount Gambier, Australia, is the Medical Mission Director for the Susek Evangelistic Association. Email: atkinshealthcentre@gmail.com.

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Dr. Joseph LaBarbera, ’85, was named for the second year in a row as the Best Chiropractor in Central New York in the Utica Observer Dispatch’s Readers’ Choice Awards. Dr. LaBarbera celebrated 30 years of practice in August 2016. Email: UCSDC@aol.com.

Dr. Mary Watkins, ’85, Gainesville, Ga., was re-appointed to the State Board of Chiropractic Examiners as president of the board. Phone: (770) 534-0656, email: marywatkinsdc@outlook.com.

Dr. Phillip Maxwell, ’86, Decatur, Ala., is president of the ASCA. Phone: (256) 380-1166, email: drmax@hiwaay.net.

Dr. Phillip Doudna, ’88, Grove City, Ohio, has been in practice for more than 27 years. He first worked solo then brought in two associates, Drs. R.E Meyer and Daniel Doudna. Phone: (614) 875-1121, email: chirotalk@att.net.

1990s

Dr. Kalbori Zsolt, ’90, Budapest, Hungary, is president of the Hungarian Chiropractic Association. Phone: +36305280261, email: dr.kalbori@kiropraktika.hu.

Dr. Rhonda Marty-Anderson, ’93, Lostant, Ill., received her Diplomate in Clinical Chiropractic Pediatrics (DICCP) in December 2015. Phone: (815) 368-3421, email: rjmadc3@aol.com.
Dr. Mark Romano, ’93, Pontotoc, Miss., is chairman of the board of the Chiropractic Trust International Non-therapeutic Chiropractic Organization. Phone: (662) 489-3322, email: chiroromano@juno.com.

Dr. Julie Bird, ’96, Carbondale, Ill., was named 2016 Chiropractic Physician of the Year by the Illinois Chiropractic Society. She and her husband, Dr. Brian Bird (Davenport ’95), own Allied Physicians & Rehab in Carbondale. Phone: (618) 529-5172.

Dr. M. Douglas Lynes, ’96, Portage, Mich., is a board representative for MAC District 6 and president of the Lake Center Business Association. Phone: (269) 324-1449, email: douglaslynes@sbcglobal.net.

2000s

Dr. Marcos Palmeira, ’00, Salvador, Brazil, is a chiropractic philosophy teacher at Freevale University. Dr. Palmeira hosted 17 clinic-abroad groups between 2001–2013. Phone: 55 71 3451-4647, email: quiropraxia@yahoo.com.

Dr. Michael DeAngelo, ’00, Batavia, N.Y., is a New York state representative for alumni relations for Palmer College. Email: drmikedc@verizon.net.

Dr. Robert Mall, ’00, has moved his practice after 11 years in Augusta, Ga., to Brantley Chiropractic, PC, North Augusta, S.C. Phone: (803) 202-0202. Email: drmalldc@hotmail.com.

Dr. Jennifer Jozwiak, ’05, Juneau, Alaska, moved her office to a larger location in October 2015. Phone: (907) 463-3051, email: dr.tanyabindl@gmail.com.

2010s

Dr. Tanya Bindl, ’11, Phoenix, Ariz., is an adjunct professor at Scottsdale Community College. She is owner of Bindl Chiropractic in Phoenix, Ariz. Phone: (480) 392-2353, email: dr.tanyabindl@gmail.com.

Dr. Kyle Ruehle, ’15, Urbandale, Iowa, is pioneering the first chiropractic biophysics office in the Des Moines area. Phone: (515) 423-0708, email: advspinehc@gmail.com.

Dr. Mo Jahadi, ’06, Cedar Park, Texas, was voted Young Entrepreneur of the Year 2015 and received the TCA Legislative Leadership Award in 2015. Phone: (512) 658-8977, email: chirofitwellnesscenter@yahoo.com.

Dr. Dan Kehres, ’09, Saginaw, Mich., was named the Michigan Association of Chiropractors’ (MAC) Kirk A. Lee, D.C., Community Champion for 2016. The MAC Community Champion award is given to a Michigan chiropractor “who goes above and beyond the call of duty in serving their community.” The award was named for Dr. Kirk A. Lee, F.P.A.C., Davenport ’80, of Albion, Mich., who died in 2012. Dr. Kehres was chosen for this award from more than 1,600 chiropractors in Michigan.
alumni

2010s

Dr. Carlie Lorentz, ’10. Orange City, Fla., is a part-time faculty member on the Palmer Florida campus. Phone: (407) 325-6556, email: car.lorentz@icloud.com.

Dr. Autumn Blackburn, ’12, opened Explore Chiropractic in Old Hickory, Tenn. Phone: (615) 758-5650, email: drautumn@explorechiro.com.

Dr. William Peterson III, ’12, has a new practice location at 672 SW Prima Vista Blvd., Suite 201, Port St. Lucie, FL 34983. Phone: (850) 445-7728, email: willmonp@gmail.com.

Dr. Rozana Sharma, ’12, Melbourne, Fla., received the FCA Emerging Leadership Award. Dr. Sharma is vice president of the Brevard County Chiropractic Society. Phone: (321) 427-2652, email: doctorrozanadc@gmail.com.

Dr. James Cima, ’13, opened PGA Chiropractic at 10800 N. Military Trl., Ste. 111, Palm Beach Gardens, FL 33410. Phone: (561) 775-9111, email: drjames@pgachirop.com.

Dr. Juliet Michaels, ’13, Winter Park, Fla., is a board member for Get PUMPed!. Phone: (321) 207-8507, email: julietmichaelsdc@gmail.com.

2010s

Dr. Cheryl Locke, ’87, Campbell, Calif., retired in May 2016. Email: chiro4kidz@sbcglobal.net.

1990s

Dr. Hege Herstad, ’99, Eiksmarka, Norway, is a board member and regional representative for the Norwegian Chiropractic Association (NCA). Phone: +4797118353, email: hege@herstad.org.

2000s

Dr. Brant Pedersen, ’04, Los Gatos, Calif., worked on the U.S. Olympic Sports Medicine team. He practices at Positive Motion Chiropractic in Los Gatos, Calif. Phone: (408) 358-5086, email: dr.pedersen@positivemotionhealth.com.

2010s

Dr. Vanessa Nordin, ’13, is practicing at Positive Motion Chiropractic located at 15951 Los Gatos Blvd Suite 3, Los Gatos, CA 95032. Phone: (408) 358-5086, email: dr.nordin@positivemotionhealth.com.

WEST CAMPUS/1980s

Made any “adjustments” lately? 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 email your information to marketing@palmer.edu. Or go to palmer.edu/insights and click on “Alumni Adjustments.”
**Davenport Campus**

**1940s**
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Folsom, Calif.

Dr. Paul B. Marshall, ’48  
Reedsburg, Wis.

**1950s**
Dr. Roman T. Krygier, ’50  
Orlando, Fla.

Dr. William H. Lucas, ’51  
Everett, Wash.

Dr. Ray W. Polsean, ’51  
Rockford, Ill.

Dr. Harold D. Boos, ’54  
Muskogee, Okla.

Dr. Kenneth O. Kling, ’54  
Greendale, Wis.

Dr. Billy C. Phillips, ’55  
Birmingham, Ala.

Dr. John P. Bakke, ’57  
Rollinsford, N.H.

Dr. Philippe O. Gamache, ’57  
Nashua, N.H.

Dr. Bobby T. Stewart, ’57  
Albertville, Ala.

Dr. Robert M. Engelien, ’58  
Onalaska, Wis.

Dr. Carl H. Parker, ’58  
Sturgeon, Mo.

Dr. James A. Schimp, ’58  
Hartford, Wis.

Dr. James C. Fortney, ’59  
Davenport, Iowa

Dr. Donald E. Miller, ’59  
London, Ky.

Dr. Robert N. Saskowski, ’59  
Bettendorf, Iowa

Dr. Glenn W. Schell, ’59  
Port Charlotte, Fla.

**1960s**
Dr. Dale A. Johnson, ’60  
Spokane, Wash.

Dr. John J. Legutko, ’62  
Littlestown, Penn.

Dr. Richard DeSarbo, ’64  
Spokane, Wash.

Dr. William N. Peterson, ’64  
Ankeny, Iowa

Dr. Josep Lluis Cunill Amat, ’65  
Barcelona, Spain

Dr. Ruth A. Cover, ’65  
Obetz, Ohio

Dr. Kenneth E. Mart, ’65  
Plymouth, Ind.

Dr. Richard D. Pennington, ’65  
Salina, Kan.

Dr. Vibeke Rasmussen, ’66  
Plymouth, Mass.

Dr. Anthony H. Anderson, ’67  
Wellington, Fla.

Dr. Fay E. Himes, ’67  
Fort Collins, Colo.

Dr. Perry D. Cook, ’68  
Vinton, Iowa

Dr. Robert A. Irey, ’68  
Lake Havasu City, Ariz.

Dr. Roger N. Stubbs, ’68  
Spokane, Wash.

Dr. Donald L. Darby, ’69  
Kooringal, N.S.W., Australia

Dr. Robert V. Wallen, ’69  
South Grafton, Mass.

**1970s**
Dr. Troy R. Haines, ’70  
Beach Park, Ill.

Dr. Joyce A. London, ’70  
Greenville, Mich.

Dr. William M. Lemon, ’72  
Anniston, Ala.

Dr. Dale D. Schramm, ’73  
Atlantic, Iowa

Dr. Lester A. Anderson II, ’74  
Corpus Christi, Texas

Dr. Nella D. McKelvie, ’74  
Santa Clara, N.H.

Dr. Troy L. Tatum, ’74  
Port Orange, Fla.
in memoriam

Dr. Lonnie L. Edwards, ’77
Princeton, Ind.

Dr. Richard A. Leese, ’77
Bloomington, Ill.

1980s
Dr. Howard H. Bittner, ’80
South Lake Tahoe, Calif.

Dr. Gregory P. Boehlke, ’81
Sheboygan, Wis.

Dr. Augustinus “Gus” Lodewyks, ’81
Winnipeg, Manitoba, Canada

Dr. Robert J. Henderson, ’82
White Plains, N.Y.

Dr. Michael S. Schuerman, ’82
New Port Richey, Fla.

Dr. Thomas J. Kruger, ’83
Omaha, Neb.

Dr. Dan S. Rasper, ’83
Wheaton, Ill.

Dr. Lori K. Deveau, ’84
Burlington, Iowa

Dr. Gregg C. Rich, ’84
Clearfield, Penn.

Dr. Gary R. Goodell, ’87
Racine, Wis.

Dr. Malia A. Johnson, ’88
Hainesville, Ill.

Dr. Anita B. Pride, ’88
Champaign, Ill.

Dr. Kerry E. Bulman, ’89
Rochester, Mass.

Dr. Thomas C. Nutting, ’89
Diamond Springs, Calif.

1990s
Dr. Scott S. Jones, ’93
Sandy, Iowa

1990s
Ms. Betty A. Shyne, C.T., ’90
Monticello, Mo.

Dr. Brian D. Walters, ’90
Seattle, Wash.

Dr. Daniel P. Stannard, ’91
Calgary, Alberta, Canada

Dr. Corey J. Kersten, ’97
Windsor, Colo.

2000s
Dr. Jeffrey S. Swanson, ’01
Rapid City, S.D.

Dr. Michelle M. Hartley, ’09
Adrian, Mich.

West Campus

1980s
Dr. B. Scot DeVoss, ’81
Santa Clara, Calif.

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