

PALMER

PROUD

SPRING
2020

ISSUE 001

A BOLD

DR. DAVE:

Vision

A TRUE

FOR THE
FUTURE

VISIONARY

125th

RESPONDING
to COVID-19

ANNIVERSARY
OF
CHIROPRACTIC

V.A.

residency
&
PROGRAMS



THE MAGAZINE OF PALMER COLLEGE OF CHIROPRACTIC

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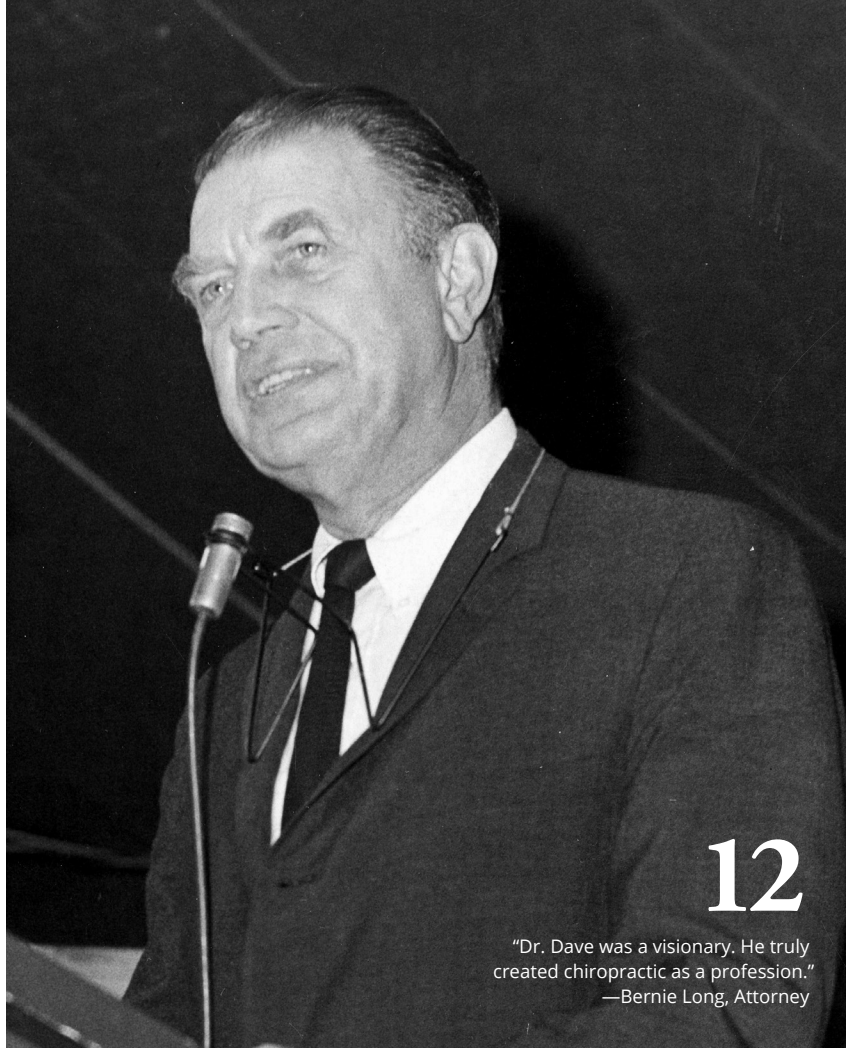
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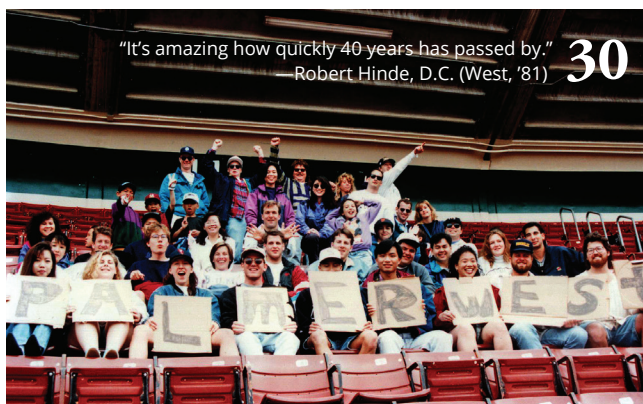
"Dr. Dave was a visionary. He truly created chiropractic as a profession."

—Bernie Long, Attorney



"Palmer has never wavered from pushing our profession forward."

—Peter Martin, D.C., Campus President, Palmer Florida



"It's amazing how quickly 40 years has passed by."

—Robert Hinde, D.C. (West, '81)

"D.D. Palmer said, 'I was educated to dare to think.' At Palmer, our faculty and staff, as well as alumni and students, are also daring to dream about how we can advance our vision for the future." —Dennis Marchiori, D.C., Ph.D., Chancellor and CEO



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The Trusted Leader in Chiropractic Education*

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CONTACT US

Share your news with us! Send news by email to alumni@palmer.edu or by mail to Advancement Office, 1000 Brady St., Davenport, IA 52803.

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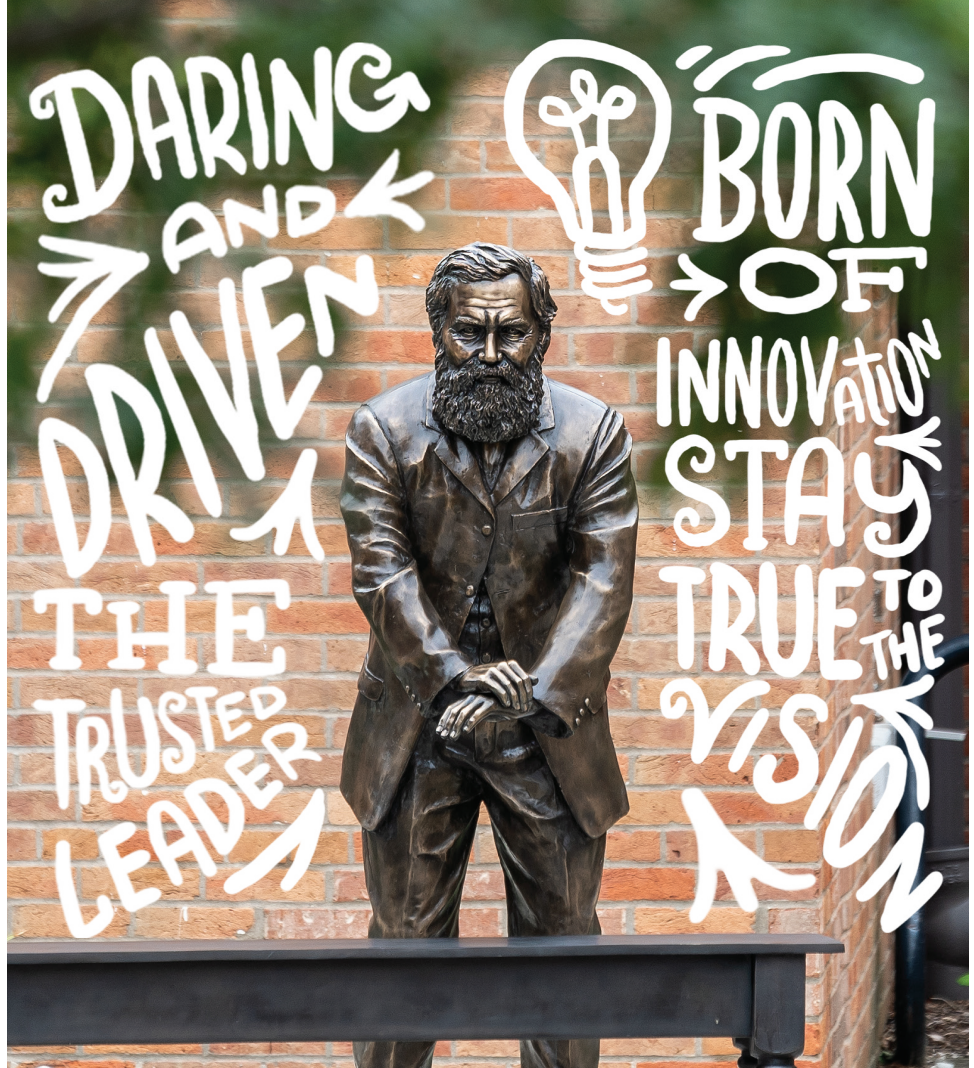
PHOTO ABOVE

THE FIRST ADJUSTMENT

A new interactive statue of our founder, D.D. Palmer, was unveiled as part of the 125th anniversary of chiropractic. The statues, designed by Gino Tassara, are located on the Main and Florida campuses and were made possible by a gift from Juanita Thompson, wife of the late Homer Thompson, D.C. (Main '68).

ON THE COVER

VIVIAN LY, D.C. (WEST '18)



To the Health-Care Heroes

FROM THE *PALMER PROUD* EDITORIAL TEAM

As we put the final touches on the new Palmer College of Chiropractic magazine, the world outside our clinics, offices and homes is facing a pandemic unlike any it has experienced in a century. COVID-19 has presented this generation with a challenge that will leave us with our own chapter in the history books.

And yet, at Palmer College, the daring and driven nature of chiropractors—and the chiropractic profession—has been on full display.

When the pandemic came ashore and in our communities across the United States, Palmer faculty acted quickly to move curriculum online. Staff rapidly worked to ensure that we had policies, infrastructure and support in-place that would allow us to continue to deliver the educational experience Palmer is known for.

And then there are our students—the next generation of chiropractors—who seemingly without effort transitioned into this new world of distance learning, even as many of them faced fear and uncertainty. We also recognize our alumni

are on the front lines, navigating difficult circumstances, yet remaining committed to their families, patients, practices, communities and purpose as they have for the past 125 years. Thank you.

Even as the world around us takes a somber pause, we hope you'll take a moment to reflect on our past as we look to the future. Our profession was born from innovation, and out of necessity. As it grew, it overcame countless hardships and hurdles, and with relative expedience has become the health-care hero that presents people around the world an opportunity to pursue unlimited health and well-being.

With change often comes uncertainty. Our world situation is changing quickly. At the time of this writing, we're unclear how things will evolve by the time this magazine lands in your mailbox. Yet we know that the chiropractic community's strength is more palpable than the anxieties that threaten us. Challenging times, like those faced by previous generations of Palmer communities, will ultimately strengthen us. ■

NEWS & NOTES

This year we have a lot to celebrate, including the 125th anniversary of chiropractic and the 40th anniversary of Palmer West.



FOR THE BIRDS Students from the Palmer West Sports Council provide chiropractic care to runners at the annual San Jose Turkey Trot.

Palmer West Sports Council students lead the nation in sports chiropractic

Palmer West Sports Council continues to climb the charts and be a leader in education and professional development of the next generation of sports chiropractors. Recently, Palmer West was named the ACA Sports Council Chapter of the Year at the 2019 ACA Sports Symposium, confirming that Palmer West has the most active Sports Council in the nation. Students who become members of Palmer West Sports Council are given the opportunity to gain clinical work experience and are able to build a valuable professional network before graduation.

“Palmer West has given me more opportunities than I ever imagined. I love Palmer West’s Sports Council. I came into school without a huge idea of what sports chiropractic was, and quickly fell in love with the Sports Council program. Last year I served as one of the Sports Council event coordinators and now I’m the Sports Council president for the 2019-2020 term,” says 11th Quarter Student Hayley McHugh.

As Sports Council president, Hayley confirms how Sports Council has been a huge advantage for her. “I’ve learned from so many amazing doctors and tips and tricks for working with athletes. I’ve been very fortunate for that experience. All the things I’ve learned inside and outside of school have been extremely beneficial and they’re all things I can apply to my future practice.”

Students like Hayley have the opportunity to participate in major events throughout their time at Palmer West, such as the annual Silicon Valley Turkey Trot, the Willow Glen 5K, North Face Endurance Challenge, and the Sea Otter Classic.

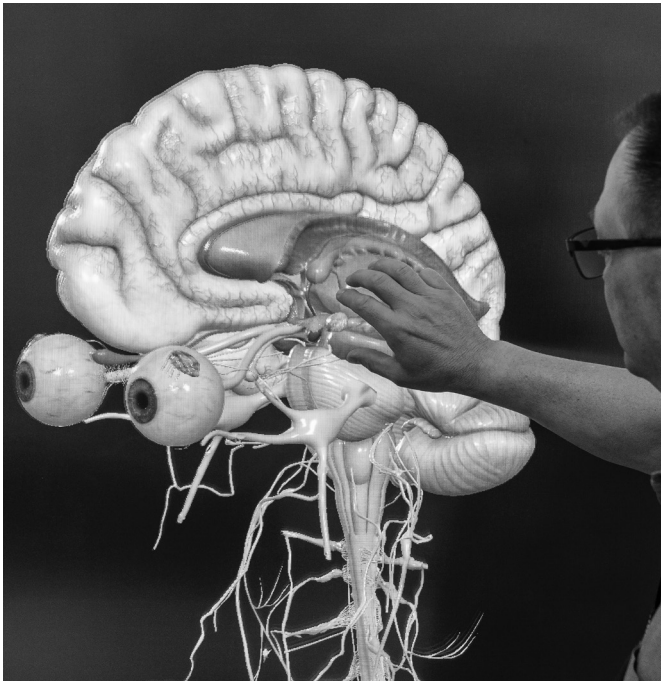


New classroom technology drives learning innovation

3D4Medical, the world's most advanced 3D anatomy platform, is the latest technology to help Palmer College do what it does best: educate the best doctors of chiropractic in the world.

3D4Medical is an online, virtual and augmented-reality platform that refined over 15 years of research on anatomical papers, classic textbooks and scan data. It also provides 200 hours of interactive, expert-led lectures; 1,500 clinical videos; 2,500 interactive learning resources and provides access to online study groups.

"3D4Medical is a huge help during cadaver labs and while studying," says Ali Morgan, a 5th trimester student at the main campus. "Anatomy, specifically origins and insertions of muscles, can become overwhelming quickly. With the ability to isolate bones in 3D4Medical, the anatomy is far easier to visualize and learn. It's also a great reference in our cadaver lab when structures can be difficult to identify."



Earn CE credits from Palmer online

New classes are regularly being added to Palmer's selection of online continuing education classes. Keep up with your continuing education with the experts from *The Trusted Leader* in Chiropractic Education. Here's a snapshot of available courses:

- Introduction to Neurophysiology of the Chiropractic Subluxation 2020, with Heidi Haavik, D.C., Ph.D
- Radiology How To: Lumbar Spine Images, with Ian McLean, D.C., DACBR
- Pain, Sensitization and Pain Education, with Robert Vining, D.C., Ph.D.
- Practice Pearls: Differential Diagnosis for the Modern Chiropractor Parts 1 & 2, with Marc Lucente, D.C., DACO

palmer.edu/continuing-education

125th Founder's Day Celebration

We're celebrating the 125th anniversary of chiropractic September 18-19 in Davenport, Iowa.

As we continue to do our part to limit the spread of COVID-19, we're "adjusting" plans for the celebration. This event is open to the first 350 alumni and friends.



Upcoming Gatherings

There's a lot changing in the nation right now—and some of those changes have an impact on upcoming Palmer College events on our campuses and across the state. Follow us on Facebook for an up-to-date event listing.

facebook.com/palmercollegealumni

Own a piece of chiropractic history

In honor of the 125th anniversary of chiropractic, Palmer commissioned a one-of-a-kind piece of artwork to commemorate the "First Adjustment." Order yours today at bookstore.palmer.edu or by calling 800-722-2586. Proceeds from limited-edition statuettes will support student scholarships.




SEEN ON SOCIAL

Share your love for Palmer and chiropractic on social media using **#palmerproud!**

🔍 #palmerproud #chiropractic #pediatrics #palmerflorida


Related Hashtags

 **hollimartin_244** The only way to do great work is to love what you do. **#palmerproud #chiropractic #pediatrics**



 **lifestylepractice** Thanks for the love @palmercollegefl. We loved meeting you all and we're excited for your future as #chiropractors. **#palmerproud #palmerflorida**



 **hartchiropractic** It's official! From mentee to intern, we are so excited to have Caroline at Hart Chiropractic through mid-February! **#palmerproud #collegeintern**



One question, three answers...

WHAT WOULD YOUR EPIGRAM BE?



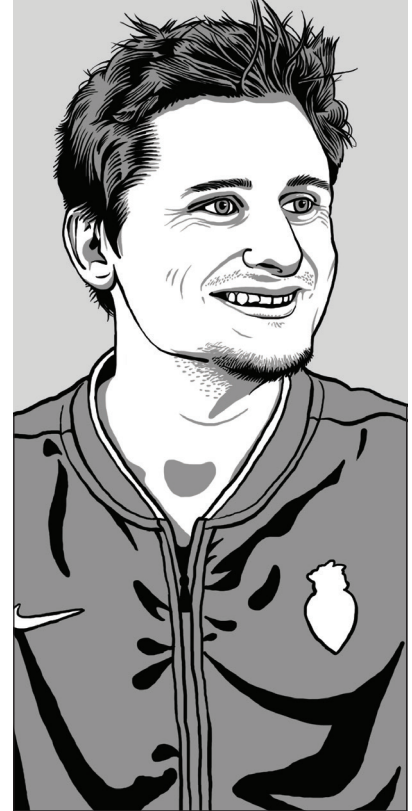
MANREET HANS
QUARTER 8, PALMER WEST

“Seek to live with kindness and grace, not in a hurried pace, don’t try to out run the race.”



NOR JOBARAH
QUARTER 9, PALMER FLORIDA

“Knowing the purpose behind your steps makes even the most difficult steps much easier.”



PALMER PIANA
3RD TRIMESTER, PALMER MAIN CAMPUS

“Adjust yourself. Adjust the world.”

Palmer Trivia

Find the answers on page 32.

Who was responsible for making Palmer a nonprofit institution?

- a. David Palmer, D.C.
- b. B.J. Palmer, D.C.
- c. D.D. Palmer
- d. Mabel Palmer, D.C.

Which of the following represent the top five states that Palmer alumni call home?

- a. Iowa, Illinois, California, Colorado, Michigan
- b. California, Florida, Iowa, Texas, New York
- c. Wisconsin, Florida, Illinois, California, Iowa
- d. Michigan, Wisconsin, Iowa, Florida, California

A HOLISTIC APPROACH TO HEALING

Foundational Beliefs Spanning Generations and the World

VICTOR STRANG, D.C., FPAC, (Main, '77) has been teaching philosophy at Palmer for 42 years. In addition, he and his father, Virgil Strang, D.C., (Main, '49) who served in multiple capacities, including dean of philosophy for Palmer College, ran a private practice for a combined 67 years.

As the faculty member who teaches philosophy at every point in the curriculum, he has the unique privilege of being with students throughout their journey from lay person to doctor of chiropractic.

"It's the most rewarding part," he says. "I can see how strong our program is through the transformation of our students from start to finish."

"One message that we impress upon students is that chiropractic is much bigger than they thought," says Strang. "The body can heal itself much better than we give it credit for, and the fact that I practiced with this belief for so many years gives me extra credibility with the students."

This philosophy spans generations and geography.

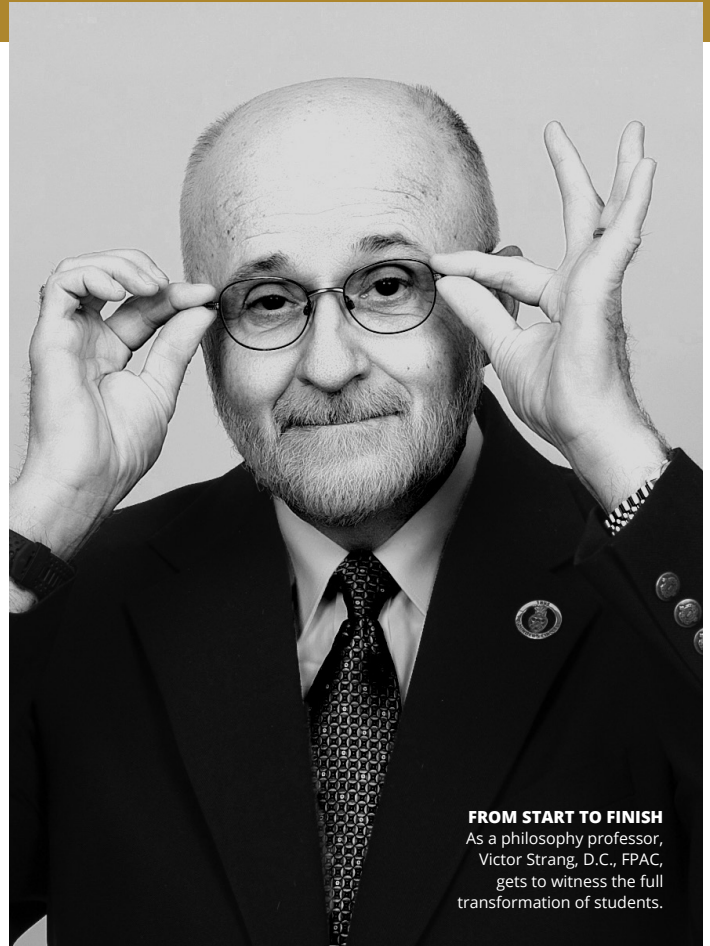
Current Palmer students Matthew Turner and Andreas Haggiandreu grew up a world apart from each other. Matthew relocated his wife and three children from Oregon, and Andreas traveled from Cyprus, both to study at the Fountainhead. Their passion for chiropractic philosophy began when Andreas read the *Chiropractic Textbook* by Ralph W. Stephenson, D.C. and then urged his classmate, Matthew, to do the same.

"My mentor, a 1967 Palmer graduate who urged me to study at the best, taught me: Philosophy asks the question, science answers the question, and that answer is delivered through the art," Andreas explains.

"Palmer is the best school and we have amazing professors. We wanted to create a platform where students and professors

"The body can heal itself much better than we give it credit for, and the fact that I practiced with this belief gives me extra credibility with the students."

—Victor Strang, D.C., FPAC



FROM START TO FINISH
As a philosophy professor, Victor Strang, D.C., FPAC, gets to witness the full transformation of students.

could come together and share thoughts, perspectives and experiences related to the science, art and philosophy of chiropractic," says Matthew. Together, they've recently formed the Principled Chiropractic Club at Palmer.

"During our meetings, guests talk about their favorite principles, favorite art, and anytime someone talks about philosophy, it's always backed by science. It's the three-legged stool," Matthew continues.

"Without philosophy, I don't know how you'd survive this profession. We learn it in class; it's up to us to take the time to study and understand it outside of class."

Scott Meisel, D.C., M.S. (Main, '84) impresses this upon his students as well. As the professor for the first quarter philosophy class, Chiropractic History and Philosophy, at Palmer Florida, Dr. Meisel teaches students about the evolution of all health care, and how chiropractic became a part of the health-care field.

Dr. Meisel also had a long career in private practice before joining the faculty at Palmer: 31 years to be exact.

"I tell my students that in practice they'll have patients who'll report unexpected improvement on health issues that were unrelated to their back and neck pain. Chiropractic philosophy is a vitalistic concept of the body's ability to heal itself once the nerve interference is removed. This is what we call innate intelligence. Our profession has endured historically hard times and it has been our chiropractic philosophy that has allowed us to survive these past 125 years."

Dr. Strang has witnessed a lot of change in his 42 years of teaching. "We still see a lot of students from legacy chiropractic families, but we're seeing even more students who weren't previously exposed to chiropractic. They're seeking a field where they can provide holistic care for their patients; they seem to come to us already recognizing the innate power of the body." ■

**LEADING THE WAY**

Robert Vining, D.C., D.H.Sc. is part of the team making strides in chiropractic research at the Palmer Center for Chiropractic Research.

TOOLS TO GUIDE PAIN MANAGEMENT

PCCR Unveils New Diagnostic Tools in *Journal of Manipulative and Physiological Therapeutics*

THE TEAM at the Palmer Center for Chiropractic Research (PCCR) has spent the last decade studying pain management in a variety of patient populations including active-duty military personnel, veterans, older adults, and inpatients at a rehabilitation hospital. In addition to its focus on clinical research studies, the PCCR team is developing practical tools for chiropractors in the field.

Three recently published, free-to-download papers from the PCCR will offer chiropractors everywhere new tools to guide diagnoses and standardize terminology.

“Back pain is often complex, with sometimes overlapping causes,” says Robert Vining, D.C., D.H.Sc., associate dean of clinical research, PCCR. “Few good diagnostic tests are available, making diagnosis difficult. People

suffering similar symptoms can have completely different conditions. Also, research findings are sometimes difficult for practitioners to interpret and use. These new tools will help address these common challenges.”

The articles, and corresponding synopsis videos, are available online in the *Journal of Manipulative and Physiological Therapeutics*.

Development of a Clinical Decision Aid for Chiropractic Management of Common Conditions Causing Low Back Pain in Veterans: Result of a Consensus Process

A new, practical tool that will assist in clinical decision-making. This decision aid is a four-page tool summarizing evidence-based clinical management and treatments for conditions that cause low-back pain.

Development of an Evidence-Based Practical Diagnostic Checklist and Corresponding Clinical Exam for Low Back Pain

This evidence-based diagnostic checklist and exam are designed to help streamline examination and develop evidence-based working diagnoses for low back pain.

Current Evidence for Diagnosis of Common Conditions Causing Low Back Pain: Systematic Review and Standardized Terminology Recommendations

Standardized terminology that will help chiropractors and other health-care providers communicate more effectively.

We invite you to share these tools with your colleagues through social media, association and other professional meetings. ■

Read the papers: palmer.edu/research/connect/publications

GREATER ACCESS FOR VETERANS

Expanded VA Residency Programs Offer Advanced Interdisciplinary Training

MORE OF OUR nation's veterans will have access to chiropractic care through the Veteran's Administration (VA) Health Care program thanks to the recent addition of five new VA Chiropractic Residency Programs.

In 2014, five VA facilities across the country were selected to be part of a pilot program of chiropractic residencies that incorporated doctors of chiropractic within an interdisciplinary team of health care professionals providing care to veterans. In 2017, this pilot program was approved as a continuing VA residency program after meeting VA performance metrics.

With the recent expansion, Palmer College of Chiropractic is now the academic affiliate to two of the 10 VA locations—the VA Central Iowa Health Care System and VA Palo Alto Health Care System (California).

“The VA is the largest training center for medical residents, and now chiropractors are part of this interdisciplinary training environment,” says Robert Percuoco, D.C., Palmer College vice chancellor for institutional effectiveness. “This is a significant step in the history of the chiropractic profession. As chiropractors work to make inroads into interdisciplinary care, access to a VA residency will open opportunities for the profession as well as for patients. It offers students unique patient care experiences, helps them understand their role on a health-care team, and builds their confidence as a health-care provider.”

For Nathan Hinkeldey, D.C. (Main, '11), his role as VA Central Iowa's residency director for the chiropractic integrated



FROM GRADUATE TO VA CLINIC

Resident Vivian Ly, D.C. (West, '18) provides care in the VA Health Care System alongside Anthony Lisi, D.C. (West '96) to patients who would not have had access just a few years ago.

clinical practice residency combines his two passions—caring for veterans and teaching and learning. Prior to graduating from Palmer, he served in a chiropractic clerkship at the Walter Reed National Military Medical Center.

As part of his role with VA Central Iowa, Dr. Hinkeldey serves as a guest lecturer at Palmer College, talking to students about topics such as chronic pain, interdisciplinary care, co-morbidity and clerkships.

“There are unique opportunities opening up to chiropractors that weren’t there even a few years ago. In 2015, the NBCE Job Analysis showed that only 7% of chiropractors were working in interdisciplinary environments. Now that number is 15.2%. This is another opportunity to work with people who haven’t had access to care in the past, resulting in more awareness of the benefits of chiropractic,” says Dr. Hinkeldey.

Rob Walsh, D.C., is the chief of chiropractic services and residency program director for the VA Palo Alto Health Care System.

“This is an opportunity to work with people who haven’t had access to care in the past.”

—Nathan Hinkeldey, D.C.

“VA residents are seeing complex patients with high co-morbidity,” says Dr. Walsh. “Residents rotate alongside specialists including emergency-room doctors, neurologists, geriatric specialists and general practitioners, and learn how they can best serve as a team player. We don’t focus on titles. We try to be the best at providing non-pharmacological pain solutions. That’s the main reason chiropractors are being integrated within the team.”

Palmer’s recent affiliation with the Veteran’s Health Administration adds to its growing list of academic affiliations that provide unique hands-on learning opportunities for students and recent graduates.

Greg Snow, D.C., dean of academic affairs at Palmer West, says, “In the mid-2000s we started forming academic affiliations with the VA, Department of Defense and other multidisciplinary care providers and currently we have more than 40. Serving as the academic affiliate for two of the VA residency sites takes Palmer’s relationship with the VA to the next level. It gives our students access to individuals working as residents in the VA and added insight into working in an interdisciplinary environment.”

Among the VA sites, demand for chiropractic care is high.

“Chiropractic is rapidly expanding into multidisciplinary health-care settings,” says Dr. Walsh. “We don’t have enough residents graduating to fill the needs. There’s really no other training program that does this; it fills a big hole.”

“This is an opportunity to work with people who haven’t had access to care in the past,” says Dr. Hinkeldey. “Our rural service providers are elated to offer chiropractic care, and we have people waiting to get in to receive care.” ■





A NEW FORCE

David Daniel Palmer, D.C. had to make some tough decisions during his time as president of Palmer College, but they led to some pretty remarkable results.

DR. DAVE'S

DARING DECISIONS

David Daniel Palmer, D.C. sat at the desk he assumed after the passing of his father, B.J. Palmer, D.C., in 1961.

He leaned back in his chair, deep in thought, considering solutions.

The mantle of Palmer College—and the profession—rested on his shoulders. Dr. Dave knew that the months and years ahead would require leadership, professionalism and integrity, values that would forever leave an indelible imprint on the profession started by his grandfather more than six decades earlier.

The school he now led needed a vision for the future. And it was up to Dr. Dave to create it.

THE EDUCATOR

Dr. Dave made the decision to push parts of Palmer forward while leaving others in the past. It was this new focus that allowed Palmer to become *The Trusted Leader* in Chiropractic Education.

“It was apparent in 1961, some drastic reorganization was necessary,” Dr. Dave wrote in his memoir *The Palmers*. His primary concern was for the well-being of the school and the future of the profession.

KNOWN TODAY AS “THE EDUCATOR” of chiropractic, Dr. Dave was also an adept businessman—skills he gained as a student at the University of Pennsylvania’s prestigious Wharton School of Finance and Commerce. Making the leap from the Quad Cities to the East Coast was a risk Dr. Dave took years earlier that paid dividends for decades to come.

At the time, Palmer was a school for chiropractic that also ran a printing press, a sanatorium for mentally disturbed patients, and a variety of expanded business interests. All were enterprises originally started to serve the interests of the college; however, over time each of these enterprises had expanded to community interests well beyond the chiropractic mission of education and patient care that the school was founded on.

As he contemplated what the future of the school would look like, just down the hall of the administrative building, Fred Edwards was hard at work in the Palmer School of Chiropractic Printery. Dr. Dave’s father B.J. had often boasted it was “the prettiest printing plant in America.” And it sure was pretty, decorated with plaster busts of the world’s greatest philosophers and writers—from Mark Twain to William Shakespeare. There were beautiful plants and ferns hanging from the ceiling, and canaries sang over the noise of the presses.

That printing press—operated by the school—was not only stunning, but also operating at a net loss of approximately \$50,000 every year (equivalent to \$430,000 today). Edwards didn’t have the authority to screen who received printing and who didn’t, and how the request supported student learning, so orders were taken with no attention to quantities or overruns. Paper costs continued to rise. The pressmen were unionized—and their contracts showed the cost of labor increasing with every press job.

“I had to determine in my own mind a philosophical point—was the printing plant worth keeping... or should I close it down, and realize some cash by selling the presses?” Dr. Dave recalled. “It was money that could be used for our real purpose—chiropractic education.”

He leaned back in his chair some more. He contemplated Palmer’s needs. He pictured the future.

And he made a daring decision: to use the needs of Palmer chiropractic students and their learning as the lens for all college decisions moving forward.

Soon the printing press, as well as other non-chiropractic initiatives that were operated at the school, were closed down. His decision was made for the sake of a quality education. “I can’t say I was the most popular person at this time, but every employee and those in the community saw a new force at work in the school,” Dr. Dave said.

A new force, and a new focus: to become *The Trusted Leader* in Chiropractic Education.

Dr. Dave contemplated other ideas to propel the school forward, even considering issuing Gold Bond notes to alumni of the school that would pay the bearer the original sum—plus interest—10 years later. The idea had originated years earlier, when loyal graduates purchased similar notes solely on the basis of their trust in B.J. Palmer, and their loyalty to the school and the chiropractic principles it taught. When the notes came due, however, it was a threat to the school’s survival, Dr. Dave recalled. At the time, the school wasn’t in a place to pay back the notes.

Alumni were asked to donate the notes to the school. Many of them did, becoming the first donors on record at Palmer. It turned



“DR. DAVE WAS A VISIONARY. HE TRULY CREATED CHIROPRACTIC AS A PROFESSION.”

—Bernie Long, Attorney

out to be one of the first of many shared initiatives between Dr. Dave and the alumni of Palmer College.

It was Dr. Dave’s vision to serve the students—and his relentless pursuit to champion chiropractic—that eventually contributed to the school’s growth. It also drove a landmark change, from a for-profit institution to a nonprofit college. The change would alter the trajectory of chiropractic education forever. “This was a rather formidable task,” Dr. Dave wrote, made possible by “the most eminent tax attorney in the country, Richard Braunstein.”

“That overstates my contribution,” Braunstein says from his home in the Washington, D.C. area. He was

first introduced to Dr. Dave when he joined the law firm of Dow, Lohnes & Albertson in 1960. One of his first responsibilities was to travel to Davenport, Iowa, to meet with Dr. Dave and the school's local attorney, R. Richard Bittner. The visit and subsequent work, Braunstein recalls, was one of his proudest moments early in his career.

"I got there and was shown to Dr. Dave's office, a beautiful suite" that was located in the new broadcasting building that had been built next to the chiropractic school. He waited and waited for Dr. Dave, and finally asked where he was.

"He doesn't really come here," a receptionist said. "He's across the street at the College—that's his apparent love and that's where you'll find him."

Braunstein eventually did find Dr. Dave, who was very gracious and welcoming to the young lawyer. Dr. Dave spoke with passion—the love he had for the school was quickly evident to Braunstein. It was also clear that

there were difficulties to address, and a way forward for this institution. Dr. Dave knew something had to be done, Braunstein recalled, but wasn't quite sure how to go about it. "I recognized it was a private institution started by Dr. Dave's family, and was solely being supported by them," he says.

"You know," he said to Dr. Dave at the time, "it doesn't make sense for you to be the sole supporter of this institution. If it's going to grow, I suggest we convert it into a nonprofit."

The work of Braunstein, fellow attorney Bernie Long, and Bittner to convert the school to a nonprofit also played an important role in garnering the school's accreditation—the first chiropractic school in the world to earn the distinction. (The moment, coincidentally, in the College's history was one Dr. Dave long chased throughout his tenure as president—but one that alluded him when he passed away in 1978. His dream came to fruition just one year later, when Palmer College was accredited by the Council on Chiropractic Education in 1979 and by the North Central Association of Colleges and Schools in 1984.)

Both Braunstein and Long, to this day, have the highest regard for the daring decisions Dr. Dave made at this critical point in Palmer's history. He saved the school, and perhaps even the profession.



RELENTLESS PURSUIT

It was Dr. Dave's vision and his pursuit to champion chiropractic to anyone who would listen that led to the school's growth.

“WHATEVER
THE PROJECT
AT ANY
GIVEN TIME,
I Poured MY
HEART AND
STRENGTH
INTO EACH
AND EVERY
ONE.”

—Dr. David Daniel Palmer



“He was one of the most decent human beings I have ever met,” Long says. “He was smart, and he knew right away that if he was going to grow the College and the profession to what it inevitably has become today, it would need to become a nonprofit.”

He paused for a moment. “Dr. Dave wanted to make the College permanent. I’m not sure he ever could have imagined it would have exploded into the place it is today.”

“You know, Dr. Dave was a visionary,” Long adds. “And his vision was correct. He was able to turn the school around and legitimize chiropractic as part of health care. He truly created chiropractic as a profession.”

Together, Dr. Dave, Bittner, Braunstein, and Long not only preserved the tradition and identity of Palmer, but also ushered in a new chapter for the first chiropractic school in the world. Soon, a championship rugby team was gaining notoriety nationally, a marketing plan was rallying chiropractors

and patients alike, donations were being made by alumni, and grants were being awarded by large foundations like Ford and Kellogg. Today, more than 21,406 individuals and foundations have made a financial gift to Palmer College since its inception as a nonprofit. The College’s endowment has grown to \$60,047,130*, among the largest of any chiropractic college in the world.

“I’m reminded of the statement made by the astronaut who took the first step on the moon,” Dr. Dave wrote in his memoir. “‘A giant step for mankind.’ I felt, in my humble way, this was a giant step for Palmer College and our nonprofit growth potential. Whatever the project at any given time, I poured my heart and strength into each and every one.” ■

This story was developed from the first-person accounts of David Daniel Palmer, D.C., as well as interviews with Richard Braunstein and Bernie Long conducted by Roger Hynes, D.C., Palmer College’s resident historian, in 2019. Special thanks to Vickie Anne Palmer for her guidance and stories about her father, Dr. Dave.

**As of April 10, 2020*



POMP AND CIRCUMSTANCE

This group of students were among the first to enroll at Palmer West. In this photo taken in 1984, they marked the transition from student to Doctor of Chiropractic with the tradition of throwing their clinic intern business cards into the air. In 2020, Palmer West celebrates its 40th anniversary as the profession celebrates its 125th anniversary.



A CELEBRATED HISTORY

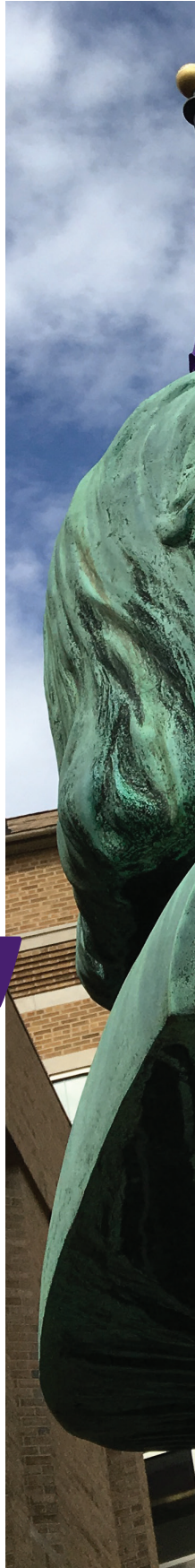
D.D. Palmer set the stage back in 1895. Today, we're more determined than ever before to continue to lead the way for the future of chiropractic care.

Creating a "Racket"


It all started because a custodian was emptying a trash can 125 years ago this fall.

(seriously)

"Your vertebra is out of position, Harvey," Daniel David "D.D." Palmer said, raising his voice above the din coming from the streets outside the window of his fourth-floor office. From across the room of his office in the Ryan Building in downtown Davenport, Iowa, the building's custodian Harvey Lillard had just bent over to empty a trash can. He couldn't hear the noise from the street but could hear Palmer's commanding voice.






PALMER
College of Chiropractic

“More than a decade ago, D.D., I moved the wrong way and heard a ‘pop’ in my back. That’s when I lost some of my hearing,” Lillard replied. “It’s been that way ever since.”

“I want you to lay face down for me,” Palmer said to him. “I’m going to adjust your back.”

Lillard looked at him and did as he was told.

HARVEY LILLARD walked into D.D. Palmer’s office the following day—and for the first time in a long time, he too could hear what was happening outside the window. “I can hear that racket on the street,” he said.

The adjustment had given Lillard his hearing back, and put Palmer in the history books for discovering chiropractic.

Now, Palmer College of Chiropractic—founded just two years later to teach the spinal manipulation that transformed Lillard’s life—is poised to make a “racket” of its own.

“But the good kind of racket,” says Chancellor and CEO Dennis Marchiori, D.C., Ph.D. (Main, ’90).

From his office at the top of Brady Street hill in Davenport, just a mile up the road from that first adjustment, Dr. Marchiori is standing at his desk and rolling out blueprints that show the future of Palmer College. He’s settling in after two days of meetings with the College’s Board of Trustees, and a celebration marking the opening of a new student clinic on the College’s main campus in the Quad Cities.

“I cannot tell you how energized I am by our future,” he says, the excitement in his voice palpable. “We’ve taken the time as a College—as *the* trusted leader in chiropractic education—to thoughtfully map out a future for our students, and the profession that started right here in Davenport. We don’t typically like to be loud about what we’re doing, but we’re going to be.”

He pauses. “We actually have to be, to accomplish the bold vision for the future we’re embarking on.”

Palmer College’s blueprint—its vision—for the future is 100% motivated by a desire to fully meet its mission of promoting innovative learning, delivering health-care, engaging the community, and advancing knowledge through research, Dr. Marchiori explains. “It’s also driven by our larger spirit to take chiropractic care to every corner of the globe and to do so in a way that only Palmer College can.”

“You know, D.D. once said, ‘I was educated to dare to think,’” he adds. “At Palmer, our faculty and staff, alumni and board—and of course our students—are now also daring

SPINE-TINGLING STAIRCASE

The centerpiece of the \$10.2 million Learning Commons is a glass atrium with a grand staircase designed with an anatomic spine feel.



to dream about the ways we can advance our vision for the future. Let me show you how we’re going to do that.”

He rolls up his sleeves and for the next 35 minutes, doesn’t stop talking.

In the years ahead, Palmer College will lead the world by making high-visibility investments that will have an extraordinary impact on students and the profession. Those investments start with a commitment to partner with alumni and donors to establish endowed scholarships on the West, Florida and main campuses to bring a chiropractic education within reach for the best and brightest no matter their financial situation.



“In all my years, Palmer has never wavered from pushing our profession forward.”

—Peter Martin, D.C.
Campus President, Palmer Florida



“Donor-funded scholarships are crucial for our students, and critical to the future of our profession,” William Meeker, D.C. (West, ’82), campus president at Palmer West, says from his office in California. “Every—and I do mean every—single student who comes to Palmer with dreams of becoming a chiropractor, and carrying on our profession, could benefit from a scholarship. Alumni often ask me what they can do to express gratitude for the education that jump-started their careers. Starting a scholarship is at the top of the list.”

“The world of higher education admissions is becoming more and more competitive,” Dr. Marchiori adds, “with the cost to attend chiropractic college as important a factor in the decision-making process as reputation and quality facilities. Scholarships—and gifts to grow our endowment—will give us the stability, foundation and space to do the things we know will transform the profession forever.”

Two of Palmer College’s campuses will transform physically over the next few years, “and yes, there will be a bit of racket caused by the construction,” Dr. Marchiori says, grabbing another tube of blueprint plans marked “Florida.”

“Donor-funded scholarships are crucial for our students, and critical to the future of our profession. Every—and I do mean every—single student could benefit from a scholarship.”

—William Meeker, D.C.
Campus President, Palmer West

On the table are plans for a new \$12 million academic building on the Florida campus, which has seen unprecedented growth in enrollment over the past decade. With nearly 33,000 square feet of space over two floors, the fourth building will be situated adjacent to Buildings 1, 2 and 3, and filled with windows that take advantage of the natural light the sunshine state is known for. Four new technique rooms and four high-tech classrooms have been designed specifically for students to apply what they learn about movement science and rehabilitation. There’s even an extended patio alongside the pond for students to relax and study.

“It’s going to be fantastic,” Peter Martin, D.C. (Main, ’68), campus president of Palmer Florida, says from his cell phone as he’s walking passed a group of students studying outside. Dr. Martin has been associated with Palmer for more than 50 years, and has witnessed the transformation of the College since his days as a student at the Fountainhead. “In all my years, Palmer has never wavered from answering the call to educate chiropractors in a way that pushes our profession forward while also honoring our 125-year history,” he says. “This new academic space—and the students who use it—will stand testament to that legacy of innovation.”

On the main campus in the Quad Cities, construction is already underway on a new space that will support the



phenomenon that learning happens equally in the classroom and outside of it. The Learning Commons will invite collaboration

“We don’t typically like to be loud about what we’re doing, but we’re going to be. We have to be for our bold vision of the future.”

—Dennis Marchiori, D.C., Ph.D.
Chancellor and CEO

between students and faculty, access to technology, and group and private study rooms.

“And check this out,” Dr. Marchiori says, pulling a rendering out of his satchel. “How cool is this?”

He’s pointing at the staircase, which has been designed with an anatomical spine feel. It is, actually, exactly what he says it is: incredibly cool.

The centerpiece of the \$10.2 million, 22,270 square foot Learning Commons is a glass atrium that surrounds the entrance. Brick arches from one of the first buildings on the campus, discovered during the planning phase of the project, will be exposed once again. The space will be home to the library and private and group study rooms that can be adapted to accommodate one to eight students.

BLENDING THE OLD WITH THE NEW

The design by RDG, and Studio 483 Architects in the Quad Cities, honors and celebrates the existing building's historic character, exposing arches once bricked over and creatively integrating modern elements.



Once that project is complete, a new Experiential Learning Center on the main campus will bring technique, gross anatomy and virtual anatomy labs together, giving faculty and students advanced educational spaces with state-of-the-art lighting, audio and visual equipment, and cadaver storage technology. The Center, Dr. Marchiori says, will enable students to seamlessly transition from practice to learning, concept to skill, and back again, in the same environment.

“You just don’t see this elsewhere,” he says.

As he carefully rolls up the blueprints and stacks up the renderings, there’s a knock on the office door. It’s Barbara Melbourne, J.D., vice chancellor of institutional advancement, for Palmer College. She’s just walked up the hill from the Alumni Office—she’s Dr. Marchiori’s next meeting. It’s a fitting segue because everything Dr. Marchiori just shared will only be possible because alumni and donors make the choice to give to Palmer.

“We’re undertaking the single, largest campaign in the College’s history,” Melbourne says, “and this is one of

the most exciting, most ambitious undertakings I’ve ever been part of.”

Melbourne came to Palmer College three years ago, and in a short period of time has nearly doubled alumni giving to their alma mater. She’s leading the aptly named “Daring and Driven: The Campaign for Palmer College,” alongside the support of the Board of Trustees and Campaign Co-chairs Paul VanDuyne, D.C. (Main, ’78) and Donna VanDuyne, D.C. (Main, ’78)

“We have a goal to raise upwards of \$40 million over the next few years,” Melbourne says. “It’s daunting and thrilling and yes, daring.”

Clearly, the pun was intended. “And yet,” she continues, “it’s being received with a sense of pride and partnership from the alumni we’ve just started to meet with. Every single time I sit with our alumni, they share how meaningful their Palmer experience was to their career—and how eager and willing they are to participate in paying it forward with a gift to the campaign.”

“We’ve got a lot of work to do to share our plans for the future with our alumni, and the profession,” Dr. Marchiori says. “It will take the participation of every single graduate—and researchers and practitioners in the profession—to drive our vision forward.” ■

THE SUNSHINE STATE

Students at the Palmer Florida will experience four new technique rooms and four high-tech classrooms. And when they’re not in class, they’ll be able to relax on the extended patio alongside the pond.





INSPIRED BY DEDICATION

\$300,000 Gift Names Beane Family Active Learning Classroom

FOR THE LOVE OF CHIROPRACTIC

Both Cynthia and Evan Beane, D.C. are excited to be part of Palmer's future and support future students so that the profession and Palmer stay strong.

WITH NEW SPACES that seamlessly blend collaborative learning with technology and hands-on teaching, Palmer will dare to reach further, to push boundaries and drive chiropractic education to new heights. This dedication to students inspired alumni like Evan Beane, D.C. (Main, '69) and his wife, Cynthia, to be part of this pivotal time in the College's history.

With their recent \$300,000 gift to support priority capital projects of the College, the future Learning Commons building on the main campus will feature the Beane Family Active Learning Classroom. This space will allow students to practice hands-on skills and learn from peers outside their daily coursework, bringing collaboration and innovation together for student success.

"As an alumnus of Palmer, it's important that we give back to help provide an environment that will attract the best students," says Dr. Beane.

"As an alumnus of Palmer, it's important that we give back to help provide an environment that will attract the best students."

—Evan Beane, D.C.

Beane's love of chiropractic comes from watching his father, Ercil Beane, D.C. (Main, '37), spread chiropractic around the world through many of his chiropractic missionary trips. After Dr. Beane graduated, he and his wife set up shop in Ohio, where Dr. Beane practiced until retirement in 2014. Now, the Beanes want to support future students so the profession and Palmer stay strong.

Construction on the Learning Commons began early in 2020. The opening of the new interactive space is tentatively scheduled for spring of 2021. The Learning Commons will become the new home to the David D. Palmer Health Sciences Library, the Beane Family Active Learning Classroom, and a variety of group- and individual-study rooms. Connecting to the R. Richard Bittner Athletic & Recreation Center, the Learning Commons will be a modern space that integrates collaboration and student life to support the success of future chiropractic leaders. ■

GOING FOR GOLD

Perry Williams, D.C., CCSP,
DABSP Shares His Experience as
Part of the U.S. Olympic Team

HIGH PERFORMANCE

Inspired by sports, Palmer Alumnus Perry Williams, D.C., CCSP, DABSP (second from the right) helps U.S. athletes achieve their dreams at the Olympic Games.



PERRY WILLIAMS, D.C., CCSP, DABSP

(Main, '96) was part of the U.S. Olympic sports medicine team for the 2016 Summer Olympic Games in Rio de Janeiro, Brazil and the 2018 Paralympic Games in Pyeong-Chang, South Korea; and was named the Sports Chiropractor of the Year in 2017 by the American Chiropractic Board of Sports Physicians.

"It's a cool moment when they call you to be a part of the Olympic Games," says Williams. "Someone who puts together teams of the highest caliber thinks that you're at this level, and that your ability can help them win."

Even after these amazing experiences, Williams says that the proudest moments in his career are when he can help everyday people get back to physical health and what they're passionate about. Williams has been in private practice for 24 years, and now handles a lot of specialty cases.

"These are patients who have tried everything

"Someone who puts together teams of the highest caliber thinks that your ability can help them win."

—Perry Williams,
D.C., CCSP, DABSP

else and no one could help them. Oftentimes surgeons will refer patients to me when surgeries had failed," says Williams. "It's the woman who couldn't drive and couldn't bowl when she was on the bowling team because she lost mobility in her arm and it was misdiagnosed as a stroke. Or the woman who had impaired vision due to a nerve in her eye and I was able to help her through chiropractic. Those are my proudest moments."

He also sees exciting change for the future of the profession as chiropractic becomes better understood within the larger health-care community.

"When I started there was very little integration with other health-care fields. Now I have orthopedic surgeons who refer patients, and I have many patients from the medical field including surgeons and orthopedists." ■

WEATHERING CHALLENGING TIMES

Alumni Q & A with Drs. Carson and Natalie Muth

THE ECONOMIC and societal impacts of the COVID-19 pandemic are being felt around the United States and the world. Palmer alumni Carson (Main, '08) and Natalie Muth (Main, '08) graduated and opened their practice in Grand Forks, North Dakota in 2008, during the last recession. We asked them to share their experience and advice on running their practice, whether during a recession or not.

You opened your practice just as the recession of 2008 was hitting. Tell us about that experience.

CARSON: Natalie and I put our business plan together early on and sticking to that plan as much as we could was so important to get our practice off the ground. And we started simple. We didn't even have a part-time employee to start.

NATALIE: We actually didn't have another employee for a long time. It was just the two of us.

CARSON: After a while, we hired a part-time college student and grew from there. So many people come out and want to hire associates and staff right away, but in uncertain times like we're in right now, you have to start simple and work your systems. Just focus on treating your patients well, and they'll treat you well.

NATALIE: Our reality didn't look perfect, but we showed up authentically, grateful for the opportunity to serve our community.

What advice do you have for graduates, or students who will graduate soon and may be facing similar circumstances? What steps should they take?

NATALIE: Thinking of the steps we took to weather the recession and succeed despite the recession brings us back to our themes of a business plan, a simple start and focusing on community bonds. In our case, we worked with a small community bank and kept the lines of communication open with our lender. Joining and becoming involved with our local chamber of

commerce and state association and having their support was also key to our growth.

CARSON: There is strength in numbers. Everyone should join their state association. What applies in Iowa may not apply in North Dakota or may not apply in Minnesota. Every state is different. Look to people in your community and other chiropractors to build your network of support when you struggle or have questions you don't know the answer to.

What did you learn in your early years in practice? What do you wish you had known then that you know now?

CARSON: All of it! (laughing)

NATALIE: But you know, I don't think I'd take any of it back. We opened our clinic in May, and our first child arrived in early August, so we've been a family business

from the start. What that looked like for the first six to nine months was Carson and I splitting time between the front desk and patient care. Sometimes that was done with a baby in our arms. It was a full and overwhelming year, but that learning experience can't be replaced, so I don't know that I would change a lot.

How have you managed during this time?

NATALIE: In my part of the practice, I focus on pediatrics and prenatal care, and we've been following all the recommendations from local, state and federal government. When I had to pack up the toys in my practice, I fought back tears. Patient volume has been down, but our patients have been so thankful they have somewhere to go to receive care for their musculoskeletal conditions without going to a walk-in clinic or urgent care.

CARSON: I just try to keep some normalcy by getting to the office at the same time every day and working on little things in the practice.

NATALIE: We've had steady growth throughout the years by focusing on giving people the tools they need to get well and stay well. We also play a strong supportive role for our community which, especially in the current situation, has been key for us and will continue to help us. It's the backbone of our practice. ■

STARTING SIMPLE

Carson and Natalie Muth opened a small practice in Grand Forks, North Dakota with just the two of them and grew the business to what it is today.



ADAPT AND OVERCOME

Palmer Students Reflect on Learning During a Pandemic

EXPERIENCING LIFE

as a chiropractic student during the COVID-19 pandemic hasn't been easy, but like generations of chiropractors before them, today's students are showing resilience and finding ways to make the best of this time.

"I think this situation is teaching us how to adapt and overcome, because you either give up and quit and don't get anything done, or you just push ahead with what you have," says David Clagget, who's in his 6th trimester at Palmer's main campus. "I think the professors have been doing a really good job moving online and maintaining order and efficiency with how they're teaching."

"During this time, I was able to return home to Ohio, and it's been nice to spend time with my dad and brothers. I was supposed to get married in June, and instead we got married last weekend!"

Focusing on maintaining a schedule to keep her studies on track, 7th Quarter Palmer West Student Alecia Stewart has found that "having the ability to re-listen to any ideas or important information that a professor has said has been helpful."

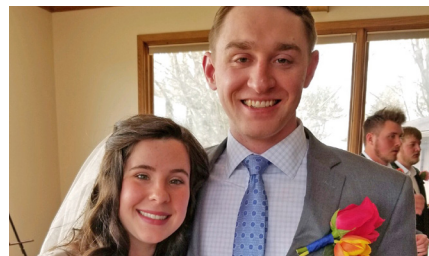


PRESLEE DEATER

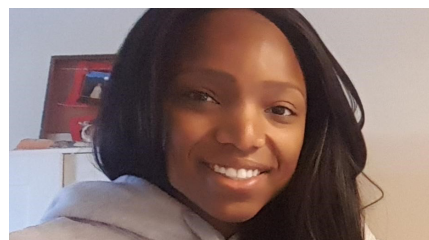
In addition to providing online learning, Palmer is also working to make sure students are equipped with resources to manage their mental and physical health during this stressful time, from referrals to counseling services, to online workout options, and games through social media such as "quarantine bingo" that helps students feel connected to the school and their classmates.

"We all need to learn to be present and not let the anxieties of COVID-19 get the best of us," says 6th Quarter Palmer Florida Student Rose Otero. "I try to meditate daily, and it's been a priority to get some sort of physical activity every day."

This is the next generation of daring and driven Palmer chiropractors, and we couldn't be more proud. ■



DAVID & ANNIE CLAGGET



ALECIA STEWART

Preslee Deater, a 6th trimester student at Palmer's main campus, says "this experience will completely be helpful for my future. I've been able to use this time to do things I've always wanted to and never had time to do."

Even though students are practicing social distancing, they're using technology to study together.

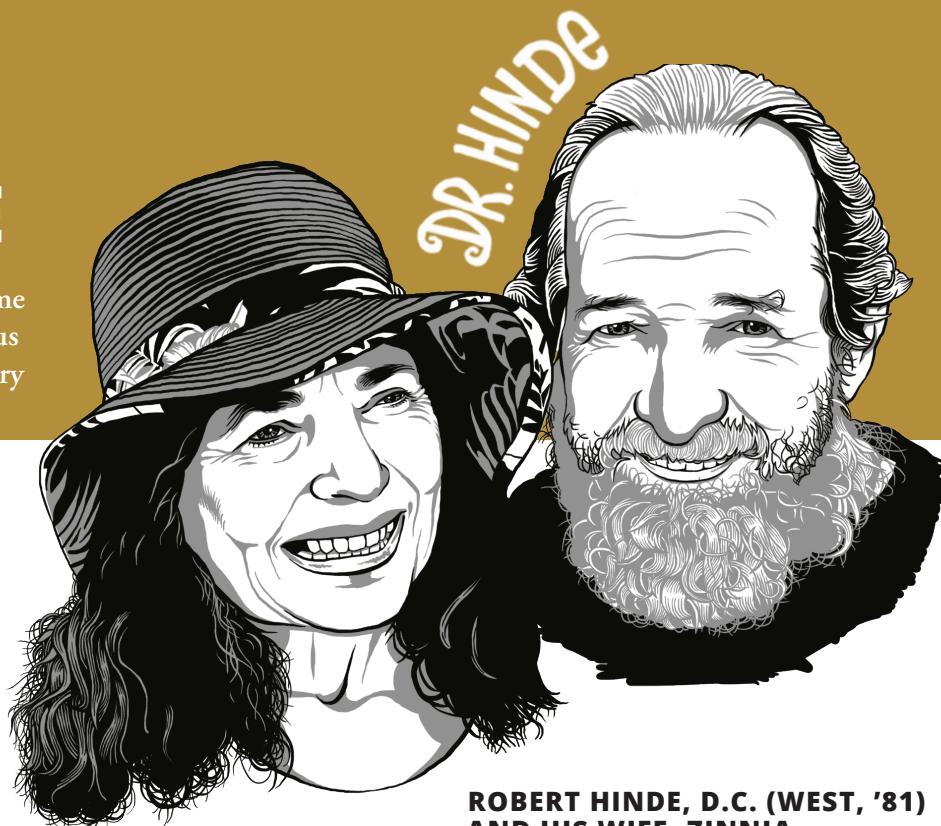
"A lot of my classmates came together and are really supporting each other" says Preslee. "We're sharing articles and videos to expand our knowledge base and clubs are organizing video chats with speakers. A couple of us in 6th trimester text each other three things we're grateful for every day. This has really taught me to be grateful and accepting."



ROSE OTERO

REUNITE

Alumni Remember Their Time at Palmer West as the Campus Celebrates its 40th Anniversary



**ROBERT HINDE, D.C. (WEST, '81)
AND HIS WIFE, ZINNIA**
RETIRED FROM PRACTICE

ON SEPT. 18, 1980, 85 years after D.D. Palmer performed the first adjustment on Harvey Lillard, Palmer College expanded its reach and opened Palmer College of Chiropractic West. Now, as our profession celebrates 125 years, Palmer West marks its 40th anniversary.

In 1979 the Palmer College Board of Trustees acquired the Northern California College of Chiropractic to form Palmer West. With the first graduating class, 37 students walked across the stage as Palmer West graduates. Now, more than 5,000 Palmer West alumni practice in nearly 40 countries across the globe.

Current Campus President Bill Meeker, D.C., M.P.H., FPAC began his tenure with Palmer as a student in the early days of Palmer West. He graduated in 1982 and went on to serve as the director of Palmer Center for Chiropractic Research at the main campus before being appointed president of Palmer West in 2007.

“Doors of opportunity are now opening for doctors of chiropractic with greater frequency, including multidisciplinary health settings such as the Veterans Health Administration, the Department of Defense, and in corporate-based clinics,” says Dr. Meeker. “As a Palmer graduate and administrator, I take great pride in the fact that fellow alumni have been instrumental in many of these advancements.” ■

“From this end of the timeline, it’s amazing how quickly 40 years has passed by. My wife, Zinnia, was with me all the way, through school and all 30 years of practice. I am very pleased that Palmer has continued to develop and promote chiropractic and expand the awareness of natural health-care in society.”

**DANIEL LORD, D.C., CCSP®
(WEST, '08)**
CLINICAL PROGRAM DIRECTOR,
CROSSOVER HEALTH

“As a past president of the Palmer West Sports Council, I take great pride in being part of a program that continues to build upon the achievements of each preceding Council to ‘raise the bar,’ and continue Palmer West’s leadership in the field of sports chiropractic.”

STEPHANIE JOHNSON, D.C. (WEST, '12)
SJ CHIROPRACTIC & POSITIVELY CHIROPRACTIC,
WASHINGTON, D.C.

“My involvement with Palmer West Student ACA and WCCS chapters, coupled with the international

diversity of the West campus, provided me with the opportunity to see the chiropractic profession from a truly global perspective. My Palmer West education is what enabled me to earn my appointment at the Walter Reed National Military Medical Center—an achievement of which I’m incredibly proud.”

WAYNE WHALEN, D.C. (WEST, '86)
WHALEN CHIROPRACTIC, SANTEE, CALIFORNIA

“I take pride in being part of the generation that helped foster a tradition of student-leadership at Palmer West—which was evident at the recent Cal Chiro Fall Symposium, when award-winners included Palmer West ASG presidents of the ‘80s, ‘90s and ‘00s.”



KELLI PEARSON, D.C., DABCO (WEST, '82)

PEARSON & WEARY CHIROPRACTIC ORTHOPEDICS & REHAB,
SPOKANE VALLEY, WASHINGTON

"As Palmer West reaches its 40-year anniversary, it's great to see how the profession has evolved since I graduated. Chiropractors providing care in multidisciplinary settings, or, as members of sports-care staffs, has become the norm, rather the exception. And, as an alumna, it fills me with great pride to see so many women aspiring to and earning appointments of distinction and leadership throughout the profession."



DEAN ALLAN, D.C. (WEST, '02)

CARSTAIRS CHIROPRACTIC, CARSTAIRS
ALBERTA, CANADA

"I take great pride in being part of the inaugural Campus Guides chapter at the West campus. It's great to see how the scope of participation has grown. Also, as a past player and coach of the Palmer West ice-hockey team, it's great to see the program still skating strong! For Canadian students such as myself, it made Palmer West an even more appealing college to pursue the achievement of my chiropractic goals."

ROBERT WALSH, D.C. (WEST, '95)

CHIEF OF CHIROPRACTIC SERVICES VA,
PALO ALTO HEALTH CARE SYSTEM, PART-
TIME PALMER WEST FACULTY MEMBER

"From one generation to the next, Palmer West has fostered a culture that inspires a 'make a difference' spirit among our students, which continues as alumni with similar dedication to their patients, peers, and the profession—and I'm proud to be part of that tradition."

MICHAEL MOSHE DANOFF, D.C. (WEST, '95)

CHIROPRACTOR AT PAIN RELIEF UNIT,
RAMBAM MEDICAL CENTER, ISRAEL

"When I decided to become a chiropractor, I

wanted to attend a college with strong academic standards, and a diverse campus community—and Palmer West provided both. Of course, as an avid swimmer, the fact the campus was close to many swimming pools made Palmer West a rather appealing choice."

EDWARD CREMATA, D.C. (WEST, '81)

FREMONT CHIROPRACTIC GROUP,
FREMONT, CALIFORNIA,
PAST PALMER WEST FACULTY MEMBER

"I have watched Palmer West grow, change, and improve over the years with Dr. Meeker at the helm to meet society's demands for intelligent, compassionate and competent chiropractors.

This comes not from mere observation as a local chiropractor, but from my close view as a professor for Palmer West, and as a preceptor that can experience the final product that Palmer West graduates."

CREE GUARDINO, D.C. (WEST, '95)
LIVING WELL, SAN JOSE, CALIFORNIA

"Those of us who graduated in the mid-90s have a personal appreciation for the history of Palmer West, since we're part of a generation that had the unique experience of attending classes on each of the three campuses: Sunnyvale, Santa Clara and San Jose. Reaching 25 years in practice speaks to the quality of my educational experience—which is why I'm a proud Palmer West graduate."

CLASS NOTES

September 1, 2019–January 31, 2020

'60s

CARROL URBAN, D.C. (Main, '65) celebrating retirement after 52 years in practice in the Romeo, Michigan area.

'70s

HUGO V. GIBSON, D.C. (Main, '72) named the 2019 International Chiropractors Association (ICA) Chiropractor of the Year.

LEW SQUIRES, D.C. (Main, '74) received Pioneer Award at Michigan Association of Chiropractors Spring 2019 Convention.

'80s

NANCY WILKINSON, D.C. (Main, '82) awarded Ms. Senior America Missouri in 2019.

DARRYL HORNBACK, D.C. (Main, '84) opened a second practice in the Avondale, Arizona area: Phoenix Mountain Chiropractic Life Center.

JAMES NORMAN, D.C. (Main, '84) received his diplomate in Neurology.

'90s

TYLER NELSON, D.C. (Main, '93) voted Best Chiropractor in Cape Fear 20 years running.

TROY G. BRAINARD, D.C. (Main, '94) appointed president of the Nebraska Chiropractic Physician Association in 2019.

ROGER HYNES, D.C. (Main, '98) named new executive director of the Association for the History of Chiropractic (AHC).

LISA REID, D.C. (Main, '98) celebrating 20 years in practice in the Franklin, Wisconsin area.



'00s

JENNIFER GONZALEZ, D.C. (Florida, '07) opened a veterinary orthopedic practice in 2019 in the Mansfield, Pennsylvania area.

DAN KEHRES, D.C. (Florida, '09) received Outstanding Entrepreneur Award from Saginaw Valley State University "Best in Business" awards ceremony (March 2019).

ERIK SHIMANE, D.C. (West, '09) opened a new practice in the Honolulu, Hawaii area in 2018.

WILLIAM PETERSON III, D.C. (Florida, '12) recently married to Jessica in 2019.

KEVIN ROEMER, D.C. (Main, '14) and wife Valerie celebrated the birth of their first child, Lena Katherine, in December 2018.'

KAREN HUNTER, D.C. (Main, '16) purchased a new practice in March 2019: Sweet Pea Chiropractic in Durant, Iowa.

CLARK KAUFFMAN, D.C. (Main, '16) opened his first private practice in 2019—Avad Chiropractic & Wellness in the Goshen, Indiana area.

ADAM MILLER, D.C. (Main, '16) completed his CCSP degree in November 2018 and has been named the official team chiropractor of the New England Revolution Major League Soccer team.

HAVE NEWS TO SHARE? SEND TO ALUMNI@PALMER.EDU TO BE INCLUDED IN THE NEXT ISSUE.



IN MEMORIAM

September 1, 2019–January 31, 2020

Faculty and Staff

ARTHUR ADAMS, III, D.C. served Palmer in several roles through his 42 years with the College, including serving as a Clinic professor since 1997.

KEITH DOUGLAS BAILEY, D.C., FPAC (Main, '48) served 60 years in the profession, including as a faculty member for Palmer College and as the regional director of the Palmer College International Alumni Association. He was also a Fellow in the Palmer Academy. March 7, 2019.

STEPHEN GRAND, D.C. was an integral part of Palmer Florida's clinic through his 14 years at Palmer Florida. He was one of Palmer Florida's most published faculty members and was a leader in many areas including nutrition.

KARL OLIGER, D.C. worked for Palmer Chiropractic Clinics for a short time, and during that time he greatly enjoyed student education and delivering patient care.

S. RANDALL (RANDY) WATERS, D.C., M.B.A. served Palmer College for almost 30 years, including 16 years as a faculty clinician where he supervised future chiropractors in patient care management.

Main Alumni (listed by graduation year)

CAROLYN A. HARTMANN, D.C. (Main, '46) Dec. 5, 2019

PAUL V. CORNING, D.C. (Main, '47) April 4, 2019

MARJORIE M. GODBEY, D.C. (Main, '48) Oct. 31, 2019

BETTY M. NICHOLS, D.C. (Main, '48) May 23, 2019

LORRAINE SISSON, D.C. (Main, '48) Sept. 5, 2019

ROBERT J. COLEMAN (Main, '49) Jan. 9, 2020

CHARLES S. MILLER, D.C. (Main, '49) July 25, 2019

MARY ANN ORR, D.C. (Main, '49) May 23, 2019

CARROLL H. WINKLER, D.C. (Main, '49) April 18, 2019

DALE E. BURAND, D.C. (Main, '51) July 11, 2019

WILLIAM J. GLACCUM, D.C. (Main, '51) April 11, 2019

JAMES O. KERN, D.C. (Main, '52) May 9, 2019

DONALD E. LITTLE, D.C. (Main, '53) Jan. 23, 2020

BERT J. TIESEN, D.C. (Main, '53) April 4, 2019

RICHARD J. TRAINOR, D.C. (Main, '54) Nov. 7, 2019

KENNETH J. VANDE KOPPLE, D.C. (Main, '54) June 27, 2019

JOHN D. GAFFNEY, D.C. (Main, '55) Sept. 12, 2019

EDWARD GROOTENDORST, D.C. (Main, '55) Oct. 10, 2019

GLENN M. HULTGREN, D.C. (Main, '55) Feb. 14, 2019

STANLEY J. SUCHHEY, JR., D.C. (Main, '55) Jan. 9, 2020

WILLIAM D. KING, D.C. (Main, '56) Aug. 29, 2019

RALPH C. "DOC" MORROW, D.C. (Main, '56) May 9, 2019

J. FRED MYERS, D.C. (Main, '56) April 18, 2019

NELL K. WILLIAMS D.C. (Main, '56) Aug. 29, 2019

DALE C. CLARK, D.C.

(Main, '57) Aug. 8, 2019

FURIO V. CONSTANTINE, D.C.

(Main, '57) July 25, 2019

HAROLD D. DAMSKY, D.C.

(Main, '57) June 20, 2019

LA VERN R. HEINE, D.C.

(Main, '57) Oct. 24, 2019

ALBERT H. JACOBS, D.C.

(Main, '57) July 11, 2019

ROBERT R. JEAN, D.C.

(Main, '57) Oct. 10, 2019

JAMES F. MCCANN, D.C.

(Main, '57) Aug. 8, 2019

JOSEPH A. NAPOLI, D.C.

(Main, '57) Nov. 27, 2019

PAUL W. ANDREASON, D.C.

(Main, '58) April 11, 2019

SHERMAN J. BOWEN, D.C.

(Main, '59) Oct. 24, 2019

JOHN M. EDWARDS, D.C.

(Main, '59) Jan. 9, 2020

JAMES K. EVANS, D.C.

(Main, '59) May 2, 2019

JEANNETTE M. SHERWOOD, D.C.

(Main, '59) April 4, 2019

EDWIN E. DICKINS, D.C.

(Main, '60) May 30, 2019

GORDAN S. PALMER, D.C.

(Main, '60) Aug. 1, 2019

RICHARD L. POMERLEAU, D.C.

(Main, '60) Oct. 10, 2019

ROSS V. STOKES, D.C.

(Main, '60) Jan. 16, 2020

DAVID L. HARRIS, D.C.

(Main, '61) Jan. 9, 2020

MARVIN P. TRULL, D.C.

(Main, '61) May 9, 2019

KENNETH W. LEINWEBER, D.C.

(Main, '62) Aug. 1, 2019

JIMMY W. HODNETT, D.C.

(Main, '63) June 20, 2019

GARY A. PFAFF, D.C.

(Main, '63) Feb. 7, 2019

ADRIEN JT ROBICHAUD, D.C.

(Main, '63) July 18, 2019

DAVID A. HEERSINK, D.C.

(Main, '64) Jan. 9, 2020

JOSEPH CHRISTOPHER "KIT"

RIGGS, D.C.

(Main, '64) April 11, 2019

SIDNEY A. STECK, D.C.

(Main, '64) Jan. 9, 2020

RICHARD S. UHL, D.C.

(Main, '65) Dec. 5, 2019

JOHN R. DIXON, JR., D.C.

(Main, '66) May 23, 2019

FRANCIS J. PASSINEAU, D.C.

(Main, '66) June 13, 2019

LARRY G. ROUNDS, D.C.

(Main, '66) June 27, 2019

NORBERT J.A. LABINE, D.C.

(Main, '67) Jan. 9, 2020

KENNETH C. LAVRACK, D.C.

(Main, '67) March 7, 2019

RICHARD H. MAGUIRE, D.C.

(Main, '67) Sept. 19, 2019

CECIL F. MCLEOD, D.C.

(Main, '67) June 6, 2019

SCHUYLER K. SANBORN, D.C.

(Main, '67) July 18, 2019

WAYNE C. DOTZENROD, D.C.

(Main, '68) July 25, 2019

KEITH A. FAIR, D.C.

(Main, '68) July 25, 2019

JOSEPH D. BALKMAN, D.C.

(Main, '69) July 11, 2019

JOSEPH S. MARTIN, D.C.

(Main, '69) Oct. 3, 2019

CONNIE F. (SHUEY) DAVIS, D.C.

(Main, '70) July 25, 2019

CAROL MALCHEFF, D.C.

(Main, '70) Jan. 25, 2020

DENNIS ABEGGLEN, D.C.

(Main, '72) Aug. 8, 2019

JAMES E. DEGRAW, D.C.

(Main, '72) April 18, 2019

RICHARD J. MAYNARD, D.C.

(Main, '72) Aug. 15, 2019

GEORGE R. PHILLIPS, JR., D.C.

(Main, '72) Jan. 16, 2020

ROBERT E. QUARRY, D.C.

(Main, '72) Oct. 24, 2019

PATRICIA M. ROTHERMICH, D.C.

(Main, '72) April 4, 2019

JOHN P. HEILMAN, D.C.

(Main, '73) Oct. 10, 2019

MIREK R. KAMINSKI, D.C.

(Main, '73) Aug. 22, 2019

MEREDITH J. STARK, D.C.

(Main, '73) June 13, 2019

MYRTIS M. CARTER, D.C.

(Main, '74) Jan. 23, 2020

DONALD E. COURTER, D.C.

(Main, '74) March 7, 2019

- WILLIAM E. GIBBON, D.C.**
(Main, '74) Aug. 22, 2019
- MICHAEL J. MASTERS, D.C.**
(Main, '74) Aug. 15, 2019
- KENNETH R. MCINTOSH, D.C.**
(Main, '74) May 23, 2019
- LESLIE M. WISE, D.C.**
(Main, '74) Jan. 16, 2020
- ROBERT A. MANCUSO, D.C.**
(Main, '75) July 18, 2019
- BRUCE V. MILKINT, D.C.**
(Main, '75) Jan. 9, 2020
- DAMIAN J. ROUSSELLE, D.C.**
(Main, '75) Aug. 1, 2019
- HOWARD C. ROWE, D.C.**
(Main, '75) Jan. 16, 2020
- JAMES L. WAYNE, D.C.**
(Main, '75) Sept. 5, 2019
- DENNIS W. WRIGHT, D.C.**
(Main, '75) Nov. 27, 2019
- JAMES G. ATIEH, D.C.**
(Main, '76) Nov. 7, 2019
- CARY F. CAMP, D.C.**
(Main, '76) Jan. 9, 2020
- PAUL E. GAUTREAU, D.C.**
(Main, '76) Aug. 15, 2019
- RAY D. GODDARD, D.C.**
(Main, '76) May 23, 2019
- DONALD E. KOUGH, D.C.**
(Main, '76) Jan. 16, 2020
- LOIS S. LAWRENCE, D.C.**
(Main, '77) Oct. 10, 2019
- GERALD A. MADIR, D.C.**
(Main, '77) July 25, 2019
- GERALD W. MOORE, D.C.**
(Main, '77) March 28, 2019
- REV. GAYLOR F. NELSON, D.C.**
(Main, '77) June 6, 2019
- DAVID R. NIEQUIST, D.C.**
(Main, '77) Jan. 9, 2020
- DAVID P. RODRIGUEZ, D.C.**
(Main, '77) Oct. 3, 2010
- THOMAS H. SATHER, D.C.**
(Main, '77) Feb. 14, 2019
- GORDON A. STEVENSON, D.C.**
(Main, '77) Dec. 5, 2019
- GEORGE D. VASBINDER, D.C.**
(Main, '77) June 27, 2019
- SCOTT E. WEARY, D.C.**
(Main, '77) June 6, 2019
- FRANK A. CANNARAZZO, D.C.**
(Main, '78) Nov. 27, 2019
- GARY D. JOBE, D.C.**
(Main, '78) Sept. 5, 2019



- DANIEL D. HAGEN, D.C.**
(Main, '79) Aug. 8, 2019
- BERNARD J. KRENZKE, D.C.**
(Main, '79) May 23, 2019
- STEPHEN J. MONSON, D.C.**
(Main, '79) Aug. 1, 2019
- MICHAEL W. TENPENNY, D.C.**
(Main, '79) Nov. 7, 2019
- JOSEPH E. VALLI, D.C.**
(Main, '79) Aug. 22, 2019
- MICHAEL J. VANDEHEY, D.C.**
(Main, '79) Jan. 9, 2020
- STUART M. COCKS, D.C.**
(Main, '80) Sept. 5, 2019
- CARRIE GOETTSCH, D.C.**
(Main, '80) Nov. 21, 2019
- JAMES E. SAURINO, D.C.**
(Main, '80) Sept. 12, 2019
- THOMAS M. NOSSER, D.C.**
(Main, '81) Sept. 26, 2019
- CHARLES R. FINK, III, D.C.**
(Main, '82) Oct. 31, 2019
- DAVID E. PANIN, D.C.**
(Main, '82) Jan. 9, 2020
- GARY L. NIEHAUS, D.C.**
(Main, '83) Sept. 19, 2019
- JAMES P. FALLON, D.C.**
(Main, '84) March 21, 2019
- EVELYN M. HAVARD, C.T.**
(Main, '84) May 30, 2019
- SHIRLEY R. HORSTMANN, D.C.**
(Main, '84) Jan. 9, 2020
- GOIRDON L. SHEPRO, D.C.**
(Main, '84) June 27, 2019
- GAR F. WITCHLEY, D.C.**
(Main, '84) Nov. 21, 2019
- MARCUS F. ADAMS, D.C.**
(Main, '85) Jan. 9, 2020
- JEFFREY C. HONERT, D.C.**
(Main, '85) Aug. 22, 2019
- MARY B. BLUE HUTCHEN, D.C.**
(Main, '85) Nov. 14, 2019
- MICHAEL J. PORTER, D.C.**
(Main, '85) Jan. 16, 2020

- SHERRY M. BRUGIONI, C.T.**
(Main, '86) Jan. 16, 2020
- ALEXANDRO NEIRA III, D.C.**
(Main, '86) Nov. 14, 2019
- ROGER W. NELSON, D.C.**
(Main, '86) July 25, 2019
- BRADLEY J. REICH, D.C.**
(Main, '86) Sept. 5, 2019
- BRIAN A. HUSSKE, D.C.**
(Main, '87) Oct. 10, 2019
- GENA L. GUTTSCHOW, D.C.**
(Main, '88) Jan. 9, 2020
- MARK A. SHAFFER, D.C.**
(Main, '88) Jan. 9, 2020
- MICHAEL I. SHALES, D.C.**
(Main, '89) April 23, 2019
- THOMAS MAZER, D.C.**
(Main, '92) April 18, 2019
- ALAN W. JOHNSON, D.C.**
(Main, '93) Oct. 3, 2019
- MARK R. GRENELL, D.C.**
(Main, '95) Jan. 23, 2020
- JAMES D. ECKERT, D.C.**
(Main, '97) March 21, 2019
- LIZETTE K. ECKERT, D.C.**
(Main, '97) March 21, 2019
- ROBER G. RASHID, D.C.**
(Main, '97) May 2, 2019
- RACHAEL L. THOMPSON BRUNSON, D.C.**
(Main, '97) May 23, 2019
- BRIAN E. CAPALDI, D.C.**
(Main, '01) Jan. 9, 2020
- ROBERT W. KIRBY, D.C.**
(Main, '02) May 30, 2019
- ALICIA M. BARON, D.C.**
(Main, '03) Aug. 22, 2019

Honorary Alumni

- RICHARD E. VINCENT, D.C.**
(Honorary) Feb. 28, 2019

West Alumni

- ANDREW M. JANSSEN, D.C.**
(West, '84) Jan. 9, 2020
- ADAM L. SCHWARTZ, D.C.**
(West, '84) Nov. 21, 2019
- SHERMAN L. STEWART, D.C.**
(West, '89) April 4, 2019
- ERIC R. JOHNSON, D.C.**
(West, '97) Sept. 26, 2019

PARTING THOUGHTS

Two Generations of Chiropractors Show Their Passion for Ensuring the Future of Chiropractic at Palmer



LIKE FATHER LIKE DAUGHTER
Both Molly and Art Durham agree that giving back to Palmer means pushing the profession forward.

ART DURHAM, D.C. (Main, '75) recalls his time on campus in the '70s fondly. "I remember the unity, 'spizz' and family feel of the chiropractic student family."

Following a dancing injury that left her in extreme sciatic pain, Molly Durham, D.C. (Florida, '17), sought out chiropractic care for relief, and it led her to her career. "I felt so much better after getting adjusted; I gained a sense of clarity on my true purpose in life."

Both generations of Durhams are passionate about ensuring the future of chiropractic stays strong so others can follow

"[Students] find their ultimate purpose of why we're here: to serve, give and love."

—Molly Durham, D.C.

in their footsteps. "Palmer *is* chiropractic. [Students] find their ultimate purpose of why we're here: to serve, give and love."

Dr. Molly Durham hopes students take time to slow down and appreciate how lucky they are to be chiropractors. "Meditate. Show up. Train hard for those human beings who end up on your table."

Dr. Molly Durham's chiropractic pride drives her support of Palmer College. "I can have a part in continuing to grow and enhance chiropractic—to elevate our profession." Dr. Art Durham shares that he gives to honor his alma mater's place in his life and his daughter's, and to share his pride as a parent.

"Molly's going to make history in chiropractic. Thank god you're a Palmer chiropractor. It's very important to give back to the source of your success and principles you live." ■

5 WAYS TO ENGAGE PATIENTS OUTSIDE THE CLINIC

Lisa Goodman, D.C. (West, '06) Shares Her Top Five Tips to Connect to Patients Outside of Your Office

1. TELEMEDICINE

During the COVID-19 pandemic, Colorado chiropractors could only care for emergent patients. In an effort not to completely abandon our patients, we quickly got up to speed on telemedicine. We offer consultations, evaluations and recommendations for home care, pain management, imaging or referrals.

2. SOCIAL MEDIA

Social media can take a lot of time, so I recommend setting up a schedule and process that saves time but keeps your patients engaged. Post spontaneous content daily on your Instagram or Facebook stories to stay relevant!

3. NEWSLETTER

Have an attention-grabbing monthly or biweekly newsletter. Formatting and content are everything. Include information that's relevant to *your* patients—they don't want to see linked articles, recipes and workouts from outside of your practice.

4. TEXTING

Allow patients access to text your main number. Program outbound texts for appointment reminders, birthday greetings and MIA appointment reminders. Engage your patients by asking for reviews via text using software like Weave.

5. EVENTS AND CLASSES

When the time comes, and it will, bring everyone together for a patient-appreciation barbeque or happy hour at your practice. We also hold off-site classes at local gyms, which is a great way to maintain relationships with the gyms and reach prospective patients.

Lisa Goodman, D.C. (West, '06) used her marketing background to establish a successful practice, Washington Park Chiropractic, in Denver, Colorado. She's a certified pediatric (CACCP), prenatal (Webster) and sports chiropractor (CCSP). She lives in Denver with her husband, Joe and two children.



PALMER

College of Chiropractic

Advancement Office

1000 Brady Street / Davenport, IA 52803