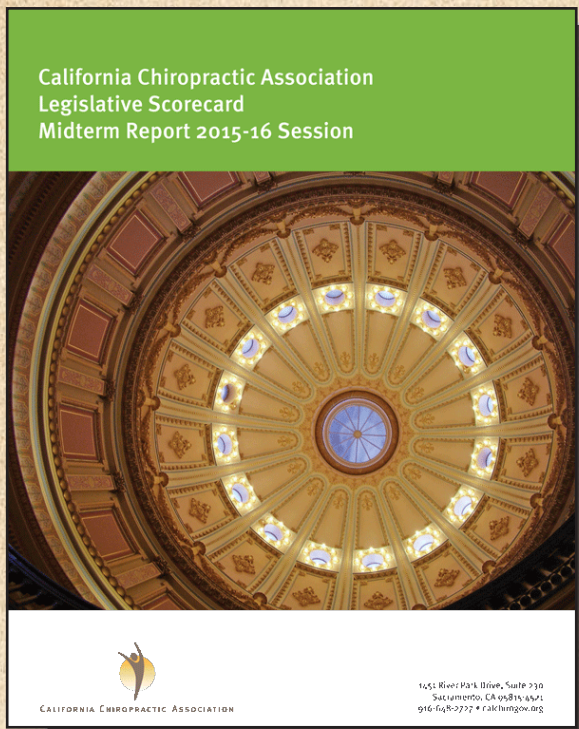


CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

Volume 41 | Issue 1 | January - February 2016



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and Much More

Top Malpractice Attorney's **6 Recommendations** for D.C.s

*In my 34-year career, I've seen a lot,
including what factors really make a
difference in a malpractice lawsuit.
Among my recommendations ...*



Michele Quattlebaum, J.D.

#1 **Knowledge is Power**

For D.C.s, there is nothing worse than getting a claims representative on the phone who has no idea what you are talking about or an attorney that you have to educate. You can tell immediately if they don't know anything about chiropractic.

This is a common problem that insurance carriers have with defense lawyers. Many experienced attorneys have previously defended *medical* doctors and could have developed the prejudice that the medical profession has against chiropractic.

NCMIC strives to "weed out" those defense attorneys who do not understand chiropractic and do not believe in the value of the chiropractic profession in healthcare.

Learn about Michele's other
recommendations by going to
www.ncmic.com/Recommends
Or, find out more about NCMIC by
calling 800-769-2000, ext. 3120.



Journal

CALIFORNIA CHIROPRACTIC ASSOCIATION

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Vision: Doctors of chiropractic as the providers of first choice for wellness and the optimization of health.

Mission: Promoting high standards of professionalism and patient care through education, advocacy and accountability.

Identity Statement: The chiropractor is the primary care professional for spinal health and wellbeing.



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Brian Stenzler, DC, CCA President

The President's video message should begin automatically.

If it does not, [please click here](#)

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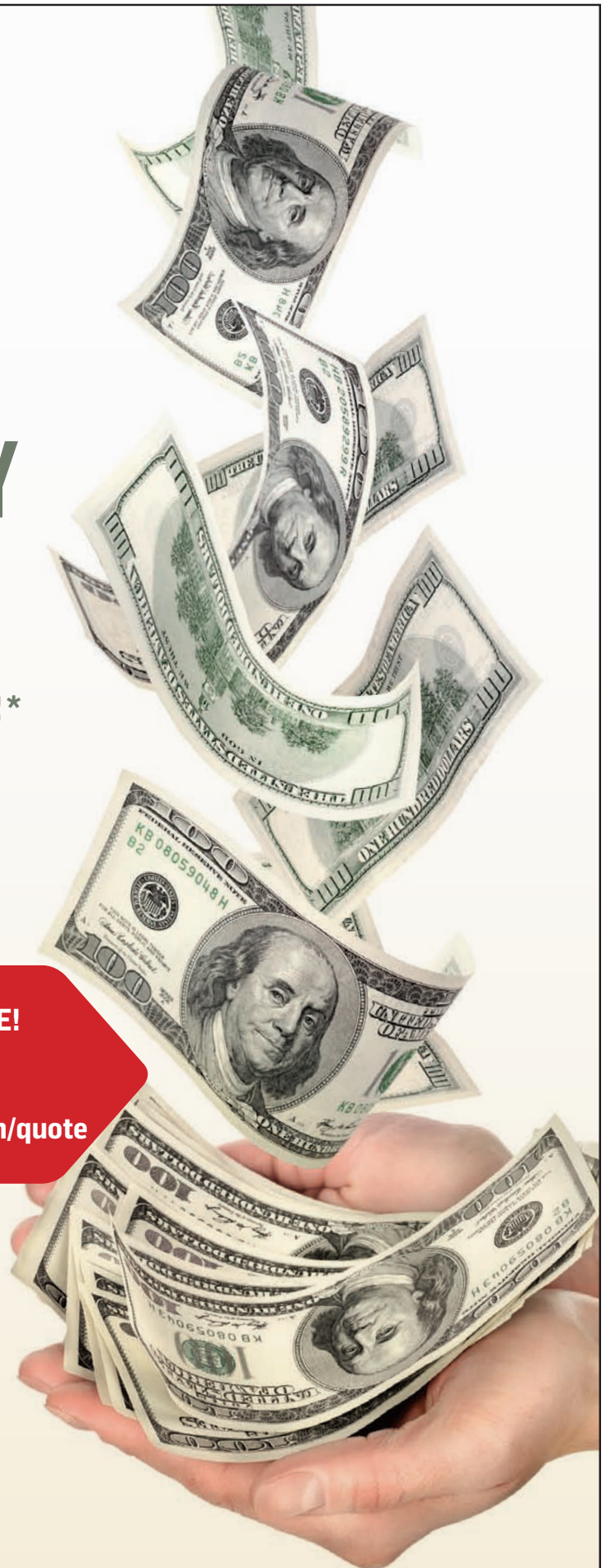
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Self-Image & Self Limitation

By Cris Forsyth
Governmental Affairs Director

You don't need a degree in psychology or be a Tony Robbins devotee to understand the power of self-image and the limitations a poor self-image can place on one's achievements. In California, chiropractic won its biggest battle in 1922, with the passage of the Chiropractic Initiative Act. In the intervening 93 years chiropractic has been struggling to win perhaps its biggest battle, that of a positive self-image.

According to a new Gallup report commissioned by Palmer College of Chiropractic, 33.6 million U.S. adults (14 percent) seek chiropractic care each year. The report, officially named, the "Gallup-Palmer College of Chiropractic Inaugural Report: Americans' Perceptions of Chiropractic," also indicates that more than half of U.S. adults view doctors of chiropractic positively and agree they're effective at treating neck and back pain, though for many of our members, that makes up only a small portion of their practice.

Yet the same poll revealed that nearly one in four U.S. adults strongly agree or agree somewhat that chiropractic care is dangerous, while more than a third say they don't know if it is dangerous. This uncertainty about the danger of chiropractic care rises to nearly half (47%) among people who have never been to a chiropractor, representing a possible barrier for non-users to consider chiropractic care.

As CCA's governmental advocate, I encounter a similar level of ignorance in the halls of political power. This in spite of the many public affairs campaigns launched over the years by CCA extolling the virtues and safety of chiropractic. Education is a never ending process and only sustained effort effectuates change. CCA is committed to sustaining this effort and we continue to ramp up our activities and efforts.

However, one unexpected challenge I've begun to recognize is a lack of positive self-image. I've spoken to a multitude of doctors of chiropractic and encountered a resignation of sorts that chiropractic won't make it into the mainstream. That we won't ever really be considered equal to other providers of healthcare. I hear the complaints and exhortations to produce victories, but they are born of decades of failures real and perceived.



This malaise manifests itself in the low percentage of doctors of chiropractic who are members of their professional association. People want to belong to something that makes them feel like a winner. In the sports arena this phenomena is referred to as being "bandwagon fans." When the team is not doing well they don't participate in team related activities. They don't buy tickets to games or team merchandise. When things are going well they jump on the bandwagon, root for the team and become part of its success.

In our world this is reflected in our membership numbers. During better times we have spikes in membership and during trying times we experience valleys. It's simplistic to say if one isn't part of the solution they are part of the problem. More members means more political action committee money, more constituents to apply pressure to elected representatives, more money in the media fund to launch consistent public relations campaigns, more power period, which translates into more wins. CCA isn't anything like a billionaire owner of a sports franchise that doesn't need to sell out every game to pay for talented players and produce a winner with our without fan support. CCA is a non-profit professional association that lives and dies based on its membership. At one time CCA boasted 24 full-time employees and more than 3,000 members. It now operates with eight. These eight committed, loyal servants of chiropractic cover a lot of ground that in the aggregate serves all 12,000 licensed chiropractors in California. But these eight, along with the roughly 2,000 association members are carrying a lot weight for the rest of California's licensed chiropractors. Perhaps the biggest weight being carried is the responsibility to improve our self-image. This is the first domino that needs to fall. We win this battle and the rest will come to fruition. CCA looks forward to knocking over this domino. All fans will be welcome on the CCA bandwagon.

California Chiropractic Association Legislative Scorecard Midterm Report 2015-16 Session



CALIFORNIA CHIROPRACTIC ASSOCIATION

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CALIFORNIA CHIROPRACTIC ASSOCIATION

The 2015 California state legislators served during a period of unprecedented prosperity. With windfall revenues and a burgeoning rainy day fund, it was a year of plenty for many. However, no state is without its challenges, and California was no different. In the healthcare arena there were numerous vexing and controversial issues to address. As one of the largest chiropractic associations in the world, the California Chiropractic Association (CCA) continued its fight on issues ranging from preventing discrimination against any professional category of healthcare provider; to reducing consumption of sweetened drinks; to opposing forced medical procedures.



CCA has a long history of vociferous advocacy on behalf of the profession. In keeping with that voracity, I am pleased to announce CCA has issued its inaugural legislative scorecard which rates California legislators based on their voting and advocacy records on policy issues of concern to chiropractic. CCA acknowledges that any system of rating elected representatives based on their votes may not be entirely representative of their sentiments toward specific professions. To accommodate this CCA's scorecard utilizes metrics other than votes such as advocacy ratings to derive a more reflective and accurate score.

We look forward, as always, to continued good working relationships with all California legislators in the year ahead. As we fight to make new progress on behalf of the chiropractic profession and all Californians who benefit from the healthcare that doctors of chiropractic provide, we need leaders and allies, now more than ever. The 2015 CCA Mid-Term Scorecard documents what true leadership looks like. It's our hope that the Scorecard will serve as a tool for constituents and chiropractic advocates to gauge where elected officials stand on issues facing the chiropractic profession and broader healthcare concerns. We also seek to inspire new leaders to stand with us in the future.

Best in health,

Dr. Brian Stenzler, DC
CCA President

California Chiropractic Association Legislative Scorecard Midterm Report 2015-16 Session

Established in 1928, the California Chiropractic Association (CCA) is the largest state chiropractic association in the nation. CCA's mission is to promote high standards of professionalism and patient care through education, advocacy and accountability. Doctors of chiropractic are the primary care professionals for spinal health and well-being. Since 1922, California doctors of chiropractic have been licensed to diagnose and treat patients as portal of entry/primary care providers.

How Scores Are Calculated

Many legislative proposals never receive a recorded vote in the legislature. Some are enacted by voice vote, and some languish. To accurately measure legislators' support, CCA counts not just recorded votes but other meaningful ways they can help issues advance, such as coauthoring key bills, advocating for our position by lobbying other legislators, offering amendments in committees, or on the Floor, and speaking on the Floor.

Legislators introduce dozens of bills impacting and concerning the chiropractic profession each year.

In order to give a balanced snapshot across a broad range of concerns, CCA selects a few priority bills. This year CCA selected thirteen pieces of legislation: AB 41, SB 24, SB 26, SB 43, SB 47, SB 203, SB 238, SB 277, SB 319, SB 484, SB 538, SB 563 and SB 792. Scores are given as percentages of the number of items counted. Legislators introducing CCA sponsored legislation receive "extra credit" equal to two votes, one for authoring and one for advocacy. Legislators that Coauthor legislation supported by CCA receive "extra credit" equal to one vote. Abstentions on bills opposed by CCA were treated as NO votes. Abstentions on bills supported by CCA were not counted.

Those who took the chiropractic position on all scored items and also earned extra credit receive a 100+. CCA acknowledges the limitations of judging legislators based on a few votes, authorship, coauthorship, and advocacy efforts. In some cases, legislators must miss votes for unavoidable personal reasons. CCA also recognizes such unrecorded matters as performance on committees, positions of leadership in the House and Senate, and constituent service may preclude voting on bills.



Assembly Bill 41 (Ed Chau) – CCA Sponsored. Health care coverage: provider non-discrimination. Failed passage.

This measure sought to codify the federal law protection that prohibits health plans from discriminating against any professional category of healthcare provider when making decisions about what type of providers to include in networks or which services to cover.

Senate Bill 24 (Jerry Hill) – Support. Electronic cigarettes: licensing and restrictions. Failed passage. This measure would have extended the Stop Tobacco Access to Kids Enforcement Act requirements to the sale of electronic cigarettes (e-cigs) and would have required the distributor or retailer of electronic cigarettes to obtain a license in order to legally sell the product. Additionally, this measure called for child-proof packaging of cartridges and solutions to be used with electronic cigarettes.

Senate Bill 26 (Ed Hernandez) – Support. California Health Care Cost and Quality Database. Failed passage. This measure would have required the California Health and Human Services Agency to contract with a nonprofit entity to create a health care cost and quality database.

Senate Bill 43 (Ed Hernandez) – Support. Health care coverage: essential health benefits. Chaptered. This measure updates California's essential health benefits (EHB) law to make it consistent with new federal requirements promulgated under the Affordable Care Act (ACA), which includes adoption of the federally required definition of habilitative services and devices.

Senate Bill 47 (Jerry Hill) – Support. Environmental health: synthetic turf. Failed Passage. This measure sought to enact the Children's Safe Playground and Turf Field Act of 2015 which would have required the Office of Environmental Health Hazard Assessment to prepare and provide a study analyzing synthetic turf for potential adverse health impacts.

Senate Bill 203 (Bill Monning) – Support. Sugar-sweetened beverages: safety warnings. Failed passage. This measure would have established the Sugar-Sweetened Beverages Warning Act which required a warning label on sugar-sweetened beverages sold in California to include both packaged beverages and beverages sold via vending machines or beverage dispensing machines.

Senate Bill 238 (Holly Mitchell and Jim Beall) – Support. Foster care: psychotropic medication. Chaptered. This measure requires certification and training programs for foster parents, child welfare social workers, group home

administrators, public health nurses, dependency court judges and court appointed council to include training on psychotropic medication, trauma, and behavioral health for children receiving child welfare services.

Senate Bill 277 (Richard Pan) – Oppose. Public health: vaccinations. Chaptered. This measure eliminates the personal belief exemption from current specified immunization requirements.

Senate Bill 319 (Jim Beall) – Support. Child welfare services: public health nursing. Chaptered. This measure authorizes a foster care public health nurse to monitor and oversee the child's use of psychotropic medications. The bill would also require a foster care public health nurse to assist a non-minor dependent to make informed decisions about his or her health care.

Senate Bill 484 (Jim Beall) – Support. Juveniles: group home psychotropic medications. Chaptered. The measure requires the California Department of Social Services to establish a methodology for identifying group homes that have levels of psychotropic drug utilization warranting additional review, and to inspect identified facilities at least once a year.

Senate Bill 538 (Marty Block) – Support. Naturopathic doctors scope of practice. Failed passage. This measure would have expanded the naturopathic doctor scope of practice in California by providing naturopathic doctors primary care provider privileges in accordance with their scope of practice including the ability to prescribe and administer prescription medication.

Senate Bill 563 (Richard Pan) – Support. Workers' compensation: utilization review. Failed passage. SB 563 would have restricted the utilization review process when future medical care is awarded in the final award by the Workers' Compensation Appeals Board (WCAB), the request for medical treatment is specified on the final award, and the medical treatment is evidence based.

Senate Bill 792 (Tony Mendoza) – Oppose. Day care facilities: immunizations: exemptions. Chaptered. This measure would require as a condition of employment all family day care home and day care center workers to be immunized against influenza, pertussis, and measles. Additionally, this measure would allow for a medical exemption or evidence of proven immunity in lieu of immunization.

California Chiropractic Association

2015 Legislative Scorecard - Senate

First Name	Last Name	District	SCORE	SB 24	SB 26	SB 43	SB 47	SB 203	SB 238	SB 277	SB 319	SB 484	SB 538	SB 563	SB 792	Author Co-Author	Advocacy
Ben	Allen	SD 26	71	○		●			●	●	●	●	●		●		
Joel	Anderson	SD 38	75	●		●			●	●	●	●	●		●		●
Patricia	Bates	SD 36	80	●	●	●	●		●	●	●	●	●	●	○		
Jim	Beall	SD 15	82	●	●	●	●		●	●	●	●	●	●	●		●
Tom	Berryhill	SD 08	75	●		●			●	●	●	●	●		●		
Marty	Block	SD 39	75	●		●			●	●	●	●	●		●		
Anthony	Cannella	SD 12	75	●		●			●	●	●	●	●		●		
Kevin	De Leon	SD 24	75	●		●			●	●	●	●			●		
Jean	Fuller	SD 16	88	●		●			●	●	●	●	●		●		
Ted	Gaines	SD 01	75	●		●	○		●	●	●	●	●		●		●
Cathleen	Galgiani	SD 05	75	●		●			●	●	●	●	●		●		
Steve	Glazer	SD 07	71	○		●			●	●	●	●	●		●		
Isadore	Hall	SD 35	75	●		●		○	●	●	●	●	○		●		
Loni	Hancock	SD 09	71	○		●			●	●	●	●	●		●	●	●
Ed	Hernandez	SD 22	78	●		●		○	●	●	●	●	●		●		●
Bob	Hertzberg	SD 18	71	●		●			●	●	●	●	○		●		
Jerry	Hill	SD 13	83	●	●	●	●		●	●	●	●	●	●	●		
Ben	Hueso	SD 40	100+	●		●			●	○	●	●	●		○	●	●
Robert	Huff	SD 29	86	●		●			●	●	●	●	○		●		
Hannah-Beth	Jackson	SD 19	67	●		●	●		●	●	●	●	○	●	●		
Ricardo	Lara	SD 33	80	●	●	●	●		●	●	●	●	○	●	●		
Mark	Leno	SD 11	70	●		●	●		●	●	●	●	●	●	●	●	
Connie	Leyva	SD 20	82	●	●	●	●		●	●	●	●	●	●	●		●
Carol	Liu	SD 25	71	○		●			●	●	●	●	●		●		
Mike	McGuire	SD 02	75	●		●			●	●	●	●	●		●		
Tony	Mendoza	SD 32	82	●	●	●	●		●	●	●	●	○	●	●		
Holly	Mitchell	SD 30	78	○		●		●	●	●	●	●	●	●	●	●	
Bill	Monning	SD 17	75	●		●		●	●	●	●	●	○		●	●	
John	Moorlach	SD 37	78	●		●			●	●	●	●	●		●		●
Mike	Morrell	SD 23	86	●		●			●	●	●	●	○		●		
Janet	Nguyen	SD 34	89	●		●		○	●	●	●	●	●		●		
Jim	Nielsen	SD 04	72	●	●	○	●	●	○	●	●	●	●	●	●		●
Richard	Pan	SD 06	56	●		●			●	●	●	●	●		●	●	
Fran	Pavley	SD 27	78	●		●	●		●	●	●	●	●		●	●	
Richard	Roth	SD 31	78	●		●		○	●	●	●	●	●		●		●
Sharon	Runner	SD 21	100	○		●			●	●	●	●	●		○		
Jeff	Stone	SD 28	62	○		●			●	●	●	●	●	●	●		
Andy	Vidak	SD 14	50	●		●			●	●	●	●	●		●		
Bob	Wieckowski	SD 10	75	●		●	●		●	●	●	●	○		●		
Lois	Wolk	SD 03	83	○		●		●	●	○	●	●	○		●		

● = SUPPORT CHIROPRACTIC POSITION

● = OPPOSE CHIROPRACTIC POSITION

○ = Did Not Vote

● = PRO-CHIROPRACTIC + Extra Credit

California Chiropractic Association

2015 Legislative Scorecard - Assembly

First Name	Last Name	District	SCORE	AB 41	SB 43	SB 238	SB 277	SB 319	SB 484	SB 538	SB 792	Author Co-Author	Advocacy
Katcho	Achadjian	AD 35	100		●	●	●	●	●		●		
Luis	Alejo	AD 30	67		●	●	●	●	●		●		
Travis	Allen	AD 72	83		●	●	●	●	●		●		
Toni	Atkins	AD 78	67		●	●	●	●	●		●		
Catharine	Baker	AD 16	57		●	●	●	●	●	●	●		
Frank	Bigelow	AD 05	83		●	●	●	●	●	●	○		
Richard	Bloom	AD 50	67		●	●	●	●	●	○	●		
Susan	Bonilla	AD 14	75	●	●	●	●	●	●	●	●		
Rob	Bonta	AD 18	75	●	●	●	●	●	●	○	●		●
William	Brough	AD 73	100		●	●	●	●	●		●		
Cheryl	Brown	AD 47	83		●	●	●	●	●		●		
Autumn	Burke	AD 62	86	●	●	●	●	●	●		●		
Ian	Calderon	AD 57	67		●	●	●	●	●	○	●		
Nora	Campos	AD 27	67		●	●	●	●	●	○	●		
Ling-Ling	Chang	AD 55	62		●	●	●	●	●	●	●		
Edwin	Chau	AD 49	75		●	●	●	●	●		●	●	●
Rocky	Chavez	AD 76	100+	●	●	○	●	○	○		○		●
David	Chiu	AD 17	71	●	●	●	●	●	●		●	●	
Kansen	Chu	AD 25	80		●	●	○	●	●		●		●
Ken	Cooley	AD 08	83		●	●	●	●	●		●		●
Jim	Cooper	AD 09	67		●	●	●	●	●		●		
Matt	Dababneh	AD 45	67		●	●	●	●	●		●		
Brian	Dahle	AD 01	100		●	●	●	●	●		●		
Tom	Daly	AD 69	67		●	●	●	●	●		●		
Bill	Dodd	AD 04	71		●	●	●	●	●	●	●		
Susan	Eggman	AD 13	75		●	●	●	●	●	●	●		
Jim	Frazier	AD 11	67		●	●	●	●	●		●		
Beth	Gaines	AD 06	100+		●	●	●	●	●		●		●
James	Gallagher	AD 03	86		●	●	●	●	●	●	●		
Cristina	Garcia	AD 58	67		●	●	●	●	●		●		
Eduardo	Garcia	AD 56	71		●	●	●	●	●	●	●		
Mike	Gatto	AD 43	78		●	●	●	●	●	●	●	●	●
Mike	Gipson	AD 64	67		●	●	●	●	●		●	●	
Jimmy	Gomez	AD 51	75	●	●	●	●	●	●	●	●		
Lorena	Gonzalez	AD 80	71	●	●	●	●	●	●		●		
Rich	Gordon	AD 24	67		●	●	●	●	●		●	●	
Adam	Gray	AD 21	67		●	●	●	●	●		●		
Shannon	Grove	AD 34	100+		●	●	●	●	●		●		●
David	Hadley	AD 66	80		○	●	●	●	●		●		
Matthew	Harper	AD 74	100		●	●	●	●	●		●		

● = SUPPORT CHIROPRACTIC POSITION

● = OPPOSE CHIROPRACTIC POSITION

○ = Did Not Vote

● = PRO-CHIROPRACTIC + Extra Credit

California Chiropractic Association

2015 Legislative Scorecard - Assembly

First Name	Last Name	District	SCORE	AB 41	SB 43	SB 238	SB 277	SB 319	SB 484	SB 538	SB 792	Author Co-Author	Advocacy
Roger	Hernandez	AD 48	67	○	●	●	●	●	●		●		
Chris	Holden	AD 41	75		●	●	●	●	●	●	●		
Jacqui	Irwin	AD 44	67		●	●	●	●	●		●		
Brian	Jones	AD 71	100+		●	●	●	●	●	●	●		
Reggie	Jones-Sawyer	AD 59	67		●	●	●	●	●		●		
Young	Kim	AD 65	67		●	●	●	●	●		●		
Tom	Lackey	AD 36	86	●	●	●	●	●	●		●		
Marc	Levine	AD 10	67		●	●	●	●	●		●		
Eric	Linder	AD 60	100		●	●	●	●	●		●		
Patty	Lopez	AD 39	83		●	●	●	●	●		●	●	
Evan	Low	AD 28	71		●	●	●	●	●		●		●
Brian	Maienschein	AD 77	86	●	●	●	●	●	●		●		
Devon	Mathis	AD 26	100		●	●	●	●	●		●		
Chad	Mayes	AD 42	100		●	●	●	●	●		●		
Kevin	McCarty	AD 07	67		●	●	●	●	●		●	●	
Jose	Medina	AD 61	67		●	●	●	●	●		●		
Melissa	Melendez	AD 67	100		●	●	●	●	●		●		
Kevin	Mullin	AD 22	71		●	●	●	●	●	●	●		
Adrin	Nazarian	AD 46	71	●	●	●	●	●	●		●	●	
Jay	Obernalte	AD 33	100		●	●	●	●	●		●		
Patrick	O'Donnell	AD 70	67		●	●	●	●	●		●		
Kristen	Olsen	AD 12	100		●	●	●	●	●		○		
Jim	Patterson	AD 23	100	●	●	●	●	●	●		●		
Henry	Perea	AD 31	80		●	●	○	●	●		●		
Bill	Quirk	AD 20	57		●	●	●	●	●	●	●		
Anthony	Rendon	AD 63	67		●	●	●	●	●	○	●		
Sebastian	Ridley-Thomas	AD 54	71	●	●	●	●	●	●		●		●
Freddie	Rodriguez	AD 52	71	●	●	●	●	●	●		●	●	
Rudy	Salas	AD 32	67		●	●	●	●	●		●		
Miguel	Santiago	AD 53	71	●	●	●	●	●	●		●		
Marc	Steinorth	AD 40	86	●	●	●	●	●	●		●		
Mark	Stone	AD 29	67		●	●	●	●	●		●		
Tony	Thurmond	AD 15	71	●	●	●	●	●	●		●		
Phil	Ting	AD 19	71		●	●	●	●	●	●	●		
Don	Wagner	AD 68	71		●	●	●	●	●	●	●		
Marie	Waldron	AD 75	100	●	●	●	●	●	●		●		
Shirley	Weber	AD 79	57		●	●	●	●	●	●	●		
Scott	Wilk	AD 38	86		●	●	●	●	●	●	●		
Das	Williams	AD 37	100+		●	●	○	●	●		○	●	
Jim	Wood	AD 02	78	●	●	●	●	●	●	●	●	●	

● = SUPPORT CHIROPRACTIC POSITION
 ● = OPPOSE CHIROPRACTIC POSITION

○ = Did Not Vote
 ● = PRO-CHIROPRACTIC + Extra Credit

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service helping chiropractors
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David Martinez, CMRS, CPC, CCPB, CCBS, CCA, CBCS, is the CEO and Founder of Accurate Chiropractic Billing & Audit, LLC, a minority-owned company.

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at the Southern California
University of Health Sciences.



Help Ensure Full Patient Access To Chiropractic

By Dr. Tracy Cole
CCA Medicare Committee Co-Chair

The American Chiropractic Association has dedicated its primary focus in the near future to Medicare payment for **all services** delivered by DCs that would normally be covered if delivered by other providers. That means... examinations, therapies, Xrays, etc.

You know what that could mean, especially with the increasing aging population. Imagine the increased quality of care our older patients would receive if it could all be coordinated and done in one office and the treating physician was reimbursed appropriately?

The change is simple. We are already considered “physicians” in the Medicare regulations. Nothing needs to be added. They just need to lift the limiting reimbursement phrase that was put on us back in the 1970s. We are not asking for change of scope or status or anything other than for our patients to be able to receive the care in our offices that is being paid for when done in other offices by PTs, MDs, DOs.

The best option we have is to have our patients, the constituents of each legislator, speak up. If they want to come to you, THEY need to ask.

What is needed :

First we need to get NUMBERS. As many patients as we can, to sign a petition stating their case. This can be found on the [ACA website](#). It can be done by your staff via an I-Pad or laptop as patients come in or you can provide paper copies to be faxed in. It only requires the patients name, zip code and email address. In my office, we use an I-Pad

and have had no problem getting most patients to enter their information. We leave the website up constantly while patients are in the office. Many of those who sign are not Medicare patients but know that they want those services available when they are of age.

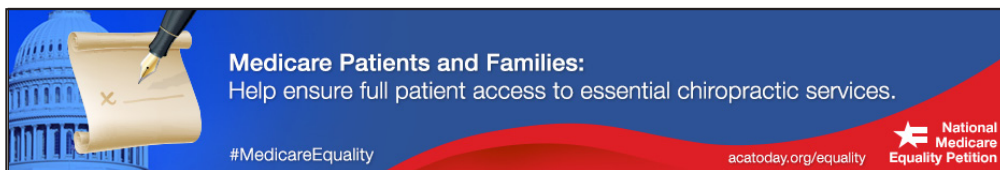
Once collected these names will be used in 3 ways. We can go to Congress and CMS and show that there are “X” number of older Americans who are being denied access to services by providers who are willing to provide those services.

We can also go to specific key members of Congressional committees that can

influence CMS and point out their constituents that have signed the petition.

If we need constituent input directly to a key Congressman, we may send the patient an email asking them to contact their Congressman directly and give them the needed information.

The initial number gathering will take a while but the more names we can get early on, the faster we can begin the pressure. California has already taken off with this and has turned in hundreds of names so far, in the top three of the country to this point! Every one of you, regardless of your professional affiliation or practicing style, know that you



Petition to White House and Members of Congress

Give Seniors the Medicare Coverage They Need and Deserve: Full Access to and Reimbursement for Services Provided by Doctors of Chiropractic

Studies have shown that essential services provided by doctors of chiropractic (DCs) can help aging Americans live healthier and happier lives, yet every day our nation’s seniors are being unjustly denied full access to Medicare covered services by doctors of chiropractic that could improve their quality of life.

Why? Because the federal government continues to rely on an antiquated statute that discriminates against Medicare’s chiropractic patients by not covering medically necessary and mandated services delivered by DCs.

This needs to stop. Our aging population deserves the best health care this nation has to offer. And research has shown that safe and effective services provided by DCs are a part of the solution.

I urge you to pass legislation to correct this inequity in Medicare.

[Sign the Petition](#)

and your patients will benefit from this. California has a large elderly population and it is growing. We have to support this!

Let's undo decades of injustice against our Medicare patients, and expand the benefits that they should receive! Please forward the petition link to as

many of your local members as you can.

Thank you to each one of you.

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CCA Buyer's Guide, online at www.CCAjournal.com

BOGO is GOGO

The *Journal* recently caught up with Dr. Danny Gambino DC, Member Services Chair, and asked him about the newest efforts of the membership committee (aka the Bone Rangers) to deliver value to current members and recruit new and former members.

The two-time Doctor of Year was affable and enthusiastically optimistic about member growth within the CCA.

CCAJ: Dr. Gambino what's new in the CCA's member recruitment efforts?

DG: Well, the most recent program was voted and approved by the Board of Directors this past October and became active November 1 and it's called the BOGO program.

CCAJ: Meaning buy one get one?

DG: Actually, it's a twist on that. It's the **BE** One Get One program and it's a triple win. Any full active member paying \$79/month can recruit any nonmember and both receive a \$20 reduction in their monthly dues, meaning they pay only \$59 a month.

CCAJ: Wow! Okay, so this is for all nonmembers?

DG: Sort of. If a chiropractor has been a nonmember for at least three months, they're eligible. But any full dues paying member can recruit and benefit. Dr. Dave Paris, co-author of the BOGO program, designed a program to avoid anyone trying to game the system.

CCAJ: What's the catch?

DG: There are some stipulations, but

it's designed to broaden our reach by enlisting our full dues paying members as recruiters while at the same time rewarding them and providing accountability.

CCAJ: How so?

DG: Once a nonmember/full dues member link together, they form the BOGO pair and both get to enjoy all the benefits of their CCA membership for the \$59/month each. If one partner drops out, the remaining members' dues revert back to \$79/month, so each member keeps the other accountable. It's a triple win; the full dues member gets a savings of \$240/year, the new recruit gets the benefits of membership at the reduced rate as well, the CCA gets increased membership and engagement and my Bone Rangers get some much-needed recruiting help.

CCAJ: How do doctors find out more?

DG: They can go right to the website or to www.calchiro.org/BOGO and all the details, frequently asked questions and application is right there. Or they can call Megan Blackwell, Membership Director, at 916-648-2727, extension 124.

CCAJ: One last question. Why did you and Dr. Paris create the BOGO program?

DG: We are always looking to create value in the CCA and wanted to make a fun and easy way to build membership. The CCA is the closest thing we have to an organized trade union and the Board of Directors work so hard behind-the-scenes visiting legislators, writing and drafting poli-cy, attending countless conference calls, organizing seminars and really giving back to every chiro-



practor in the state, whether they are a member or not. We wanted to reward the full dues paying members. We think this will be a no-brainer. The BOGO program enrollment ends on 10/31/16 and there are no plans to offer it in the future so we are encouraging doctors to take advantage quickly.

CCAJ: Anything else happening in membership?

DG: Ha ha, always! Our Bone Rangers are actively recruiting non-members, former members and leaders in our profession to be authors for our new CCA education portal called the Video Mentor Library or VML.

CCAJ: What's the VML?

DG: Imagine if you had an opportunity to walk into any library to a specialized area where you could access all of the greatest innovators, communicators, technique experts and patient education masters all in one place. The Rangers have been recruiting the leaders, coaches and experts to upload their content for access by all members. It's another value add created exclusively for our membership and powered by Backbone Pro, Inc. The site goes live on January 1, 2016 and will be accessible through the CCA website, which, incidentally, is another major project the Rangers are involved in revamping.

CCAJ: Any last words?

DG: Just to let our members know we are gaining momentum with the addition of our new Membership Director, Megan Blackwell, a marketing professional, Cris Forsyth our new chief operating officer and director of GA and the arduous task of shrinking the BOD to make it more responsive and nimble. You can always reach me by email at 1000NewMembers@gmail.com and give feedback or ideas for member growth and retention.

CCAJ: Thank you so much for your time!

DG: My pleasure.



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BOGO APPLICATION

Application must be completed in full in order to be processed, including payment information

Active Member Information:

Name: _____

Practice Address: _____

City/State/Zip: _____

Work Phone: _____ Cell Phone: _____

CA DC License #: _____ License Date: _____

Email: _____

Credit Card: _____

Expiration: _____

Signature: _____

Check Membership Dues Category: ☒ BOGO! - ☐ \$59/month or ☐ \$708/year

Your card will be charged automatically on the 5th of every month. Upon either member on this application dropping or being delinquent for more than 30 days, the remaining member's dues will increase to the regular dues rate. I hereby attest to the accuracy of the foregoing information and apply for membership in the California Chiropractic Association and the local district. I agree to comply with the Bylaws and Code of Ethics of the Association and understand that failure to remit dues will result in suspension of all rights and privileges and loss of membership. I promise to pay association and district dues and any future mandatory assessments. I authorize my credit card to be charged for the indicated amount.

Non-Member Information:

Name: _____

Practice Address: _____

City/State/Zip: _____

Work Phone: _____ Cell Phone: _____

CA DC License #: _____ License Date: _____

Email: _____

Credit Card: _____

Expiration: _____



Signature: _____

Check Membership Dues Category: ☒ BOGO! - ☐ \$59/month or ☐ \$708/year

Your card will be charged automatically on the 5th of every month. Upon either member on this application dropping or being delinquent for more than 30 days, the remaining member's dues will increase to the regular dues rate. I hereby attest to the accuracy of the foregoing information and apply for membership in the California Chiropractic Association and the local district. I agree to comply with the Bylaws and Code of Ethics of the Association and understand that failure to remit dues will result in suspension of all rights and privileges and loss of membership. I promise to pay association and district dues and any future mandatory assessments. I authorize my credit card to be charged for the indicated amount.

Is Chiropractic Safe For Children?

Here is your opportunity to help answer this very question. Be a part of the largest prospective evaluation of the safety of chiropractic care for the pediatric population. If you can collect data on 60 pediatric patients, you can help. This randomized trial will be the first to specifically evaluate the safety of chiropractic care to the pediatric population, which, to date, has only retrospectively evaluated. Manual therapy is the most common intervention provided by the chiropractic profession and is the most commonly sought provider-administrated complementary and alternative therapy in the United States' pediatric population (Barnes et al., 2008). Thus, the prospective evaluation of safety from chiropractic care in the pediatric population is long overdue. Please feel free to contact the primary investigator with any question: safetynt@palmer.edu. See the flyer, below, for more information or contact Dr. Katie Pohlman directly: pohlman@ualberta.ca More information available [online](#).

Can your office go ABOVE AND BEYOND...

We are looking for offices interested in participating in a research study to promote chiropractic pediatric patient safety.

REQUEST: Participating doctors will be asked to collect data on 60 consecutive pediatric patients (13 years and younger).

TIMEFRAME: There is no set timeframe to collect this data, it can take an office as long as necessary to collect the 60 consecutive visits.

WHY: This study will provide novel safety information about chiropractic manual therapy in the pediatric population, which is important for chiropractors, other healthcare providers, patients, and health policy makers. All aspects of the study are confidential and anonymous.


EASE OF REQUEST: From our pilot study and past participants, doctors report that it may have added 15-60 seconds onto their patient visit. Patients who knew their provider was participating they were glad to know their provider was participating in safety research.

Investigators: Katherine Pohlman, DC, PhD(c); Sunita Vohra, MD, MSc; and Linda Carroll, PhD

If interested in participating, please send an email to:
safetynt@ualberta.ca

or

Visit our website:
<http://www.care.ualberta.ca/SafetyNET/Pediatrics>





CALIFORNIA CHIROPRACTIC ASSOCIATION

HEY CHIROPRACTORS, DO YOU KNOW CALIFORNIA HAS A PLAN?





JOIN THE EVOLUTION

CCA E-Z Membership Application

Name _____

Practice Address _____

City _____ State _____ Zip _____

Work Phone Number _____ Cell Phone Number _____

Work Fax Number _____ DC License # _____ License Date _____

E-Mail Address _____ Birthdate _____

Chiropractic College _____ Grad Date (if student) _____

Check a Membership Dues Category:

- | | |
|--|---|
| <input type="checkbox"/> 1st Year of Licensure - \$19/month | <input type="checkbox"/> 2nd Second Year - \$37.50/month |
| <input type="checkbox"/> 3rd Year - \$60.00/month | <input type="checkbox"/> 4th Year and Beyond (Full Active) - \$79/month |
| <input type="checkbox"/> Family (Immediate family member of a Full Active member and practicing in same office) - \$42.50/month | |
| <input type="checkbox"/> Part Time (Working two days a week or less) - \$42.50/month | |
| <input type="checkbox"/> Retired/Disabled/Faculty/Out of State Rate - \$192.50 for the year or <input type="checkbox"/> \$18/month | |
| <input type="checkbox"/> Student Member - \$20 one time charge for duration of enrollment in chiropractic college | |
| <input type="checkbox"/> CCA Auxiliary Member (CA working for a CCA member) - \$50 for the year | |

Pay your annual dues in advance and get the last month FREE (For Full Active members)

Credit Card Number (or attach check) _____

Expiration Date _____ Charge Amount _____

Your credit card or checking account will be charged automatically on the 5th of every month after your first payment if electing to pay on a monthly basis.

Signature

Date

I hereby attest to the accuracy of the foregoing information and apply for membership in the California Chiropractic Association and the local district. I agree to comply with the Bylaws and Code of Ethics of the Association and understand that failure to remit dues will result in suspension of all rights and privileges and loss of membership. I promise to pay association and district dues and any future mandatory assessments. I authorize my credit card to be charged for the indicated amount.



SCU Health Center to Offer Joint Rejuvenation Services

Southern California University Health Center will be adding joint rejuvenation treatments to its already extensive list of patient services. These added procedures will complement existing integrative healthcare offerings.

Dr. Chang Chein, an interventional pain physician and specialist in musculoskeletal medicine, comprehensive pain management, and functional restoration, will be leading the Regenerative Medicine Program.

SCU will be offering two types of rejuvenation therapies: platelet rich plasma therapy (PRP), and amniotic stem cell therapy. These new therapies are treatment options for conditions including tendonopathies, ligament sprains, joint osteoarthritis and pain, rotator cuff injuries, and other various sports injuries.

SCU Establishes a Relationship with the USOC Training Center

Southern California University of Health Sciences (SCU) has established a relationship with the USOC whereby SCU's qualified sports medicine residents can participate in clinical rotations at the USOC Training Center in Chula Vista. These clinical experiences will be on site at the training center, and supervised by USOC clinical staff.

The SCU Sports Medicine residency is a

two-year, full-time residency program with concentrated experience in clinical and academic sports medicine. Its mission is to provide a superior quality learning experience in the field of primary care sports medicine. Residents follow a comprehensive syllabus with a variety of learning formats and participate in an array of exciting real-world sports settings from high school to Olympic training. Residents are selected on a competitive basis and openings are limited. Residents receive an annual stipend and health benefits. Upon completion of the program, residents are eligible to sit for the diplomate examination of the American Chiropractic Board of Sports Physicians (ACBSP).

Recent SCU Clinicians and Faculty Achievements

SCU clinical faculty member Dr. Robb Russell, and VA Greater Los Angeles resident Dr. Justin Goehl, recently had the opportunity to co-present at the VA West Los Angeles Medical Center as part of their Pain Lecture Series. Their presentation addressed psychosocial assessment in management of spine pain.

SCU is an academic affiliate of the VA's Los Angeles Chiropractic residency program.

Dr. Robb Russell also recently presented

at The Science of Pain and Its Management Conference in London, England, a three day international event that covers the latest research relating to physiology, psychology, and pharmacology of pain, and the psychosocial aspects of pain and its assessment and management. Dr. Russell presented *Practical Incorporation of Psychosocial Assessment in Spine related Pain Disorders*, co-authored by Jim Whedon, D.C., M.S. and Melissa Kimura D.C., L.Ac..

Dr. Anupama Kizhakkeveetil recently had the opportunity to present two of her papers at the American Public Health Association's (APHA) 143rd annual meeting and conference in Chicago.

Her topics addressed integrating Ayurveda and conventional medicine for wound healing and the relationship between sociodemographic factors and health related behaviors and beliefs among complementary and alternative medicine (CAM) patients.

Dr. Kizhakkeveetil's presentation on wound healing explained the use of conventional treatments with Ayurveda protocols. Her study explained how the combination of both treatments helped completely heal the wound on a 52 year old patient with a non-healing chronic wound who was experiencing a 7/10 average pain for 5 years. Dr. Kizhakkeveetil second talk at APHA addressed the survey findings of a study done at SCU Health Center. Dr. Kizhakkeveetil covered the various correlations found between sociodemographic factors such as gender, age, race, education and income and the healthy behaviors such as diet, hours of sleep, stress, smoking and exercise, among CAM patients.

SCU Partners with USC's Rugby Teams

Southern California University of Health Sciences (SCU) is proud to announce our recent partnership with the University of Southern California Club Men's and Women's Rugby Teams.

SCU and USC have been working diligently over the last few months to finalize this agreement. This partnership is a great opportunity for SCU residents and interns to gain valuable chiropractic sports medicine experience.

SCU alumna Dr. Coree Levy, the official Doctor for the USC Men's and Women's Rugby teams, will be supervising SCU residents and interns as they provide sideline medical care including assessment, diagnosis, and treatment for the USC rugby players. SCU is very excited about the partnership and the opportunity to have its students support these athletes of USC.



The SCU Marlins Rugby Club competes in the Mid North Coast Rugby Union competition and has teams entered in both senior and junior grades. The club trains every Tuesday and Thursday nights at the CHEC Campus Rugby Field during the winter season with new student (Uni, TAFE and High School) plus community members welcomed

SCU's 9th Integrative Health Conference



SCU would like to invite you to save the date for next years 9th Annual Integrative Health Conference formally known as Extravaganza. It will be held in Southern California on September 23- 25, 2016.

SCU is committed to providing opportunities for healthcare practitioners and alumni to continue their professional learning, as well as provide the opportunity for students to network with integrative health professionals. Stay tuned for more information regarding speakers, sessions, and sponsorship opportunities.



From Spine to Sports Council, Palmer's San Jose Campus Plays Major Role in Silicon Valley Turkey Trot

For the seventh year in a row, Palmer College's San Jose campus played a major role in the 2015 Silicon Valley Turkey Trot.

Organized by the Silicon Valley Leadership Group (SVLG), the SVTT debuted in 1995 with 1,900 participants, and has since grown to become the largest timed-event of its type in the U.S.

More than 26,000 registrants filled the streets of downtown San Jose on cool-but-clear Thanksgiving morning for a community event that raised nearly \$1-million for five local charities, including Second Harvest Food Bank (SHFB).

Once again, the Palmer Spine, provided "the backbone" of the SVTT. When filled,

the 25-foam-segment Spine stretches nearly the length of a football field – which draws an enthusiastic response from both SVTT participants along the 5K course, as well as local residents observing the parade of walkers, runners and trotters.

Palmer Chiropractic Clinics provided complimentary sports-care services for registrants. Positioned in the SVTT festival area, the Palmer tent is one of the first to go up on race-day – and among the last to come down, due to the demand for services.

Palmer College has been one of the event sponsors each of the past seven years, during which the San Jose Campus has earned "Fittest Firm" honors

three times (for having the largest number of SVTT participants among companies with 50-100 employees).

For the fourth year in a row, the San Jose campus Associated Student Government (ASG) coordinated a campus-based donation drive in support of the "Can Do" Challenge. SVTT organizers ask each participant to donate five canned-food items, which are presented to Second Harvest Food Bank to brighten the holidays for less-fortunate families in the South Bay area by providing bags of groceries.

The ASG donation-drive resulted in the collection of more than 200 canned-food items (weighing in nearly 250 pounds), which were presented by ASG officers directly to the SHFB distribution center located around the corner from the campus, on N. First St.

Palmer students who helped carry The Spine at this year's SVTT included: San Jose campus faculty members Medhi Moossavi, D.C., and Bradley Hartung, D.C., staff member Roseann Erwin, and students Saed Amiri, Myra Amparo, Ashley Clark, Leah Destival, Keira Fika, Dana Grenman, Marc Gusse, Jake Halverson, Monique Hamon, Janet Jun, Daniel King, John Lin, Joanna Luong, Hamzi Naserdean, Shanon Peacock, Gun Poespowidjojo, Heather Poespowidjojo, Kimia Shakerpoor, Michael Simele, Chris Sokolick, Benjamin Su, and Holli Yoder.

This year's San Jose campus Sports Council team included: Clinicians - Pauline Anderson, D.C., and Ti Pence, D.C.; Event Coordinators - Anne Marie Vicencio and Andrea Furst; Assistant Event Coordinator – Michael Klein; Sports Council Co-President – Tyler Poland; Interns - Jennifer Falk, Noel Fredericksen, Carolyne Nellis, Pokey Samaniego, Katie Stewart, and Kevin Vieser; Observers - Dana Bloomquist, Aaron D'Amico, Brittini Melnychuk, Mason Morris, James Perry and Andrew Winthrop; Tent



Assistants - Courtney Bartel, Anurag Cheema, Christopher Duong, Chelsea Nelson, and Sarah Wierks. Once again, Palmer's participation in the Turkey Trot was coordinated by San Jose Campus staff members Lisa Davis (President's Office) and Chuck Bustillos (Marketing and Communication).

San Jose Campus Celebrates Fall 2015 Commencement

Palmer College of Chiropractic's San Jose campus celebrated its 135th commencement at the Fall Quarter '15 graduation ceremony on Dec. 10 in the Santa Clara Convention Center theater. Tyler Dickenson (St. Johns, Mich.) and Anne-Isabelle Sophia Reme (Chicago, Ill.) graduated as class valedictorian and salutatorian, respectively, with Summa Cum Laude (3.9 – 4.0) honors.

Magna Cum Laude (3.70-3.89) graduates in the Fall 2015 class included: Bettina Ambuehl (Zurich, Switzerland), Pooja Dhir (Simi Valley, Calif.), Katrina Slama (Burnaby, B.C., Canada), Delghi Urubshurow (Chevy Chase, Maryland) and Trent Wittal (Cloverdale, B.C., Canada).

Graduating with Cum Laude (3.70-3.89) honors included: Kirsten Bryson (Calgary, Alb., Canada), Ryne Fiebig (Agoura

Hills, Calif.), Matthew Fuller (Vacaville, Calif.), Tyler Hove (Gig Harbor, Wash.), Paul Jeffrey (Freeport, Ill.), Trevor May (Reno, Nev.), Kelly Mortimer (Calgary, Alb., Canada), Drew Stabile (San Diego, Calif.), Sharon Tseng (Irvine, Calif.) and Kimmy Wong (Mountain View, Calif.).

Ambuehl, Dhir, Dickenson, Reme, Slama, Urubshurow, Wittal and Wong received special recognition for earning "Presidential Scholar" awards, which are presented to members of the class who achieved Deans List (3.50 GPA or above) in each of their 13 quarters of study at Palmer's San Jose campus.

In addition to graduating with academic honors, Wong also received the Clinical Excellence Award and Class Fellow awards. Selected by the clinical professors, the Clinical Excellence Award recognizes the member of the graduating class who has uniquely distinguished him- or herself during the internship portion of their educational experience at Palmer's San Jose campus by performing the tasks of the student doctor with exceptional proficiency in the following categories: patient diagnosis; chiropractic technique; radiography; and case management.

Selected by the graduating class, the Student Fellow award is presented "in recognition of service and leadership while upholding the values of his or her class, college and profession."

In addition to her academic honors, Reme also received the Virgil. V. Strang Philosophy Award (selected by a faculty panel and presented for "distinctive accomplishment and contributions to the philosophical principles of chiropractic as a student at Palmer College's San Jose campus"), as well as special awards for serving as an executive officer of the Associated Student Government (ASG)

and Sports Council club. Other members of the Fall 2015 class honored for their service as ASG officers included Bryson and Reme as well as Matthew Fuller (Vacaville, Calif.) and Michael Oldfield (Calgary, Alb., Canada).

Sawyer Hildebrant (Maplewood, Minn.), along with Dhir and Reme, were honored for their service as officers of the San Jose campus Sports Council club

In addition to his academic honors, Wittal also received special recognition for his service as a member of the Campus Guides, an organization of volunteer students at each Palmer campus who conduct campus tours for prospective students and assist at special events.

Palmer's San Jose Campus Selects Sports Council Officers

The Student ACA Sports Council club recently announced the selection of 21 new executive officers for the 2015-2016 term, which include the appointment of Courtney Wilson (Calgary, Alberta, Canada) and Tyler Poland (Davis, Calif.) as co-presidents.

Established in 1994, the Sports Council program enables students who share an interest in the field of sports chiropractic with multiple skill-building opportunities in this growing specialty area of care through guest speakers, seminars, and practical on-field experience. During the past 20 years, the San Jose campus Sports Council program has provided opportunities for San Jose campus students to gain practical experience in the field of sports-chiropractic by providing or assisting with care at some of the biggest sports events in northern California, including the Sea Otter Classic cycling festival, the Silicon Valley Turkey Trot, Escape From Alcatraz triathlon, the North Face Endurance Challenge, as well as San Jose State rugby.



Honors graduate Kimmy Wong receives the Clinical Excellence award from Greg Snow, D.C., dean of Clinics, at the Fall Quarter '15 commencement for Palmer College's San Jose campus.



LIFECHIROPRACTIC

COLLEGE WEST

Life West Appoints Dr. Mark Zeigler as VP of Institutional Advancement

Dr. Mark Zeigler has been appointed Vice President of Institutional Advancement at Life Chiropractic College West. With a 35 year plus career, he has worked in a variety of leadership capacities. Dr. Zeigler worked five years in local government as Mayor of the city of Sturgis in South Dakota, was selected as the fifth president of Northwestern Health Sciences University, served as Vice President of the Association of Chiropractic Colleges, and had a successful private practice for over 25 years.

"It's a privilege to join the team at Life Chiropractic College West, under the leadership of Dr. Brian Kelly. This is an exciting time to be part of Life West as is reflected in the major capital improvements to their campus, the commitment to clinical education, and the growth in student enrollment. It's a wonderful

environment for students to study chiropractic and position themselves to be successful doctors of chiropractic in the emerging health care market place," noted Dr. Zeigler.

This role is critical to the ongoing success of Life West and will focus on securing significant philanthropic support for Life West's vision, mission and strategic goals. Dr. Zeigler will help deepen the tradition of alumni philanthropic support, engage the greater Life West community with advancement efforts, inspire new thinking, seek out creative and innovative sources of philanthropic support and work in partnership with the Board of Regents' Development Committee, the President and Vice President, the head of the Health Center, and other staff and faculty to support fundraising activities.

Dr. Zeigler comes at a time when the college is seeking to raise \$10 million for its capital campaign, Bridge to the Future. This will go towards ongoing capital improvements at the College's Hayward Campus, including a new assembly hall and renovated Monte H. Greenawalt Health Center.

"Dr. Zeigler is an individual that comes to us with significant work experience both inside and outside the chiropractic community. We look forward to working with him strategically and operationally for our next exciting stages of growth. The timing is perfect for his arrival," added President Dr. Brian Kelly.



This award winning chiropractor has received many honors including Chiropractor of the Year, South Dakota Chiropractors Association in 1998; named as Fellow of the International College of Chiropractors in 2002; and named Alumni of the Year by Northwestern College of Chiropractic in 2002. Dr. Zeigler received his Doctor of Chiropractic in 1980 from Northwestern College of Chiropractic in St. Paul, MN.

Life West Rugby Wins National Title

The Life West Gladiators secured the USA Rugby Division 2 National Championship title on June 14th at Infinity Park in Denver, Colorado by beating the Eastern Conference Champions, Wisconsin Rugby 43-24. In their second year of the program, Life West Gladiators made the National Club Championships after being runners-up in the D3 competition in 2014.

The team from Life Chiropractic College West is comprised of chiropractic students, some on scholarship and players from the local community. The team went undefeated all season with a record of 23 wins and zero losses. Their toughest encounter was against Tempe Old Devils in the National Championship Semifinal two weeks prior. In the final led by MVP Nili Latu, the Gladiators forwards laid a challenge from the opening kickoff with their powerful defense. Life West scored first when standout open-side flanker Akuila Uaisele scored a try after three minutes of play.

Rugby and chiropractic have a long history in the United States with Palmer College and Life University being traditional powerhouse programs. Now there is a newcomer to the table.

Positive Changes Ahead



By Dr. Brian D. Kelly, President

In the past two years, Life West has experienced tremendous growth due to your unflagging support. This growth means that we must meet the needs of a larger student population.

We have invested in appropriate technology, added staff with expertise in key areas, and added resources to better support our staff and student community.

Since we moved into our current campus over 16 years ago, we have spent very little on capital improvements. Now is the right time to make these major investments in campus enhancements.

We are very excited to complete our much anticipated new auditorium this year. The auditorium costs approximately \$3M and the funding has been kick-started through a generous grant of \$500,000 from Standard Process. This space is integral to our campus infrastructure. The auditorium allows us to host graduations on campus, a variety of student friendly events, and Friday seminars. The entire student body will be able to gather in one space and we anticipate this investment will greatly enhance the student experience.

Another exciting enhancement coming is the complete remodel of the Health Center. This project will be completed in phases, and will include the physical remodel plus a new electronic health records system. The new Health Center will have a layout maximized for a more contemporary and efficient patient flow, and a highly attractive and functional new reception area.

Another facilities upgrade supports our athletics program. The heavily used sports gym houses numerous student practices and competitions. New HVAC and bathroom facilities will be installed to make the space hospitable and welcoming. This project is scheduled to be completed first.

Lastly is the campus cafe, formerly known as the Bistro. This location holds the heart of activity for the entire campus. Renamed Café au Life, it is a place students spend significant time for studying, meetings, social events, meals and refreshments, as well as many great conversations and debates. This highly utilized space is becoming more functional in order to meet the variety of needs. We have already finished remodeling the indoor area, including new furniture, and will



expand the patio for outdoor dining, doubling the available space. In addition, we have hired a new professional food service vendor that has worked as a caterer with Life West for years.

All of these vital enhancements are a major investment in the Life West community. I would like to thank all those who have donated to this \$6M+ project. I invite those of you who would like to support these initiatives to do so at the level you feel comfortable. If interested in learning more, please call the alumni office at +1 (510)780-4500, ext. 2400.

"IT IS THE RIGHT TIME TO MAKE THESE MAJOR INVESTMENTS INTO CAMPUS ENHANCEMENTS."

This is a very important time for chiropractic and for chiropractic education. Life West continues to stand for principled chiropractic, without the inclusion of drugs or surgery in our profession. Has there ever been a more important time to build and strengthen a world-class college?

Thank you for your support of Life Chiropractic College West. ■



IMAGINGS BY DAVLEN DESIGN

Classified Ads

Practice For Sale

Pasadena, CA. Steady and well established (18-years) referral practice with very high patient retention. Techniques include Diversified and Activator. Fully equipped 1,400 sq. office located in free standing building on the main avenue. Motivated seller offering the practice for \$ 75,000.00. Contact greg@chiroequity.com or 908-419-7510 for details.

San Francisco Practice. Located in the beautiful affluent North Waterfront neighborhood. Office opens up to sidewalk/street for easy access & visibility. Features a rooftop garden w/ beautiful views of the San Francisco Bay! You'll be spoiled by the mild year round climate & stunning natural beauty of the bay area. Enjoy world class restaurants, shopping & entertainment @ your doorstep. Collected \$145K in 2014, appraised @ \$130K, priced at \$79,950 for quick sale. 100% financing available! 415-421-1115.

Beautiful practice for sale in the Irvine/Laguna Hills area. 2100 sq. ft. office includes Class 4 laser, Proadjuster/Pulstar computerized adjusting unit, 4 AMREX ultrasound/EMS units, 3 Zenith hi-lo tables, 4 Orthion cervical and lumbar intersegmental traction tables, Bricam office video educational system, electronic billing (ICD-10), X-ray and much more. 25 years same location. Great Lease! \$199,000.00. Call 949-291-9628.

Space For Rent

Steady and well established (18-years) referral practice with very high patient retention. Techniques include Diversified and Activator. Fully equipped 1,400 sq. office located in free standing building on the main avenue. Motivated seller offering the practice for \$ 75,000.00. Contact greg@chiroequity.com or 908-419-7510 for details.

2 treatment rooms available in 2000sqft Chiropractic multidisciplinary office located Thousand Oaks/ Westlake Village. Xray on site! Clean! Great parking! Must See! Adjacent to the 101/23 freeways. Rent Negotiable. e-mail drd@drdollase.com or call (805) 495-2127.

Positions Available

FT Teaching Faculty - Palmer College of Chiropractic, West Campus, San Jose, CA. The individual in this position will be responsible to teach chiropractic technique courses as outlined in the course syllabus. Doctor of Chiropractic degree; 3 years

documented practice and/or teaching experience; current/active license for State of CA required. Knowledge/experience using Palmer Package techniques required.

Visit <http://www.palmer.edu/JobOpenings/> for full posting and application instructions.

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Associate Wanted

Looking for 3 full-time Associate DCs for successful, cash practices in beautiful Northern California (Redding and Red Bluff), a nature lover's paradise! Excellent base salary of \$5k-\$7k per month with OUTSTANDING bonus potential. Must be passionate and willing to learn. Attitude is more important than experience. Winners only please! Contact Kara at karalatham27@gmail.com Or call Kara 303-898-2127.

Immediate opportunity for Associate DC to join our established, successful, cash practice in Walnut Creek. Base salary and excellent bonus potential, professional coaching, opportunity to GROWTH...the sky's the limit! Attitude is more important than experience. Must be energetic, coachable, passionate, motivated, health conscious, have great people skills, and want to change the world through Chiropractic! For consideration email your CV to karalatham27@gmail.com or call 303-898-2127.

FT Associate DC for thriving, corrective/wellness care clinic. Learn to run a CASH practice. 20+ years experience, professional, fun environment! Great salary, huge bonus potential, paid vacations. Must be energetic, coachable, passionate, have great

people skills and “I want to change the world” attitude! Located in wine country, Santa Rosa is an outdoor playground with rivers, lakes, hiking, biking, redwoods, and is chiropractic friendly. Send CV to karalatham27@gmail.com or call 303-898-2127.

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Wanted

For acupuncturist position in the chiropractic clinic.

Name: Sang hyun Lee

Background: CA licensed acupuncturist with UCLA biology B.S.2006, South Baylo University M.S 2015, & NCCAOM diploma of oriental medicine. AIHM conference poster presentation on 2015 about IBS case study of acupuncture and moxibustion. Additional languages: Fluent Korean, conversation level of Chinese.

Contact: shawninla@hotmail.com or phone: 213.369.0720.



2016 Advertising Opportunities

- 1.** Your association magazine — **the CCA Journal** — published six times a year. Produced in a modern digital format, advertisements can contain single-click working hyperlinks to web sites, online stores, and working email addresses. Published at www.CCAjournal.com the magazine is also read by non-association members, with a verified readership (Google Analytics) of 1,632 and 2,453 sessions per issue (as of Dec. 15, 2015).
- 2.** The **CCA Annual Convention & Marketplace Program**. This glossy color magazine is distributed to attendees at the convention, and is read cover-to-cover because it includes all of the convention information, schedules and map to the conference rooms. Whether you are an exhibitor seeking to drive traffic to your booth, or interested in having more affluent chiropractors learn about your product or services, the Show Program is any excellent, once-a-year marketing tool.
- 3.** Let's not forget the **CCA Buyer's Guide**! Updated bi-monthly and used by CCA members before they make purchasing decisions. CCA Professional Affiliate members receive a free listing in the *Guide*. Place your ad in this valuable online resource for an entire year. Take advantage of additional discounts when *Buyer's Guide* advertising is combined with *Journal* or other CCA advertising.

C&S Publishing offers free graphic design and ad creation services. Ads can be changed without additional cost for every issue. Short video clips or Flash animation can be added, again, at no additional cost. Ads are accepted in a high-resolution PDF format. A 15% discount off published advertising rates is given to CCA Professional Affiliate Members. Contact C&S Publishing at 916-729-5432 or email CandSpublishing@gmail.com

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www.paradisepoint.com

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Name(s) _____ Chiropractic College _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

☐ Check here if new address. ☐ Check here if you have special needs that may require our attention. A CCA staff person will call to confirm your request.

Please check one: ☐ Use this email for all CCA communications. ☐ Use this email for confirmation only.

Sign me up for: (check below)

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☐ **QME/PI Only (Thursday, 6/2/16 9am-6pm)**

☐ **Radiology (Sunday, 6/5/16 9am-6pm)**

☐ **Student**

☐ **Chiropractic Assistants**

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FREE* with \$81 deposit

FREE* with \$81 deposit

FREE* with \$81 deposit

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Pre-registration by May 25/After May 25

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\$199/\$299

\$75 / \$95

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*Limited FREE Seating Available. Once the FREE seats are filled and if space permits, additional seats may be purchased.

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You are "on your own" for lunch. However, CCA is offering a healthy, deli-style lunch option on Friday and Saturday. Pre-paid lunch tickets will be included in your welcome packet to be picked up at the Event Registration Desk.

☐ Friday \$27 ☐ Saturday \$27 ☐ \$50 for both days

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Total Amount Due \$ _____ Check Payable to CCA Enclosed: # _____

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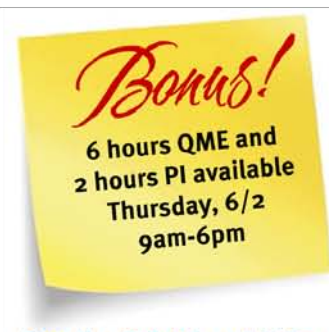
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For CCA use only: ☐ Verify record _____ ☐ Processed _____ ☐ Confirm e-ltr _____



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CCA will apply for CA, AZ, HI, ID, NV, OR & WA CE credit. Please contact CCA regarding other states.

CCA Seminars and Events Calendar

January 2016

January 8 – Redding

CCA-North State District Presents:

Stroke/TIA Emergency Protocol

Approved for 1 gen. CE hr: CA-A-15-11-11387

Speaker: Stephen Edwards, DC

Redding Library Community Room, 1100 Parkview Ave, Redding

To register, contact Dr. Donovan Hutchings at (530) 221-4991

January 12 – Sacramento

CCA-Sacramento Valley District Presents: *How to Manage the Psychological/Clinical Aspects of Patient Care*

Approved for 2 gen. CE hrs: CA-A-15-02-10248

Speaker: James Naccarato, DC, PhD

Courtyard Marriott, 1782 Tribute Road, Sacramento

To register, contact Dr. Kaio Doxey at (209) 745-5728

January 19 - Stockton

CCA-San Joaquin/Stanislaus District Presents:

Upper Spine & Extremity Adjusting

Approved for 2 mandated CE hrs: CA-15-02-10244

Speaker: David Benevento, DC

University Waterfront Hotel, 110 W. Fremont St, Stockton

To register, contact Dr. Peter Huber at (209) 957-6555

January 20 – Santa Rosa

CCA-North Bay District Presents *Imaging & Back Pain: Putting Together Puzzles Pieces – Part 1*

Approved for 2.5 gen. CE hrs: CA-A-15-08-10939

Speaker: Robyn Mitchell, DC, DACBR

Hyatt Vineyard Creek Hotel & Spa, 170 Railroad St, Santa Rosa

To register, contact Dr. Jake Quihuis at (707) 523-9850

January 23-24 – La Quinta (Palm Springs)

CCA Spring 2016 *Right in Your Back Yard FREE CE 12-hour Relicensing Seminar*

Approved for 13 CE hours: Ethics, Soft Tissue Mobilization & Radiology

La Quinta Resort & Club, 49-499 Eisenhower Dr, La Quinta

Free CE to CCA Members – Must reserve space with a credit card authorization or check that will not be charged or cashed unless you cancel less than 2 weeks prior or are a “No Show.”

To register, contact CCA at (916) 648-2727, ext. 141 or 120.

January 23-24 – Santa Rosa

CCA & Rocktape Present: *Fascial Movement Taping Certification – Levels 1 and 2*

Approved for 8 gen. CE hrs for each level: CA-A-15-11-11297 & -11298

Speaker: Steve Capobianco, DC

ThirdSpace Fitness, 550 S. 1st Street, San Jose

To register, contact Rocktape at www.rocktape.com or (408) 213-9550

January 27 – Fountain Valley

CCA-Orange County District Presents:

2016 Chiropractic Diagnosis & CPT Coding

Approved for 2 mandated CE hrs: CA-A-15-12-11476

Speaker: Sam Collins

Claim Jumper Restaurant, 18050 Brookhurst St, Fountain Valley

To register, go to www.occhiro.net or

email drnathanyeargindc@gmail.com

February

February 6 – Santa Barbara

CCA-Santa Barbara District Presents:

Upper & Lower Extremity Adjusting – Part 1

Approved for 2 mandated CE hrs: CA-A-15-03-10365

Speaker: Ti Pence, DC

Genuine Chiropractic, 123A El Paseo, Santa Barbara

To register, contact Dr. Elizabeth Wisniewski at (805) 285-2712

February 17 – Santa Rosa

CCA-North Bay District Presents *Imaging & Back Pain: Putting Together Puzzles Pieces – Part 2*

Approved for 2.5 gen. CE hrs: CA-A-15-08-10943

Speaker: Robyn Mitchell, DC, DACBR

Hyatt Vineyard Creek Hotel & Spa, 170 Railroad St, Santa Rosa

To register, contact Dr. Jake Quihuis at (707) 523-9850

February 17 – Duarte

CCA-San Gabriel Valley District Presents:

Ethical Considerations in Personal Injury

Submitted for 2 mandated CE hrs. Speaker: Shawn Steel, Esq.

Old Spaghetti Factory, 1431 Buena Vista St, Duarte

To register, contact Dr. Kevin Cressey at (626) 792-1221 or via email to ccasangabrielchapter@gmail.com

February 27-28 – El Dorado Hills**CCA & Rocktape Present Fascial Movement Taping****Certification – Levels 1 and 2**

Approved for 8 gen. CE hrs for each level: CA-A-15-11-11297 & -11298 Speaker: Perry Nickelston, DC

One Body Integrated Training & Therapy, 4826 Golden Foothill Pkwy #4, El Dorado Hills

To register, contact Rocktape at www.rocktape.com or (408) 213-9550

March**March 9 - Sacramento****Legislative Conference at The Citizen Hotel**

— *More News to Come!*

March 12-13 – San Rafael**CCA Spring 2016 Right in Your Back Yard FREE CE 12-hour Relicensing Seminar**

Will be submitted for 12 CE hours.

Four Points by Sheraton San Rafael, 1010 Northgate Drive, San Rafael

Free CE to CCA Members – Must reserve space with a credit card authorization or check that will not be charged or cashed unless you cancel less than 2 weeks prior or are a “No Show.” To register, contact CCA at (916) 648-2727, ext. 141 or 120.

June**June 2-5 – San Diego****2016 CCA Convention & Marketplace - Paradise Point Resort & Spa, San Diego**

June 25-26 – Olympic Valley (North Lake Tahoe)

CCA Spring 2016 Right in Your Back Yard FREE CE 12-hour Relicensing Seminar

Will be submitted for 13 CE hours.

Resort at Squaw Creek, 400 Squaw Creek Rd, Olympic Valley, CA

Free CE to CCA Members – Must reserve space with a credit card authorization or check that will not be charged or cashed unless you cancel less than 2 weeks prior or are a “No Show.” To register, contact CCA at (916) 648-2727, ext. 141 or 120.

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Saturday, January 23

Ethics*

(2 hrs) 7:30am – 9:30am

Tracy Cole, DC

Join CCA Past President, Dr. Tracy Cole for this comprehensive class that will cover California rules and regulations concerning chiropractic. The class will be informative, interactive and fun with the last hour consisting of a Jeopardy game show format.

Manual and Instrument Assisted Soft Tissue Mobilization (IASTM)

(6 hrs) 10:00am – 5:30pm

David Benevento, DC

Instrument-assisted soft-tissue mobilization, a manual therapy technique collectively known as IASTM, is rapidly gaining popularity nationwide. In addition, it is often considered valuable in accelerating improved patient outcomes by incorporating this technique into treatment programs.

Sunday, January 24

Sports-Related Diagnostic Imaging of the Pediatric & Adult Skeleton (Radiology)

(5 hrs) 8:00am – 1:00pm

Hector RiveraMelo, DC, DACBR, Director for the Center of Diagnostic Imaging, Southern California University of Health Sciences

Join Dr. RiveraMelo on case presentations and discussion of case injuries and pathology as well as a review of normal variants and common findings on radiographs.

San Rafael

March 12-13, 2016

Four Points by Sheraton

1010 Northgate Drive
San Rafael, CA 94903
415-479-8800 hotel direct
www.fourpointssanrafael.com
Special hotel rate of \$139/night

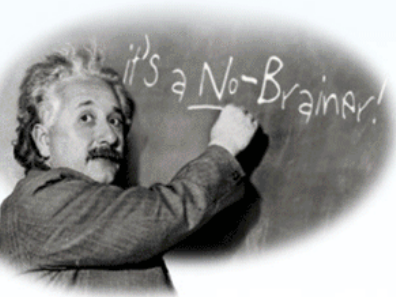
Lake Tahoe

June 25-26, 2016

Resort at Squaw Creek

400 Squaw Creek Road
Olympic Valley 96146
866-635-7937
www.squawcreek.com
Special hotel rate of \$175/night

**Seminar details
coming soon!**



Save the Date!

**2016 CCA Annual Convention
& Marketplace**

June 2 – 5

Paradise Point Resort & Spa, San Diego, CA



CALIFORNIA
CHIROPRACTIC
ASSOCIATION

Register Today for 12 hours of FREE CE!

Name(s) _____ Chiropractic College _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ Email _____

(confirmation letter will be e-mailed)

☐ Check here if new address. ☐ Check here if you have special needs that may require our attention. A CCA staff person will call to confirm your request.

Please check one: ☐ Use this email for all CCA communications. ☐ Use this email for confirmation only.

"Right in Your Back Yard" PROGRAM LOCATIONS & DATES (check one)

Palm Springs

☐ **January 23-24, 2016**
La Quinta Resort & Club
 49-499 Eisenhower Drive
 La Quinta, CA 92253
 800-598-3828 reservations
 760-564-4111 hotel direct
www.laquintaresort.com
 Special hotel rate of \$199/night

San Rafael

☐ **March 12-13, 2016**
Four Points by Sheraton
 1010 Northgate Drive
 San Rafael, CA 94903
 415-479-8800 hotel direct
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Lake Tahoe

☐ **June 25-26, 2016**
Resort at Squaw Creek
 400 Squaw Creek Road
 Olympic Valley 96146
 866-635-7937
www.squawcreek.com
 Special hotel rate of \$175/night

Sign me up for: (check below)

MEMBER

NON-MEMBER

Early Bird / After
 (Palm Springs: **1/8**,

San Rafael: **2/29**, Lake Tahoe: **6/10**)

Back Yard Seminar

☐ **Doctor of Chiropractic**

FREE* with \$81 deposit

\$205 / \$235

☐ **QME Only (Tahoe)**

FREE* with \$81 deposit

\$165 / \$195

☐ **Student**

\$59

\$89** / \$119**

☐ **Chiropractic Assistant/Guest**

\$99

\$119

*Limited FREE Seating Available. Once the FREE seats are filled and if space permits, additional seats may be purchased.

**Non-member rate includes SCCA membership.

**Mention California
 Chiropractic
 Association's
 name for special
 hotel rates at each
 location**

HOW TO RESERVE YOUR SEAT

MEMBERS: To save your seat, you must send a check or credit card authorization in the amount of \$81. **If you attend the seminar you reserved, your check will NOT be cashed, and your credit card will NOT be charged.**

NON-MEMBERS: Provide check or credit card payment for the appropriate class fee listed above.

Total Amount Due \$ _____ Check Payable to CCA Enclosed: # _____, or

☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER Credit Card # _____ Exp. _____

MAIL Registration to: CCA, 1451 River Park Drive, Suite 230, Sacramento, CA 95815-4521
FAX (916) 648-2738 **CALL** (916) 648-2727 ext. 141 or 120 **WEB** www.calchiro.org

4 Easy Ways to Register

FAX: 916.648.2738

CALL: 916.648.2727, ext. 120 or ext. 141

MAIL: California Chiropractic Assn.
 1451 River Park Dr., Ste. 230
 Sacramento, CA 95815-4521

ONLINE: www.calchiro.org



**CALIFORNIA
 CHIROPRACTIC
 ASSOCIATION**

CANCELLATIONS: All cancellations must be in writing. **CCA MEMBERS:** Seminar cancellations received in the CCA office 14 days prior to seminar date will not be subject to a service charge. After the 14-day deadline, a \$50 cancellation fee will apply. "No shows" the day of the seminar automatically will be charged \$81. **NON-MEMBERS:** Seminar cancellations received in the CCA office 14 days prior to seminar date are subject to a 20% service charge. Cancellations after the 14 day deadline, and up to 5pm on the day prior are subject to a 40% service charge.

IMPORTANT: "No shows" or cancellations the day of the seminar are liable for the entire fee. If CCA cancels for any reason, CCA's liability is limited to the return of the registration fee only. CCA will not reimburse registrant for any travel or hotel cancellation fees or penalties. Checks returned due to insufficient funds and/or stop payment are subject to a \$25 returned check fee. Retain a copy of this form for your records. If you fax your registration, you MUST reserve/pay by credit card.

For CCA use only: ☐ Verify record _____ ☐ Processed _____ ☐ Confirm e-ltr _____

Distance Learning CE Seminars

Ethics — Online. Speaker: Tracy Cole, DC

Approved for 2 hours of mandated CE: CA-A-15-08-10938

To purchase course (document links e-mailed out), contact CCA at (916) 648-2727, ext. 141 or 120.

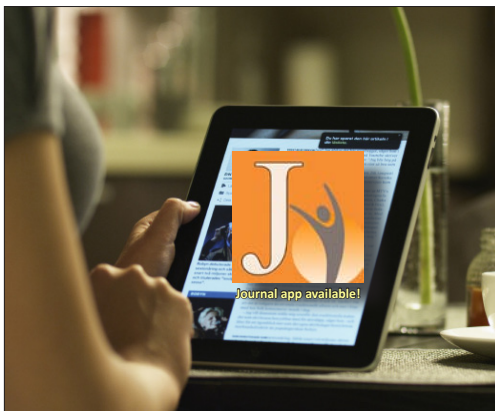
The below Online courses are approved for CA CE and are available via the CCA web site: www.calchiro.org
Click on the Events & CE tab, then Online Learning on the drop down.

Online courses (general CE hours unless mandated is listed):

- A Case-Based Approach to Soft Tissue Injury (4 hrs)
- Active Care of the Lumbar Spine for the Health Care Provider (6 hrs)
- Assessment and Management of the Hip for the Health Care Provider (6 hrs)
- Bloodborne Pathogens and Communicable Disease (2 hrs)
- Chiropractic Care in Peripheral Neuropathies (12 hrs)
- Concepts of a Team Chiropractor (10 hrs)
- Ethical Issues in Chiropractic Practice (6 hrs or 12 hrs – mandated CE)
- Immunization: Making Informed Choices (6 hrs)
- Patient Care in Radiology (6 hrs)
- Physical Assessment and Management of the Knee (6 hrs)
- Professional Boundaries in Chiropractic Practice (6 hrs – mandated CE)
- Soft Tissue Care in Chiropractic (6 hrs)
- Special Imaging for the Chiropractic Patient (10 hrs)
- Special Populations in Chiropractic – The Osteoporotic Patient (4 hrs)

For more information regarding CCA conventions and seminars, contact Mary Witcraft at the CCA office by calling (916) 648-2727, ext. 141 or by e-mailing mywit@calchiro.org

CCA Journal App Available — **FREE!**



Download and enjoy your free **CCA Journal app**! When you access the magazine online, at www.CCAjournal.com, you will be asked if you want to view it in your browser or in the new app. When you select app for the first time, you will be able to download your app from the store. When that is done, you will be able to view your magazine on your app, even when offline.

The icon for the new *Journal* app is shown at the left

As we finish and publish each new issue, your new magazine will appear in the app, ready to download. Later this year we will introduce “push notifications,” which is a feature that will notify you on your phone or tablet when each new publication is available. Look for the announcement of that upgrade right here in your magazine.

HELPING HEROES REALIZE
THEIR POTENTIAL THROUGH

Chiropractic Care

DISABLED VETERANS VALUE CHIROPRACTIC CARE WHILE COMPETING IN TRIATHLONS



Several disabled war veterans—all members of the Team Semper Fi triathlon team—value chiropractic care for their health and in improving their abilities to effectively compete.

These veterans regularly compete in triathlons, venture races, marathons and 10 K races—competing against a variety of professional athletes, amateurs, and both disabled and able-bodied athletes.

Prior to these events and after, they are treated by chiropractors who support the Foundation for Chiropractic Progress. Dr Bill Morgan, Staff Chiropractor for the National Naval Medical Center in Bethesda, Maryland feels privileged to be a part of their extraordinary perseverance.

For information about Team Semper Fi or to make a donation to the team please visit www.semperfund.org



“Competing in these events has actually made my life ten times better and has given me tremendous self-worth. After any race, my upper body is in pain because I do it all with my hands and arms. Following chiropractic care, I find that I perform and feel better.”

— Iraq war veteran, Eric Frazier, leading hand cyclist who suffered a paralyzing injury to his spinal cord

Learn the facts about chiropractic care and its vital role in America's well being. Visit www.yes2chiropractic.com



The California Chiropractic Association

The CCA Journal magazine

Display Advertising Policy, Rates and Information

The California Chiropractic Association *Journal* is a four-color digital magazine published six times each year by the California Chiropractic Association (CCA) and distributed to member doctors of chiropractic in California as well as out-of-state members and student members. Latest Google Analytic readership numbers: 1,467 readers and 1,730 sessions.

<u>Issues</u>	<u>Deadline</u>	<u>Issue Date</u>
January/February	December 14	January 1, 2017
March/April	February 12	March 1, 2016
May/June	April 13	May 1, 2016
July/August	June 17	July 1, 2016
September/October	August 12	September 1, 2016
November/December	October 14	November 1, 2016

Ad Sizes and Rates

CCA reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning.

15% off these rates for CCA Members and Professional Affiliate Members!

Ad Type	Ad Size	1 run	2 runs	4 runs	6 runs
Two Page Spread	16 1/2" wide by 9 3/4" tall	\$2,999	\$2,759	\$2,519	\$2,249
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$1,800	\$1,656	\$1,512	\$1,349
Full page (boxed)	8" wide by 9 3/4" tall	\$1,800	\$1,656	\$1,512	\$1,349
Half page	8" wide by 4 3/4" tall	\$1,070	\$984	\$898	\$799
One Third (V)	2 3/8" wide by 9 3/4" tall	\$760	\$699	\$638	\$570
One Third (H)	8" wide by 3 1/8" tall	\$760	\$699	\$638	\$570
Quarter Page	3 7/8" wide by 4 3/4" tall	\$637	\$586	\$535	\$477
One Sixth	3 5/8" wide by 2 7/8" tall	\$420	\$386	\$352	\$314

Rates above are for full color ads per insertion. Ads published under a multi-run contract can be changed for each issue of *The Journal* at no additional cost to the advertiser. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For information contact C&S Publishing at (916) 729-5432 or email Steve at CandSpublishing@gmail.com. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: CandSpublishing@gmail.com. Ad creation and graphic design services are available through C&S Publishing at \$75 an hour — **FREE to CCA members!**

Format: *The Journal* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the CCA web site, located at www.calchiro.org/ and also from the "gateway" *Journal* web site, www.CCAjournal.com. The gateway site has both current and back issues of *The Journal*. Questions about the digital format, the web site, or display advertising should be directed to Steve at C&S Publishing, (916) 729-5432, online at www.candspub.com/

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