

CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

Volume 41 | Issue 2 | March - April 2016



The CCA Board of Directors met on Saturday, January 23, 2016, in the final meeting of the "old school" format. The new reorganized CCA Board of Directors meets June 25, 2016.

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Call for Doctors of Chiropractic for Chronic Pain Study

and Much More

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Journal

CALIFORNIA CHIROPRACTIC ASSOCIATION

Journal Advisory Board

Darrel Crain, DC, Chairperson
drdarrel@earthlink.net

Jay Shery, DC
Executive Committee Liaison
lfxubak@aol.com

Penny Cunha, Editor
pennycunha@calchiro.org

Megan Blackwell, Editor
mblackwell@calchiro.org

Advertising Sales

Steve Berlin, C&S Publishing
candspublishing@gmail.com
www.CCAjournal.com

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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executive committee

Brian Stenzler, DC

President
1976 Garnet Ave., San Diego, CA 92109-3555
858.274.2225
F: 858.274.2245
brian@dreamwellness.com

Leslie Hewitt, DC

First Vice President
3470 Camino Tassajara Rd., Danville, CA 94506
925.736.3210
F: 925.736.3215
drlesliehewitt@comcast.net

David Paris, DC

Second Vice President
760 Cypress Ave, # 100, Redding, CA 96001-2732
530.226.7647
F: 530.223.9160
David.Paris1@va.gov

Grace Syn, DC

Chief Financial Officer
1611 S Catalina Ave #100
Redondo Beach, CA 90277-7903
310.540.5529
F: 310.540.3866
drgracesyn90277@hotmail.com

Jay Shery, DC

Secretary
10811 Washington Blvd., Suite 250
Culver City CA 90232
310.841.5000
F: 310.841.5011
ifxubak@aol.com

Matthew Hubbard, DC

Immediate Past President
4344 Convoy St #K
San Diego, CA 92111-3737
858.279.7300
F: 858.279.5535

Jay Shery, DC

Insurance Relations Dept Chair
10811 Washington Blvd #250
Culver City, CA 90232-3670
310.841.5000
F: 310.841.5011
ifxubak@aol.com

Leslie Hewitt, DC

Conventions and Seminars Dept Chair
3470 Camino Tassajara Rd
Danville, CA 94506-4680
925.736.3210
F: 925.736.3215
drlesliehewitt@comcast.net

department chairs

David Paris, DC

Governmental Affairs Dept Chair
760 Cypress Ave, # 100, Redding, CA 96001
530.226.7647
F: 530.223.9160
David.Paris1@va.gov

Danny Gambino, DC

Membership Dept Chair
6030 Santo Road, #D
San Diego, CA 92124
858.541.0505
dgambino@gmail.com

Penny Cunha

Chief Administrative Officer
ext. 138
pennycunha@calchiro.org

Cris Forsyth

Chief Operating Officer/
Governmental Affairs Director
ext. 130
cforsyth@calchiro.org

Megan Blackwell

Marketing and
Member Services Director
ext. 124
mblackwell@calchiro.org

Michelle Bancroft

Administrative Assistant
ext. 136
mbancroft@calchiro.org

Debbie Birkman

Accounts Receivable
ext. 140
dbirk@calchiro.org

Julie Birkman

Executive Assistant
ext. 120
jbirkman@calchiro.org

Kimberly DeWeese

Director of
Conventions & Seminars
ext. 142
kdeweese@calchiro.org

Mary Witcraft

Conventions &
Seminars Assistant
ext. 141
mwitcraft@calchiro.org

board of directors

Alameda County

Robert Dubro, DC
510.657.9367

Butte

Lesla Lane, DC
530.527.3844

Central Coast

Ryan McGaughey, DC
805.461.8822

Central Valley

Debra R. Harbin, DC
559.439.4439

Contra Costa

Gregory Call, DC
925.837.5595

High Desert

Wayne Hodges, DC
661.940.6302

Kern County

Carol Funk-Hamilton, DC
661.758.3001

Long Beach

James B. Dohn, DC
562.438.9136

Los Angeles Metro

Gilbert Gomez, DC
213.387.8935

Los Angeles

Southeastern
Gregory Siegel, DC
562.945.1310

Los Angeles

Southwest
Louis Woelfel, DC
310.540.9796

Monterey Bay

Troy R. Brunke, DC
831.372.5602

North Bay

Casey Tucker, DC
707.526.9355

North State

Kay Kobe, DC
530.275.1585

Orange County

Timothy Gooing, DC
949.586.8525

Redwood

Tracy Cole, DC
707.464.2921

Riverside County

Kathleen Kendra, DC
951.734.3345

Sacramento Valley

Andrew Williams, DC
916.686.6062

San Bernardino County

John Bueler, Jr., DC
909.338.6477

San Diego County

Danny Gambino, DC
858.541.0505

San Fernando Valley

Benjamin Griffes, DC
818.708.0740

San Francisco

Scott Swanson, DC
415.566.7134

San Gabriel Valley

Afshin Kaivan-Mehr, DC
909.596.1038

San Joaquin/

Stanislaus
Robert Shapiro, DC
209.888.8602

San Mateo County

Rebecca Wilson, DC
650.212.1414

Santa Barbara

Neal Barry, DC
805.201.2909

Santa Clara County

Robert Chatfield, DC
831.840.7459

Santa Monica

Glenn Fischel, DC
310.477.4531

Ventura County

Jay Thompson, DC
805.494.3388

Verdugo Hills

Karolin Derhartonian, DC
818.500.9911

Public Corporate

Director

Keith W. Carlson, Esq.
949.222.2008

Student Director

Charlene Poderoso
619.471.7679

ACA Director

Brad Sullivan
818.216.5390

California Chiropractic Association

1451 River Park Dr., Suite 230
Sacramento, CA 95815
Tel 916.648.2727 • Fax 916.648.2738
E-mail: CCA@calchiro.org
www.calchiro.org
www.californiachiropractic.com
Facebook: www.facebook.com/calchiro.org
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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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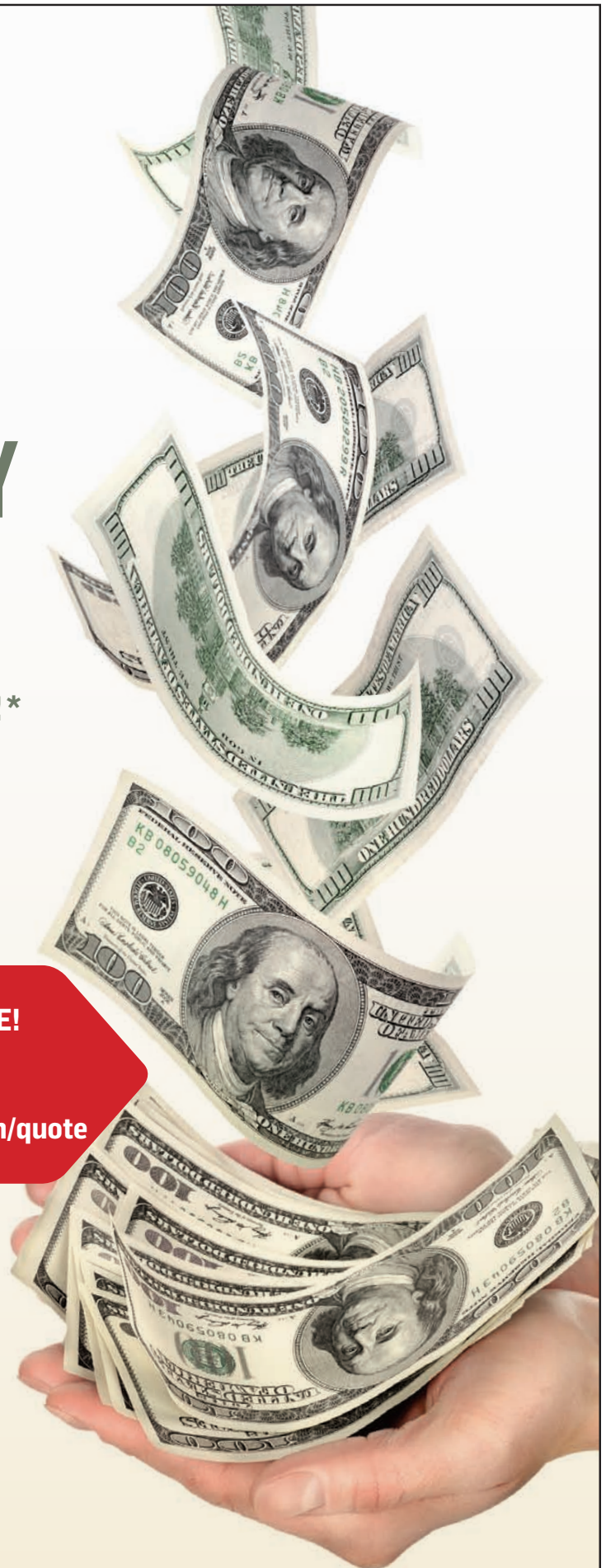
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U.S. Has the Highest Rate of Cervical and Lumbar Spine Surgery in the World

By Cris Forsyth, Governmental Affairs Director

The January/February issue of the *American Chiropractic Association News* contained an article on the escalation of back surgeries, written by Dr. Ron Feise. In it, Dr. Feise chronicles the 625 percent increase in cervical fusion surgeries over a fifteen year period, as well as, a 773 percent increase in lumbar fusion surgeries.

The United States has the highest rate of cervical and lumbar spine surgery in the world. The spinal surgical rate in the United States is roughly twice that in New Zealand, Australia, Canada, Norway and Finland, and it is more than triple the United Kingdom's rate.

These are appalling numbers for patients with lumbar and cervical conditions, but what is perhaps much worse is that this is taking place in spite of the science clearly demonstrating these surgeries are not only inefficacious, but unnecessary, except in a small number of instances. You can find the full article here <http://mydigimag.rrd.com/publication/?i=286558&p=32>.

As Dr. Feise points out so eloquently, "many spinal surgical clinical trials do not even require a minimum amount of pain intensity or dysfunction before surgery is administered. Among trials that include pain intensity or dysfunction inclusion criteria, most establish very low entry requirements. This promotes the use of surgical procedures in patients with non-serious symptoms who are better suited for nonsurgical approaches."

Further, recent scientific research has found that herniated discs can be resolved after conservative treatment or even after no treatment. The probability of low-back herniated disc regression without surgical treatment, but after conservative treatment, such as spinal manipulation, exercise, physical therapy or NSAIDS, is 70 percent for disc extrusion and 41 percent for disc protrusion.

According to medical research, active conservative treatment produces a satisfactory outcome even for patients with obviously extruded discs or marked neurological deficits.

So the question that comes to mind is why haven't the facts put a stop to this? The answer is complex, but the short answer lies in politics, not science. After a 25-year career in Cali-

WATCH for CCA Sponsored Legislation Introduced by Assembly Member Rocky Chavez –Assembly Bill 2407 - Patients With Back Injuries Must Receive Conservative Treatment Prior To Surgery

fornia's legislature the number of causes that had the facts on their side and failed is incalculable. Being right doesn't necessarily carry the day in the political arena. We used to joke that we never met a politician that let the facts get in the way of their opinions. And former Congressman Dick Army used to opine that he never met a statistic that couldn't be tortured into a confession.

It isn't cynicism that's the impediment. It's apathy. Apathy is the chronic condition that requires immediate and sustained care. We can stipulate that the political arena is rife with misunderstandings, ignorance, questionable motives, and byzantine rules of engagement. However, all of this can be overcome by universal engagement. Nationally, chiropractic is very active in the political arena. ACA and COCSA do yeoman's work on behalf of our issues.

In reality though, we are looking a small number of very active and engaged individuals carrying the weight for the profession. In California we have over 12,000 licensed chiropractors. Nationally, chiropractic has the lowest unemployment rate of any profession at 0.01 percent. Yet only roughly 10 percent are full active members of their state-wide association. Margaret Mead may have said, "Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has," but if that were the case for chiropractic we'd have full inclusion in the Affordable Care Act and California's Workers Compensation system, and insurers and third party administrators wouldn't refuse to pay for care provided within our scope of practice. Schools would recognize how overqualified we are to conduct pre-sports physicals instead of refusing to allow us to provide this care. The list of grievances is long and ongoing.

At the end of the day our destiny lies in our own hands and no others'. Napoleon Bonaparte told us "There are only two forces that unite men - fear and interest." Chiropractors in California better start showing interest in the health of their profession, or I fear the future will not include a place for us. And that would be a tragedy for all Californians.

Thank you to 2015-2016 CCA Board of Directors...

Congratulations to 2016-2017 CCA Board of Directors

The CCA Board of Directors met on Saturday, January 23, 2016, in the final meeting of the “old school” format. The board of directors meeting was followed by the CCA Nominating Committee meeting for the purpose of electing executive officers.

The next meeting of the CCA Board of Directors will be Saturday, June 25, 2016, in what will be the first meeting in the reorganized format.

Dr. Brian Stenzler, CCA President, stated, “CCA acknowledges the current CCA Board of Directors for the years of service, dedication and heart that each have given to this great organization. We could not have gotten to where we are today without respecting our past as we forge new frontiers, and CCA thanks you for your leadership.”

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Brad Sullivan, DC, ACA Director

“As we transition into a new, smaller yet mighty format of the board of directors,” Dr. Stenzler added, “we look to all CCA leaders to work together to grow, strengthen and make a difference for CCA and the chiropractic profession.”

The 2016-2017 CCA Board of Directors will be installed on Friday, June 24, 2016.

CCA congratulates the newly elected and appointed Regional Directors, Directors at Large and Executive Officers for the next fiscal year.

Region 1 Director: Dr. Danny Gambino
San Diego County, Riverside County, San Bernardino County

Region 2 Director: Dr. Tim Gooing
Orange County, Long Beach, San Gabriel Valley,
Los Angeles Southeastern

Region 3 Director: Dr. Grace Syn
Los Angeles Metro, Santa Monica, San Fernando Valley,
Verdugo Hills, Ventura County, Los Angeles Southwest

Region 4 Director: Dr. Elizabeth Wisniewski
Monterey Bay, Central Valley, Kern County, San Joaquin,
Santa Barbara, High Desert

Region 5 Director: Dr. Andrew Williams
Sacramento Valley, Contra Costa

new board elected

Region 6 Director: Dr. Robert Chatfield
San Mateo County, Santa Clara County, Alameda

Region 7 Director: Dr. Casey Tucker
North Bay, San Francisco, North State, Redwood, Butte

Director at Large: Dr. John Bueler

Director at Large: Dr. David Paris

Immediate Past President: Dr. Brian Stenzler

Secretary: Dr. Jay Shery

Treasurer: Dr. Afshin Kaivan-Mehr

President: Dr. Leslie Hewitt

The 29 Districts of CCA continue to operate as usual with local meetings, networking opportunities, projects and programs. New District officers will be elected later this spring for the new fiscal year.



CCGPP's Clinical Compass Releases *Clinical Practice Guideline: Chiropractic Care for Low Back Pain*

CCGPP's Clinical Compass has just released its new guideline: CLINICAL PRACTICE GUIDELINE: CHIROPRACTIC CARE FOR LOW BACK PAIN. The publication can be viewed at: [http://www.jmptonline.org/article/S0161-4754\(15\)00184-0/abstract](http://www.jmptonline.org/article/S0161-4754(15)00184-0/abstract)

This work can only be accomplished through hard work and dedication of the CCGPP Board and the researchers who perform this work. The only way the researchers can do the work is if there are funds to pay the them. The CCGPP would like to ask every DC and every state and national association to be at least a President's Club Member, which means a donation of \$84/month. Why? Because more guidelines need to updated and created to ensure that doctors and their patients are protected against third party discriminatory medical policies! We applaud the efforts of CCGPP and their critical forward progress. Please be a part of this in any way that you can.

[Download the donation form here](#) or you can contribute via the [Crowdrise Campaign](#). Please do what you can to support this important organization at a critical time to demonstrate our value to the healthcare system at large, and to protect our patients' rights for access to chiropractic care! Thank you for your consideration.

Dr. Greg Baker, CCGPP/Clinical Compass Chair

CCA Seminars and Events Calendar

March

March 8 - Rancho Cucamonga

CCA-San Bernardino County District Presents:
Ethical Considerations in Personal Injury

Approved for 2 mandated CE hrs: CA-A-16-01-11667

Speaker: Shawn Steel, Esq.

The Old Spaghetti Factory, 11896 Foothill Blvd, Rancho Cucamonga

To register, contact Dr. John Bueler at (909) 338-6477 or RSVP to drjb1@gmail.com

March 8 - Sacramento

CCA-Sacramento Valley District Presents:
Treating Common Golf Injuries

Approved for 2 mandated CE hrs: CA-A-15-09-11139

Speaker: Jeff Blanchard, DC

Courtyard Marriott, 1782 Tribute Road, Sacramento

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

March 9 - Sacramento

Legislative Conference at The Citizen Hotel

[Click here for more info](#)

March 12-13 – San Rafael

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

Approved for 12 CE hrs: Soft Tissue Mobilization, Ethics, and Neurophysiology of the Vestibular System

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.”

Click here to register: <http://calchiroseminars.org/>

March 16 – Santa Rosa

CCA-North Bay District Presents: Lower Extremities Adjusting

Approved for 2 mandated CE hrs: CA-A-15-05-10616

Speaker: David Benevento, DC

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

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

March 23 – Fountain Valley

CCA-Orange County District Presents: Corporate Wellness

Approved for 2 gen. CE hrs: CA-A-16-02-11789

Speaker: Mark Pollack, DC

Claim Jumper Restaurant, 18050 Brookhurst St, Fountain Valley

To register, go to www.occhiro.net

or email drnathanyeargindc@gmail.com

March 23 – Northridge

CCA-San Fernando Valley District Presents:

Ethical Considerations in Personal Injury

Approved for 2 mandated CE hrs: CA-A-16-01-11667

Speaker: Shawn Steel, Esq.

CSU-Northridge, Orange Grove Bistro, 18111 Nordhoff St, Northridge

To register, contact Dr. Ben Griffes at (818) 708-0740

March 31 – Santa Barbara

CCA-Santa Barbara District Presents: How to

Manage the Psychological & Clinical Aspects of Patient Care

Submitted for 2 gen. CE hrs. Speaker: James Naccarato, DC, PhD

Genuine Chiropractic, 123A El Paseo, Santa Barbara

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

April

April 3 – San Jose

CCA & Rocktape Present: FMT Movability

Approved for 8 gen. CE hrs: CA-A-16-02-11790

Speaker: Ethan Kreiswirth, ATC, PhD

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

To register, contact Rocktape at www.rocktape.com

or (408) 213-9550

April 8 -10 – Monterey Bay

CCA Wellness Retreat

Seaside Beach Resort, Monterey Bay

More information and a registration form on page 21

April 30 – May 1 - Tustin

CCA & Rocktape Presents:

Fascial Movement Taping Certification – Levels 1 and 2

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

Speaker: Ethan Kreiswirth, ATC

State of the Art Physical Therapy, 2492 Walnut Ave #140, Tustin

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

June

June 2-5 – San Diego

2016 CCA Convention & Marketplace - Paradise Point Resort & Spa, San Diego

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.”

Click here to register: <http://calchiroconvention.org>

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.”

Click here to register: <http://calchiroseminars.org/>

CALIFORNIA CHIROPRACTIC ASSOCIATION

**2016 CCA
Convention & Marketplace**

Join the Evolution

Bonus!
6 hours QME and
2 hours PI available
Thursday, 6/2
9am-6pm

Meet us in Paradise for three great days of education and inspiration! It all happens at one of California's most beautiful resorts: Paradise Point Resort & Spa.

A private 44-acre island tucked away on Mission Bay, Paradise Point is minutes from the heart of downtown San Diego and adjacent to SeaWorld Adventure Park. This luxury resort features comfortable, California beach bungalow-style guest rooms amidst lush, tropical gardens and meandering lagoons.

CCA Members register today!
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June 2 – 5, 2016
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Early bird registration discounts!

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.

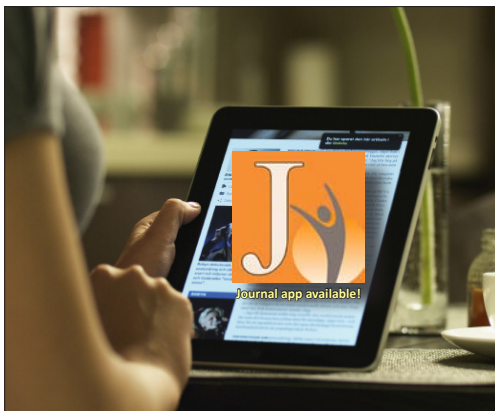
The below Online courses are approved for CA CE and are available via the CCA web site: www.calchiro.org
Click on the Events & CE tab, then Online Learning on the drop down.

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

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CCA 2016 Legislative Conference

**Don't sit on the sidelines...
Join us for our premier lobbying event!**

Get ready for an exciting day – from intensive grassroots lobbying training in the morning through afternoon appointments with your legislators and wrapping up with an Afternoon Social which includes a special CCA-PAC fundraising event. Morning session includes FREE 2 hours of CE!

**When: Wednesday, March 9, 2016, 8am-5pm
Registration 8am-9:15am. Conference starts
9:30am.**

**Where: The Citizen Hotel, Sacramento
and the California State Capitol**



CALIFORNIA CHIROPRACTIC ASSOCIATION



**New! All-inclusive pricing for the day's events:
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Leg Con 2016 will be held at The Citizen Hotel in the top floor Pavilion. Leg Con will include the following programs and amenities, all of which will be located in the Pavilion:

- All Day Access to the Pavilion**
- Registration/Check In**
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Professional office space to share in N. California in highly desirable Nevada County (Gold Country) located within Grass Valley, CA. Start your own practice with zero down, no loans, no hassle. Terms negotiable, offering use of equipment and office space. Great opportunity to start your own practice, check out our office, equipment, technique, and doctor bio online at: www.drvtutak.com. Advanced Chiropractic Centers, Dr. Tutak at 530-615-4041.

Positions Available

We are seeking an energetic, self-motivated licensed Chiropractor to join our expanding team. The ideal candidate must be willing to work independently and participate as a member of a cohesive team. Must possess radiological permit, and must be proficient in diversified, drop, and flexion-distraction techniques. Please send your resume to: shamilton@backtohealthfamilycare.com

Palmer College of Chiropractic, San Jose, CA, is seeking a Director of Assessment. This position facilitates the development, execution, and reporting of all College-directed assessment initiatives. Doctor of Chiropractic degree is required; Master's degree in Education or related field preferred. For additional information about the position and application process please visit our website at www.palmer.edu and view our job openings.

Chiropractor - Independent Contractor. San Diego Sports Health & Fitness seeks a chiropractor in the San Diego/La Mesa area. A well-suited candidate must be sports-minded and self-motivated. Candidates should have an interest in working with athletes and individuals receiving fitness training; have a passion for health and wellness; and the ability to work in a team environment to obtain unified business results. If interested, please forward a resume with cover letter to: sdsportshf@gmail.com

University of Western States is currently recruiting for a full time tenure track faculty in Chiropractic Sciences. Complete position description and application instructions can be found on our website: <http://www.uws.edu/about-uws/employment-at-uws/>

Practice For Sale

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9am-6pm

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June 2 – 5, 2016 Paradise Point Resort & Spa, San Diego

2016 California Chiropractic Association Convention & Marketplace Registration Form

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)

- Doctor of Chiropractic (Full Registration)**
- QME/PI Only (Thursday, 6/2/16 9am-6pm)**
- Radiology (Sunday, 6/5/16 9am-6pm)**
- Student**
- Chiropractic Assistants**

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** Non-member rate includes SCCA membership.

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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
_____ # of tickets Total Amount Due: \$ _____

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

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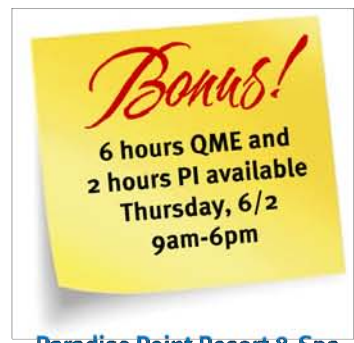
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CCA MEMBERS: Convention cancellations received in the CCA office up to 14 days prior to convention date will not be subject to a service charge. After the 14-day deadline, a \$50 cancellation fee will apply. "No shows" the day of the Convention automatically will be charged \$81.

NON-MEMBERS: Convention cancellations received in the CCA office up to 14 days prior to Convention 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. "No shows" or cancellations the day of the Convention are liable for the entire fee. All cancellations must be in writing. 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.

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

Reverse Digit Span: A Useful Assessment Tool for Patients With and Without Concussion

By Charles Masarsky, DC, FICC

Reverse digit span is an easily administered test of attention span. It is a component of the SCAT3 test, which is frequently used to assess concussion.¹ It has been part of the armamentarium of cognitive assessment for many years.² Case evidence suggests the reverse digit span test is a useful tool for assessing patients both with and without concussion symptoms, and tracking their improvement following chiropractic care.

How the Test Is Performed

The examiner speaks a series of digits, asking the patient to repeat them in reverse order. The digits are spoken in a monotone with equal spacing between each, not clumped together like a phone number. For example, the examiner says, “Eight, four, seven,” and the patient says, “Seven, four, eight.”

The examiner then speaks a series of four digits, then five, etc., increasing the number of digits spoken until the patient fails to repeat them in reverse order. The number of digits in the series prior to the patient’s error is their reverse digit span. For example, if they succeed with the above series, but fail with a series of four, their reverse digit span is 3. For an adult with average powers of attention, their reverse digit span should be 5 or greater.

Brief Case Summaries

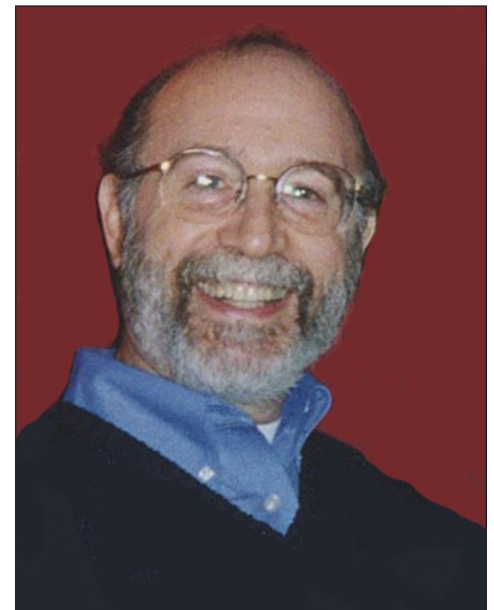
In the brief case summaries that follow, subluxations were identified by motion palpation and challenge. Applied kinesiology protocols were followed for

challenge, manual muscle testing, and all reflex procedures.³ Case #1 did not involve a concussion. Case #2 may have involved a mild concussion due to indirect transmission of mechanical trauma to the head. Case #3 illustrates probable post-concussion chronicity. Case #4 involved a definite concussion in the acute stage. These cases were selected to illustrate the usefulness of this simple test across a wide range of patient presentations.

Case #1: A 50-year-old male building contractor who attended care for periodic musculoskeletal problems complained of low back pain after playing golf. Subluxations of the right sacroiliac, L3, C7, C1, and left sternoclavicular joint were identified. Manual muscle testing indicated inhibition of the right piriformis and gluteus maximus muscles.

The patient apologized for arriving late to the appointment, explaining he had been distracted that day. Prior to the adjustment, the patient demonstrated a reverse digit span of 3. Following diversified adjustments for the subluxations and neurolymphatic stimulation for the muscle imbalances, the patient reported substantial relief. Post-adjustment, the patient demonstrated a reverse digit span of 6.

Case #2: A 59-year-old full-time homemaker presented for her initial visit with a complaint of neck and right shoulder pain. She stated that her grandson had “jumped on her neck” while she was bent over to pick something up six weeks prior to the visit. She had suffered multiple slip-and-fall injuries over the years, which she claimed caused



Dr. Charles S. Masarsky is a graduate of New York Chiropractic College. A Distinguished Fellow of the International Chiropractic Association, he enjoys serving as a postgraduate presenter. His online course on concussion and other topics is available through New York Chiropractic College, and his weekend seminar has been presented under the auspices of the University of Bridgeport College of Chiropractic. Dr. Masarsky can be contacted at: viennachiropractic@verizon.net

“no injuries.” She had been experiencing a great deal of distraction due to her care of a pair of elderly friends and her elderly parents. She also mentioned she had felt a “drop in concentration” over the previous six years.

Chiropractic examination revealed subluxation at the right SI, T9, T3, and C5. There was also an inhibition of muscle function when gazing to the left (known as “ocular lock” in applied kinesiology). Reverse digit span was 3. Diversified adjustments were administered for correction of subluxation, and reflex work was utilized for correction of ocular

lock. An additional adjustment was administered two days later. Two weeks after the second adjustment, a progress exam indicated improvement in symptoms and subluxation signs. When reverse digit span was retested, her score was 5. Her initial remark regarding the improvement was that her initial reading had been done in the evening, when she would have been a bit tired. The progress exam took place in the late morning. However, on reflection, she commented, "I do feel like I could focus better."

Case #3: A 41-year-old unemployed man presented with complaints of neck, arm, and low back pain. He is a veteran of U.S. Marine combat operations in Iraq, Kosovo and Somalia. He was directed to our office via the International Chiropractors Association program for returning war veterans (one year of free chiropractic care for returning war veterans).

Sixteen years prior to presentation, he experienced an injury to the coccyx during a parachute accident, with some residual coccydynia. Fifteen years prior to presentation, he was injured by a stun grenade during a training exercise. Although he was not diagnosed with concussion at the time, he experienced

visual distortion for several minutes following the injury.

Chiropractic examination including motion palpation and review of X-rays from a previous practitioner revealed cervical, thoracic and upper extremity subluxations. Manual muscle testing revealed inhibition of the left piriformis and right latissimus dorsi muscles. Reverse digit span was 4. The patient was seen five times over a period of two weeks. Subjective improvement in all presenting symptoms was noted. Reverse digit span was 6 on two-week retest.

Case #4: A 63-year-old executive was seen two days after tripping over an uneven sidewalk while distracted over his son's health problems. He struck the pavement with both arms and his head. Emergency medical X-rays revealed a fractured left radius and right triquetrum. At presentation for chiropractic care, he was experiencing neck pain, back pain and depression. A hematoma was noted inferior to the left orbit.

Slight nystagmus and discomfort were noted when he gazed in the left-inferior direction, accompanied by muscle testing results consistent with ocular lock. Reverse digit span was 3.

The patient was instructed to rest both physically and cognitively. Thoracic, glenohumeral, sternoclavicular and sphenoid adjustments were administered on the day of exam and six days later. Reflex work for ocular lock was administered. On progress examination 11 days after presentation, all symptoms were reduced. No nystagmus was noted on any direction of gaze, and no ocular lock was noted. Reverse digit span was 5.

Clinical Takeaway

I cover reverse digit span in both my online and weekend seminars, hoping attendees find it useful in practice for patients with and without concussion. This test also should be considered by chiropractic researchers interested in adding a low-cost outcome measure to their investigational toolbox.

References

1. SCAT3 Sport Concussion Assessment Tool - 3rd Edition. *Br J Sports Med*, 2013;47(5):259.
2. Kipps CM, Hodges JR. Cognitive assessment for clinicians. *J Neurol Neurosurg Psychiatry*, 2005;76(Suppl 1): i22-i30.
3. Walther DS. *Applied Kinesiology* (Synopsis). Pueblo, CO: Systems DC, 1988.

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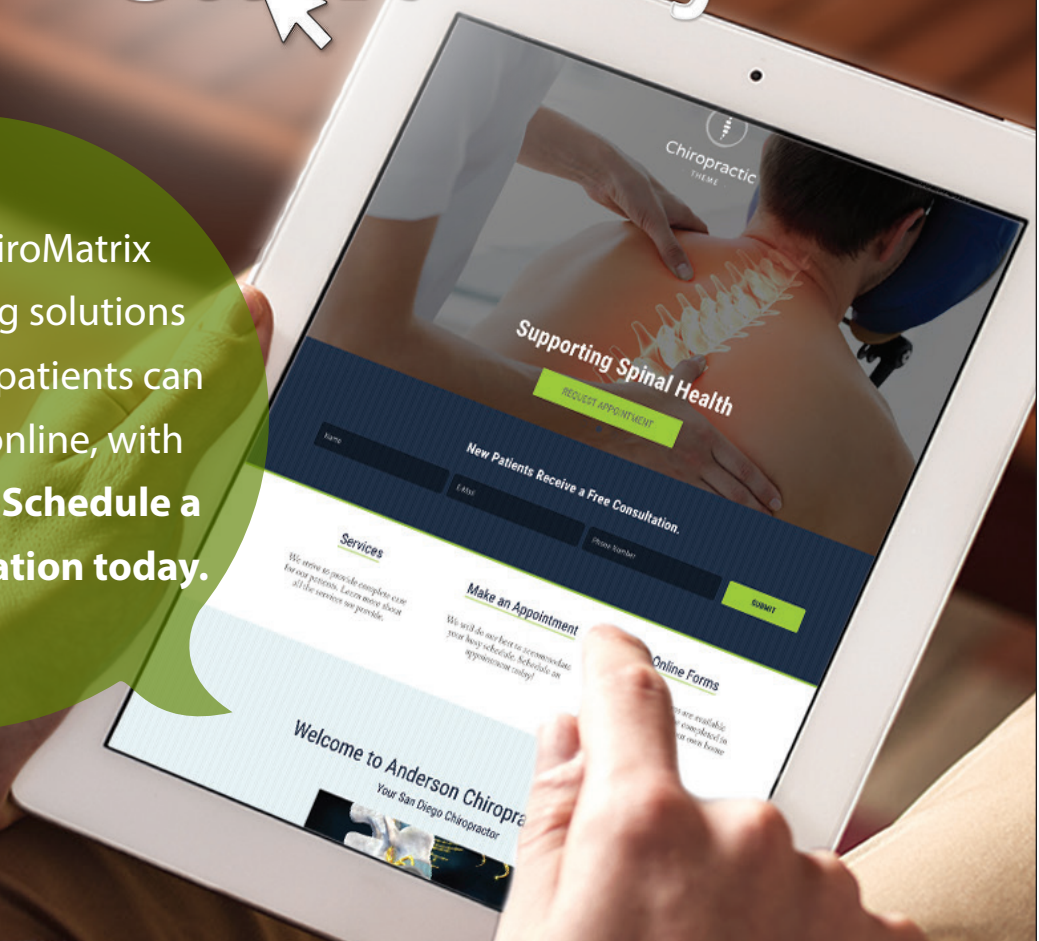


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Call for Doctors of Chiropractic to Participate in Chronic Pain Study

The RAND Corporation is conducting a study on the impact of evidence, outcomes, costs, and patient preferences on the choice of treatment for chronic low-back pain and chronic neck pain. This study is funded by the National Center for Complementary and Integrative Health (NCCIH), and its aims are:

- To understand better ways to assess appropriateness within complementary and alternative medicine (CAM), such as chiropractic care,
- To determine how the inclusion of patient perspectives and cost impacts measures of appropriateness, and
- To learn about patient preferences and experiences related to treating back pain and neck pain.

The study will be conducted in and around six regions: Dallas, Texas; San Diego, California; Minneapolis, Minnesota; White Plains and Yonkers, New York; Portland, Oregon; and Tampa, Florida. RAND Corporation is recruiting clinics for the national study starting now through the end of 2016.

Licensed chiropractors are eligible to apply if they are working in a standalone (community) practice, are in a solo or multi-provider practice, are part of a chiropractic-only or integrated practice, see a minimum of 25 patients per week, and have at least five years of experience post-training. Those who are ineligible include clinics based in chiropractic schools, hospitals, VA or DoD clinics, and clinics where more than half of the patients are on workers compensation or personal injury claims.

Accepted patients and clinics will be paid to participate. Participants will be asked to assist with recruiting patients to the study. Interested patients will answer a few questions and enter their contact information on an iPad. The research team will contact interested patients, screen them for eligibility, and guide them in completing the surveys during the three-month study period.

If you represent a chiropractic clinic in one of the study regions and want to inquire about the study or potentially participate, email the research staff at chirostudy@rand.org, or contact Ian D. Coulter, PhD, at coulter@rand.org



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The California Chiropractic Association (CCA) is excited to announce the **Be One, Get One (BOGO) Membership Campaign!** Recognizing the importance of building membership and growing our association, CCA is proud to offer a first-of-its-kind membership recruitment incentive program.

You both save \$20 a month – for life!

Here's the basics: If you're a full active dues paying member (as in \$79 per month or \$869 per year), you have the opportunity to recruit a full active non-member and both of you will receive a \$20 discount on your monthly dues. Yep! This means you'll both only pay \$59 per month. And we're not talking for a year, or two years, we're talking for life!



Obviously, there are some stipulations in order to keep this discount, such as staying current on your dues payments. You can read all the fine print at www.calchiro.org/bogo.

Building membership is critical in increasing our collective voice and having a strong influence for the chiropractic profession. And the best part is – you directly benefit from your recruitment efforts.

Be One, Get One. Get it? Got it? Good. Let's do it.



CALIFORNIA CHIROPRACTIC ASSOCIATION

Learn more at www.calchiro.org/bogo

CCA Wellness Retreat

Relax. Refresh. Rejuvenate.

April 8-10, 2016 • Seascape Beach Resort • Monterey Bay

Join CCA for a weekend away!

It's the perfect time of year to align your mind, body and spirit so we've called upon the profession's experts to host a unique experience where the focus is **You**. This inspiring, all-inclusive program of continuing education features a Friday evening beachside welcome reception, sunrise yoga, hosted meals and more. Join us!

Friday, April 8 8pm-10pm
Beachside Welcome Reception

Saturday, April 9 7:30am-5:30pm
Sunrise Yoga, Resetting your Work-Life Balance, Fitness to Improve and Support Health, Hosted Lunch and Dinner overlooking the stunning ocean views and sweeping coastline vistas.

Sunday, April 10 8am-12pm
Sunrise Yoga, hosted breakfast and guest speaker TBA
This course will be submitted for 10 hours of CE credit by the California BCE.



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www.seascaperesort.com

Mention CCA for special hotel rate of \$205/night, available until March 8 or block is filled

Take time for you and reserve your ocean view today!

DC Name _____
Address _____
City _____ State _____ Zip _____
Phone/Fax _____ Email (required) _____
CA/Guest name _____

Registration Fees

	MEMBER	NON-MEMBER
<input type="checkbox"/> Doctor of Chiropractic	\$349*/369	\$449*/469
<input type="checkbox"/> Student	\$249	\$299
<input type="checkbox"/> Chiropractic Assistant/Guest	\$249	\$299

Additional Tickets for Guests

	MEMBER	NON-MEMBER
<input type="checkbox"/> Beachside Welcome Reception	\$20	\$20
<input type="checkbox"/> Saturday Dinner	\$90	\$90

* Early bird rate before 3/25

Payment Information

Total Amount Due \$ _____ Check Payable to CCA Enclosed: # _____,
or VISA MC AMEX DISCOVER Credit Card # _____
Signature _____ Exp. Date _____

* Non-member rate includes SCCA membership.

All classes have been submitted to the California Board of Chiropractic Examiners for continuing education credit.

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FAX (916) 648-2738 or for questions please
CALL (916) 648-2727 ext. 141 or 120.

Note: Checks returned due to insufficient funds and/or stop payment are subject to a \$25 returned check fee. If you fax your registration, you **MUST** pay by credit card. Retain a copy of this form for your records. **All cancellations must be in writing.** A 25% cancellation service fee will apply. Classes are eligible for regular DC continuing education credit. Certification seminar fee applies. Cancellations: must be in writing. 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 72 hours prior to the seminar date are subject to a 45% service charge. Cancellations within 72 hours of the seminar, the day of the seminar or "no shows" are liable for the entire fee.

CCA Re-Licensing Seminars • Spring 2016

Right in Your Back Yard!

12 HOURS OF FREE CE!**

San Rafael

March 12-13, 2016

Saturday, March 12

Manual and Instrument Assisted Soft Tissue Mobilization (IASTM)

(6 hrs) 7:30am – 3:00pm

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.

Ethics**

(2 hrs) 3:30pm – 5:30pm

David Paris, DC

Dr. David Paris will present 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.

Sunday, March 13

Clinical Neurophysiology of the Vestibular System: Diagnosis & Management of the Dizzy Patient

(4 hrs) 8:00am – 12:00pm

Larry E. Masula, DC

All chiropractors have patients with postural and movement changes related to the cerebellum and vestibular system. This session will discuss the chiropractic adjustment with an emphasis on diagnostics, anatomy and physiology, related to brain based clinical syndromes.

Lake Tahoe

June 25-26, 2016

Saturday, June 25

QME Re-certification*

(6 hrs) 7:30am – 12:00pm & cont. 1:00pm – 3:00pm

Earn your needed 6 hours of QME – details to follow.
Speaker to be announced.

Blair Technique**

(4 hrs) 7:30am – 12:00pm

Elizabeth Hoefler, DC

Join Dr. Elizabeth Hoefler, 2015 recipient of the Blair Chiropractic Association Doctor of the Year award, for a well-rounded model that will enhance your upper cervical neurology and understanding of biomechanics in the cervical spine in relation to the rest of the spine.

Clinical Neurophysiology of the Vestibular System: Diagnosis & Management of the Dizzy Patient

(4 hrs) 1:00pm – 5:30pm

Larry E. Masula, DC

All chiropractors have patients with postural and movement changes related to the cerebellum and vestibular system. This session will discuss the chiropractic adjustment with an emphasis on diagnostics, anatomy and physiology, related to brain based clinical syndromes.

Sunday, June 26

Radiology

Imaging & Back Pain: Putting Together Puzzle Pieces

(5 hrs) 8:00am – 1:00pm

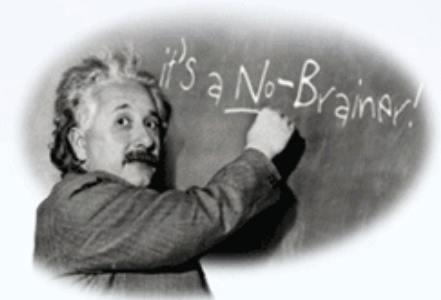
Robyn B. Mitchell, DC, DACBR

This five-hour course will present a review of advanced imaging and clinical assessment of cervical spine trauma and its indications. In addition, MRI basic interpretation principles as well as indications for contrast MRI will be discussed.

** Applicable towards CA BCE mandated CE hours for license renewals.

Class approved for QME CE credit approval, DWC provider #110

All seminars will be submitted to the California Board of Chiropractic Examiners for continuing education credit.



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June 2 – 5

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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)

San Rafael

March 12-13, 2016

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 415-479-8800 hotel direct
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 Special hotel rate of \$139/night
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Lake Tahoe

June 25-26, 2016

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www.squawcreek.com
 Special hotel rate of \$175/night
 until 6/2

Sign me up for: (check below)

MEMBER

NON-MEMBER

Early Bird / After

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

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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
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 hotel rates at each
 location**

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4 Easy Ways to Register

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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 _____



Dr. Joe Verna Speaks at SCU on Treatment and Prevention of Lower Back Pain

Every term SCU invites a variety of integrative health doctors and practitioners to speak at the university. It is a great opportunity for SCU students, staff and faculty to learn from a variety of experts on new approaches, techniques and research as well as earn CEU's.

Topics for our speaker series have ranged from spine pain, to effective communication for doctors to sports rehabilitation. In the past we've had the honor of hosting speakers including Dr. Andy Klein, Dr. Donald Murphy, Dr. Jeffery King and Dr. Greg Whitcomb.

Recently Dr. Joe Verna was invited to speak on Treatment and Prevention of Low Back Pain. Dr. Verna is a recognized expert in chiropractic spinal rehabilitation. He is also an internationally published author on numerous healthcare research topics and a speaker and instructor on Functional Capacity Evaluations, Work Conditioning and Spinal Rehabilitation. His presentation focused on evidence based approaches to prevent and treat lower back pain. He discussed how exercise therapies such as core strengthening, lumbar extensor strengthening and lumbar stabilization exercises were instrumental in helping patients decrease pain and increase overall function. It is always a great honor and privilege to have such distinguished health care professionals speak on our campus.

We are excited to host our next upcoming speakers, Dr. James Whedon and Dr. Michael J. Schneider, later this month. We welcome the chiropractic community to attend our speaker series. To find out about our upcoming speakers, be sure to check scucampusnews.com for updates.

SCU Health System Featured in OC Magazine

SCU Health System was recently featured in *Orange Coast Magazine's* Top Doctor Issue. It was an immense honor to be listed alongside some of Orange County's most distinguished doctors and clinics. According to Melissa Kimura, Chief Clinical Officer of SCU Health System, "*Orange Coast Magazine* is a

comprehensive lifestyle magazine that features the latest in OC living. Since SCU Health System combines millennia-old, natural, non-toxic therapies with cutting-edge advances in medical science, the latest in relationship-centered, integrative healthcare, the *Orange Coast Magazine's* Top Doctor Issue was the perfect venue to publicize our Healthcare Evolved mentality."

SCU Alumni Author Book on Integrative Pain Management

Oxford University Press, the world's largest publisher of academic books, recently published a book titled *Integrative Pain Management* in which three SCU alumni contributed to and helped author. The book will provide understanding of integrative medicine as it applies to pain management, the role of pain practitioners and the utilization of a patient centered treatment model.

Dr. Melissa Kimura, SCU's Chief Clinical Office and Director of SCU Health System and Dr. Robb Russell the Director of SCU Health System, Spine Care department both authored the chapter on *Integrative Spine Care: A Pathway for Optimizing Results*.



Another SCU alum contributor was Dr. Lucy Whyte Ferguson who is currently a faculty member in the department of Neurosurgery at the University of New Mexico and a consulting doctor at the Pain Center.

SCU is proud of the achievements of their alumni and their contribution to the world of Integrative Medicine.

Physician Seminar on Platelet Rich Plasma and Stem Cell

SCU Health System will soon be hosting a physician seminar on Joint Rejuvenation Therapy. Joint Rejuvenation Therapy has been a popular treatment option for professional athletes since the mid 1990's. It is a simple and safe outpatient procedure for relieving pain and improving joint mobility and is an effective option in treating conditions such as arthritis, rotator cuff tears, tennis and golfer's elbows, ligament, cartilage and tendon injuries.

The seminar will be open to all physicians who are interested in learning more about our new joint rejuvenation services and how Platelet Rich Plasma and Stem Cell Therapy is being used to naturally heal acute and chronic pain conditions. Please be sure to be on the lookout for more information and details.

California State Powerlifting Championship

SCU is excited to host the 2016's California State Powerlifting Championships on March 18th through the 20th. Powerlifting is an international sport, practiced in over 100 countries. It is the ultimate strength competition. Athletes compete in three specific disciplines each designed to measure different areas of strength. The California State

Powerlifting Championships is the biggest competitive powerlifting championship in the country. Around 350 athletes from all over the United States are expected to come to California to compete. This event will help lifters qualify for the USPA National Powerlifting Competition in Las Vegas. Our SCU Sports Medicine Team will be providing injury coverage, emergency care and evaluating athlete's chronic injuries. It will be an amazing opportunity for our SCU's Sports Medicine interns to be exposed to national and international athletes and SCU is excited to be able to support this event.

SCU's First Annual Fitness Expo

SCU Health System hosted its first Health and Fitness Expo in collaboration with the City of La Habra. SCU has partnered with City of La Habra in their Move More Eat Healthy campaign to help encourage residents in the local communities to live healthier, more active lives. The Fitness Expo was a great opportunity for SCU to welcome the local community onto campus alongside



various vendors to educate people on health and fitness options available directly in their neighborhood. Attendees were able to learn about sports injury prevention, nutrition as well as participate in medical and fitness screenings, boot camp classes, yoga and Zumba demonstrations. It was great honor to work with the community on a mission and purpose that is rooted firmly in what SCU Health System believes. We are excited to continue collaborating with City of La Habra on improving the lives in our local communities.

SCU Faculty Attend Dr. Thomas Clark's Musculoskeletal Ultrasound Training Course

Dr. Hector RiveraMelo and Dr. Matthew Eurich had the opportunity to attend Dr. Thomas Clark's Musculoskeletal Ultrasound Training course earlier this year. Dr. Thomas Clark is an internationally-recognized musculoskeletal ultrasound practitioner and an anatomy expert with over 30 years' experience in the medical industry. As SCU Health System prepares to begin offering Musculoskeletal ultrasound services, and guided injections for joint rejuvenation, the course was an amazing opportunity for both Dr. RiveraMelo and Eurich to gain invaluable additional hands on experience and knowledge from one of the best doctors in the industry. Dr. RiveraMelo is currently working on becoming registered in Musculoskeletal Sonography (RMSK certified). The course will help aid him in his efforts. Dr. RiveraMelo expressed that he is excited about incorporating some of the components he gained into the classes he teaches at SCU to help further enhance student learning. SCU is excited for the unveiling of musculoskeletal ultrasound and to see our students learn from the knowledge that Dr. RiveraMelo and Dr. Eurich gained at the training course.



CCA Members Receive Registration Discount for San Jose Campus Homecoming 2016: April 29-May 1

Palmer College of Chiropractic's San Jose campus will host its Homecoming 2016 event the weekend of April 29-May 1. CCA members who register by April 15 can attend the San Jose campus Homecoming at the reduced rate of \$199 (\$225 regular rate). San Jose Campus Homecoming registration includes admission to all seminar sessions, the exhibit area (featuring chiropractic vendors), registration packet, plus continental breakfast and lunch on Saturday. The San Jose Campus Homecoming 2016 program also features the Saturday Evening Gala dinner/dance at the Santa Clara Marriott Hotel (\$50 to attend).

This year's program features more than a dozen speakers addressing a wide variety of topics (from chiropractic care for the pediatric patient to the competi-

tive athlete as well as delivery of care in corporate-based clinic-settings and the VA/DoD health care system).

The multi-track format enables doctors to earn up to 20 hours of relicensure credit in one weekend, and also provides the opportunity for QME and X-Ray renewal credits. To see the full program, visit the [San Jose campus Homecoming 2016 downloadable schedule](#).

You can [register online](#) for the San Jose campus Homecoming 2016 program, or by [downloading one of the registration forms](#).

For additional information, visit [San Jose campus Homecoming 2016](#), or call the Palmer College Continuing Education and Events department at (800) 452-5032.

Palmer Alumna Reflects on Rookie Season as First Female NFL Chiropractor

Karen Slota, D.C. (Davenport, '99) was honored, but hesitant, when the Detroit Lions pro-football team inquired about her interest and availability to provide chiropractic care for players at their 2015 spring-training camp. Already busy managing her Michigan-based multi-office practice five days a week, Dr. Slota's initial instinct was to decline the offer.

She reconsidered, and adjusted her

work schedule to accommodate adjusting the Lions' players by making twice-a-week, hour-long round-trips to the team's training facility in Allen Park. When the camp concluded, the Lions' head trainer informed Dr. Slota that the players had submitted a list of four requests they wanted the organization to approve heading into the regular season – and keeping Dr. Slota as the team's official chiropractor was one of them.

"That was very special," said Dr. Slota, reflecting on the "vote of confidence" she received from the Lions' players,

which led to her selection as the team's full-time chiropractor – an historic appointment, making Dr. Slota the first woman to earn such an honor with a National Football League team.

Each of the 32 NFL teams has at least one chiropractor on the multidisciplinary staff of health care professionals involved with the season-long care of the players. Nearly one-third of the doctors in the Professional Football Chiropractic Society (PFCS), established in 2001, are Palmer College graduates – including Dr. Slota, the newest addition to the PFCS team, and the latest example of the NFL's integrative approach to player care.

In her role as team chiropractor, Dr. Slota works closely with the Lions' two physical therapists and head-trainer regarding player-treatment matters. However, Lions' players had the freedom to independently seek Dr. Slota's care. Her already-busy practice schedule quickly expanded to include two mornings a week at the Lions' training facility, two to three nights a week of player-care at her office (after a full day of treating



Karen Slota, D.C., the first woman to earn a full-time appointment as chiropractor for an NFL team (Detroit Lions) with Kyle Prusso, D.C., Director of Clinics at Palmer College's San Jose campus, who is team chiropractor for the Oakland Raiders, and serves as president of the Professional Football Chiropractic Society.

other patients), plus three hours in the locker-room before kickoff on game-days – home and away.

“The NFL recognizes that chiropractic care can help improve player performance and reduce the risk of injuries, such as spinal trauma, through improvements in range of motion, flexibility, muscle strength, and other key factors,” noted Dr. Slota in a recent PFCS profile.

Regarding Dr. Slota’s appointment as the Lions’ chiropractor, Kyle Prusso, D.C. (PFCS president, team chiropractor for the Oakland Raiders, and director of clinics at Palmer’s San Jose campus) commented, “We have always been confident that an NFL team would pave the way and welcome a female Doctor of Chiropractic. It really is historic. Dr. Slota is well-prepared and highly-skilled. Her appointment to team chiropractor for the Lions is a great accomplishment, and a triumph for our profession. The PFCS is proud to welcome Dr. Slota into our organization, and we look forward to working with her.”

Palmer Participates in Stanford Study on Concussions

Palmer’s San Jose campus is among the participants in a study by the Stanford University Concussion and Brain Performance Center designed to understand brain performance following head trauma among active athletes (aged 18 to 30 years old) who participate in organized sports. Kyle Prusso, D.C., director of Clinics at Palmer’s San Jose campus said, “We are pleased to participate in the study conducted by the Stanford Concussion and Brain Performance Center. We are especially grateful that the (Center) representatives have been so gracious in coming to our campus to share their research with our student body. I hope that this involvement will lead to other opportunities to collaborate with such a prestigious university.”

Rita Hitching, Concussion and Brain Performance Center clinical research manager, visited the San Jose campus February 17, during which she delivered a presentation on the study, and provided an overview of eligibility criteria for student-compensated participation in the baseline study, and the follow-up cognitive testing (eye-tracking, reaction times, attention, etc.) the Center provides in its mobile-unit in the event of any of the study subjects were to suffer a concussion in their sport.

“Dr. (Kyle) Prusso, the staff and student community at Palmer College have been outstanding in their contribution to our research,” noted Ms. Hitching. “The College was one of the first to partner with Stanford, and it speaks to the vision and mission of Dr. Prusso in terms of staying informed about the latest research-based evidence treatments available. My presentation at Palmer elicited some very thoughtful questions and discussions, and a large number of volunteers for our study.”

“Sports chiropractic is a focus for many on our campus — as such, concussion is an important topic that we cover in significant detail in our program, and a topic that continues to develop as we learn more about brain function and the brain’s response to injury,” said Edward Feinberg, D.C., DACBSP, San Jose campus professor and Sports Council faculty advisor.

“Being part of the Stanford Eye-Trac Concussion study helps our students recognize the importance of concussion in their athlete-patients. It was very gratifying to watch our students ask intelligent and pertinent questions during the Stanford presentation — it shows me that our students are right on the cusp of our understanding of this complex subject.”

Palmer Is Going Solar

Palmer’s San Jose campus is making a major “adjustment” in its primary source of energy by installing rooftop solar-panels. Making the conversion to solar will enable the San Jose campus to operate at optimal efficiency while reducing dependency on standard electricity through the utilization of clean, renewable energy resources that are constantly and sustainably replenished.

SilRay, Inc., an award-winning leader in the field of solar technology, initiated the installation process in January (with assistance from the San Jose campus landlord), and the conversion to solar as the campus’ primary source of power is scheduled to begin by late March or early April.

According to Bill Meeker, D.C., M.P.H., Palmer’s San Jose campus president, the conversion to solar-power benefits the campus community (and environment) in a number of ways.

“By converting to solar, it reduces our campus dependency on the local grid as our sole source of power,” said Dr. Meeker. “This will enable our facility to operate more efficiently, while also reducing our operating costs, and reducing our ‘carbon footprint.’ And with our campus based in one of the sunniest states in the country, it just makes sense to follow the growing number of many other California companies that are also ‘going green’ by going solar.”





LIFE CHIROPRACTIC COLLEGE WEST

Life West Celebrates Renovation of the Monte H. Greenawalt Health Center

Renovation of Life Chiropractic College West's Monte H. Greenawalt Health Center, which began in October 2015, has been completed. The multi-million dollar renovation is a major contribution to the community by providing an affordable and state-of-the-art chiropractic health and wellness center for the area. The health center facility gives interns, alongside their clinical faculty doctor, a modern practice experience using the latest in technology which allows patients ease in booking appointments, soothing and professional space to receive services and allows interns to learn all the advancements they could use in their own practice post-graduation.

"After a two year planning and building process, Life West's Monte H. Greenawalt Health Center has risen to become a newly remodeled full service chiropractic outpatient health care facility. The improvements will add new technology, a better patient flow, and the potential of serving a larger number of patients in the Hayward and surrounding area communities," said Dr. Timothy J. Gay, Executive Vice President of the Health Center.

This renovation will provide a higher quality training center, which will educate students with a significantly more hands-on practice setting before they enter their outpatient internship. Renovations created a world class chiropractic training facility in a new, real-world learning environment. This includes a

modern style front reception area to welcome patients, computerized patient intake areas that help deliver the highest level of customer service, and state of the art technology aiding in the enhancement of patient care through automated health updates.

"We look forward to seeing you at the grand re-opening event coming up on April 13th. We encourage you to experience the changes and be involved with the future of natural health care," Dr. Gay added.

Life West's Chiropractic Museum Taking Shape

As a product of Life West's President Dr. Brian Kelly's vision that graduates should have a full understanding of the history and philosophy of the chi-

ropractic profession, The Chiropractic Museum at Life West is taking shape. A dedicated area will display artifacts that tell the lively story of chiropractic's history and heritage.

The museum features a replica of Daniel David Palmer's (aka D.D. Palmer) office which was located in downtown Davenport, Iowa. The replica includes two antique walnut bookcases, a table from the early 1800s, a 100-year-old cloth anatomy chart, Civil War crutches and canes, a 1900 Underwood typewriter, a 1905 Western Electric candlestick telephone, and a 100-year-old human skeleton. A flower-patterned Milliken carpet, similar to one seen in a photograph of Dr. Palmer's office, adorns the floor. The office contains a 1922 A.M. Friese oak full-spine adjusting table and books, pamphlets and pictures from the early years of chiropractic.

Additionally, wall space is under design for the main museum area that will provide an area for various historically themed displays in various categories, including building replica chiropractic offices from each of the decades. It will



also have a complete collection of all books written on the subject of chiropractic which have begun to be donated and added to the collection. Life West is excited to display the donation of the library of the founder of Pacific States Chiropractic College, George E. Anderson, D.C. and the D.D. Palmer replica office is the location of three celebrity photographs, autographed to B.J. Palmer, that were donated by Matt Freedman, D.C. of Eugene, Oregon. A future display will include chiropractic instrumentation including a graphing instrument donated by Irene Adamczuk, D.C. of Rochester New York.

If you have a book, pamphlet, picture or other item of historical value that you would like to see preserved for the good of the profession, please email or call for donation instructions or information to: Dr. George Casey, Museum Curator
gcasey@lifewest.edu
+1 (510)780-4500, ext. 4440

Dr. Ron Oberstein Named Chair of Board of Regents

The Board of Regents recently elected Dr. Ron Oberstein to a two-year term as the board's Chair. Dr. Oberstein has been a member of the college's Board of Regents since 1991 and served as the Chair of the Enrollment Committee for the past five years.

Dr. Oberstein graduated from Life Chiropractic College (now Life University) in 1981 and since has had private practices in both Boston and San Diego. He has provided care for elite athletes, celebrities, and heads of state.

Dr. Oberstein lectures at venues worldwide on the scientific validation of chiropractic and the safety and effectiveness of the chiropractic adjustment along with the vitalistic force that resides within the body. He and his wife of 27 years, Dr. Mary Oberstein, started



Hands for Life, a non-profit organization delivering chiropractic care globally to children and adults in need with a focus in Tijuana, Mexico. He is the Past Vice President of the International Chiropractors Association and provides support to other non-profit organizations within the chiropractic profession.

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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.



JOIN THE EVOLUTION

CCA E-Z Membership Application

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E-Mail Address _____ Birthdate _____

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Check a Membership Dues Category:

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

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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.

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, 2017
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

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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!**

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