

CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

Volume 41 | Issue 4 | July - August 2016

Sports & Rehab SYMPOSIUM

August 19-21, 2016

Disney's Grand Californian Hotel® & Spa



CALIFORNIA
CHIROPRACTIC
ASSOCIATION

2016 all-star roster of industry experts!

CCA presents a team of the most recognized and highly revered chiropractic sports injury experts to educate, train and enlighten doctors of chiropractic. Whether you want to expand your knowledge of or take your first shot at this clinical area, the symposium is for you. Network with colleagues and shop for the latest chiropractic supplies and services geared towards sports and rehab. [Click here](#) for more information.

In this issue:

President's Message

2016 CCA Convention & Marketplace Photos

CCA Seminars and Events Calendar

Olympic Doctors

**News From California Chiropractic Colleges
and Much More**

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

In my 35-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.

#2 **You Should Be the One to Determine Your Own Destiny**

A true consent to settle policy provision is vital. Some policies claim to have consent, but also have arbitration clauses. If there is an arbitration clause, you have no right to consent. You must arbitrate. It is very important to understand your policy and not be surprised by clauses you don't understand.

Some companies say, "We've never lost a case," but they don't try cases. You will have to go to mandatory binding arbitration. That means you don't get your day in court to clear your name. You also lose the opportunity for an appeal.

A decision to settle a claim of professional negligence will follow you for years. It is imperative for you to be the one to control the decision whether to go to a jury verdict or settle before trial. **At NCMIC, you hold the key to whether a case is settled or goes to court.**

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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President's Message

Dr. Hewitt's President's Message

[3](#)

Features

Governmental Affairs Update

[5](#)

Chiropractors in the 2016 Olympics

[6 - 7](#)

Use of Chiropractic by VA Rising Steeply

[14](#)

CCA Annual Convention & Marketplace Photos

[15 - 23](#)

Right in Your Back Yard Re -Licensing Seminar and Board of Directors Meeting in Tahoe

[24 - 25](#)

News From California Chiropractic Colleges

[26 - 29](#)

Seminars, Events and Activities

Healthy USA 2020

[4](#)

CCA Seminar and Events Calendar

[8](#)

CCA Sports & Rehab Symposium

[9](#)

Distance Learning CE Seminars

[10](#)

Classified Ads

[12](#)

BOGO Application

[13](#)

CCA E-Z Membership Application

[30 - 31](#)

Advertisers

NCMIC Chiropractic Solutions

[A-1](#)

Warren G. Bender Co.

[10](#)

Chiro Secure

[11](#)

Carlson & Jayakumar, Attorneys at Law

[19](#)

CCA Journal Advertising Rates

[32](#)

This table of contents is linked for your convenience. Just click on the page you want.

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A Message from your New CCA President



Leslie Hewitt, DC
CCA President

I invite you to a transformational journey as we redesign the California Chiropractic Association to **align** with the new paradigm and demographics of the marketplace - inclusive of women, men, the wisdom of our elders, mentoring millennials, raising under-utilized leadership, and caring for our chiropractic families.

We are at the culmination of all our hard work achieved together as an association. There is unmistakable evidence that our time is now as a profession to position ourselves for scalability. Let's raise our **advocacy, education, community, resources and membership value** in a way that demonstrates what is possible.

My **#1 Goal** in my first months as your CCA President, is to re-brand, re-language, and re-position ourselves to be more inclusive of all the diversity among us. It is time we raised our **media and marketing efforts** to inform our legislators and the public, so they truly understand who we are. CCA is an umbrella organization that protects your right to practice chiropractic. Be sure you spread the word about the new image of CCA.

As a member of CCA, you are an **advocate** involved to protect your practice rights and the rights of your patients who choose chiropractic care for their well-being. Please know that your membership participation is a valuable **voice** at the State Capitol and has enormous influence for OUR chiropractic profession.

CCA has amazing **co-leadership** in place with focused and collaborative energy to make a significant difference. Contact me personally at DrLeslieHewitt@comcast.net with ideas and solutions, and let's get you on a task force so you are personally involved. Be sure to put CCA in the subject line so I can get back to you within the day.

I am excited to connect and collaborate with **YOU**. Let's co-lead with the highest purpose to influence and impact California. CCA is your association and you are a valued **family** member. I invite you to **co-arise** by stepping up in leadership, mentoring our young Doctors of Chiropractic, and utilizing all your CCA membership benefits.

We can do this together!

Dr. Leslie Hewitt, D.C.
President - California Chiropractic Association

Dr. Hewitt Brings the Chiropractic Message to the Nation



KFB Public Affairs — CCA's public relations firm — secured a radio interview for CCA last month on 105.1 KNIC (New Country) Sacramento, with on air talent, Julie Ryan. CCA President Dr. Leslie Hewitt was interviewed and articulately espoused upon CCA, the benefits of chiropractic, the education and training of doctors of chiropractic, and everything in-between. It was a very "conversational" interview that should resonate with listeners.

Cris Forsyth, CCA Chief Operating Officer and Governmental Affairs Director, also chimed in to talk about what the CCA Governmental Affairs team engages in and the "prejudice of ignorance" we are working to overcome and how the opioid epidemic illustrates the dire need to include chiropractic as a solution.

[Click here](#) to visit the web page where you can hear part of the interview.

CCA is excited to introduce to you
the **first ever social media movement** for
chiropractors in all 50 states presented by
the Congress of Chiropractic State Associations

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Presented by Congress of Chiropractic State Associations

Sports, Government, Politics, & Chiropractors

By Cris Forsyth
Governmental Affairs Director

Our nation is undergoing a political maelstrom as we struggle to understand and address such complex and volatile issues as law enforcement shootings, murdering of police officers, United Kingdom leaving the European Union, and a presidential election so unique it's difficult to summarize succinctly.

As athletes begin to engage in the political arena using a variety of methods to express their opinions, or entire college football teams threatening to refuse to play, we are all never far from politics. Sports talk on the radio and television, long a bastion of escapism, has been forced to engage in serious political issues.

In America, there is no escaping politics. Alexis de Tocqueville, famed French historian and author of *Democracy in America*, thought this paradigm made America great. It wasn't that America accomplished more through politics, or did so efficiently. It was that we possess the unique capacity to accomplish great things. Naturally, he provided a cautionary caveat, "The health of a democratic society may be measured by the quality of functions performed by private citizens."

Herein lies the true challenge for chiropractic in California. From a practical standpoint, we cannot avoid being impacted by politics and government. It is everywhere, at all levels of our lives. And if de Tocqueville is correct, that only the quality of what private citizens do will protect the health of a democratic society, it's not a stretch of logic to see that only what chiropractors do

as private citizens will protect and enhance the health of chiropractic.

Coming out of chiropractic college and realizing the challenges of making a living by providing your services is daunting. Starting a practice is daunting. Maintaining and growing a practice is daunting. Starting, maintaining, growing a family is complicated and challenging. In the midst of all this living of our lives, doctors of chiropractic are faced with the necessity of personally protecting and enhancing the health of their profession. It can't be protected and enhanced without their personal involvement. Because in a democracy, numbers equate to power. And power is not distributed equitably.

form used to great success by such august institutions as Stanford, Notre Dame, the Air Force Academy and others. Its greatest asset is its ability to easily give access to our individual network of family, friends, and patients to garner small, or large donations. To give context of the impact this will have on chiropractic in California consider, if 1,000 chiropractors raise \$1,000, that is 50 people donating \$20, or 100 donating \$10, it equates to \$1 million dollars raised.

We have 13,247 licensed chiropractors



CCA is going to make it far easier for individual chiropractors to amass in numbers that will ultimately translate into political equality. Regardless of our personal disparagement of political action committees, they are the single greatest doorway to political equality. It is a reality we cannot afford to shun.

As California's chiropractic's statewide professional association, CCA understands these paradigms. In addition to the aggressive use of our bankroll of PAC funds this election year, CCA is going to make it far easier for individual chiropractors to amass in numbers that will ultimately translate into political equality. Regardless of our personal disparagement of political action committees, they are the single greatest doorway to political equality. It is a reality we cannot afford to shun.

Over the next few months, CCA will be rolling out an on-line fundraising plat-

in California. Roughly 2,500 are members of CCA.

At the end of the day it always comes down to math. Do we have enough votes on the legislative committees to pass or kill a bill? Do we have enough PAC money to impact the outcome of an election? Do we have enough chiropractors in California willing to act as private citizens to protect and enhance their profession?

One thing is for certain, CCA is going to make it very, very easy for them to make a difference.

Chiropractors in the 2016 Olympics

With the 2016 Olympic Games upon us, we are happy to report that doctors of chiropractic play an ever growing role in the success of Team USA, including Bill Moreau, DC, managing director of Sports Medicine and Chief Medical Officer for the Rio Olympics. Here are a few stories of DCs who support the performance of athletes. Many other DCs play similar roles with athletes and athletic teams. Attend the [CCA Sports & Rehab Symposium](#) to learn how you can get involved or further hone your skill and expertise.

Dr. Dustin Glass Team Chiropractor, USA Volleyball



Even if he doesn't accompany the USA Volleyball teams to the 2016 Summer Olympics in Rio de Janeiro, Dustin Glass, D.C., CCSP®, who has served as the official chiropractor for the men's and women's teams for the past six years, says he'll be there with them in "spirit."

Dr. Glass, a 2003 graduate of Palmer College's San Jose campus who maintains his primary practice, Sports Injury and Performance Care in Lake Forest, Calif., says he'll also feel a sense of "Palmer pride" for playing a hand in helping these skilled athletes achieve their Olympics dreams.

During the season (May to October), Dr. Glass visits the USA Volleyball training facility in Anaheim once or twice each week, where he meets with the head athletic-trainer for player evaluations, and to determine the appropriate treatment protocol for each athlete.

"Whether I go to Rio or not, just knowing that I'm helping these athletes accomplish something they've dreamt about means a lot," says Dr. Glass, who in addition to his role with USA Volleyball, also serves as chiropractic consultant for the Anaheim Ducks of the National Hockey League, and team chiropractor for the LA KISS of the Arena Football League (AFL).

Dr. Glass was among the Palmer alumni honored at the San Jose Campus Sports Council's 20-year anniversary reception in 2014 – and he credits his Palmer education for helping him achieve his sports-chiropractic goals.

"Palmer was the catalyst that allowed me to learn what it meant to be a 'sports chiropractor,'" says Dr. Glass, who also served as team chiropractor for Los Angeles' inaugural AFL team, the Avengers.

Kevin Rindal, D.C. USA Swimming Chiropractor

Athletes who compete in the Olympics represent the best in their respective sports, and have invested hours of training and practice to reach the world's biggest sports stage.

The same can be said of the skilled sports-care specialists who help these elite athletes achieve their peak performance — including Palmer Davenport 2006 alumnus Kevin Rindal, D.C., CCSP®, who was selected by USA Swimming to serve as team chiropractor at the 2016 Summer Olympics in Brazil.



In addition to Dr. Rindal, the USA Swimming multidisciplinary sports-care staff responsible for tending to the 40-member team (including five-time Olympian Michael Phelps) will include five medical practitioners, a medical doctor, two massage therapists and an athletic trainer.

Members were selected based on the recommendations from coaches and athletes who have traveled with the USA Swimming team for many years, along with their respective levels of sports-care experience.

"The great part about the USA Swimming medical staff is that we each bring different skills to the table, which helps the athletes perform at their highest level," said Dr. Rindal, founder of InHealth Sports Injury and Performance in Seattle (established

in 2011), where the practice team includes his brother, Curt Rindal, D.C., 2012 graduate of Palmer's San Jose campus.

Dr. Rindal's first Olympic-related assignment came at the recent 2016 USA Olympic Swimming Trials in Omaha, Neb. "Many say that the Olympic Trials is actually a tougher event than the Olympic Games, as each event at the Trials includes three or four of the top 10 swimmers in the world, competing for just two slots on the U.S. Olympic Team," said Dr. Rindal, whose pursuit of his Olympic dream began in 2009, when USA Swimming invited him to travel and treat the team at the USA Swimming Short Course National Championships.

"The difference separating first and fourth place can be a hundredth of a second. It's all about adjusting the small things, so that these athletes can perform to their full potential."

In 2011, Dr. Rindal completed the requirements to earn his Chiropractic Sports Practitioner certification (CCSP®), which qualified him to satisfy another USA Swimming sports-care requirement by serving a volunteer rotation at the Olympic Training

Center (OTC) in Colorado Springs.

"It is important to understand the dynamics of working with both the National Governing Body for a sport and the U.S. Olympic Committee, and how all of these health-care providers work together to provide coordinated care to the athletes; so all the steps that lead to these opportunities prepared me for positions with a greater level of responsibility," said Dr. Rindal, whose experience of providing care at international USA Swimming events includes the FINA World Championships, the Pan Pacific Games, and the Pan American Games. Dr. Rindal ranks his Olympic appointment as "the greatest honor I have had professionally."

"I look forward to representing the USA, and caring for these athletes who have earned a spot on the Olympic team after dedicating so much time and effort to grow and develop as athletes during the past five to six years that I've been able to travel with the team," said Dr. Rindal, one of six chiropractors in his family (including his father, uncle, cousin and two brothers).

Providing Gold-Medal Care for Olympic Athletes

The managing director of Sports Medicine, and Chief Medical Officer for the Rio Olympics, is a doctor of chiropractic — Bill Moreau, D.C. Frankly, having a chiropractor serve in a position of that level of responsibility and prestige would have been unthinkable not that long ago, and is a testament to all the hard work and dedication of people in the field working to get the message of chiropractic care out to the general public — like CCA President Dr. Leslie Hewitt accomplished with her radio interview (see story page 3).

Dr. Moreau oversees all USOC sports-medicine clinics, Olympic and Paralympic Games planning and staffing, and the USOC National Medical Network. He'll also be the first doctor of chiropractic to serve as a chief medical officer for an Olympic team at the upcoming Olympic Games in Rio de Janeiro, Brazil. Olympic and Paralympic athletes recognize the benefits of chiropractic and have been requesting for years that chiropractors be part of the health-care team during and between the Olympic and Paralympic Games.

He leads the squad of interdisciplinary health-care professionals who provide care to Team USA athletes through more than 25,000 Olympic and Paralympic clinical interactions each year. Team USA uses chiropractic care for many reasons, Dr. Moreau says. "Sometimes the care is for the daily ache and grind of the professional athlete, for sport performance outcomes or to treat injuries. Both summer and winter Olympic and Paralympic athletes have common injuries, as well as sport-specific injuries. You need to fully understand the demands of sport in order to best help the athletes."

Chiropractic care helps drive high-performance outcomes, Dr. Moreau adds, "by helping the athlete to reload and get ready for the next day of practice or competition grind. If we can help them recover and physically perform the next day, the target is for the athlete to reach the pinnacle of their potential at the Olympic or Paralympic Games." Access to conservative care such as chiropractic is important to the athletes. "The athletes vote with their feet by choosing those providers who can help them the best," he says. "The conservative health-care providers are in high demand."



CCA Seminars and Events Calendar

July

July 20 – Duarte

**CCA-San Gabriel Valley District Presents
Clinical & Practice Benefits of Integrating Whole Food
Nutrition in a Chiropractic Practice**

Approved for 2 gen. CE hrs: CA-A-16-03-12000

Speaker: Greg L. Anderson, DC

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

July 26 – Sunnyvale

**CCA-Santa Clara County District Presents
Vertebral Subluxation Complex with Visceral
Concomitant–Applied Chiropractic Techniques**

Approved for 2 mandated CE hrs: CA-A-16-06-12259

Speaker: Ed Cremata, DC

Tarragon Restaurant, 140 S. Murphy, Sunnyvale

To register, contact Dr. Grace Lau at (408) 363-1991

July 27 – Santa Rosa

**CCA-North Bay District Presents How to
Manage the Psychological & Clinical Aspects of Patient Care**

Approved for 2 gen. CE hrs: CA-A-16-02-11858

Speaker: James Naccarato, DC, PhD

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

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

August

August 2 – Rancho Cucamonga

**CCA-San Bernardino County District Presents
2016 Chiropractic Diagnosis & CPT Coding**

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

Speaker: Sam Collins

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

August 9 - Sacramento

**CCA-Sacramento Valley District Presents
2016 Chiropractic Diagnosis & CPT Coding**

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

Speaker: Sam Collins

Courtyard Marriott, 1782 Tribute Road, Sacramento

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

August 10 – Los Angeles

**CCA-Los Angeles Metro District Presents
Ethical Considerations in Personal Injury**

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

Speaker: Shawn Steel, Esq.

Marmalade Café – Farmers Market, 6333 W. 3rd St, Los Angeles

To register, contact Dr Dan Rudé at (310) 280-0600

August 19-21 – Anaheim – Save the Date!

CCA Sports & Rehab Symposium

Multiple Speakers. Will be submitted for CE hours.

Disney's Grand Californian Hotel® & Spa

1600 S. Disneyland Dr, Anaheim

Registration fees will apply

September

September 3-4 – Rancho Santa Margarita

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: Ethan Kreiswirth, ATC

AMP Sports Med, 23252 Arroyo Vista, Rancho Santa Margarita

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

213-9550

September 9-11 – Monterey Bay

CCA Wellness Retreat

Will be submitted for CE hours.

Seascape Beach Resort, 1 Seascape Resort Dr, Aptos

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

Registration fees will apply

September 24 – Corona

CCA & Rocktape Present FMT Blades

Submitted for 8 gen. CE hrs.

Speaker: Ethan Kreiswirth, ATC

Sports Specific Rehab, 1026 Railroad St, Corona

To register, contact Rocktape at www.rocktape.com

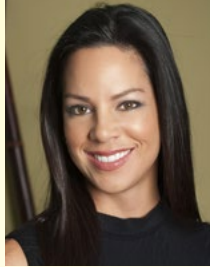
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Eric Blum, DC
LA Dodgers Team
Chiropractor



Mindy Mar, DC
San Diego Charger Girls
Chiropractor



Kyle Prusso, DC
Oakland Raiders Team
Chiropractor

and proven rehab techniques. Through a series of clinical case studies, panel discussions, hands on workshops and featured lectures, the symposium addresses best practices and emerging trends in the diagnosis, treatment, prevention and management of sport injuries.

- Mix work and play with 2 1/2 days of symposium and break time for you to enjoy the "Happiest Place on Earth" with your family and friends. Only available to registered attendees and their families: greatly discounted "Twilight" Disneyland® Park tickets are available for purchase.
- Network with colleagues and shop for the latest chiropractic supplies and services geared towards sports injuries.
- Join us for a welcome reception Friday night!

CCA Presents a team of the most recognized and highly revered chiropractic sports injury experts to educate, train and enlighten doctors of chiropractic. The latest research and case studies highlight the effectiveness of specific strategies and challenges doctors face in diagnosing, managing and preventing sports-related injuries. This Symposium focuses on chiropractic and sports including nutrition and hydration plus concussion protocols



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CA/Guest name _____

Registration Fees

	MEMBER	NON-MEMBER
<input type="checkbox"/> Doctor of Chiropractic/Athletic Trainer	\$289*/\$339	\$489*/\$539
<input type="checkbox"/> Student	\$145	\$195**
<input type="checkbox"/> Chiropractic Assistant/Guest	\$145	\$195
<input type="checkbox"/> Chiro 2k Fun Run	\$25	\$45

***Early bird rate before 8/5**

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

MAIL Registration to:

CCA, 1451 River Park Drive, Suite 230,
Sacramento, CA 95815

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

Cancellations received in the CCA office up to 14 days prior to Symposium will be subject to a 25% cancellation fee. Cancellations received 2-14 days prior to Symposium will be subject to a 50% cancellation fee. Cancellations within 2 days of the Symposium and "no shows" the day of the Symposium are liable for the entire fee. Continuing education credit may be withheld from a member not in good standing until payment of the non-member fee or the amount needed to achieve good standing is made. **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. Fun Run open to participants 10 years or older. Fun Run registration is separate from Symposium registration. CCA not liable for loss or injury.

** Non-member rate includes SCCA membership.

All classes have been approved by the California Board of Chiropractic Examiners for continuing education credit.

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

For more information visit calchiroports.org

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)
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- 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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Study Results:

Use of Chiropractic in the VA Rising Steeply

The use of chiropractic services in the Department of Veterans Affairs (VA) health care system has seen a steep rise over more than a decade, according to research published in the *Journal of Manipulative and Physiological Therapeutics* (JMPT), the official scientific journal of the American Chiropractic Association (ACA).

The study's authors, who analyzed VA national data collected between 2004 and 2015, discovered an increase of more than 800 percent in the number of patients receiving the services of doctors of chiropractic. While authors attribute the increase to a natural growth of the chiropractic service, which was only implemented on-site at the VA in 2004, they also suggest it may be attributed to the successful performance of VA chiropractors and the perceived value of their care, among other factors.

"The fact that these services have expanded consistently and substantially beyond the minimum mandated level may suggest that some VA decision-makers perceive value in providing chiropractic care," the study notes. Key findings from the study show that:

- the annual number of patients seen in VA chiropractic clinics increased by 821 percent;

- the annual number of chiropractic visits increased by 694 percent;
- the total number of chiropractic clinics grew from 27 to 65 (9 percent annually);
- the number of chiropractor employees rose from 13 to 86 (21 percent annually); and
- female and younger patients received chiropractic care at VA clinics at a greater rate than the national VA outpatient population. "This demographic tendency is consistent with the cohort of veterans from the recent conflicts in Iraq and Afghanistan, which is known to have a high prevalence of musculoskeletal conditions," the study's authors note.

"ACA commends the VA for its important work to expand access to chiropractic services to the nation's veterans," said ACA President David Herd, DC. "It's vitally important that all of our veterans have access to non-drug approaches to pain management such as those offered by chiropractic physicians, particularly in light of the opioid epidemic that is gripping our country. Many veterans returning from overseas suffer from musculoskeletal ailments, which respond well to chiropractic's patient-centered and drug-free approach."

Doctors of chiropractic – often referred to as chiropractors or chiropractic physicians – practice a hands-on, drug-free approach to health care that includes patient examination, diagnosis and treatment primarily of disorders of the musculoskeletal system and the nervous system, and the effects of these disorders on general health. Chiropractors have broad diagnostic skills and are also trained to recommend therapeutic and rehabilitative exercises, as well as to provide nutritional, dietary and lifestyle counseling.

Read the full study in [JMPT](#).

About the American Chiropractic Association:

The American Chiropractic Association based in Arlington, Va., is the largest professional association in the United States representing doctors of chiropractic. ACA promotes the highest standards of ethics and patient care, contributing to the health and well-being of millions of chiropractic patients. Visit us at www.acatoday.org.



2016 CCA Convention & Marketplace



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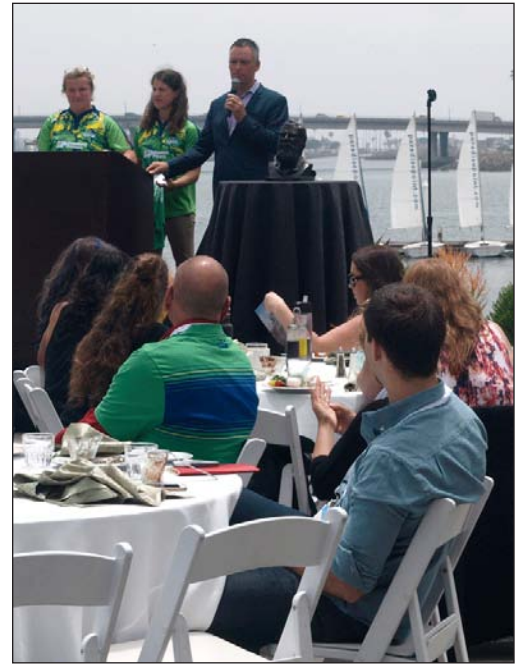


The CCA Convention & Marketplace – Continuing Education and Celebration – an opportunity for chiropractic doctors, students and assistants to gather together to laugh, learn, connect and share with expert speakers, generous sponsors, engaging exhibitors at classes and breaks and free social events like the Beach Bonfire and the Poolside After Party.



World-Class Speakers and CE Classes Made the CCA Convention Exceptional

Hundreds of doctors of chiropractic come to the CCA Convention & Marketplace every year for the full service education and inspiration while meeting old friends and making new connections and acquiring new ideas and strategies for improving their practice with updated services and enhanced products - all provided by the excellent and diverse group of sponsors and exhibitors in the Marketplace. Of most importance for most attendees is the notable mix of CE classes and phenomenal speakers. Listed below are the classes and speakers from this year's event. Mark your calendar for next year's Convention, June 1-4, 2017 at Paradise Point Resort & Spa in San Diego.



QME Update 2016

Speaker: Perry Carpenter, DC

Personal Injury

Speaker: Albert Abkarian, Esq.

Simply Incredible: Detecting and Reporting the Neurological Relationships of the Subluxation

Speaker: David Fletcher, DC

Upper Cervical Care for Newborn

Speaker: Armand Rossi, DC

Adjustive Technique Cranial Facial Release

Speaker: Adam del Torto, DC

The Scientific Benefits of a Chiropractic Adjustment

Speaker: Dan Sullivan, DC

The Purpose Driven CA

Speaker: David Jackson, DC

The Comprehensive Adjustive Technique

Speaker: Grace Syn, DC

The New Chiropractic Story: Brain Based Wellness

Speaker: Bob Hoffman, DC

Social Media

Speaker: Stephanie Beck

How to Feed Your Brain for Optimal Function

Speaker: Datis Kharrazian, DC

Mastering Chiropractic Pediatric and Family Care

Speaker: Eric Plasker, DC

Ethics

Speakers: David Benevento, DC; Tracy Cole, DC and David Paris, DC

Efficient, Effective & Profitable Front Desk

Speaker: Lori Allen

Staying Focused

Speaker: John Gray, Author

Prescription Thugs

Speaker: Chris Bell, Producer

Special Presentations: Ignite & Inform

Speakers: CCA President, Brian Stenzler, DC and Special Guests

Lighting the Fire...Passing the Torch...Joining the Evolution

Speakers: CCA President, Brian Stenzler, DC and CCA President-elect, Leslie Hewitt, DC

Radiology

Speaker: Hector RiveraMelo, DC, DACBR



Celebrate CCA Award Winners

CCA Awards were presented at the CCA Awards Ceremony held on Saturday, June 4th at the 2016 CCA Convention & Marketplace. Congratulations to the award recipients:

CCA Student of the Year Award	Tyler Meier
Outstanding New DC Award	Dr. Nathan Yeargin
Dr. Robert B. Botterman Award	Dr. Billy DeMoss
Thomas N. Truax Award	Dr. Wayne Whalen
Distinguished Service Award	Dr. Robert Dubro
Most Improved District Award	CCA-Santa Monica District
District of the Year Award	CCA-Orange County District and CCA-San Diego County District
Doctor of the Year Award	Dr. Timothy Gooing
Drs. Charles and Bette Adams Lifetime Achievement Award	Dr. Brad Sullivan

Additionally, Presidential Awards were presented to Drs. Brad Glowaki, Kevin Joe, Floyd Minana, Eric Plasker, Jason Shumard and Cliff Tao.

The Dr. Robert L. Dark Memorial Scholarship was presented to Charlene Poderoso.



CCA Past Presidents (left to right) Drs. Matt Hubbard, Vernon Englund, Brad Sullivan, Leslie Hewitt (CCA President), Brian Stenzler, Wayne Whalen, Jerilynn Kaibel, Lowry Morton, Lloyd Friesen and Dave Benevento.

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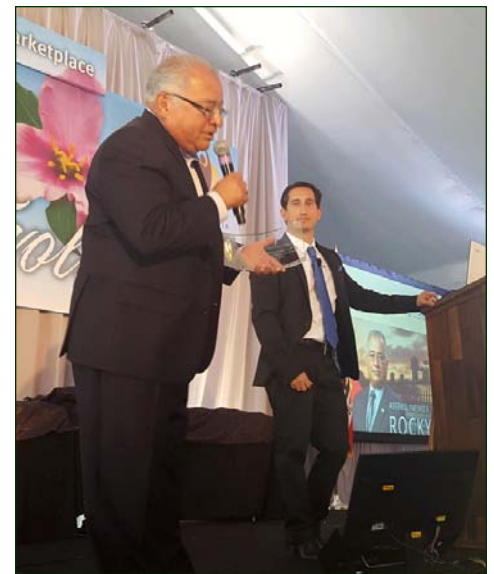
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Lunch with the Docs Sponsor

Dr. Stenzler's State-of-the-State of Chiropractic address was comprised of a number of elements. One in particular traced political events of the past year and included honoring two Assembly Members with CCA's Legislative Leadership award. These legislators, **Rocky Chavez** and **Brian Jones**, came to our Convention on their day off to receive



Dr. David Paris, Assembly Member Brian Jones and Dr. Brian Stenzler.



Assembly Member Rocky Chavez and Dr. Brian Stenzler.

these awards. Legislators receive many awards from many organizations. Most don't take time out of their day off to be presented in person with one. Assembly Member Chavez even brought his wife.

Also, CCA arranged for a surprise visit from Senator Ben Hueso, who presented Dr. Stenzler with a Senate Resolution (photo at left) commending him for his service to CCA as President, to chiropractic in California, and to his community.



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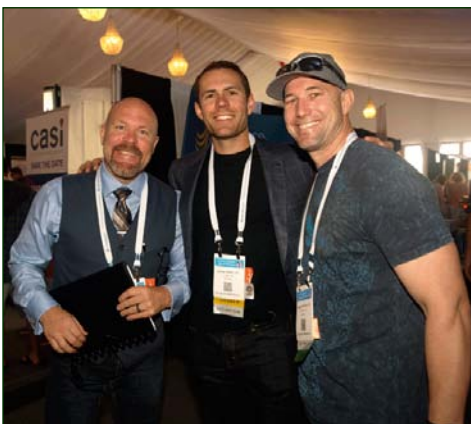
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Attendees Galore

While it is not possible to capture pictures of all of the hundreds of attendees, here are shots of a few of attendees. Our thanks to all those who graciously gave up a few minutes of their time to let us snap a photo!





The Marketplace was overflowing with vendors, chiropractic products and services, and gifts



Above, Gold Sponsor Doctorinsole. Bottom left, attorneys Jehan Jayakumar and Keith Carlson, partners at Carlson and Jayakumar, discuss legal issues. Bottom right, David Martinez, CEO and Founder of AMB, explain their services.





Right in Your Back Yard Re-Licensing Seminar and Board of Directors Meeting in Tahoe

A seminal CCA event took place in Lake Tahoe in June of this year. For the first time in CCA's long and distinguished existence, the Board of Directors met and conducted business as a thirteen-member board. The CCA Right in Your Back Yard seminar took place at the same time and venue. Speakers included Dr. Wayne Whalen (QME), Dr. Elizabeth Hoefer (Blair Technique), Dr. Larry Masula (Clinical Neurophysiology) and Dr. Robyn Mitchell (Radiology).

As you know, the reorganization of the association to reflect current corporate structure, has been years in the making. It was an exciting and humbling experience to witness the commitment and dedication to chiropractic exhibited by the newly and officially installed Directors and Executive Officers.

In addition, the board discussed and considered a revised mission statement and received reports from:

- Governmental Affairs which reported that all CCA endorsed candidates won their primaries
- Conventions & Market Place & Seminars which reported on securing locations secured for CCA events
- Membership which reported that membership is steadily increasing
- Finance which reported that the CCA 2016-17 Operating Budget was approved by the board
- Insurance reported that Anthem has completed retraining customer services representatives regarding the ACA. They are now supposed to state that: chiropractic manipulation is not a covered benefit of the policy, but other services provided by a DC within their scope of licensure in the state are covered benefits.

It was further noted to the board that CCA has joined the Foundation for Chiropractic Progress as an association. This will provide new resources for CCA members to enhance the success of their practices.

Finally, in an effort to promote communication and transparency, it was determined Regional Directors will send a newsletter to their district presidents after each monthly board meeting providing highlights board activities. District Presidents will be sending this newsletter each month to their members as well.

In this way, CCA district presidents and CCA members will be kept informed of their board's activities and provide a means of communication between members, their presidents and regional directors.





New CCA President Dr. Leslie Hewitt is sworn in by outgoing President Dr. Stenzler.





9th Annual SCU Integrative Health Conference Healthy Living: Nourish. Move. Thrive



Join us on the campus of Southern California University of Health Sciences for the 9th Annual SCU Integrative Health Conference, Friday, September 23rd – Sunday, September 25th.

“This year’s conference speakers and topics will revolve around the theme, “Health Living: Nourish. Move. Thrive”. Dr. Bill Moreau, US Olympic Committee Managing Director of Sports Medicine will be a Keynote speaker, joining us after working as the Chief Medical Officer for Team USA at the 2016 Rio Summer Olympics Games. Dr. Moreau has more than 30 years of clinical expertise in both general practice and sports medicine. He has been widely published and has presented in over 650 educational lectures, nationally and internationally. His publications and presentations primarily focus on topics regarding sports medicine, musculoskeletal care, management of concussion, spine and extremities, risk management, physical examination, and orthopedic testing. SCU is very excited to have him on board.”

There is no doubt it will be the best conference of its kind. Register today at www.integrativeconference.com. We look forward to seeing you in September!

- Learn to thrive as a well-rounded integrative PR actioner
- Be a part of engaging breakout sessions
- Become inspired by dynamic keynote speakers
- Connect with like-minded health professionals during our networking reception
- Recharge throughout the conference with Yoga, Tai Chi, Meditation and Chair Massages
- Listen to inspirational accounts of how integrative approaches transformed patients’ lives

[Register TODAY](#) and receive \$100 off when you use promo code JOURNAL.

SCU Celebrates 20 years Supporting AIDS Lifecycle

This year SCU celebrated 20 years supporting AIDS Lifecycle. Since 1996 SCU has provided chiropractic care to the more than 2,500 cyclists per year that make the 545 mile bike ride from San Francisco to Los Angeles, to help increase awareness and raise money to end HIV/AIDS. This year for the first time SCU had the opportunity to provide not only sports medicine chiropractic care but also acupuncture care to the riders and volunteers who made the journey.

Over the years ALC has become one of the most anticipated service opportunities for SCU interns. It draws in a diverse group of volunteers with a variety of expertise, backgrounds and certifications all eager to utilize their skills for a greater purpose. This year 27 sports medicine chiropractic interns, four under term students, and for the first time three acupuncture students were selected to participate in the event.



Since 1996 SCU has provided chiropractic care to the more than 2,500 cyclists per year that make the 545 mile bike ride from San Francisco to Los Angeles, to help increase awareness and raise money to end HIV/AIDS.

Their seven day journey through California is a grueling but rewarding experience. With day's beginning at the break of dawn and ending well after sundown it is their passion to heal people that keep them motivated through the long days.

The interns begin their day at day 6 am to rides stretch and tape cyclists for the day's journey. Once all the cyclists are on the road, they break down all their gear, load it and travel 65 to 110 miles to the next camp. By the time they have re-set up their treatment tent and gear cyclists are already making their way into camp and lining up for treatment. From around 1pm till 9 pm both chiropractic and acupuncture interns treat patients, providing soft tissue therapy, adjustments, rehab, acupuncture, stretching, Tui Na, and ear seeds.

Over the course of seven days, from San Francisco until Los Angeles interns saw approximately 1,700 patients. For those who participate in the event, it is a reminder of why they wanted to become health care providers and it strengthens their devotion to making people feel better.

SCU Sports Medicine Residents Earn Diplomate

SCU would like to congratulate our SCU Sports Medicine Residents: **Dr. Troy Holder**, **Dr. Carrie Belleson**, and **Dr. Parker Dominique**, who recently achieved their board certification for Diplomate of the American Chiropractic Board of Sports Physician (DACBSP).

The certification is an incredible achievement for all the residents, with under 400 DACBSP doctors, it places them at the top of their field. For Dr. Holder, Dr. Belleson and Dr. Dominique, achieving the DACBSP represents over a year of

hard work, dedication, preparation and the chance at better opportunities in their careers. Because SCU holds sports medicine residents to the highest standards, they all felt both an immense pressure to pass as well as confident that their education had prepared them to succeed. Dr. Bellson said they all felt a relief and joy at having passed, that the hard work paid off and they can now focus on refining their skills to become even better doctors.

Dr. Holder, Dr. Belleson and Dr. Dominique all expressed their gratitude for the support they received at SCU and for the mentors who guided them and helped them prepare. Dr. Holder said "working towards achieving Diplomate has helped them develop into a more well-rounded doctors and provided them with a broader knowledge base to better care for athletes and patients."

Their hope is that the Diplomate will bring on bigger and better opportunities as they complete their residencies at SCU and that one day they will achieve their dreams of working at the Olympic Games.

SCU is proud of Dr. Holder's, Dr. Belleson's, and Dr. Dominique's achievement and are cheering for their future.

Recent Sports Medicine Happenings

Aside from their recent involvement with AIDS Lifecycle, our SCU Sports Medicine Team has had some incredible opportunities to work with various sports teams and several events. We are proud of their hard work and dedication.

- One of our Sports Medicine doctors and one resident, **Dr. Jannet Gonzalez**

and **Dr. Carrie Belleson** had the opportunity to team up with **Dr. Mindy Mar** who works with the San Diego Chargers. They helped to provide pre-season physicals to the Charger Girls.



- Our Sports Medicine Team also had the chance to provide sideline coverage and first aid at the 2016 International Taekwondo Festival, a two day international tournament.



- Our team was in attendance at this year's California Cup International Field Hockey Tournament providing both sideline coverage and treatment to the more than 150 clubs and competing teams Cal Cup is North America's only field hockey tournament drawing in teams from all around the world.

- **Dr. Damien Burgers**, Director of Integrative Family and Lifestyle Health at SCU Health System recently had the opportunity to service as medical staff for Outbreak FC during their recent US Open Cup game against the Seattle Sounders.



San Jose Homecoming 2016 Continues Decade-long Trend of Increasing Attendance

Continuing a trend of steadily increasing attendance at Palmer's San Jose campus Homecoming events during the past decade, approximately 400 guests attended this year's program, April 29-May 1.

"Considering that doctors in California have many options from which to satisfy their relicensure requirements, the steadily increasing attendance speaks to the quality of the educational component of our Homecoming program," said San Jose Campus President Bill Meeker, D.C., M.P.H. "The growing attendance also shows the degree to which our collective Homecoming event provides doctors with a truly unique experience that is fulfilling and beneficial on both a personal and professional level."

The event a multi-track program that

addressed a wide variety of topics and trends, including: chiropractic in the VA system, delivery of chiropractic care in the corporate setting, extremity adjusting, integrative medicine, pediatric care, and sports chiropractic (plus QME-renewal and X-Ray sessions).

Featured speakers included: Michelle Barber, D.C., M.S.W.; Joseph Biernat, D.C.; Robert Cooperstein, D.C.; Ted Forcum, D.C.; Mary Frost, D.C., M.B.A.; Peter Fysh, D.C., DICCP; Todd Hubbard, D.C., CCSP®; Tom Hyde, D.C., DACBSP®; Daniel Lord, D.C.; Dennis Marchiori, D.C., Ph.D.; Sherry McAllister, D.C., M.S. (Ed.), CCSP®; David Quist, D.C., EMT-B, DIBCN; Matthew Richardson, D.C., DACBR; Ramin Shiva, D.C.; Tom Souza, D.C.; Robert Walsh, D.C.; and Kevin Wong, D.C.

In addition to the breakout sessions, keynote speakers included Palmer College Chancellor Dennis Marchiori, D.C., Ph.D., who discussed, "Challenging a Profession: Changing Public Perceptions about Chiropractic" and Brad Jacobs, M.D., whose presentation focused on "Integrative Medicine: A New Paradigm for Healthcare in the 21st Century."

On Friday evening, members of the Class of '91 convened to reminisce about their days as Palmer students at the 25-year reunion dinner at David's Restaurant in Santa Clara.

Other guests enjoyed the on-campus Friday Evening Social Event, hosted by the Sports Council and Associated Student Government (ASG), which included complimentary refreshments, and a performance by The Face Paper Bandits band (featuring San Jose campus students).

The Saturday Night Gala dinner-dance filled the banquet room at the Santa Clara Marriott Hotel, and featured a lively performance by The Element dance-band.

Several members from the Class of '86 reunited at the banquet to celebrate their 30-year graduation anniversary. "The same group of us show up at the reunions, and it's always great to see each other," said Dr. Sokolsky, a past member of the Palmer faculty, who maintains a San Francisco-based practice.

"We all have a fondness for one another, and have referred patients to each other, over the years. We were quite a diverse group – and I never would have had the opportunity to meet such fine people if I did not attend Palmer West."



San Jose Student Tracy Lam Earns Special CCA Award for “Excellence”

Tracy Lam has strived for excellence in the many roles she has served since commencing her chiropractic education at Palmer College’s San Jose campus nearly two years ago. At the San Jose campus Homecoming 2016 banquet on April 30 at the Santa Clara Marriott Hotel, she was honored for her efforts in a big way – a VERY big way.

Lam received a \$1,000 scholarship from the California Chiropractic Association’s (CCA) “Endowment for Student Excellence” program – which was presented by past CCA President David Benevento, D.C., and San Jose Campus President Bill Meeker, D.C., M.P.H., in the form of an oversized check that nearly stands taller than the award-honoree.

The “Endowment for Student Excellence” scholarship-program was established in 2015 by the California Chiropractic Foundation (CCF), the educational affiliate of the CCA.

The purpose of the program is to annually recognize student achievement by selecting one Student CCA member from each of the three California chiropractic colleges. Award-recipients are selected by the CCA president, with in-



Tracy Lam with past CCA President David Benevento, D.C., left, and San Jose campus President Bill Meeker, D.C., M.P.H.

put from the college presidents.

Lam, now completing the internship portion of her Palmer education, served a distinguished term as president of Palmer’s San Jose campus Student ACA chapter (2015-2016), during which the chapter received special recognition at the National Chiropractic Leadership Conference (NCLC) in February, and she received individual honors for “Excellence in Leadership” at the National SACA Leadership Conference this past October in Des Moines, Iowa. Additionally, Lam has served as SACA treasurer as well as vice president of the San Jose campus Student CCA chapter, and she’s also a member of the Sports Council.

“As someone who’s been associated with Palmer’s San Jose campus for more than 30 years, I can say from firsthand experience — as a student, alumnus and administrator — that the willingness to get involved and ‘make a difference’ has been a hallmark characteristic that defines many members of our collective campus community,” said Dr. Meeker.

“The admirable spirit and distinguished dedication that Tracy has nobly demonstrated while serving in leadership roles associated with our student chapters of the CCA and ACA is the latest example of that ‘can-do’ spirit, “I feel honored and grateful to receive this award,” said Lam, who earned her B.S. degree in biology from the University of California at Riverside before enrolling at Palmer’s San Jose campus in January 2014.

San Jose Campus Celebrates Spring 2016 Commencement

Palmer College of Chiropractic’s San Jose campus celebrated its 137th commencement at the Spring Quarter ’16 graduation ceremony on June 9 in the

Santa Clara Convention Center theater. **Lindsay Pomeroy** (Calgary, Alb., Canada) and **Jacqueline Prins** (Manistique, Mich.) graduated as class valedictorian and salutatorian, respectively, with Summa Cum Laude (3.9 – 4.0) honors.

Jennifer Nolan (Arkville, N.Y.) graduated with Magna Cum Laude (3.70-3.89) honors, and **Lauren Thompson** (San Jose, Calif.) graduated with Cum Laude (3.70-3.89) honors.

Nolan, Pomeroy and Prins earned Presidential Scholar awards, which are presented to members of the class who achieved Dean’s List (3.50 GPA or above) honors in each of their 13 quarters of study at Palmer’s San Jose campus. Nolan also received the Clinical Excellence and Student Fellowship 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.

The Student Fellow award, is presented “in recognition of service and leadership while upholding the values of his or her class, college and profession.”

Andrew Burd (Chicago, Ill.) received the Virgil. V. Strang Philosophy Award, which is 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.”



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:

- 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) _____

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.

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, 2017
July/August	June 17	July 1, 2017
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/

Acceptance of Advertising: Publisher reserves the right to refuse any advertisement with or without reason or explanation including any ad that, in the opinion of CCA, is unethical, makes extravagant claims, misrepresents, is unfair or harmful to other advertisers; violates postal, anti-trust or U.S. currency regulations; or is deemed inconsistent with the objectives of the CCA. The full CCA Advertising Policy is available online at www.CCAjournal.com and all advertisers are asked to read the policy before placing an ad.