

CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

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

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



Michele Quattlebaum, J.D.

1 *Knowledge is Power*

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

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

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

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



Journal

CALIFORNIA CHIROPRACTIC ASSOCIATION

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

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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

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559.439.4439

Contra Costa

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925.837.5595

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661.940.6302

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562.945.1310

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North State

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916.686.6062

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San Diego County

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858.541.0505

San Fernando Valley

Benjamin Griffes, DC

818.708.0740

San Francisco

Scott Swanson, DC

415.566.7134

San Gabriel Valley

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909.596.1038

San Joaquin/

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650.212.1414

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831.840.7459

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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

Twitter: @calchiroasn



Brian Stenzler, DC, CCA President

The President's video message should begin automatically.

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

Linda Coltrin – Dedicated to CCA and Chiropractic

After twenty four years of dedicated and loyal service to chiropractic as a CCA staffer, Linda Coltrin left CCA last month allowing her more time to pursue her many interests, including her successful and unique business of designing and manufacturing custom vests for gun enthusiasts with concealed weapon permits.

Linda started working for CCA in 1991 after working 11 years in her husband's (Bob Coltrin DC) practice. For those of us who don't recall what life was like in 1991 when Linda began working at CCA, and those that weren't around then, a gallon of gas cost \$1.12 and a dozen Eggs cost 85 cents. The release of Nirvana's Never mind signified the start of the

Grunge era, Dances with Wolves won the Oscar for Best Picture, and President Bush (the first one) won congressional approval to launch the most devastating air assault in history against military targets in Iraq and Kuwait, signifying the start of the first Persian Gulf War.

Linda was with CCA through a lot of changes. Dr. Willard Smith was president of CCA in 1991 and we've had 20 Presidents since. At one time CCA had twenty four staff serving nearly 4,000 members. Linda was part of a dedicated staff of nine most recently, serving approximately 2,800 members. Through all, Linda used her extensive and ever growing body of knowledge to help CCA members. The number of questions she's been asked, and provided answers

to, number in the thousands. Always patient, helpful, and willing to go the extra mile to get the information requested, Linda spent so much time with CCA member doctors she was as much friend as staff with many.

Linda also provided services to District officers to support the volunteer efforts of CCA. For many at CCA it seems surreal Linda isn't answering phone or emailed queries. She's been a part of the CCA family for so long it is difficult to think of a CCA without her. But this isn't a eulogy, it's an inadequate effort to thank an extraordinary individual for all she has given us. Everyone deserves a time to rest on their laurels. Some more than others.

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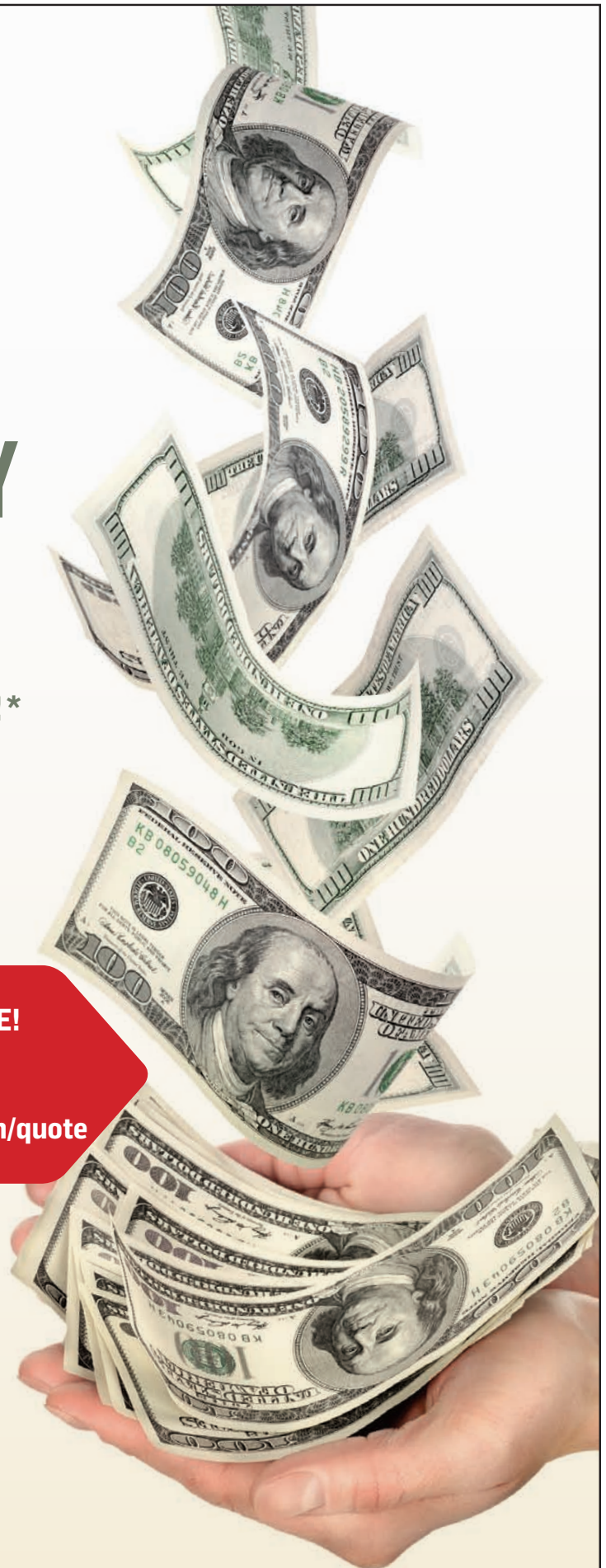
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United We Stand – Divided We Fall?

By Cris Forsyth
Governmental Affairs Director

It's no secret the marketplace of health care is changing as more and more people seek out alternatives to pills and scalpels. It's certainly no secret to allopathic providers who habitually clog the legislative process with an army of high priced lobbyists, generous campaign contributions, and prolific Independent Expenditure Committees. Preventing access to non-allopathic providers is priority one, two, and three for these organizations.

An organization like the California Medical Association (CMA) has 70 employees and a base operating budget of \$23 million. They have seven in-house lobbyists and two top five lobbying firms under contract. In only the last two election cycles they've spent over \$11 million on campaign contributions and another \$11 million plus on campaign activity. This doesn't mean they always get what they want, but they don't experience many bitter disappointments either.

The California Chiropractic Association has roughly twenty per cent of the licensed doctors in California as members. Its Political Action Committee is not nearly as robust as CMA's, but it's no piker either. Naturally, more members means more resources and as we grow as an association so shall our political clout, but we can't sit on our metaphorical hands while we wait for our numbers to grow.

The time is ripe for non-allopathic providers to seek out opportunities to form a united front on issues that benefit all. Together, the odds of success increase exponentially. The core argument in legislative circles of Non-allopathic providers is that only they can provide the quality care patients deserve. This argument has not only carried the day in legislatures throughout our country, but in the minds of its citizens as well.

Palmer College of Chiropractic commissioned Gallup to conduct the first-ever nationally representative annual survey measuring perceptions of and experiences with chiropractic among U.S. adults. (Click here for full report <http://www.palmer.edu/uploadedfiles/pages/alumni/gallop-report-palmer-college.pdf>) Previous research identified several barriers to widespread chiropractic use, including negative perceptions of chiropractic among both the public and physicians and unclear, narrow or nonexistent insurance coverage. The Gallup-Palmer study provides the first opportunity to test these assump-



tions and discover what U.S. adults think about chiropractic. Although there is much in the report that is encouraging, 86 percent of U.S. adults don't know the educational requirements needed for an individual to become a chiropractor. The result of this ignorance is a lack of confidence in chiropractic as health care providers. No such stigma, resulting from ignorance, exists for non-allopathic providers.

It is time for CCA to lead the charge in California for non-allopathic providers to work together on issues that benefit all and seize the opportunity this creates to educate politicians, their staff, and the public about the quality of care we all provide and our impressive qualifications to provide that care.

CCA is currently putting together just such a coalition to address the myriad of grievances with third party billers, disparity in co-payments, and other issues either driving us out, keeping us out, or wearing us down until we feel we have no other recourse but to capitulate.

Together we will make a formidable team in the halls of power and in the realm of public opinion. Alone, we run the risk of fighting over the scraps left behind by a sophisticated, well-funded, and politically astute cadre of allopaths.

United we stand...Divided we fall.

Did you miss an issue of *Cris' Corner* our weekly Governmental Affairs update? [Click here](#) for back issues and videos!

Want to help CCA [Can The Cap](#) in Workers' Compensation? Click here to take action.

Check out CCA's [Grassroots Action Center](#).

Americans' Perceptions of Chiropractic

A Gallup report released recently says that an estimated 33.6 million U.S. adults (14 percent) used chiropractic care within the last 12 months. Studies from other sources, including the 2012 National Health Interview Survey (NHIS), have measured yearly chiropractic use at about 20.6 million U.S. adults (8 percent).

Palmer College of Chiropractic commissioned Gallup to conduct this first-ever nationally representative annual survey measuring perceptions of, and experiences with chiropractic among U.S. adults. The survey will be repeated for at least two more years.

The report, officially named the *Gallup-Palmer College of Chiropractic Inaugural Report: Americans' Perceptions of Chiropractic*, also indicates that more than half of U.S. adults view doctors of chiropractic positively and agree they're effective at treating neck and back pain. However, nearly half of U.S. adults don't know whether their insurance covers chiropractic care.

"The goal of this groundbreaking project is to get an objective understanding of why adult Americans choose or don't choose to see a doctor of chiropractic," said Palmer College of Chiropractic Chancellor Dennis Marchiori, DC, PhD.

Results of the Gallup report are based on a Gallup Panel study of 5,442 adults, aged 18 and older, conducted February 16 to May 6, 2015, via the Web and by mail. The maximum margin of sampling error for this study is ± 2 percentage points, with a 95 percent confidence level. The study can be read [online](#). Additional information and resources for chiropractors are available here:

www.palmer.edu/gallup-report

Palmer College of Chiropractic Commissions Gallup Survey

SURVEY EXECUTIVE SUMMARY

About half of adults in the U.S. have been to a chiropractor as a patient. Fourteen percent of adults say they saw a chiropractor in the last 12 months, 12% say they saw a chiropractor in the last five years, and 25% say they saw a chiropractor more than five years ago.

- Women report that they have been to a chiropractor an average of two more times per year than men (11.5 visits vs. 9.4 visits, respectively).
- Women also have slightly more positive views of chiropractors in general, and female users are more likely than male users to want to see a chiropractor on a regular basis, even if they do not have pain.
- Although adults younger than 35 are less likely to say they have been to a chiropractor, there are positive signs that many from this group could become users if they were to experience neck or back pain. Adults younger than 50 are more likely than older adults to say a chiropractor would be their first choice if they had neck or back pain.

More than half of U.S. adults have a positive opinion about chiropractors and "strongly agree" or "agree somewhat" that they are effective at treating neck and back pain. These opinions hold true across all income and education groups. While adults' trust in chiropractors improves with exposure, recent use is limited to a small percentage of adults.

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

Among the 51% of U.S. adults who have never been to a chiropractor, there is also uncertainty regarding cost, expected number of visits, trustworthiness of chiropractors and the education required to become a chiropractor. About half or more of nonusers are unsure of these things. This represents an opportunity to educate many adults about chiropractors' qualifications and the benefits of chiropractic care.

A lack of knowledge about health insurance coverage for chiropractic care and sensitivity toward costs are also barriers for some. Nearly half of adults who have been to a chiropractor within the last five years (46%) say they would go to the chiropractor more often if it wasn't so expensive. Overall, about four in 10 adults in the U.S. believe chiropractic care is too expensive (43%) and think it requires too many visits (44%). Nearly half of U.S. adults do not know whether their insurance covers chiropractic care.

Pass This Short Google Test and Your Chiropractic Practice Will Grow Faster than Ever Before...

By Mark Wilhelmsson, Founder
<http://fivestarwarriors.com>

...but if you fail this test (like most will), your profits already are and will continue to fall faster than ever before. Here's exactly what I mean and why you'll more than likely have a forced reality after this test.

TEST: Google chiropractor and your city (i.e Chiropractor Manhattan Beach) and Google yourself and/or the name of your practice and then your city ...and make note of the following:

Right below the Google Map is Google Game Changer Number 1. There are only three businesses listed under the map AKA the Google "3 pack." There used to be seven businesses listed there ...now there are only three. This is the Google Game Changer Number 1.

How did you and your practice do? Are you in the top three? Are you even in the top seven? Are you even on page 1 of Google? If you did make it into the top three, top seven, or page 1 of Google, do you have the most reviews with the highest overall score (high 4- and 5-star reviews)? If not, your practice is losing money every day, period.

Did you know that as much as 70% or more of the business goes to those who occupy those top three spots? And, are you aware that more than 90% of people never go past page 1 in Google? And, are you aware that between 72-80+% of people trust online reviews as much as a referral from a friend or family member?

Question: If you were sending a family member or one of your children to a doctor, would you call a doctor with a few reviews averaging in the mid-3 stars, or would you call the doctor with 50, 75 or 100+ high 4- and 5-star reviews? That doctor has clearly demonstrated to everyone searching on Google exactly why they should call his office. If you think about it, why would you waste your time calling other doctors for someone from your own family? You wouldn't.

"It Takes 20 Years to Build Your Reputation, and 5 Minutes to Ruin It. If You Think About That, You'll Do Things Differently."

— Warren Buffett

The GOOGLE Game Changer Number 2: 80 million Google Plus Pages merged with each company's website exposing that company's reputation to everyone When you Googled your name and city, did you notice your Reputation Score and the number of reviews you have (or don't have) were exposed to everyone?

How much longer do you want to be where you currently are? There is a solution, and there are three key parts to it. The first key is having a system in place that builds your online reputation, effectively manages and markets your new reputation, and protects your reputation by mitigating the risk of any bad reviews by capturing them before they go online and are forever associated with your practice. The second key is to consistently deliver a five-star experience your patients simply could not get anywhere else. This will provide you and your staff with the confidence to ask for that review! The third key I just eluded to, and that is you have to ask! Most never do even when they know they've provided an excellent experience. This is a major mistake, but it is one that can easily be corrected! When you have the right system in place which builds four- and five-star reviews while protecting against bad reviews, the time to begin is now.



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
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- 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.



SCU Students Undertake Humanitarian Mission To Cochabamba Bolivia

At SCU our students are encouraged to give back to the community and help those who are less fortunate by volunteering their time, knowledge and skills. Every year SCU organizes an annual mission trip to Cochabamba, Bolivia, a humanitarian effort that has allowed SCU students the chance to provide free chiropractic services to those who might otherwise not have access to healthcare.

For many of our students this trip is the

first opportunity to treat patients and put their education into action. Dr. Howard Maize, supervising clinician on the mission, accompanied twelve 7th term students who were eager to utilize their education to make a difference. Over the course of five days students treated over 1,500 patients and worked tirelessly performing chiropractic adjustments, muscle stripping, taping and rehab. The work the students accomplished in Cochabamba could not be more important or more appreciated by the community.



Shown here, from left, Ashley Moler, Lisel Laguardia Lewis, Simone Jordan, Eric Wong, George Tree Minh Ngoc Nguyen, Andrew Cheng, Alicia Smith, Camille Marzan, Michelle C Hoinsky, Sue Elaine Dorado, Paula Hardy.

According to Dr. Maize, for some patients this is the only healthcare they'll receive all year. Lines stretched two to three blocks and many patients traveled over six hours to receive treatment.

The trip is an opportunity for students to truly experience the difference they can make in the lives of patients and the entire mission was an incredibly fulfilling experience for all those involved. Many students expressed having left with their heart filled and humbled by the journey as they shared stories of the people whose lives they touched. "Seeing the progress patients made and receiving those genuine hugs and words of appreciation was the best part of the trip," said Sue Dorado.

Students who participated also gained a tremendous amount of confidence from the opportunity. Dr. Howard Maize, who has been leading the trip since 2011 said, "The trip teaches the students to think on their feet and go with their intuition." The students who attended returned from the mission with an increased assurance in their knowledge, technique, and skills, ready to start their journey as clinical interns.

SCU Partners with UC Irvine, Student Health Center

SCU is proud to announce its recent partnership with the University of California Irvine (UCI) Student Health Center.

On August 17th, 2015 SCU chiropractic interns began treating students at the UCI Student Health Center. Over the last year SCU has been working diligently with UCI administration, providers, and staff to make this opportunity happen and ensure a successful offering of our services. UCI is excited about the partnership and the ability to offer chiro-

practic services to its students and anticipates that it will be in high demand. With the healthcare focused environment at UCI, interns at SCU can take full advantage of the opportunity to participate in integrative healthcare which is a continuous goal of SCU's mission: graduating competent, caring and successful, integrative health practitioners.



Shown here, from left, Dr. Paul Wanlass, Intern Suttee Hem, Intern Andrea Smith, Dr. Melany Meier, Intern Danielle Russell, Intern Andrew Adams, and Intern Javad Faith.

McKenzie Method Course Coming to SCU in January

Want to gain a competitive edge to attract and effectively manage patients with back and neck pain? Join SCU for a two-part course in the McKenzie Method of Mechanical Diagnosis and Therapy® (MDT) taught by Dr. Steven Heffner, a chiropractor certified in MDT by the McKenzie Institute. The McKenzie Method is a well-researched, body mechanics based approach of assessment, diagnosis, and treatment utilizing a comprehensive and clinically reasoned evaluation of patients. The key principles of the McKenzie Method are in line with modern chiropractic best practices as it promotes the body's potential for self-healing and emphasizes non-invasive treatment.

Part A of the course will take place January 22-24, 2016, and will examine how MDT can be applied to the lumbar spine. Part B will follow from February 20-22, 2016, and will focus on the appli-

cation of MDT on the cervical and thoracic spine. Each course will cover 26 hours of instruction, beginning with a comprehensive online session, followed by three days of live lessons, discussions, and patient demonstrations.

MDT trained chiropractors gain enhanced diagnostic and management skills as well as learn how to empower patients to apply the MDT therapeutic process to self-treat their symptoms and take an active role in achieving their treatment goals. The efficiency of patient pain improvement through the MDT principles not only leads to satisfied patients, but to a strong referral source for future patients.

For a course description check out: www.mckenzieinstitute.org. To register online go to www.clinicalCE.org. For inquiries please contact Jonathan Soltys at: jonathan.soltys@mckenzieinstitute.org

Dr. Moreau Speaks at 22nd Annual UCLA Research Day

Dr. Bill Moreau, Managing Director of Sports Medicine for the US Olympic Committee (USOC) and a Clinical Professor at SCU was invited to speak at the 22nd Annual VA Greater Los Angeles/ UCLA School of Medicine, Physical Medicine and Rehabilitation Research Day. The event features lectures on physical medicine and rehabilitation as well as poster presentations on annual research projects from UCLA residents.

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 both nationally and internationally. His publications and presentations primarily focus on topics regarding sports medicine,

musculoskeletal care, management of concussions, spine and extremities, risk management, physical examination, and orthopedic testing. He serves as the Chief Medical Officer for the Rio Olympic Summer Games, 2016.

Dr. Moreau was warmly received as the first doctor of chiropractic to ever to have been invited to speak at this prestigious event. His lecture discussed various aspects of the US Olympic Committee's integrative model for musculoskeletal healthcare, as well as how best practice pathways and an integrated practice can improve clinical outcomes in musculoskeletal injuries. He shared several incomparable anecdotes regarding elite athletes and also briefly touched on concussions in sports, a topic that both the VA and USOC share a great interest on.

Recent Achievements of SCU Residents and Faculty

SCU would like to congratulate the recent achievement of its faculty members and residents:

Dr. Annie Babikian, clinical faculty member at SCU's Spine Care Center and Dr. Nathan Sermeno, faculty member of SCU's Principles and Practices Department received their board certification for Diplomate by American Chiropractic Board of Sports Physician (DACBSP).

SCU would also like to congratulate Diagnostic Imaging Residents, Dr. Varsha Kumar and Dr. Matt Skalski who passed their American Chiropractic Board of Radiology exam (ACBR) becoming certified diplomates by the ACBR.

SCU is proud of their outstanding hard work and dedication and wishes them continued success in their future endeavors.



Palmer to Again Provide “The Backbone” of Silicon Valley Turkey Trot November 26

Palmer College of Chiropractic’s San Jose campus will have a high-profile presence — for the seventh year in a row — at the 2015 Silicon Valley Turkey Trot taking place on Thanksgiving morning, Thursday, Nov. 26, through the streets of downtown San Jose.

Palmer is one of the event sponsors, and the 25-foam-segment Palmer Spine will again provide “the backbone” of the SVTT; the Sports Council will provide complimentary race-day care; and the San Jose campus Associated Student Government (ASG) will, once again, organize a donation drive among students in support of the “Can-Do Challenge,” where race-organizers ask participants to donate canned-food items for distri-

bution by Second Harvest Food Bank to low-income families in the South Bay area.

SVTT 2015 marks the 11th edition of the race, which includes 5K and 10K events, and brings more than 25,000 people to downtown San Jose to participate in what has become the largest timed-event of its type in the United States, and last year raised nearly \$1-million for local charities.

“Palmer is proud to positively impact the Turkey Trot experience in so many ways,” said Bill Meeker, D.C., M.P.H., president, Palmer’s San Jose campus.

“Our collective presence at this event

elevates an awareness of the chiropractic profession, and an appreciation for Palmer College. We’re proud of our community involvement, and San Jose appreciates us, too. It’s fun, educational, charitable and healthy – what better way to celebrate Thanksgiving?!”

To learn more about the Silicon Valley Turkey Trot: <http://svturkeytrot.com>

Dr. Bill Meeker Represents Palmer College at Leadership Group Meeting

Palmer’s San Jose campus President Bill Meeker, D.C., M.P.H., was one of a select group of north San Jose business representatives invited to participate in a special Silicon Valley Leadership Group (SVLG)-organized forum, led recently by San Jose Mayor Sam Liccardo and City Councilmember Manh Nguyen (whose district includes north San Jose).

The Silicon Valley Leadership Group was founded in 1978 by David Packard, co-founder of Hewlett-Packard, and now includes nearly 400 Silicon Valley-based companies – including Palmer’s San Jose campus.

The forum, hosted by SVLG-member Flextronics, Int’l., addressed a wide range of issues affecting the north San Jose area (where the Palmer campus is located), including the increased amount of traffic created by the rapid pace of residential and commercial development, as well as the limited number of neighborhood services. However, the majority of the forum discussion focused on one critical topic having widespread impact: the rising cost of housing.

“The Tasman Corridor has been the most rapidly developing region in the Silicon Valley for quite some time,” said Dr. Meeker, a 1982 graduate of Palmer’s California branch campus, who has served as president since 2007.



Palmer’s San Jose campus multi-segment foam Spine will provide “the backbone” of the 2015 Silicon Valley Turkey Trot for the seventh year in a row.

“Starting several years ago with the first Cisco Systems’ building, to the construction of Levi’s Stadium, and now the new Samsung research building, this area has become the ‘hub’ of the Silicon Valley – and with that desirable and distinguished location come benefits, and some challenges.”

Attending the meeting provided Dr. Meeker an opportunity to share how the high cost of housing is impacting Palmer students, as well as San Jose campus faculty and staff.

“No company in the Silicon Valley is immune to the impact of rising housing costs, and the City Council and professional organizations, such as the Silicon Valley Leadership Group, can only do so much,” said Dr. Meeker.

“However, our involvement gives Palmer a seat at the table with the other key leaders of the local business community, as well as elected officials, like Mayor Liccardo and Councilmember Nguyen. Having a voice in the policy-making process places us in a better position to help ensure optimal outcomes for our students, faculty and staff.”

San Jose SACA Officers Receive National Leadership Awards

Two members of the Student American Chiropractic Association (SACA) chapter at Palmer College of Chiropractic’s San Jose campus were recognized for their outstanding achievements as student leaders at the 12th annual National SACA Leadership Conference, Oct. 2-4, at the Sheraton West Hotel in Des Moines, Iowa.

Jonathan Parham received the “SACA Member of the Year” award, while fellow San Jose campus SACA chapter member Tracy Lam was presented with

the award for “Excellence in Leadership.”

Under Ms. Lam’s direction, the San Jose campus SACA chapter has made several visits to the local Second Harvest Food Bank distribution center, volunteering to prepare bags of groceries for financially challenged families in Santa Clara County, and also participated in a local “Habitat for Humanity” project.



During his tenure as a national SACA officer, Parham has championed the National SACA Political Action Committee, and had a leadership role in rewriting the SACA bylaws and standing rules, with input from a small team of fellow SACA leaders.

“I am honored to have the opportunity to serve and foster the growth of even greater leaders, and extremely grateful for the recognition – and the hard work and countless hours that I have devoted, I would not change for the world,” added Parham, who has also served as president of the San Jose campus Student CCA chapter as well as Associated Student Government (ASG) representative for his class. He’s also lobbied for the profession at the National Chiropractic Legislative Conference (NCLC) in Washington, D.C., and plays on the San Jose campus Palmer Pride ice-hockey team.

Peggy Chin, Britta Conlon and Erica Yu were among the other SACA delegates from Palmer’s San Jose campus who also attended the Leadership Conference.

Palmer Hosts Meeting of Chiropractors Providing Care in Workplace Health Centers

Palmer’s San Jose campus was the site of a special meeting on Saturday, October 3, which brought together many of the chiropractors currently working in company-based clinics for a discussion on, “Integrating Chiropractic in Corporate Clinics: A Summit of DCs providing care in workplace health centers.”

The meeting featured many of the doctors currently providing campus-based care in multidisciplinary health centers based at various companies, including Cerner, Cisco Systems, Facebook, Google, Microsoft, Yahoo, among others.

Guest presenters included: Daniel Lord, D.C., Facebook Health Center, “How I do my job: A typical day of patient care – and the metrics by which care is evaluated”; Mindy Marr, D.C., ViaSat Health Center, “Working as a contracted employee: Interacting with patients and the corporate client”; Rob Murray, D.C., Google Health Center, “Integrating ergonomics in the workplace”; and Bill Updyke, D.C., Cisco Systems LifeConnections Health Center, “Integrating with other health team providers.”





LIFE CHIROPRACTIC COLLEGE WEST

Life Chiropractic College West Begins \$5 Million Worth of New Renovation Projects

The local community joined in September to celebrate the ground breaking of the \$5M+ renovation projects at Life Chiropractic College West beginning with the Standard Process Assembly Hall.

College President, Dr. Brian Kelly, kicked off the ceremony by talking about the impact this development will have on the community. “We are doing these renovations first-and-foremost for our students. They deserve a fully updated facility that allows students to assemble in one place along with the staff and faculty. The new renovations will also provide a state-of-the-art health center where students will learn and intern and the college can provide valuable services to the community. It is an exciting time at Life West,” he said.

Other speakers included Justin Toal, President – Standard Process of Northern California, Inc., District Director Carolina Salazar, from the Office of Assemblymember Bill Quirk, Gus Gottschalk,

Life West Board of Regents and Chair of the Facilities Committee, and Dr. Ron Oberstein, Life West Chairman of the Board of Regents.

Many local organizations, financial institutions and government leaders played a role in developing this project. Partners in the project include: City of Hayward, Standard Process and The Bank of the West. The Assembly Hall was partially financed by Standard Process with a \$500,000 donation to kick off the capital campaign.

Assemblymember Bill Quirk’s office presented Life Chiropractic College West with a recognition certificate to acknowledge the importance these campus renovations will have on the student body and on the larger community.

For more than 30 years, Life Chiropractic College West has been committed to creating a brighter future for humanity through its accredited doctor of chiropractic program. Known for its diversity

in chiropractic techniques, Life West provides a well-balanced approach by integrating science, philosophy and business into education.

Huge Freshman Class Welcomed at Life West

Ninty new students join the Life West family in Fall 2015. This is one of the largest classes in recent history.

Fall 2015 quarter classes began in October for nearly 600 students at Life Chiropractic College West (Life West), including a record number of 90 incoming freshmen. Of the 90 new students, 35% were referred to us by a practicing chiropractor.

In the past few years, Life West has been extremely successful in efforts to reach more prospective students. In fact, the number of enrolled students has increased by 76% in the past three years.

“Life West continues to attract and enroll the best and the brightest chiropractic students,” said Dr. Mary Lucus-Flannery, Life West Dean of Enrollment. “Our ability to do so is testament to Life West’s reputation as a top chiropractic college that offers students extraordinary opportunities to flourish.”

In order to accommodate the number of new freshmen and growing class numbers, Life West has been working on campus enhancements including a \$5M+ renovation that will offer a new assembly hall for all students to gather in one place. The Standard Process Assembly Hall at Life West will be fully operational by spring 2016 and the freshman class will be able to reap the benefits of the new campus enhancements during their time at college.



The local community joins Life West in the groundbreaking celebration of the new \$5 million renovation project.

Celebrating 120 Years of Chiropractic

Life Chiropractic College West (Life West) celebrated 120 years since the founding of chiropractic in 1895. In honor of this landmark, Life West hosted a week-long celebration for its student body, staff, faculty and the larger local community on September 14-18th.

Monday's festivities kicked off with a Talk the 'Tic lunch discussion featuring insight into the Science, Art and Philosophy of the profession. Speakers included Life West faculty members; Dr. Monique Andrews (Basic Science Chair), Dr. Louis Tiscareno (Clinic Faculty) and Dr. David Browning (ChiroSci Technique Chair). The celebration continued on Tuesday with a chiropractic documentary film where staff, faculty and students brought lunch and enjoyed the movie "From Simple Beginnings." Mid-week, the soon-to-be-opened chiropractic museum provided special access to their replica of DD Palmer's office in Davenport, IA. On Thursday, staff, faculty and students had the opportunity to hear the riveting journey of Dr. Allen Wesdorf, who practiced for 67 years in the San Francisco Bay Area. Closing off the week's celebrations was the Friday Health Center Clinic recognition awards followed by cake in honor of the first chiropractic adjustment.

"Celebrating 120 years of chiropractic is an extraordinary achievement. To current and former staff, faculty and students, our alumni and tribes, our partners and all those coming to study or work in chiropractic in the next 120 years, I thank, welcome and congratulate you," Life West President Dr. Brian Kelly said. "The level of accomplishment of chiropractic in its history is widely felt and acknowledged across the chiropractic community and well beyond.

And for this, we at Life West thank every participant in chiropractic's amazing 120-year journey."

Life Chiropractic College West Chair Speaks at World Congress of Chiropractic Students

On September 24-26, Life Chiropractic College West (Life West) was represented by a delegation of students at the World Congress of Chiropractic Students (WCCS) regional event hosted by the UNEVT Chiropractic University in Toluca, México. Life West's representation, which was led by Dr. Ron Oberstein, had the largest student delegation at the event, aside from the host school.

Life West Board of Regents Chair and practicing chiropractor with offices in San Diego, Dr. Ron Oberstein was one of the speakers at the event. He said, "Students and attendees were truly enthusiastic about discussing chiropractic. I was indeed excited about the future of chiropractic; not just in Mexico or the Americas, but globally. The students did a great job carrying the vitalistic message throughout the event."



Life West students and chair travel to the regional WCCS meeting. Pictured from left, John Christman, Marisa Sum, Dr. Ron Oberstein (Life West Chair), Kenya Hodges, Christina Coblisch.

Dr. Ron Oberstein accompanied third year Life West students John Christman, Kenya Hodges, and Marisa Sum, and second year Life West student, Christina Coblisch.

WCCS Life West Students Celebrate World Spine Day

Annually on October 16th, chiropractic students and their communities from around the world join together to raise awareness for World Spine Day. This year the National Organization, World Spine Day's theme was: Your Back at Work. This theme focuses on the importance of education related to good spinal health and prevention of injuries in the workplace.

Life West's chapter of the World Congress of Chiropractic Students (WCCS), an international student-run non-profit, hosted a celebration event at Pier 5 in San Francisco on October 16th with free activities open to the public including movement workshops, yoga sessions, and a complimentary spinal analysis. Additionally, Life West celebrated World Spine Day by offering a complimentary 12 point evaluation and spinal screening from October 12th-16th at the Life West Health Center. WCCS, Student interns and Doctors of Chiropractic also visited each school K-12, in the Hayward Unified School District, October 12-16, and provided complimentary evaluation and spinal screenings to all interested administrative and staff members.

For information on World Spine Day, visit www.worldspineday.org



Life West's chapter of WCCS hosted a World Spine Day celebration event in San Francisco with free activities.

Classified Ads

Practice For Sale

Los Angeles County, CA – Excellent Opportunity for a chiropractor. Take over an established, busy, and fully equipped chiropractic office with thousands of patients in database FOR FREE. 5 years lease, low overhead, bring digital x-ray to facility. Clinic grossed approximately \$180,000 a year- part time Current owner is retiring. For more information, please send resume to nes2bL62@gmail.com

Pleasanton, California practice for sale-Incredible Opportunity for turn-key family practice on a major street with visible signage. Targeted to collect \$190 000 for 2015 working 3 1/2 days a week. Diversified, Thompson and Activator techniques are used. Willing to help with a successful transition. Open to buyer putting nothing down for those who qualify. Option to purchase the space with no down payment! Email: ssenlightened1@yahoo.com

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Positions Available

Immediate opening for Department Chair, Philosophy position at Life Chiropractic College West, a non-profit graduate school offering the Doctor of Chiropractic (DC) degree, is internationally recognized for leadership and innovation in chiropractic education. [Click here to apply.](#)

Chiropractic Clinical Educator (Attending Physician) position at University of Western States <http://www.uws.edu/> For the full job description, requirements and application guidelines, [please visit our employment page.](#) When applying, please reference the position #101-02-CCA92315 in your application submission.

University of Western States is currently recruiting for a full time tenure track faculty in our clinical education department. Complete position description and application instructions can be [found on our website.](#)

Associate Wanted

Rural Health clinic primarily MediCal some MediCare. Full Schedule 2 days a week. Seeking Diversified background. Would prefer local (between Visalia and Fresno). Bilingual is helpful. We are fully staffed and your assistant would set up the patient, apply Biofreeze and use the massager (some hands on massage) for a 10 minute treatment. Home exercises provided. You are paid per treatment. Please email your CV. Thank You, Dr Roger Rahn

Associate Wanted: Bakersfield, CA. High Volume Integrated Practice. Salary range from \$60,000 to \$100,000 based on experience, commitment level and production. Good communication and adjusting skills a must. Email CV to set up initial interview to: hiodc@hotmail.com

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CCA Seminars and Events Calendar

November

November 10 – Sacramento

CCA-Sacramento Valley District Presents:

Chiropractic 2015 Coding Updates & Documentation

Approved for 2 mandated CE hrs: CA-A-14-12-10018

Speaker: Sam Collins

Courtyard Marriott, 1782 Tribute Road, Sacramento

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

November 10 – Torrance

CCA-Los Angeles Southwest District Presents:

CE Ethics Course & PI Ethics

Approved for 2.5 mandated CE hrs: CA-A-15-05-10617

Speaker: Albert Abkarian, Esq.

The Depot - Kimono Room, 1250 Cabrillo Ave, Torrance

To register, contact Dr. Grace Syn at (310) 713-1616

November 12 – Chico

CCA-Butte District Presents: Longevity and Chiropractic Care

Approved for 2 gen, CE hrs: CA-A-14-12-10020

Speaker: Dan Murphy, DC, DABCO

Panighetti's Eatery, 1851 Esplanade, Chico

To register, contact Dr. Jesse Smith at (530) 809-2695

November 12– San Leandro

CCA-Alameda County District Presents:

Mandated: Proper & Ethical Billing & Coding

Approved for 2 mandated CE hrs: CA-A-14-12-9938

Speaker: Linda Coltrin

The Englander Sports Pub & Restaurant, 101 Parrott St, San Leandro

To register, contact Dr. Danielle Fratellone at (925) 484-2558

November 18 – Fountain Valley

CCA-Orange County District Presents:

Spinal Imaging: X-ray, MRI & CT

Approved for 2.5 gen. CE hrs: CA-A-15-09-11184

Speaker: Cliff Tao, DC, DACBR

Claim Jumper Restaurant, 18050 Brookhurst St, Fountain Valley

To register, contact Dr. Elizabeth Hoefler at (949) 589-9962 or

Presidentccaocd@gmail.com

November 18 – Santa Rosa

CCA-North Bay District Presents: Ethics & Law Seminar

Approved for 2 gen. CE hrs: CA-A-15-02-10249

Speaker: Hector RiveraMelo, DC, DACBR

El Torito, 3360 Ocean Park Blvd, Santa Monica

To register, contact Dr. Gabe Altman at (310) 383-0599

November 18 - Duarte

CCA-San Gabriel Valley District Presents:

Functional Fitness & Extremity Adjusting

Approved for 2 mandated CE hrs: CA-A-15-08-10941

Speaker: Benjamin Griffes, 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

November 24 - Stockton

CCA-San Joaquin/Stanislaus District Presents:

Is the DC the PI Quarterback?

Approved for 2 mandated CE hrs: CA-14-12-10017

Speaker: Shawn Steel, Esq.

University Waterfront Hotel, 110 W. Fremont St, Stockton

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

December

December 1 – Rancho Cucamonga

CCA-San Bernardino County District Presents:

Nuts & Bolts of Employment Law

Approved for 2 gen. CE hrs: CA-A-15-10-11254

Speaker: Geoffrey Hopper, 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

December 3 - Glendale

CCA-Verdugo Hills District Presents: CE Ethics Course & PI Ethics

Approved for 2.5 mandated CE hrs: CA-A-15-05-10617

Speaker: Albert Abkarian, Esq.

Crab Boil Ave, 900 N. Central Ave, Glendale

To register, contact Dr. Boghossian at drbog@bmchiro.com or

(818) 653-8611

December 5 – Lake Forest

CCA-Orange County District Presents:

Adjustive Technique Sampler Review

Approved for 2 mandated CE hrs: CA-A-15-10-11255

Four Speakers

Mission Hills Chiropractic, 23695 Birtcher Dr #A, Lake Forest

To register, contact Dr. Elizabeth Hoefler at (949) 589-9962 or

Presidentccaocd@gmail.com

December 12-13 – Santa Margarita**CCA & Rocktape Present: Fascial Movement Taping Certification – Levels 1 and 2**

Submitted for 8 gen. CE hrs for each level

Speaker: Ethan Kreiswirth, ATC

Athlete's Choice, 23252 Arroyo Vista, Santa Margarita

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

January 2016**January 23-24 – La Quinta (Palm Springs)****CCA Spring 2016 Right in Your Back Yard FREE CE 12-hour Relicensing Seminar**

Will be submitted for 12 CE hours.

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

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

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

March 2016**March 9 - Sacramento**

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2016 California Chiropractic Association Convention & Marketplace Registration Form

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

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

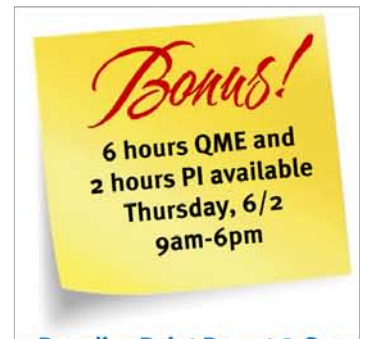
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CCA MEMBERS: Convention cancellations received in the CCA office up to 14 days prior to convention date will not be subject to a service charge. After the 14-day deadline, a \$50 cancellation fee will apply. "No shows" the day of the Convention automatically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

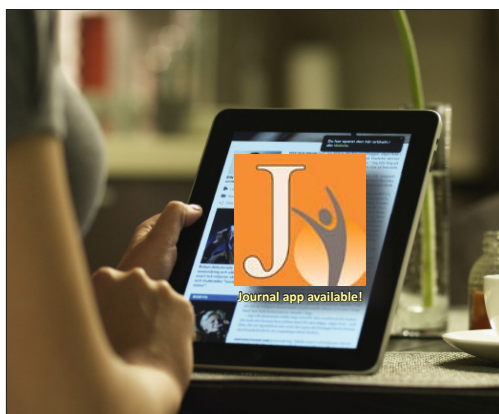
The below Online courses are approved for CA CE and are available via the CCA web site: www.calchiro.org
Click on the Events & CE tab, then Online Learning on the drop down.

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)
- Risk Management in Chiropractic – Staff Members (2 hrs, or 3 hrs or 6 hrs – mandated CE)
- Segmental Drop Review of the Thompson Technique (6 hrs)
- Soft Tissue Care in Chiropractic (6 hrs)
- Special Imaging for the Chiropractic Patient (10 hrs)
- Special Populations in Chiropractic – The Osteoporotic Patient (4 hrs)

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

CCA Journal App Available — FREE!



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

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

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



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

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, 2016
March/April	February 12	March 1, 2016
May/June	April 13	May 1, 2016
July/August	June 17	July 1, 2016
September/October	August 12	September 1, 2016
November/December	October 14	November 1, 2016

Ad Sizes and Rates

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

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

<u>Ad Type</u>	<u>Ad Size</u>	<u>1 run</u>	<u>2 runs</u>	<u>4 runs</u>	<u>6 runs</u>
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.