

# CCA Journal



CALIFORNIA CHIROPRACTIC ASSOCIATION

Volume 41 | Issue 3 | May - June 2016



## All Aboard! CCA-PAC Fundraiser Yacht Cruise

Thursday, June 2, 2016, 7 pm - 10 pm

Bus transportation leaves from Paradise Point Resort & Spa at 6:15 pm

[REGISTER NOW](#) — *More information in this edition*

## Mix It Up! CCA Convention & Marketplace

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

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### In this issue:

**President's Video Message**

**2016 CCA Convention & Marketplace Preview**

**CCA Seminars and Events Calendar**

**CCA Legislative Conference Recap**

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

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

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



Michele Quattlebaum, J.D.

## #4 *It Can Happen to Any D.C.*

I have seen doctors sued by their 7th patient after they started practicing and seen a doctor sued for the first time a year after he retired. I have represented a doctor who got sued by the friend of the family he spent Christmas Eve with for 25 years. There is no anticipating when it can happen or to whom.

**NCMIC is invested in each case. The doctors find that the staff believe in them and say, "We're here for you."** Other carriers might look for ways to deny your coverage or complain that an adequate defense costs too much. Going through a lawsuit or board complaint with a carrier who believes in you and consistently supports the profession is invaluable.

Learn about Michele's other recommendations by going to **[www.ncmic.com/Recommends](http://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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drdarrel@earthlink.net

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

**Penny Cunha, Editor**  
pennycunha@calchiro.org

## Advertising Sales

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

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

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

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



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## executive committee

### Brian Stenzler, DC

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

### Leslie Hewitt, DC

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

### David Paris, DC

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

### Grace Syn, DC

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

### Jay Shery, DC

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

### Matthew Hubbard, DC

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

## 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

### 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

## staff

### Penny Cunha

Chief Administrative Officer  
ext. 138  
pennycunha@calchiro.org

### Cris Forsyth

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

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Robert Dubro, DC  
510.657.9367

### Butte

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### Central Valley

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### Verdugo Hills

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818.500.9911

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Keith W. Carlson, Esq.  
949.222.2008

### Student Director

Charlene Poderoso  
619.471.7679

### ACA Director

Brad Sullivan  
818.216.5390

## California Chiropractic Association

1451 River Park Dr., Suite 230  
Sacramento, CA 95815  
Tel 916.648.2727 • Fax 916.648.2738

E-mail: CCA@calchiro.org

www.calchiro.org

www.californiachiropractic.com

Facebook: www.facebook.com/calchiro.org

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Brian Stenzler, DC, CCA President

The President's video message should begin automatically.  
If it does not, [please click here](#)



The advertisement for Warren G. Bender Co. features a central logo with a stylized 'B' inside a square. The text is arranged in a clear, professional layout. A yellow starburst graphic in the top right corner contains the text 'NEW! HEALTH INSURANCE'. The advertisement is framed by a dark border with yellow and brown vertical bars on the left and right sides.

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# Politics is a Blood Sport and Other Meaningless Clichés

By **Cris Forsyth, Governmental Affairs Director**

Like sports commentators, the penchant of political pundits to fall back on vacuous clichés is almost unavoidable. We can't seem to help ourselves. I found myself spouting the "politics is a blood sport" tripe recently in an effort to explain and ease the pain of the manner in which chiropractic suffered a legislative loss. Some have bigger political sticks than others, and at times that reality trumps truth, justice, and the American Way. See, I did it again.

Using clichés may make it easier to clarify complex issues or difficult realities. However, for chiropractic the stakes are too high, and the prejudice of ignorance can't be overcome by clichés. Few professions suffer more prejudice than chiropractic, and more significant work must be done. At the end of the day it's a marathon not a sprint. I still can't help myself, I'm a cliché junkie.

The point is chiropractic in California faces many challenges, not the least of which is its image. Twenty-four percent of the populace thinks chiropractic is dangerous. This populace also includes politicians with great power over the profession. The question we should all be focused on answering is, "How do we improve that image?" No single effort could do more to aid the profession in the domains of public opinion, halls of political power, and the ever-present media then burnishing the image of chiropractic.

Two decades ago tennis star Andre Agassi famously pitched a

product using the slogan "Image is everything," and all derided the pitch for its shallowness. In today's world where every move of talentless reality stars is followed by millions, we need look no further than Agassi's slogan to see its power.

California Chiropractic Association understands this dynamic implicitly. The right image equates to power. Big Pharma has sold the image; have a problem, take a pill. Medical doctors have sold the image; we went to medical school, so we're the only ones who can save your life. Chiropractic's current image is obtuse, and few become powerful by being obtuse. CCA makes a concerted effort to address the image of chiropractic in California.

Framing our challenges in terms of being at war, under siege, and battling our enemies will not produce an image of chiropractic that will bring it power. The time is now to bring to Californians the power of chiropractic to enhance and protect health. CCA contracted with an expert marketing/public affairs team to design a state-wide, multi-faceted effort to create the image of chiropractic that will benefit ALL chiropractors and Californians.

If you are not supporting CCA with your membership, you need to do so now. [Join online.](#)

The percentage that thinks chiropractic is dangerous needs to be zero. The percentage of politicians who don't know chiropractors are educated, trained and licensed to diagnose any condition of the body needs to be zero.

**THERE'S MORE THAN ONE WAY TO #CHANGELIVES.**

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[www.palmer.edu/recruit-a-student](http://www.palmer.edu/recruit-a-student)



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# 2016 CCA Convention & Marketplace

# Join the Evolution



**Meet us in Paradise** for four great days of education and inspiration! Fine-tune your skills and deepen your knowledge with presentations by 22 outstanding speakers – our profession’s best and brightest. For CCA members, it’s FREE. Great pricing for non-members, too!

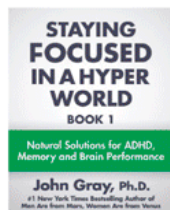
It all happens at one of California’s most beautiful resorts: Paradise Point Resort & Spa. A private 44-acre island tucked away on Mission Bay, Paradise Point is minutes from the heart of downtown San Diego and adjacent to SeaWorld Adventure Park.

## Register today!

Register online at [calchiroconvention.org](http://calchiroconvention.org)  
 Register by phone: (916) 648-2727 ext. 141 or 120  
 Hotel reservations at [www.paradisepoint.com](http://www.paradisepoint.com)



## Dr. John Gray *Staying Focused*



Dr. John Gray will talk about the subject of his new book: *Staying Focused in a Hyper World: Natural Solutions for ADHD, Memory and Brain Performance*. Dr. Gray is the author of the best-selling *Men are from Mars, Women are from Venus*.



## Chris Bell *Prescription Thugs*



Director Chris Bell will talk about his film *Prescription Thugs*, a hard-hitting expose of Big Pharma, its marketing practices and their impact on the staggering level of addiction to prescription drugs in North America.



## Best of the Best! Speakers include:

- |                       |                              |
|-----------------------|------------------------------|
| Albert Abkarian, Esq. | Datis Kharrazian, DC         |
| Lori Allen            | Eric McKillican, DC          |
| Stephanie Beck        | David Paris, DC              |
| David Benevento, DC   | Eric Plasker, DC             |
| Perry Carpenter, DC   | Hector RiveraMelo, DC, DACBR |
| Tracy Cole, DC        | Armand Rossi, DC             |
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| Bob Hoffman, DC       |                              |
| David Jackson, DC     |                              |

Visit [www.calchiroconvention.org](http://www.calchiroconvention.org) for a complete schedule.

FREE CE for CCA Members!  
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June 2 – 5, 2016  
Paradise Point Resort & Spa,  
San Diego

Save with early bird  
registration discounts!  
Discounts END May 25





**We are thrilled to invite you to the CCA-PAC Yacht Cruise!**

CCA-PAC Fundraiser Yacht Cruise — Thursday, June 2, 2016 — 7pm - 10pm

Get ready to set sail for a beautiful, relaxing Yacht Cruise fundraising event on the San Diego bay to benefit CCA’s political action committee. This is an important election year and CCA is sponsoring legislation. To be successful, the level of PAC activity will be at an all-time high.

Help your profession bring home some big wins and enjoy an incredible evening on the bay!

This event is held in conjunction with the 2016 Convention & Marketplace. Transportation to the privately chartered yacht will be provided to and from the Paradise Point Resort & Spa.

SPACE IS LIMITED - SO REGISTER TODAY!



*This event proudly sponsored by...*



CCA is excited to introduce to you  
the **first ever social media movement** for  
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the Congress of Chiropractic State Associations

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Healthy **USA** 2020

Presented by Congress of Chiropractic State Associations



# Call for Participants

## Chiropractic Care Study For Chronic Pain

By Dr. Ian Coulter, Ph.D.

We are looking for doctors of chiropractic in San Diego or surrounding areas interested in participating.



RAND is conducting a study examining the impact of evidence, outcomes, costs, and patient preferences on the choice of treatment for chronic low back pain and chronic neck pain. This study is funded by the National Center for Complementary and Integrative Health (NCCIH), and its aims are; 1) to understand better ways to assess appropriateness within complementary and alternative medicine (CAM), such as chiropractic care; 2) to determine how the inclusion of patient perspectives and cost impacts measures of appropriateness; and 3) to learn about patient preferences and experiences related to treating back pain and neck pain.

We will conduct our national study in and around these six regions: Dallas, TX; San Diego, CA; Minneapolis, MN; White Plains/Yonkers, NY; Portland OR, and Tampa, FL. We are recruiting clinics for our national study starting now through the end of 2016.

We would love to talk to you if are a licensed chiropractor who



works in a stand-alone (community) chiropractic practice, is in a solo or multi-provider practice, is part of a chiropractic-only or integrative practice, sees a minimum of 25 patients per week and has at least 5 years of experience post-training. We are not able to include: Clinics based in chiropractic schools, hospitals, VA or DoD clinics; Clinics where more than half of the patients are on workers compensation or Personal Injury claims.

Patients and clinics will be paid to participate. Participating clinics would be asked to assist with recruiting patients to the study. Interested patients will answer a few questions and enter their contact information on the study iPad. The research team will contact interested patients, screen them for eligibility, and will guide them in completing the surveys during the three month study period. The research team will also review medical charts of the 20 clinic-recruited patients and charts of additional sample of patients. Charts will be reviewed for data about patient medical history, treatments received, and outcomes. Some of these data will be used to study rates at which providers across the country use manipulation and mobilization to treat chronic back and neck pain and compare those rates with ratings from an Expert Panel.

Participating patients will complete multiple web surveys for three-months. Patients will be asked about their experiences with chronic low back or neck pain (such as the frequency, intensity, and duration of their pain), including outcomes such as ability to do daily activities, experiences with and preferences related to chiropractic care, and experiences with and opinions about costs of chiropractic care.

If you represent a chiropractic clinic in one of our regions and you want to inquire about the study or potentially participate, please email our research staff at [ChiroStudy@rand.org](mailto:ChiroStudy@rand.org), or call me at my number below. I look forward to hearing from you.  
Ian D. Coulter Ph.D.

Dr. Ian Coulter, Ph.D.  
[coulter@rand.org](mailto:coulter@rand.org)  
 RAND/Samueli Chair for Integrative Medicine  
 Senior Health Policy Researcher  
 RAND Corporation  
[www.rand.org](http://www.rand.org)



# CCA Seminars and Events Calendar

## May

### May 12 – Glendale

**CCA-Verdugo Hills District Presents:**

**Spinal Imaging: X-ray, MRI & CT**

Approved for 2 gen. CE hrs: CA-A-15-09-11184

Speaker: Cliff Tao, DC, DACBR

Panera Bread, 300 N. Brand Ave, Glendale

To register, contact Dr. David Boghossian at (818) 653-8611

### May 14-15 – Los Angeles

**Cranial Adjusting Turner Style Workshop**

**Co-sponsored by CCA**

Approved for 14 mandated CE hrs: CA-A-16-03-11997 and

-11998 Speaker: Roger L. Turner, DC

Sheraton Gateway Los Angeles Hotel, 6101 W. Century Blvd, Los Angeles

To register, call (705) 792-1315 or [www.catsworkshop.com](http://www.catsworkshop.com)

### May 14 – Santa Barbara

**CCA-Santa Barbara District Presents:**

**Treating Common Golf Injuries**

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

Speaker: Jeff Blanchard, DC

Genuine Chiropractic, 123A El Paseo, Santa Barbara

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

### May 14 – Bakersfield

**CCA & Rocktape Present: FMT Movability**

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

Speaker: Ethan Kreiswirth, ATC, PhD

Athletes' Advantage Academy, 2830 Union Ave, Bakersfield

To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com) or (408) 213-9550

### May 18 – Santa Rosa

**CCA-North Bay District Presents: Nordic Walking Program**

Approved for 2 gen. CE hrs: CA-A-16-03-11999

Speaker: Gerred Popejoy, DC

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

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

### May 18 – Duarte

**CCA-San Gabriel Valley District Presents:**

**Chiropractors & Orthopedics Working Together**

Approved for 2 mandated CE hrs: CA-A-16-04-12076

Speakers: Richard Cheung, DC & 3 MDs

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](mailto:ccasangabrielchapter@gmail.com)

## June

### June 2-5 – San Diego

**2016 CCA Convention & Marketplace**

**Paradise Point Resort & Spa**

**Free CE to CCA Members** – Approved for 28 CE hrs. Must reserve space with a credit card authorization or check that will not be charged or cashed unless you cancel less than 2 weeks prior or are a "No Show"

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

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

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

Submitted for 13 CE hours: QME, X-ray, Blair Technique & Neurophysiology of the Vestibular System

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

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

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

### June 25-26 – Folsom

**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: Tony Mikla

Burger Physical Therapy, 1301 E. Bidwell St, #201, Folsom

To register, contact Rocktape at [www.rocktape.com](http://www.rocktape.com)

or (408) 213-9550

## August

### August 19-21 – Anaheim – Save the Date!

**CCA Sports Symposium**

Multiple Speakers. Will be submitted for CE hours.

Disney's Grand Californian Hotel® & Spa

1600 S. Disneyland Dr, Anaheim

*Registration fees will apply*

# Sports & Rehab SYMPOSIUM

August 19-21, 2016 • Disney's Grand Californian Hotel® & Spa

## 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 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.

- Whether you want to expand your knowledge of or take your first shot at this clinical area, the Symposium is for you.
- Mix work and play with two and half days of symposium content and break time for you to enjoy the "Happiest Place on Earth" with your family and friends. Only available to registered Sports Symposium 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!



## Special Event! Chiro 2k Fun Run inside Disney's California Adventure Park

Saturday, Aug. 22, 6:30am – 7:30am

\$25 registration fee. 9 and under free. Strollers welcome!

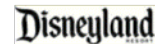
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CALIFORNIA CHIROPRACTIC ASSOCIATION

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CA/Guest name \_\_\_\_\_

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|--|----------------------------------|---|
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| <input type="checkbox"/> Student                                 | \$145                            | \$195**                                 |
| <input type="checkbox"/> Chiropractic Assistant/Guest            | \$145                            | \$195                                   |
| <input type="checkbox"/> Chiro 2k Fun Run                        | \$25<br>(Members & 12 and under) | \$45***<br>(Non-Members & 13 and older) |

\*Early bird rate before 8/5

### PAYMENT INFORMATION

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

or  VISA  MC  AMEX  DISCOVER Credit Card # \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_

\*\* Non-member rate includes SCCA membership.

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

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

### 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.



# 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.

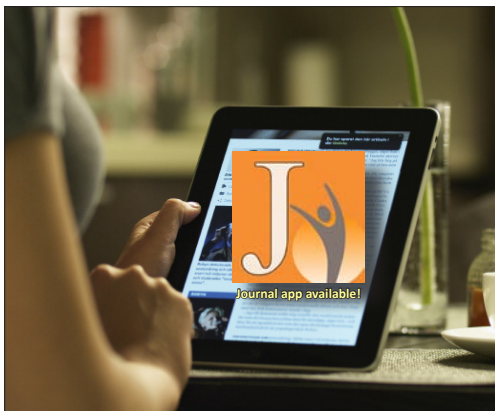
The below Online courses are approved for CA CE and are available via the CCA web site: [www.calchiro.org](http://www.calchiro.org)  
Click on the Events & CE tab, then Online Learning on the drop down.

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

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

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

# Join the Evolution

2016 CCA  
Convention & Marketplace



## Thursday, June 2, 2016

|                            | DOCKSIDE ROOM   | BAYVIEW ROOM  |
|----------------------------|---|---|
| 9am – 12pm<br>(3 hr block) | <b>QME Update 2016</b> (3 hrs)<br>Perry Carpenter, DC   |   |
| 12pm – 1pm                 | <b>LUNCH BREAK (Attendees on own)</b>   | <b>12:30pm – 5:30pm</b><br>(5 hrs)<br><b>Simply Incredible: Detecting and Reporting the Neurological Relationships of the SUBLUXATION</b><br>David Fletcher, DC |
| 1 – 4pm<br>(3 hr block)    | <b>QME Update 2016 (continued)</b> (3 hrs)<br>Perry Carpenter, DC                                 |   |
| 4pm – 6pm<br>(2 hr block)  | <b>Personal Injury</b> (2 hrs)<br>Albert Abkarian, Esq.   |   |
| 7pm – 10pm                 | <b>CCA PAC Fundraiser – Sunset Yacht Cruise (ticketed event – requires separate registration)</b> |   |



Gold Sponsor

All classes have been approved for CA BCE credit, except Chiropractic Assistant Program. Contact CCA for additional state information.

- DC
- DC & CA
- CA
- \*Fulfills mandatory CE credit required by CA BCE

## Friday, June 3, 2016

|                                   | PAVILION   | SUNSET BALLROOM  | CA/STUDENT PROGRAM – BAYVIEW ROOM                         |
|-----------------------------------|--|--|---|
| 7am – 8am<br>(1 hr block)         | <b>Stand Up Paddleboarding</b> (1 hr) PARADISE COVE<br>Eric McKilligan, DC   | <b>Beachside Yoga</b> (1 hr) PARADISE COVE<br>Leslie Hewitt, DC  |   |
| 8am – 8:30am                      | <b>MARKETPLACE OPENS - Check out the Specials! (30 minutes)</b>  |  |   |
| 8:30am-10:00am<br>(2 hr block)    | <b>Upper Cervical Care for Newborn*</b><br>Armand Rossi, DC (2 hrs)  |  |   |
| 10am – 10:30am                    | <b>MARKETPLACE BREAK in the PAVILION - Grab a Deal! (30 minutes)</b>   |  |   |
| 10:30am – 12:30pm<br>(2 hr block) | <b>Adjustive Technique* Cranial Facial Release</b><br>Adam del Torto, DC (2 hrs)<br><i>Sponsored by Cranial Facial Release</i> | <b>The Scientific Benefits of a Chiropractic Adjustment</b><br>Dan Sullivan, DC (2 hrs)                                | <b>The Purpose Driven CA</b> (2 hrs)<br>David Jackson, DC |
| 12:30pm – 2:00pm                  | <b>LUNCH BREAK (Attendees on own)</b>  |  |   |
| 2pm – 3:30pm<br>(90 minute block) | <b>The Comprehensive Adjustive Technique*</b><br>(1.5 hrs)<br>Grace Syn, DC  | <b>The New Chiropractic Story: Brain Based Wellness</b><br>Bob Hoffman, DC (1.5 hrs)<br><i>Sponsored by ChiroTouch</i> | <b>Social Media Part I</b> (1.5 hrs)<br>Stephanie Beck    |
| 3:30pm – 4:00pm                   | <b>MARKETPLACE BREAK in the PAVILION - Spread the Wealth! (30 minutes)</b>   |  |   |
| 4pm – 5:30pm<br>(90 minute block) | <b>How to Feed Your Brain for Optimal Function</b> (1.5 hrs)<br>Datis Kharrazian, DC<br><i>Sponsored by Apex Energetics</i>    | <b>Mastering Chiropractic Pediatric and Family Care</b><br>(1.5 hrs)<br>Eric Plasker, DC                               | <b>Social Media Part II</b> (1.5 hrs)<br>Stephanie Beck   |
| 5:30pm – 6:00pm                   | <b>MARKETPLACE BREAK in the PAVILION - Happy Hour! (30 minutes)</b>  |  |   |
| 7pm – 10pm                        | <b>Friday Night Beach Bonfire</b> <i>Sponsored by Heartland Payment Systems</i>  |  |   |

## Saturday, June 4, 2016

|                                     | PAVILION  | CA/STUDENT PROGRAM – BAYVIEW ROOM   |
|-------------------------------------|---|---|
| 7am – 8am<br>(1 hr block)           | <b>Stand Up Paddleboarding</b> (1 hr) PARADISE COVE<br>Eric McKilligan, DC  | <b>Beachside Yoga</b> (1 hr) PARADISE COVE<br>Leslie Hewitt, DC                           |
| 8am – 8:30am                        | <b>MARKETPLACE OPENS- Grab a cup of Joe! (30 minutes)</b>   |   |
| 8:30am-10:30am<br>(2 hour block)    | <b>Ethics*</b> (2 hrs)<br>David Benevento, DC; Tracy Cole, DC;<br>and David Paris, DC   | <b>Efficient, Effective &amp; Profitable Front Desk – Part I</b> (2 hrs)<br>Lori Allen    |
| 10:30am – 11am                      | <b>MARKETPLACE BREAK in the PAVILION - Spending Spree! (30 minutes)</b>   |   |
| 11am – 12:30pm<br>(90 minute block) | <b>Staying Focused</b> (1.5 hrs)<br>John Gray, Author   | <b>Efficient, Effective &amp; Profitable Front Desk – Part II</b> (1.5 hrs)<br>Lori Allen |
| 12:30pm – 2pm                       | <b>LUNCH BREAK (Attendees on own)</b>   |   |
| 2pm – 3pm<br>(1 hr block)           | <b>Prescription Thugs</b> (1 hr)<br>Chris Bell, Producer  | CA/Students may attend afternoon sessions in the Pavilion                                 |
| 3pm – 4pm                           | <b>BOOK SIGNING AND MARKETPLACE BREAK in the PAVILION (1 hour)</b>  |   |
| 4pm – 5pm<br>(1 hr block)           | <b>Special Presentations: Ignite &amp; Inform</b> (1 hr)<br>CCA President, Brian Stenzler, DC & Special Guests  | CA/Students may attend afternoon sessions in the Pavilion                                 |
| 5pm – 5:30pm                        | <b>PRIZES AND MARKETPLACE BREAK in the PAVILION - LAST CALL! (30 minutes)</b>   |   |
| 5:30pm – 6:45 pm<br>(1 hr block)    | <b>Lighting the Fire...Passing the Torch...Joining the Evolution</b> (1 hr)<br>CCA President, Brian Stenzler, DC & CCA President-elect, Leslie Hewitt, DC | CA/Students may attend afternoon sessions in the Pavilion                                 |
| 6:45 pm                             | <b>Grand Prize Drawing and Recognition – Must be present to win</b><br>CCA President, Brian Stenzler, DC & CCA President-elect, Leslie Hewitt, DC         | CA/Students to attend Special Presentation  |
| 7:30pm – 10pm                       | <b>Poolside After Party</b>   |   |

## Sunday, June 5, 2016

|                           | RADIOLGY   | SUNSET BALLROOM   |
|---------------------------|--|---|
| 8am – 1pm<br>(5 hr block) | <b>Radiology</b> (5 hrs)<br>Hector RiveraMelo, DC, DACBR | <b>SUNSET BALLROOM</b><br><i>Supported by Southern California University of Health Sciences</i> |

# Classified Ads

## Associate Wanted

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

## Positions Available

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

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

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

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

## Practice For Sale

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

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IN SACRAMENTO – Seller Motivated and Owner Financing for this high net profit practice, collections \$152K. HEMET – 59% cash practice with collections \$53K, two days/week. TEMECULA /MURRIETA VALLEY - Diversified/Activator practice, high cash, two days/week, collections \$105,000. Call for details on these and other great practice opportunities available in California. PROFESSIONAL PRACTICE ADVISORS, INC. 800.863.9373 [www.practiceadvisors.com](http://www.practiceadvisors.com)

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

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# CCA LEGISLATIVE CONFERENCE

*Working ardently to enhance the chiropractic profession...*







**Assembly Member  
Brian Maienschein**



**Senator Ben Hueso**



**Assembly Member Brian Jones**



**Assembly Member Rocky Chavez**

Assembly Member Rocky Chavez, Assembly Member Brian Jones, Assembly Member Brian Maienschein and Senator Ben Hueso addressed CCA members at the 2016 CCA Legislative Conference held in Sacramento on March 9th. After lunch, doctors headed out to lobby two CCA sponsored bills: AB 1992 (Jones) Pre-Participation Athletic Sports Physicals and AB 2407 (Chavez) Workers' Comp Conservative Treatment Plan & Assessment for Back Injury Patients.



**For all that were there – with boots and heels on the ground – we THANK YOU!**

CCA had an unprecedented turn out for Legislative Conference 2016! Not even the threat of rain could stop our committed doctors and students. [Check out the jam-packed agenda.](#)

Our morning session included intensive grassroots training on our two sponsored bills: AB 1992 (Jones) and AB 2407 (Chavez). We were honored to have FOUR keynote speakers for the morning session: Senator Ben Hueso, Assembly Member Rocky Chavez, Assembly Member Brian Jones and Assembly Member Brian Maienschein. Having our bill authors – Brian Jones and Rocky Chavez talk about their commitment to our issues and being the author of our bills was definitely a highlight.

Lunch was a gourmet buffet and we raised over \$5,000 for the CCA-PAC! Thank you all for your unwavering and generous support of your profession.



*Dr. Leslie Hewitt, CCA 1st Vice President and Conventions & Seminars Chairperson.*



*Dr. Wayne Whalen addresses pertinent questions to the audience.*





Assembly Member Brian Maienschein and CCA President Dr. Brian Stenzler field questions.

The afternoon lobbying appointments were also a huge success. From the feedback we have received thus far, many legislators are sympathetic to the issues that AB 1992 and AB 2407 address. This is great news so early in the session. [Click here for talking points and more information on these bills.](#)

Our day concluded with the And That's A Wrap Afternoon Social with many legislators in attendance.



Assembly Member Brian Jones shares about his desire to author AB 1992.



Dr. David Paris, CCA 2nd Vice President and Governmental Affairs Department Chair with Dr. Heather Dehn.



Dr. Eric Benevento and Dr. David Benevento



Dr. Wayne Whalen and his daughter, Riley Whalen.



Dr. Fred Dehn and Dr. Heather Dehn.



# Palmer Students Attend CCA Legislative Conference

Students from Palmer College of Chiropractic's San Jose campus take their attendance at the CCA Legislative Conference seriously as a tremendous educational opportunity.

Tracy Lam, past president of the Student ACA (SACA) chapter at Palmer's San Jose campus, said of her participation in this year's CCA Legislative Conference, "I believe that there is always struggle within any profession. Whether people acknowledge it or not, there is a group of intellectuals who promote, protect, and fight for your profession. My biggest motivation is if I want to see a change in the profession, nothing will change if I sit and complain about it, I need to learn more and show up to make an impact. To be able to witness change is amazing. Attending Leg Con and NCLC are amazing experiences that no words can attach to. All I can suggest to students is, to truly understand the profession and what it's about, attend one of these events."

Palmer's San Jose campus has served as a central meeting place for students at-



tending the Legislative Conference with Santa Clara County CCA District Doctors (who provide bus transportation to and from Sacramento). Palmer also hosts a pre-trip continental breakfast for the doctors and students.

These pre-Leg Con activities provide great networking opportunities for the students – and the docs get to hear

about the students' involvement not only with CCA, but also with the ACA, as many of the Sacramento-bound students were in Washington, D.C., the week before, lobbying for the profession at the National Chiropractic Leadership Conference (NCLC) with students and doctors throughout the country – where Palmer's San Jose campus SACA chapter received special recognition.

The photo above was provided by one of the San Jose campus SCCA officers who attended Leg Day. It's a group shot that features Palmer's San Jose campus Student CCA delegates and Santa Clara CCA District officers meeting with California State Assembly Kansen Chu, whose district (25) includes the South Bay area in which Palmer's San Jose campus is located.

The photo, at left, is of Santa Clara County CCA District doctors along with members of Palmer's Student CCA chapter at the San Jose campus, prior to boarding the bus for the ride to Sacramento.





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CALIFORNIA CHIROPRACTIC ASSOCIATION

2016 CCA  
Convention & Marketplace

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*Bonus!*

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

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Go to [calchiroconvention.org](http://calchiroconvention.org) to register.

[www.paradisepoint.com](http://www.paradisepoint.com)

[Direct link to book your reservation](#)

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\*Deposit of \$81

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

## 2016 California Chiropractic Association Convention & Marketplace Registration Form

Name(s) \_\_\_\_\_ Chiropractic College \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Check here if new address.  Check here if you have special needs that may require our attention. A CCA staff person will call to confirm your request.  
**Please check one:**  Use this email for all CCA communications.  Use this email for confirmation only.

### Sign me up for: (check below)

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

### MEMBER

FREE\* with \$81 deposit  
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 FREE\* with \$81 deposit  
 \$129

### NON-MEMBER

Pre-registration by May 25/After May 25  
 \$349/\$449  
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 \$199/\$299  
 \*\*\$75 / \$95\*\*  
 \$199/\$249

\*Limited FREE Seating Available. Once the FREE seats are filled and if space permits, additional seats may be purchased.  
\*\* Non-member rate includes SCCA membership.

### Pre-Paid Lunch

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

Friday \$27  Saturday \$27  \$50 for both days  
\_\_\_\_\_ # of tickets      Total Amount Due: \$ \_\_\_\_\_

### HOW TO RESERVE YOUR SEAT

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

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

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

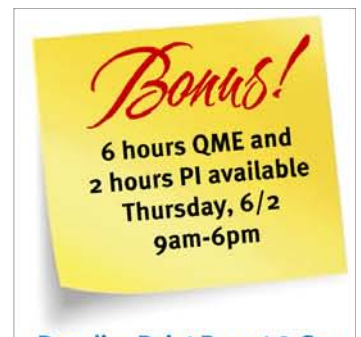
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**FAX** (916) 648-2738 **CALL** (916) 648-2727 ext. 141 or 120 **WEB** [www.calchiro.org](http://www.calchiro.org)

**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.

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



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



# CCA Re-Licensing Seminars • Spring 2016

## Right in Your Back Yard!

### 12 HOURS OF FREE CE!\*\*

### Lake Tahoe

June 25-26, 2016

Saturday, June 25

#### QME Re-certification\*

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

**Wayne Whalen, DC**

Join Dr. Wayne Whalen, resident work comp expert, for an in-depth look at what's new in workers' compensation. Topics include ethical billing for services, how best to have treatment recommendations authorized, existing liens, and how to navigate billing disputes and denials.

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

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

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

#### Blair Technique\*\*

(4 hrs) 7:30am – 12:00pm

**Elizabeth Hoefler, DC**

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

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

(4 hrs) 1:00pm – 5:30pm

**Larry E. Masula, DC**

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

Sunday, June 26

#### Radiology

#### Imaging & Back Pain: Putting Together Puzzle Pieces

(5 hrs) 8:00am – 1:00pm

**Robyn B. Mitchell, DC, DACBR**

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



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## 2016 CCA Convention & Marketplace



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June 2 - 5, 2016 | San Diego



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 (confirmation letter will be e-mailed)

Check here if new address.  Check here if you have special needs that may require our attention. A CCA staff person will call to confirm your request.  
**Please check one:**  Use this email for all CCA communications.  Use this email for confirmation only.

## “Right in Your Back Yard” PROGRAM LOCATIONS & DATES (check one)

Lake Tahoe

June 25-26, 2016

### Resort at Squaw Creek

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 until 6/2

### Sign me up for: (check below)

#### MEMBER

#### NON-MEMBER

Early Bird / After  
 (Lake Tahoe: 6/10)

#### Back Yard Seminar

- Doctor of Chiropractic  
 QME Only (Tahoe)  
 Student  
 Chiropractic Assistant/Guest

FREE\* with \$81 deposit  
 FREE\* with \$81 deposit  
 \$59  
 \$99

\$205 / \$235  
 \$165 / \$195  
 \$89\*\* / \$119\*\*  
 \$119

\*Limited FREE Seating Available. Once the FREE seats are filled and if space permits, additional seats may be purchased.  
 \*\*Non-member rate includes SCCA membership.

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

### HOW TO RESERVE YOUR SEAT

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

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

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

VISA  MC  AMEX  DISCOVER Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

#### 4 Easy Ways to Register

FAX: 916.648.2738

CALL: 916.648.2727, ext. 120 or ext. 141

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

ONLINE: [www.calchiroseminars.org](http://www.calchiroseminars.org)

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

**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. CCA members receiving FREE continuing education registration must be members in good standing (no more than 60 days behind in membership dues) in order to receive continuing education credit. 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.

**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 REGISTRANTS:** 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.



CALIFORNIA  
 CHIROPRACTIC  
 ASSOCIATION

For CCA use only:  Verify record \_\_\_\_\_

Processed \_\_\_\_\_  Confirm e-ltr \_\_\_\_\_





## 9<sup>th</sup> 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, “Healthy Living: Nourish. Move. Thrive.” There is no doubt it will be the best conference of its kind.

- 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

Come experience an unforgettable weekend. [Click here to register.](#)

Additional information can be found here:

Twitter @SCUConference  
Facebook /IntegrativeConference

### SCU Faculty and Clinicians Receive the Clinical Research Award

SCU would like to congratulate Dr. Anupama Kizhakkeveetil, Dr. Kevin Rose, Dr. Gena E. Kadar, and Dr. Eric Hurwitz, on receiving the Clinical Research Award at the 2016 Association of Chiropractic

College Research Agenda Conference for their study, Integrative Acupuncture and Spinal Manipulative Therapy Versus Either Alone for Low Back Pain: A Randomized Controlled Trial. The study received both the Parker and SCU research grants and was conducted at our SCU Health Center. The objective was to determine the feasibility of conducting a large-scale randomized clinical trial examining whether an integrative care model combining acupuncture and spinal manipulative therapy would lead to better outcomes of low back pain management than either therapy alone.

The study involved over 100 participants with both acute and chronic low back pain. Participants were randomized into three groups: acupuncture, spinal manipulative therapy and integrative acupuncture and spinal manipulative therapy and received treatment over the course of 60 days.





The study found that while there was no difference in outcomes between groups, all three of the groups experienced clinically meaningful improvements. This study demonstrated that it is feasible to conduct a RCT to compare the effectiveness of integrative acupuncture and SMT for LBP to either therapy alone. Future studies should include a larger sample to increase the power for detecting clinically meaningful differences between groups.

We are extremely proud of the accomplishment our SCU faculty and Clinicians have achieved.

### Physician Open House and Diagnostic Ultrasound Seminar

As our Center for Diagnostic Imaging unveils their musculoskeletal ultrasound services at SCU Health System they will be hosting a “Physician open house” and musculoskeletal ultrasound seminar with a FREE CEU on Tuesday May 17th, 2016 from 6:30 to 8:30. We are inviting physicians to join our Diagnostic Imaging team for some light refreshments, a tour our facilities, meet our staff, learn more about our center and services, as well as participate in a presentation and

demonstration of musculoskeletal ultrasound. As a thank you for your attendance we will be providing one hour of continued education credits. To reserve your spot call 562.943.7125 we hope to see there.

### Chiropractic Doctors Tutoring Medical Students

Angela Quynh Pham, MD, Director of the Pain Fellowship at the Veterans Administration, Greater Los Angeles Health System (VAGLAHS) and Professor, Department of Medicine, David Geffen School of Medicine at UCLA, has recruited three chiropractic doctors to work as tutors for first year medical students in a problem-based learning module during the musculoskeletal medicine educational block.

1988 alumna, Valerie Johnson, DC, DAB-Cl, Lead Chiropractor and Chiropractic Residency Director at VAGLAHS, 1982 alumnus, Robb Russell, DC, Director of SCU’s Spine Care and Spine Care Residency and Justin Goehl, DC, VA resident, are the three tutors. Each work with a cohort of eight medical students during two, two hour classes per week during a five week period. Their role as content

experts is to facilitate students as they work through a series of case studies. This problem-based learning course is one of the earliest clinical decision-making opportunities to which the medical students are exposed.

### SCU Faculty Consult on the New TV Show S.T.R.O.N.G

SCU has been extremely fortunate to have past alumni and associate faculty members be involved with high profile events and television shows. Most recently, Dr. Joe Horrigan, D.C., a member of SCU Associate Faculty, was a consultant on a new reality show premiering in April. The show is called S.T.R.O.N.G. and is different than other fitness shows as the premise of the show isn’t to get as skinny as possibly but rather to get as strong as possible. It features 10 women training and competing alongside their 10 elite male trainers and is sure to draw a lot of attention.

Dr. Horrigan was involved with casting for the show as well as consulting and treating participants during the filming to ensure the safety and outcomes for all participants. We are looking forward to S.T.R.O.N.G. being a huge hit!!

## Free CCA Journal App Available



Have you downloaded and installed the **CCA Journal app**? It’s totally free. When you access the magazine online, at [www.CCAjournal.com](http://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.

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.



## San Jose Campus Sports Council Provides Care at Sea Otter Classic for 24<sup>th</sup> Year in a Row

Palmer's San Jose campus Sports Council provided chiropractic sports-care services at the 26th annual Sea Otter Classic, marking 23 years of involvement at the four-day event at the former Laguna Seca Raceway in Monterey, which is now universally regarded as "the world's premiere cycling festival."

More than 10,000 athletes participate in a variety of cycling's multiple racing disciplines, including: mountain-bike, cross country, downhill, dual slalom and short track racing. Road cyclists compete in circuit, criterium, and road racing. Participants range from professional racers to recreational cyclists of all ages and skill levels.

Several-dozen San Jose campus Sports Council members participated for at least one of the four days, and Sports Council clinicians included Sports Council Faculty Advisor Ed Feinberg, D.C.,

Mehdi Moossavi, D.C., Ti Pence, D.C., Karen Roitz, D.C., and Jonathan Slater, D.C.

Dr. Moossavi has served as a Sports Council clinician each of the 23 years that Palmer's San Jose campus has been involved with the Sea Otter event.

Due to the size of the Sea Otter event, the Sports Council team provided care at two tent-locations. In addition to more than 300 chiropractic treatments, Sports Council members also provided general first-aid assistance.

"Sea Otter stands out because we're able to see such a diverse range of conditions over the course of the event," said Anne Marie Vicencio, San Jose campus student and Sports Council co-event coordinator for this year's Sea Otter.



## San Jose Campus SACA Chapter Receives Multiple NCLA Honors

Palmer College of Chiropractic's San Jose campus received multiple awards at the American Chiropractic Association's (ACA) National Chiropractic Leadership Conference (NCLC), held Feb. 24-27 in Washington, D.C.

More than 700 chiropractors and students and students convened on Capitol Hill to meet with Congressional policymakers and lobby on behalf of the chiropractic profession.

During the NCLC event, student ACA officers also held a National SACA meeting, at which Palmer's San Jose campus Student ACA (SACA) chapter received the "Most Improved" award.

"I am so proud of our chapter for receiving this award. We worked really hard from last year's NCLC to get better and be better," said Tracy Lam, who served as president of the SACA chapter for the 2015-2016 term.

Lam also received an award for "Excellence in Leadership" at the National SACA Leadership Conference this past October in Des Moines, Iowa.

"We challenged ourselves to improve, and now our chapter is stronger than ever. I could not be any happier, and I'm extremely proud of my team."

Another exciting feature of the NCLC program is the "SACA's Got Talent!" event, in which each SACA chapter selected a uniquely talented member to represent their campus in a fun competition.

San Jose campus student Amos Chon received second-place honors for his exquisite cello performance.



“I was humbled by the opportunity to represent Palmer’s San Jose campus at this year’s NCLC Talent Show,” said Chon, who performed in the symphony orchestra at Southern Adventist University in Collegedale, Tenn., where he earned his B.S. (biology).

“The whole lobbying process was awesome, and really hit home for me as to what an impact we can have nationally, even as students. Although it wasn’t first place, it was an honor to represent not just our campus, but all chiropractic students and doctors!”

Other San Jose campus students who attended NCLC 2016 included: Peggy Chin, Immanuyel Choi, Britta Conlon, Hailey Descoteaux, Kerri Domingo (who was recently elected president of Palmer’s San Jose campus SACA chapter for the 2016-2017 term), Emma Eskilson, Christine Fischer, Timothy Haynes, Sarah Houhoulis, Nhi Huynh, Tracy Lam, Will Lee, Danny Louie, Christopher Meanley, Jonathan Parham, Timothy Woo, Erica Yu and Jessica Yeung.



Tracy Lamn, SACA chapter president,, center, receives an Excellence in Leadership award.

### Faculty Member, Alumna Provide Care at IAAF World Indoor Championships

Kyle Prusso, D.C., CCSP, Director of Clinics at Palmer College’s San Jose campus, and Tomilyn Thornberry, D.C., a 2014 San Jose campus alumna, were

members of the multidisciplinary team providing care for athletes at the IAAF World Indoor Championships, March 17-20, at the Oregon Convention Center in Portland.

Nearly 500 athletes from 137 nations competed in various track and field events -- many of whom will meet once again in the 2016 Summer Olympics, Aug. 5- 21 in Brazil.

When the IAAF announced this year’s World Indoor Championships would be in Portland (marking the first time the U.S. had hosted since the inaugural event in 1987), Drs. Prusso and Thornberry applied, and were selected, to be part of the World Indoor Track and Field Meet multidisciplinary medical staff. In addition to 17 D.C.s, the staff included M.D.s, P.T.s, ATCs, and massage therapists.

Drs. Prusso and Thornberry each provided approximately 20 hours of service during the course of the event. They cared for patients at treatment locations set up at the Convention Center, and the hotel which hosted most of the athletes.

“It was fun and exciting to treat athletes from all over the world,” said Dr. Prusso, team chiropractor for the Oakland Raiders, who also serves as president of the Professional Football Chiropractic Society (PFCS).

“In speaking with many of the athletes, often through interpreters, it became apparent that while some countries don’t have staff chiropractors available to treat their teams, the availability of our services were highly valued by the athletes, and they sought our care.”

“I wanted to be involved in this iconic event in some capacity, and I’m grateful that I was able to do so as a chiro-

practor,” said Dr. Thornberry, a track-and-field athlete at Xavier Univ., who maintains her practice at Thornberry Running and Sports Therapy in Pleasanton, Calif., while also serving as the assistant track and cross-country coach at Foothill High School in Pleasanton.

### Sherry McAllister, D.C. Helping Palmer, Profession & Patients in Multiple Roles

At each stage of her two-decade career, Sherry McAllister, D.C., CCSP® (San Jose, '96) has distinguished herself time and again by demonstrating a dedicated spirit and willingness to go “the extra mile” to promote Palmer College and advance the chiropractic profession. While completing her studies at Palmer’s San Jose campus, Dr. McAllister served as Associated Student Government president. She has helped direct the San Jose campus continuing education and 13th Quarter field-training programs, and continues to represent her chiropractic alma mater at various Palmer Alumni events.

Dr. McAllister recently took steps to become an even-greater ambassador for the chiropractic profession when she was appointed executive vice president of the Foundation for Chiropractic Progress. It’s a good thing Dr. McAllister also is a competitive triathlete. She’s always on the go – and that also includes maintaining a part-time practice in San Jose, while raising two sons with her husband, Don.

A native of Calgary, Alb., Canada, Dr. McAllister was introduced to chiropractic following a car accident, which impacted her life in multiple ways. The care she received provided the only source of relief from the pain, and inspired her to pursue a similar career path.



# LIFECHIROPRACTIC COLLEGE WEST

## Life West President Hosts Receptions on Behalf of the College

Just because your time on campus has finished doesn't mean you have to say goodbye. Life Chiropractic College West and our alumni office regularly host lunch and dinner events, receptions and reunions for alumni and friends of the college. These events are taking place in your back yard and around the world, so [go online](#) to find an event near you and hear about all the great new things happening at Life West.

We will also be visiting the Toronto and New York areas the week of May 23rd and the southern East Coast (Georgia/Florida) the week of June 13th, so stay tuned!

We organize a number of events every year and we are happy to welcome our alumni, faculty, friends, and supporters. Just make sure to keep your email and address up to date in order to receive news of activities and events local to you. For information on any upcoming events, please contact Nancy McKillican, Alumni Relations Coordinator, at [nmckillican@lifewest.edu](mailto:nmckillican@lifewest.edu), or Dr. Jim Hawkins, our Alumni Ambassador, at [jhawkins@lifewest.edu](mailto:jhawkins@lifewest.edu).

### Dr. Mark Zeigler Appointed VP of Institutional Advancement

Recently, Dr. Mark Zeigler has been appointed Vice President of Institutional Advancement at Life Chiropractic College West. With a 35 year plus career, he has worked in a variety of leadership capacities. Dr. Zeigler worked five years

in local government as Mayor of the city of Sturgis in South Dakota, was selected as the fifth president of Northwestern Health Sciences University, served as Vice President of the Association of Chiropractic Colleges, and had a successful private practice for over 25 years.

"It's a privilege to join the team at Life Chiropractic College West, under the leadership of Dr. Brian Kelly. This is an exciting time to be part of Life West as is reflected in the major capital improvements to their campus, the commitment to clinical education, and the growth in student enrollment. It's a wonderful environment for students to study chiropractic and position themselves to be successful doctors of chiropractic in the emerging health care marketplace," noted Dr. Zeigler.

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

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

"Dr. Zeigler is an individual that comes to us with significant work experience both inside and outside the chiropractic





community. We look forward to working with him strategically and operationally for our next exciting stages of growth. The timing is perfect for his arrival," added President Dr. Brian Kelly.

This award winning chiropractor has received many honors including Chiropractor of the Year, South Dakota Chiropractors Association in 1998; named as Fellow of the International College of Chiropractors in 2002; and named Alumni of the Year by Northwestern College of Chiropractic in 2002. Dr. Zeigler received his Doctor of Chiropractic in 1980 from Northwestern College of Chiropractic in St. Paul, MN. For more information on Life West, please [visit our website](#).

### WAVE Event - August 5-6

The WAVE celebrates its 6th year of bringing inspiration and a fresh approach on the philosophy, art, science, and future of chiropractic. World-class speakers with perspectives that cultivate cutting-edge conversations that inspire you and help you grow your practice. Enjoy a family-friendly weekend in San Francisco.

The WAVE is your source for inspiration and education. Connect with friends and colleagues—old and new—in an interactive learning environment. Your kids can meet new friends, learn, and have fun with other chiro kids at the Kid's Club (4 to 12 year olds).

### YOU DON'T WANT TO MISS:

- World-class speakers from within and outside chiropractic
- 12 hours of Continuing Education credits (applied for)
- 3rd Annual International Finals of "Chiropractic Has Talent". Click here for more information
- Insight on marketing strategies to build your practice
- Special Chiropractic Assistant training to inspire and elevate your staff.

[More info here.](#)



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# JOIN THE EVOLUTION

## CCA E-Z Membership Application

Name \_\_\_\_\_

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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, 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!**

| <b>Ad Type</b>    | <b>Ad Size</b>              | <b>1 run</b> | <b>2 runs</b> | <b>4 runs</b> | <b>6 runs</b> |
|-------------------|-----------------------------|--------------|---------------|---------------|---------------|
| 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/](http://www.calchiro.org/) and also from the "gateway" *Journal* web site, [www.CCAjournal.com](http://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/](http://www.candspub.com/)

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