NYCC Pays Tribute to Dr. Monte Greenawalt
How to Turn 2 Feet Into 15 Yards Advantage

Let us introduce you to every golfer's secret weapon. It helps improve their swing, helps them hit the ball farther, and it's perfectly legal. It's the custom-made ParFlex Plus® Spinal Pelvic Stabilizer, and it's only available from Foot Levelers.

Try the ParFlex Plus today!

FOOT LEVELERS, INC.
The Posture Specialists™
This issue of Transitions pays tribute to Dr. Monte Greenawalt, founder of the remarkably successful Foot Levelers company. Chiropractors worldwide have come to recognize the therapeutic benefits of Foot Levelers’ Spinal Pelvic Stabilizers as an important adjunct to the spinal adjustment in helping improve gait and posture and restore normal function in many patients. NYCC joins the entire chiropractic profession in a public expression of gratitude to Dr. Monte Greenawalt for his inspiration, fine example, and valuable contributions to the chiropractic profession. Thank you, Monte.

In the words of Leonardo da Vinci, “The human foot is a masterpiece of engineering and a work of art,” and herein various authors reflect on how the feet, as with all parts of the human body, require proper care and nutrition. It is with great enthusiasm that Transitions presents not only Dr. Monte Greenawalt’s phenomenal story, but also highlights healthcare issues associated with the foot, a unique anatomical structure responsible for lending structure, stability and health to the rest of the body.

Inside This Issue

President’s Council.................................4, 6, 7
Series Articles........................................10-21
NYCC’s Class Challenge.........................22-21
Alumni Spotlight....................................24-25
News Briefs...........................................30-31
What’s News..........................................32-33
Scholarships...........................................37
Commencement.....................................42
Dr. Thomas R. Ventimiglia, D.C., FACC, is a 1980 graduate of NYCC. He currently heads the College’s Postgraduate and Continuing Education Department and has been a member of the President’s Council for more than 15 years. Ventimiglia calls NYCC a “pillar” of the chiropractic profession, and he fully appreciates the importance of supporting the institution financially. “Colleges such as NYCC cannot depend solely on tuition for funding,” he said. “Contributing to NYCC through membership in its President’s Council enables the College to serve the profession in many important ways.”

Ventimiglia grew up in Queens, N.Y. As a young man, after serving in the military, he moved from one job to another in an effort to find his place in the world. His decision to enter chiropractic was greatly influenced by his family’s chiropractor, Dr. Joseph Giacalone, a superb mentor who had graduated from Columbia College of Chiropractic in the late 1960s. Ventimiglia also expresses his high regard for former NYCC President Dr. Ernest G. Napolitano, “a great leader and an inspiration.”

When asked what he sees in the future for chiropractic and acupuncture, Ventimiglia responded, “To a high degree, these two professions will exert a major influence encouraging the integration of complementary and alternative medicine with conventional orthodox Western medicine.” He feels that the success of the merger is in its ability to favorably impact the mainstream healthcare system in significant and measurable ways. “It is important that both chiropractic and acupuncture maintain their unique identities without compromising their integrity,” he remarked, stating that the result will be easier access and greater participation for patients as well as greater collaboration between disciplines.

Ventimiglia sees exciting things in store for NYCC: “The die has been cast for us [NYCC] to be among the leaders of the CAM professions.” He explained that, “The College has historically been committed to this responsibility, and today we are witnessing the realization of our potential.” The expansion of degree offerings at NYCC, the fact that our faculty are performing quality research in collaboration with world-class academic universities, medical centers, and other healthcare facilities, and an educational experience that prepares our students for an integrated clinical experience point to a sound future. “We are blessed to stand on the shoulders of our predecessors; and while we enjoy a level of success grounded in their work and sacrifices, we too will carry the professions to the next level.”

Ventimiglia and his wife, Linda, have been married for 35 years and have a wonderful family. In his limited spare time, he enjoys spending time with his family and, as he puts it, “pretending” to play golf. “If you were to ask my wife,” he quips, “she would tell you I have no spare time because my life revolves around chiropractic.” He explains that chiropractic is not just a job; it’s his “life’s work.” As for advice he takes to heart: “Take care of chiropractic and chiropractic will take care of you.” He often reminds himself that the profession owes him nothing, but he owes a great deal to chiropractic.
Mestan Appointed NYCC Interim EVPAA

Dr. Michael Mestan has been named NYCC’s Interim Executive Vice President of Academic Affairs. Mestan arrived in upstate New York in 2002 having previously worked at Parker Chiropractic College chairing the college’s Department of Radiology and directing its Diagnostic Imaging Residency program. Bearing impressive credentials, Mestan came with a Bachelor’s Degree in Human Anatomy and has earned Diplomate status with the American Chiropractic Board of Radiology and eight years administrative experience. Dr. Mestan says of his work at NYCC, “It is exciting to be able to work at a College with such a rich history as NYCC and serve as part of an administration that provides such a clear and progressive vision.”

NYCC Trustees Pose for the Camera

NYCC’s most senior alumnus and Trustee Emeritus, Nathan Novick, ’36, is flanked by fellow Trustee Emeritus Dr. Richard Carnival (L) and Trustee Dr. Valerio Pasqua (R) at NYCC’s March Board in Sarasota, Fla.
President’s Council is vital to the life and well-being of New York Chiropractic College. Its valued members play a pivotal role in allowing us to meet our goals by financially supporting the College’s mission.

Thank you for giving back!
President's Council

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. &amp; Mrs. Robert A. Jarmain</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Robert E. Kernan, Jr.*</td>
<td>Seneca Falls, NY</td>
</tr>
<tr>
<td>Mr. Peter &amp; Mrs. Gretchen Koch</td>
<td>Seneca Falls, NY</td>
</tr>
<tr>
<td>LSV Management</td>
<td>Chicago, IL</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. H. Russel Lemcke</td>
<td>Falmouth, MA</td>
</tr>
<tr>
<td>Dr. Lester Levine ‘74</td>
<td>Longwood, FL</td>
</tr>
<tr>
<td>Dr. Frank S. Lizzio ‘80</td>
<td>Parkchester, NY</td>
</tr>
<tr>
<td>Dr. Joseph J. Lombino ‘84</td>
<td>Monroe, NY</td>
</tr>
<tr>
<td>Dr. Kevin Lynch ‘94</td>
<td>Hazlet, NJ</td>
</tr>
<tr>
<td>Dr. Ronald G. Manoni ‘81</td>
<td>Danville, CT</td>
</tr>
<tr>
<td>Dr. Joseph A. Mascaro ‘84</td>
<td>Niantic, CT</td>
</tr>
<tr>
<td>Mason Selkowitz McDermott</td>
<td>Penfield, NY</td>
</tr>
<tr>
<td>Ms. Mary Jo Maydew*</td>
<td>South Hadley, MA</td>
</tr>
<tr>
<td>Dr. Robert Mastronardi*</td>
<td>Warrick, RI</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Walter McCarthy*</td>
<td>Sandy Hook, CT</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. George B. McClelland*</td>
<td>Christiansburg, VA</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Tyran Mincey ‘98*</td>
<td>Montclair, NJ</td>
</tr>
<tr>
<td>Dr. Serge Nerli ‘83*</td>
<td>Fresh Meadows, NY</td>
</tr>
<tr>
<td>Dr. Vincent Notabartolo ‘94</td>
<td>Staten Island, NY</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Kenneth W. Padgett</td>
<td>Ramusus, NY</td>
</tr>
<tr>
<td>Dr. Richard G</td>
<td>Garden City, NY</td>
</tr>
<tr>
<td>Dr. Maria Pashayan ‘82</td>
<td>Larchmont, NY</td>
</tr>
<tr>
<td>Dr. Marc Persson ‘04</td>
<td>Ridleigh Park, PA</td>
</tr>
<tr>
<td>Dr. Stephen A. Pokowicz ‘93</td>
<td>Hamlin, PA</td>
</tr>
<tr>
<td>Pricewaterhouse Coopers</td>
<td>Syracuse, NY</td>
</tr>
<tr>
<td>Prime, Buchholz &amp; Associates, Inc.</td>
<td>Portsmouth, NH</td>
</tr>
<tr>
<td>Ms. Catherine Richardson</td>
<td>Syracuse, NY</td>
</tr>
<tr>
<td>Dr. Michael J. Rodriguez ‘78</td>
<td>Ormond Beach, FL</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Brien Rogers</td>
<td>Ramusus, NY</td>
</tr>
<tr>
<td>Dr. Rick Rosa ‘96 &amp; Dr. Dina Tagliareni-Rosa ‘97</td>
<td>Alexandria, VA</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Robert A. Rowe ‘92</td>
<td>Annapolis, MD</td>
</tr>
<tr>
<td>Dr. Mark L. Sanna ‘87</td>
<td>Weston, FL</td>
</tr>
<tr>
<td>Dr. Philip T. Santiago ‘78</td>
<td>Lake Hiawatha, NJ</td>
</tr>
<tr>
<td>Seneca Meadows, Inc.</td>
<td>Waterloo, NY</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Roy H. Siegel ‘77</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Mr. George G.* &amp; Mrs. Susan Souhan</td>
<td>Ramusus, NY</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Scott N. Surasky ‘81*</td>
<td>Great Neck, NY</td>
</tr>
<tr>
<td>Dr. Peter Szakacs ‘78</td>
<td>Wesley Chapel, FL</td>
</tr>
<tr>
<td>Mrs. Robert Tarnow</td>
<td>Naples, FL</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Lee Van Dusen</td>
<td>Seneca Falls, NY</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Thomas R. Ventimiglia ‘80</td>
<td>Woodhaven, NY</td>
</tr>
<tr>
<td>Dr. Andrew S. Wasserman ‘82</td>
<td>Coral Springs, FL</td>
</tr>
<tr>
<td>Dr. Wayne M. Winick ‘81</td>
<td>New York, NY</td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Richard B. Worden</td>
<td>Seneca Falls, NY</td>
</tr>
</tbody>
</table>

*Board of Trustees Members
**Deceased

CORPORATE SPONSORS

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>Anabolic Laboratories</td>
</tr>
<tr>
<td>Gold</td>
<td>Foot Levelers, Inc.</td>
</tr>
<tr>
<td>Gold</td>
<td>Biofreeze</td>
</tr>
<tr>
<td>Gold</td>
<td>HCMU, Inc.</td>
</tr>
<tr>
<td>Gold</td>
<td>LSI, International</td>
</tr>
<tr>
<td>Gold</td>
<td>NCMIC</td>
</tr>
<tr>
<td>Silver</td>
<td>Seneca Meadows, Inc.</td>
</tr>
<tr>
<td>Silver</td>
<td>Lloyd Table Company</td>
</tr>
<tr>
<td>Silver</td>
<td>OUM</td>
</tr>
<tr>
<td>Silver</td>
<td>Scrip Chiropractic Supply</td>
</tr>
</tbody>
</table>

HERITAGE SOCIETY

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Gil Allen</td>
</tr>
<tr>
<td>Dr. Sylvia Heyman ‘89</td>
</tr>
<tr>
<td>Dr. Art Kellermberger ‘78</td>
</tr>
<tr>
<td>Dr. L. Richard ‘55 &amp; Edna S. Osder</td>
</tr>
<tr>
<td>Dr. Helene Rebenklau ‘39</td>
</tr>
</tbody>
</table>

MEMORIAL SCHOLARSHIPS

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Jack DiBenedetto</td>
</tr>
<tr>
<td>Dr. William &amp; Florence Crowther</td>
</tr>
<tr>
<td>Dr. Wendy Fein ‘77</td>
</tr>
<tr>
<td>Dr. Arnold “Mickey” &amp; Mrs. Lucille Goldschmidt</td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Herbert S. Law</td>
</tr>
<tr>
<td>Dr. Marvin B. Sasnik</td>
</tr>
<tr>
<td>Dr. Walter L. Vaughn</td>
</tr>
</tbody>
</table>

SCHOLARSHIPS

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Kenneth W. Padgett funded by NYCC Alumni Association</td>
</tr>
<tr>
<td>Dr. Michael A. Hoyt ‘78</td>
</tr>
<tr>
<td>Dr. George ‘49 &amp; Frances Koenig</td>
</tr>
</tbody>
</table>

www.nycc.edu
Ongoing NYCC Research:
Do Orthotics Enhance Neuromuscular Efficiency?

Does wearing orthotics enhance neuromuscular efficiency? This is the question currently under study by NYCC Dean of Research Jeannmarie Burke, Ph.D., pursuant to a theoretical model proposed by a research group at the University of Calgary led by Benno Nigg, Ph.D. With the engineering and collaborative research support of NYCC Biomechanics Engineer Owen Papuga and the College’s student work-study program, Burke has been conducting a series of experiments to address the neuromuscular benefits associated with Foot Levelers orthotics by measuring improvements in movement economy that may occur with their use.

To date, the results indicate that the altering of sensory feedback signals from the plantar surface of the foot with Foot Levelers orthotics modifies proprioceptive feedback responses in participants. The research team is cautiously optimistic that its data on movement economy will support its hypothesis that Foot Levelers orthotics enhance neuromuscular efficiency during running and activities of daily living. In addition, research contributions from the primary investigators – alumna Catherine Bruckner, D.C.; Associate Professor Lillian M. Ford, D.C.; and Instructor Jason Napuli, D.C. – allowed the research team to study injury prevention in collegiate athletes from various sports teams during the course of one academic year. These results also appear promising. The next step in the research process involves data analysis and manuscript preparation.

Burke acknowledges the assistance of NYCC Fellow Jonathan Egan, D.C., and alumna Leslie Freeman, D.C., with subject recruitment; and the following students, who contributed by their involvement in the work-study program: Alicia Barnes, James Go, Nathaniel Tiplady, Vinh Tran, and Nicole Wilson. Burke said, “I am grateful for the ongoing infrastructure support from Foot Levelers, Inc., which should allow NYCC to reach the next level of research support in terms of continual federal funding.”

“NYCC’s Fellowship program exceeded all of my expectations and provided extraordinary opportunities for personal and professional development.”

“I earned a Master of Science degree, was employed to teach at the nation’s premier chiropractic college, and now enjoy a one-of-its kind career within the Veterans Health Administration, all of which was made possible through the NYCC Fellowship program.”

“Thanks NYCC!”

Andy Dunn, D.C., M.Ed., M.S.

New York Chiropractic College ~ 2360 State Route 89 ~ Seneca Falls, NY 13148
www.nycc.edu ~ 800-234-6922 (Ext. 3109)
Now’s the time to think DIGITAL

INTRODUCING

DCX The First Direct Digital Chiropractic X-Ray System

At HCMI we are committed to Chiropractic excellence and design our systems with your needs and desires in mind. That’s why we’re launching HCMI DCX – the Direct Digital Chiropractic X-Ray System that adds immediate value to your practice.

This cutting-edge technology delivers superior resolution for better diagnosis, and speed (6 seconds/image) that allows you to examine up to 3 times more patients each day. The increased exam volume directly contributes to your bottom line, while the improved quality of care ensures patient satisfaction, and builds your credibility.

Call today to get your FREE copy of HCMI’s “Guide to Digital Imaging” and learn all you need to know about the tangible benefits of filmless X-ray.

800-641-4107 www.NewHCMI.com
Monte Greenawalt, D.C., DABCO, FICC: A Man of Rare Insight, Honesty, Sincerity, and Integrity

“Down Home” in Dubuque

Born in 1923 in Dubuque, Iowa, Monte Greenawalt was the first son of Harry and Dorothy Greenawalt, later joined by brother Tom and sisters Gayle and Saralee. Though he recalls pleasant times growing up, the Great Depression presented his family with some challenges. As the eldest sibling by five years, at age 10 it fell to him to help provide for the family. He began by applying himself to a variety of money-making projects and attending, as he put it, the school of hard knocks: “Everyone was poor, but we didn’t know it.”

A strict father, Harry Greenawalt was usually on the road selling soft goods to regional mom and pop stores while Dorothy cared for the children and instilled in them the value of setting goals. They’d often play a game called “treasure map,” in which the children would draw pictures of the things they wanted most (their treasures) and create maps leading to them. Dorothy continued to play a vital role in Monte’s life until her death at age 102. Her grandson Kent (Monte’s son) describes her as “the grandmother of the century blessed with an extremely positive attitude.”

“Treasure mapping” has stayed with Monte. He establishes goals and sets about finding ways to accomplish them. He feels more people would find success if they would simply take a moment to consider what it is they want, plan how to get it, and undertake the action steps required to make it happen. “Most people spend more time planning their vacations than they do planning their careers,” he says. “Write your goals down, put them away, and then revisit them from time to time to make any adjustments. If you make a plan and give it a time schedule, you will make it happen.” Monte continues, “Taking tiny steps, you will begin to observe positive results and you’ll come alive more and more. Though it may scare you at first, how you handle it and what you do with it is up to you and makes all the difference.” Clearly, attitude and positive thinking are major factors in Monte’s approach to success and happiness: “Your thoughts attract things into your life. If your thoughts are negative, they will attract negatives. Only you can change negative into positive.”

Much can be written about Foot Levelers’ Monte Greenawalt, D.C., DABCO, FICC. He founded the world-renowned company whose health-promoting pillows, back rests, and signature Spinal Pelvic Stabilizers bring relief to countless people as they sleep, sit, and daily move about. Trouble is, it’s tough to know where to begin. Stories told by Greenawalt’s friends and family reveal a man whose distinctive pattern of behavior and truly exceptional approach to life all but ensured his success.

This article is not only about a man raised under modest circumstances amid the farms of Dubuque, Iowa, and whose current financial interests in a global company now provide him with hard-earned material comforts. More particularly, it is about that rare sort of individual who, over the course of his life, painstakingly developed character traits that allowed him to become, in short, remarkable. Accordingly, we root Greenawalt’s story in his special character rather than his achievements. In so doing, we can better fathom the events that so naturally flowed from his life. History reveals how people’s fortunes have been won or lost at the toss of a coin and fortuitous turns of events. What is too often overlooked, however, is how events that bear good fortune are profoundly shaped by the actions and sound decisions of the successful man they benefit.
Natural Born Businessman

Terry R.Yochum, D.C., author of the widely hailed text *Essentials of Skeletal Radiology*, says Monte Greenawalt has “a God-given business sense.” Indeed, his astute entrepreneurial spirit showed at an early age. A prolific gardener, he would go to the market and count how many carrots the vendors were selling in each bunch, then return home, add two more carrots to his own bunches, and sell them door-to-door at a slightly lower price. At the tender age of eight, Monte met a man selling hosiery-mending devices door-to-door. Knowing that women had no choice but to throw away their silk stockings when a run appeared, he purchased all the machines the salesman had and then scoured the neighborhood asking women for their run-ruined stockings. He knew he could either mend their hosiery and re-sell them for half the price of new ones or, better yet, sell the devices to the women who inquired why he would want their ruined stockings. In no time, he sold every mending device he had purchased!

Greenawalt’s fearlessness and entrepreneurial spirit were matched only by his sociability. According to son Kent, Monte would engage anyone – alas, everyone! – in conversation. His natural ease with people, paired with a quick mind, often proved lucrative. Adding to that, he’s never thought too highly of the term to sell someone. “No one wants to be sold,” he says, “rather, they want to be won over. You push people and they naturally resist. You lead and they will follow.”

Meeting Challenges Head-on

Some have described Greenawalt as fearless. Tom told the story of his brother’s noteworthy encounter with a mean-spirited bull raised on an uncle’s farm in Lanark, Ill. Monte worked as a hired hand fixing machinery and feeding and cleaning up after the animals. One summer night he set off for town to watch a movie that just happened to feature a bullfighting scene. Next day, at sunrise, scenes from the movie still fresh in Monte’s mind, he strode out into the pasture, donned a red cape, and taunted his uncle’s bull (which had always hounded him) into a face-off. Taking up Monte’s challenge, the large bull quickly charged. Luckily for Monte, the furious bull wound up goring a tree stump in his path and knocked himself out. Taking challenges “head-on” was not unusual for the young Monte Greenawalt: If he set his mind on something, it was as good as accomplished!

Introduction to Chiropractic

Greenawalt graduated from high school in 1941, attended the University of Dubuque and Loras College (both located in his hometown of Dubuque), and planned to become a neurosurgeon. The Japanese bombed Pearl Harbor, however, and Monte’s enlistment in the Navy was the first in a series of events that would irretrievably change his life. Preparing to be shipped overseas, he was inoculated with contaminated serum proving fatal to more than a hundred of his fellow sail-
ors. It left him paralyzed and unable to breathe without the assistance of an iron lung. With little left to lose, he yielded to his father’s urging to let a chiropractor treat him. Fortunately, the chiropractor’s treatment got him back on his feet. Impressed at both his quick recovery and the skills of Dr. Raymond L. Deming, Monte decided to follow in Deming’s footsteps.

Since running businesses came naturally to Greenawalt it wasn’t surprising that his practice thrived (despite its location in the basement of Dubuque’s American Trust Savings Bank building). Launching his chiropractic office following graduation, he simply drew on principles he’d come to know through his many other business forays. Within three years, he and his three associates were routinely seeing 250 patients daily. Greenawalt placed great confidence in chiropractic and was certain that anyone possessing the knowledge and skills of a chiropractor could succeed. So many people were lining up outside Greenawalt’s office that his younger brother, Tom, decided to take up chiropractic himself! Nor was Monte ever concerned that other chiropractors might steal business. He trained new chiropractors whom he suspected might open up shop right across the street. “You can’t slice that pie,” he’d explain, referring to the fact that an eager public increasingly appreciates chiropractic’s offerings as more chiropractors establish themselves in the community.

Enter: “The Foot”

Patients would present foot problems to Dr. Greenawalt and he would refer them to a podiatrist down the hall. He soon began to notice, though, that patients fitted by the podiatrist with orthotics often returned to him with additional chiropractic complaints. Monte’s uncanny eye for opportunity observed how orthotics that made chiropractic patients worse, might, if properly fashioned, make them better. He had hospital privileges in Dubuque and watched as his immobile patients held their chiropractic adjustments longer than his ambulatory patients did. Immediately, he began researching direct connections between a patient’s walking and the longevity of his or her subluxations.

Greenawalt had always viewed the human body as a system of integrated and interrelated components that were not separable. He believed that changes in the foot affected the whole body. He was well on his way to conceiving a spinal pelvic stabilizer “designed to treat the foot as nothing but the foundation for the pelvis and spine, designed to enhance the function of the foot so as to improve the function of the structure above.” The enthusiasm, determination and daring Greenawalt had once shown an ill-tempered bull on his uncle’s farm again surfaced as he sat down to custom craft his own orthotics (a skill he was reputed to have picked up from an old German cobbler). The year was 1952; Foot Levelers traces its birth to the very year Monte’s son, Kent, was born.

The Foot-Spine Connection: A Tough Sell

NYCC Chancellor Kenneth Padgett, D.C., has said of Greenawalt, “Don’t ever tell Monte he can’t do something; it only makes him that much more motivated.” None other than B.J. Palmer, D.C., the father of chiropractic, had to witness this trait firsthand. Convinced he was on to something of great import, Greenawalt conducted research at Palmer’s Clearview Sanitarium under its supervisor, Dr. Boardman. His evidence was suggesting that patients were holding their adjustments longer when their feet were properly balanced. Anxious to share his results with Palmer, he and Boardman took stacks of graphs and readings to B.J.’s office. Palmer grabbed the records from Greenawalt, tore them up, and threw them in the waste basket without even looking at them. He then turned to Boardman, instructing him to return to Clearview and never attempt similar research or he would be fired. Pounding his finger into Monte’s chest, B.J. said he was filing a warrant for his arrest. Greenawalt was leaving the office as he heard Palmer threaten to throw him in jail for trespassing if he ever set foot on Palmer property again.
The curt reception from Palmer steeled Greenawalt to his task. Where others might have been discouraged, he now views the event in a positive light, recalling, “Had B.J. not done what he did, I would never have become the chiropractor I am.” Greenawalt’s character would never have permitted him to back down, though contesting Palmer was certain to carry risks. Instead, he plowed ahead and furthered his education at Northwestern College of Chiropractic where he studied – what else? – orthopedics and earned his Diplomate in Chiropractic Orthopedics. Assembling all the information he could about how improper gait causes the development of conditions treatable by chiropractic, Greenawalt busily perfected his own brand of orthotic.

Once it was perfected and he had distributed a number of them, news quickly spread throughout the chiropractic community and orders for his pelvic stabilizers poured in. Unable to keep up with the demand while tending to his busy chiropractic practice, he began teaching field practitioners how to take their patients’ foot measurements and training technicians to make the Spinal Pelvic Stabilizers specific to the measurements.

**Product Development**

Convinced he had a good product, Greenawalt knew precise measurements were essential for the production of customized Stabilizers touted as being tailored specifically for the patient. He sought better ways to obtain measurements, ultimately devising and patenting a casting box that took impressions of patients’ weight-bearing feet – the position of function. Kent Greenawalt can still recall how, as a young boy, he’d construct casting kits for a penny each, carefully folding each die-cut box and using a band saw to cut the foam used for foot impressions. Monte could take 16 different measurements essential for construction of his stabilizers. The finished stabilizers were then sent back to the practitioners, who would fit them to their patients’ shoes.

Development of the Stabilizer was attracting the attention – and ire – of professionals who presumed that all matters concerning the foot were under their exclusive purview. Challenged by the American Podiatry Association for working outside the scope of chiropractic, Greenawalt responded, “If you are going to put an end to me – at least get evidence to do it with.” He invited a group of podiatrists to his office and, after showing them the relationship between feet and the spine, turned the tables and in his classic Greenawalt fashion, quipping, “I’ll get you for practicing chiropractic without a license.”

Development of the stabilizers led to a number of copycats. Particularly revealing is how Greenawalt, a natural giver, handled those who would attempt to “steal” from him. The story goes that another doctor was violating Greenawalt’s patent on the stabilizers and selling a knock-off product to chiropractors. When asked to stop, the approximately 6-foot–4-inch doctor put his hand on Greenawalt’s shoulder and said, “Do whatever you have to do.”

Greenawalt knew a law suit would be costly and grueling. Instead, he enlisted a cadre of chiropractors located in the cities where knock-offs were being sold. They were to purchase the product and Greenawalt would sue them for “re-selling” the knock-offs in violation of his patent. A prominent notice was published in media where other chiropractors would see that selling the knock-offs might embroil them in litigation. In no time, doctors in those areas stopped buying the knock-offs and the patent infringer soon found himself without any customers.

**A New Product Born of Tragedy**

The ability to find opportunity in dire circumstances is one of Greenawalt’s many remarkable traits. In the late 1960s, tragedy struck when a car in which he rode with some friends was rear-ended, sending him to the hospital with severe lateral whiplash. Kent, in high school at the time, still recalls his father’s skin feeling warm to the touch on one arm and cold on the other. Ever one to turn lemons into lemonade, Monte’s discomfort led him to invent and patent Pillo-Pedic, which Foot Levelers continues to sell today. He offered a sample to “The Pillow King,” a man who reputedly sold more pillows than anyone else in the country, who said it
wouldn’t work. “I didn’t know that,” laughed Greenawalt, “so I sold a couple million of them.”

A Family Man
Monte Greenawalt married Jean Cross in the late 1940s. Jean, a stay-at-home mom, raised Kent while Monte both ran his busy chiropractic practice and built Foot Levelers. Much of Monte’s attention centered on business during Kent’s childhood, yet Kent recalls taking fun trips with his father. He tells of one vacation to Jackson Hole, Wyo., during which Monte’s back went out. He recalls with great fondness how, at the age of 16, he drove the more than 900 miles straight back to Dubuque at close to 85 miles per hour.

Greenawalt also served as father figure and mentor to leaders in the chiropractic profession. Fabrizio Mancini, D.C., president of Parker Chiropractic College, recalls how, as a young student at Parker, he heard Greenawalt lecturing and found him to be “charming, loving, and welcoming.” When Mancini became Parker’s president, Greenawalt was one of the first to call and congratulate him, also offering him sage advice about moving the chiropractic profession forward.

Terry R. Yochum, D.C., tells how Greenawalt and National Chiropractic College President Joseph Janse, D.C., mentored him after Yochum’s father died on New Year’s Eve in 1989. Greenawalt once told him, “If you can’t think big, you’re never going to be big. So, think big and take some chances.” Greenawalt encouraged Yochum to work hard, be focused, believe in himself, and “be prepared to kick away roadblocks in order to reach ultimate success.”

Mark Charrette, D.C., is another person whose life was profoundly influenced by Dr. Greenawalt. Charrette lived with Monte while Mark attended Palmer Chiropractic College, having first met him in 1978. Greenawalt had purchased an estate on the Mississippi River that needed extensive renovation, and Mark was one of several students he hired to do the work. Quickly recognizing his potential, Greenawalt invited Charrette to stay at the house, and the two spent a great deal of time talking and philosophizing. A decade later, Charrette learned he had terminal cancer. Greenawalt exhorted him to imagine himself in the future and Charrette accordingly envisioned himself traveling throughout the world giving lectures — something he now does for Foot Levelers almost 20 years later. His cancer still in remission, Charrette credits Greenawalt for helping him get through that difficult time and values his insistence to keep going when things seemed overwhelming. As Greenawalt says of challenges, “It’s so rewarding to stretch beyond your comfort zone!”

Kent Takes Over
At the close of his junior year in college, and certain he wanted to work at Foot Levelers, Kent wrote a letter to his father to express an interest in working for the company and his desire to help it grow. The following weekend, Kent’s mother called: “Your dad received your letter last night and
began to cry while reading it.” The letter explained how Kent had been reluctant to work for Foot Levelers because he wanted to run something big and significant. This had been his way of telling his father, “Make it big and I’ll come.” But first, Kent set out to hone his own business acumen absent family connections. He found success at Macy’s in Kansas City, learning the ropes of mass merchandizing and subsequently applying those principles at Foot Levelers. He quickly became a businessman worthy of the Greenawalt name. He did not simply “waltz in”. Starting at the bottom, Kent did every job, was given no preferential treatment, and earned the respect of his co-workers. Eventually, he got an office and began to systemize the corporate processes. “It was a good balance,” Kent recalls, “Monte was the genius who invented the Spinal Pelvic Stabilizers – that was his strong skill set. Mine was running the business.”

Theirs was a powerful combination: Monte treasured Kent’s business innovations and Kent regularly sought Monte’s sage guidance, as well as that of a neighbor who happened to have attended the University of Pennsylvania’s Wharton School of Business. As Kent was taking over Foot Levelers’ reins, Monte bought himself a house in Las Vegas and remarried in 1980. Eight years later, Kent negotiated Foot Levelers’ move from Iowa to Roanoke, Va., where the company currently resides. Monte envisions great things ahead for Foot Levelers: “If the mind can conceive it, you can achieve…that is, if you’ll bust your tail for it.” He is confident that Kent will do just that!

**Give, Give, Give**

Monte Greenawalt always sees abundance, as opposed to scarcity. His personal mantra, “You can never give yourself into poverty,” is one he willingly shares with anyone wise enough to listen. He believes in giving to others freely, no strings attached, and calls the practice “tithing” – a principle Monte and brother Tom learned from their mother. He says, “Whatever you give always comes back to you tenfold.” He feels people should give away at least 10 percent of whatever they earn. The catch? The giver must give with no ulterior motive and with no expectation of getting something in return. “Your life changes when you start thinking about the other person,” Monte explains, “If you give to get something back, it’s a lie.”

Charrette recalls Greenawalt saying, “The universe will reward you, often from places you least expect – enhancing all aspects of your life, your relationships, and your health. Once you start giving, there is no lack of anything.” Charrette recounts Monte boarding a plane and offering his first-class seat to a woman whose leg was wrapped in a cast. Fully expecting to squeeze into the woman’s seat in coach, Monte was invited to take an extra seat in first class by a flight attendant who happened to witness his kind act.

Yochum submits, “Chiropractic gave so much to Monte, he never forgot his simple roots no matter how big he got. He is always motivating others through his leadership to give back to the profession by his example.” And Greenawalt’s company has indeed demonstrated his “giving” philosophy by contributing financially to the chiropractic profession. Foot Levelers has been recognized by the American Chiropractic Association for its generous financial support to the profession - support that now tops $10 million. Recently, Foot Levelers spearheaded the Foundation of Chiropractic Progress, an effort geared to educate the public about chiropractic. The Monte H. Greenawalt Foundation committed $1 million to Parker Chiropractic College, $1 million to Northwestern Health Sciences University, and significant contributions to other chiropractic colleges. Monte Greenawalt remains a lifetime member of ONE (Our Net Effect) Foundation, an organization dedicated to making natural healing methods

Continued on next page
available to all as the standard of care and supporting scientific research of natural healing methods.

Healthcare practitioners are not the only ones who benefit from the Greenawalts' philanthropy. Within 48 hours of the September 11, 2001 attack on America, Foot Levelers organized an emergency matching-fund campaign for the American Red Cross, raising more than $500,000. In August 2005, as Americans tried to recover from the devastation of Hurricane Katrina, Foot Levelers again shared the outpouring of kindness shown by the chiropractic community in a united $572,453 challenge grant donation to the American Red Cross.

Featured in Cracking the Millionaire Code, Greenawalt is described by authors Hansen and Allen as “an insatiable giver,” adding, “He believes that giving away is the way to increase one’s value, self-respect and self-esteem.” Finally, they wrote, “Each month, he has a different charitable function at his home to raise funds for what he deeply believes will be of great service to his friends and community. Everyone in Vegas knows, loves, respects, and cherishes his friendship, his brilliance, his genius, his natural sense of humor, and his generosity.”

Greenawalt has also bestowed a storehouse of knowledge. A prolific author, he has written a manual titled Spinal Pelvic Stabilization, and authored over 70 articles relating to chiropractic that have been published in national and state journals, including the Journal of the American Chiropractic Association, the Digest of Chiropractic Economics, and his very own Success Express magazine (a quarterly journal for the chiropractic profession). He has seen to it that his company recognizes and rewards excellence and achievement through the Dr. Monte Greenawalt Chiropractic Excellence Award, presented annually at Parker Seminars in Las Vegas in recognition of long-standing chiropractic excellence.

Recognition

The recipient of innumerable awards, Dr. Monte Greenawalt was asked about his many honors. He responded, “I’d like to be remembered as someone who put out a helping hand to make this world a better place than it was when I got here.” To list his many tributes would exhaust space better used to acquaint the reader with the man honored. Unarguably, Greenawalt’s lifetime has been one characterized by significant achievements and large measures of homespun wisdom. “People,” he says, “define themselves through their challenges.” And his is a record of enormous success as practitioner, inventor, businessman, philanthropist, and human being. How curious it is that his entire life has been one devoted to helping people move forward, both on their feet and in their minds.

Thank you, Monte.
The feet are a microcosm of the individual, as shown by both acupuncture and foot reflexology. Like the rest of the body, mechanical stress, blood and nerve supply, and the availability of the nutrients necessary for health have an impact on the feet.

As we are aware, the foot is the basis of the gait mechanism and significantly impacts the health of the spine. The feet carry all the weight of the person, and so total body weight has a significant impact on them. In 2003, the Harvard Women's Health watch reported that waist measurement was a better measure of health risk than total weight. Women with a waist measurement of 34.5 inches or more were considered in the high-risk group no matter what body mass index (BMI) they calculated. To calculate BMI you can use a web calculator http://www.nhlbisupport.com/bmi (Normal – 18.5 to 24.9; Overweight – 25 to 29.9; or Obese – over 30). Columbia University identified a maximum healthy waist for men at 39 inches but it was less important if the man had a normal BMI. Waist measurements over 34.5 for women or over 39 inches for men correlated with an increased risk for cardiovascular disease, diabetes, high blood pressure, elevated blood sugar, and unfavorable cholesterol levels, especially if the waist-to-hip ratio was greater than 0.8 for women and 0.9 for men. (Measure your waist at the belly button and your hips at the widest part and divide the first measurement by the second.) Thus, increased body weight impacts mechanical stress on the feet but also can affect their blood and nerve supply.

The feet must be supplied by both healthy nerves and blood supply to carry the nutrients necessary for health. If the blood supply or nerve supply is compromised by a disease such as diabetes, then the skin and the bones of the feet will not receive optimum nutrition. In addition, the ability to fight fungal infections will be reduced due to decreased white blood cells available to the area. Minerals such as calcium and magnesium must be available to form healthy bones, as well as boron which helps keep calcium in the bone. When taking a calcium supplement, the most absorbable type is calcium citrate. Only 500 mg can be absorbed at once, therefore divide the RDA (800-1000 mg) over the course of the day by taking 400-500 mg with breakfast (but not with an iron supplement since calcium and iron interfere with each other's absorption) and take a second dose at lunch or dinner. Calcium needs Vitamin D to be absorbed, so a supplement that also contains Vitamin D3 (the natural form of Vitamin D) is better and if it also contains boron - that is the best supplement of all! Calcium carbonate will have an increased absorption if taken with orange juice. Remember to dilute the orange juice (four ounces of juice to four ounces of water) and drink it with a meal to decrease the glycemic load.

In the winter, do your feet start to crack or itch? Once an infection such as athlete's foot has been ruled out, consider that either water or essential fatty acids are missing from your diet. Hydration is important for all areas of the body, and the feet are no exception. Remember to drink water, even when the weather is cold. Essential fatty acids such as omega 3 fish oils from cold water fish (EPA and DHA) cannot be made in the body and must be eaten. Take one to two grams per day of a capsule that is clear in color and whose liquid is also clear. Remember to store the fish oil capsules in the refrigerator so that they do not become rancid. Want a vegetarian source? Try two tablespoons of ground flax seeds. Flax seed oil capsules do not have a good shelf life and, unless kept in the refrigerator, may not be a good source of omega 3 fatty acids. In addition, there is new evidence that as many as 0% of the population may not be able to convert the omega 3 fatty acid, linolenic acid present in flax seed oil to eicosapentaenoic acid (EPA) due to lack of an enzyme that we thought everyone had.

So what is the take-home message? Drink water; keep your waist measurement healthy; eat foods high in calcium or take a supplement; eat cold-water fish, or take fish oil capsules or ground flax seeds; and your feet, as well as your body, will thank you!
As with the supporting cast of a Broadway play, the underappreciated foot greatly impacts the health of the entire human system. Ignored when asymptomatic, feet can mean the difference between efficient biomechanical function and slow, chronic degenerative changes to the knees, hips and spine.

A Biomechanical Marvel

The foot, comprised of 26 bones, 58 joints, 107 ligaments, 19 intrinsic muscles and 13 extrinsic muscles, is an orchestration of all these parts so as to result in a symphony of fluid locomotion, balance and stability. The foot bottom’s somatosensory system continually fires proprioceptive signals throughout the human nervous system in an effort to maintain postural control. This is significant, in that the average person’s daily stride over a lifetime would circle the planet four times.

The foot is the body’s interface with the most powerful force that affects it – gravity. The amount of force that passes through our feet each time we take a step is equivalent to approximately three and a half times our body weight. The feet of an individual who weighs 150 pounds absorb over 500 pounds of pressure with every step. The impact needed to be absorbed can be in excess of five million pounds of pressure each day.

Foot’s Cushioning Structure

Forces withstood by the foot are absorbed and dispersed through an incredible engineering system of cushions and suspensions. This is quite a feat – one that utilizes some of the most efficient architectural structures known to man. The architecture of the foot emphasizes durability and, unlike the knee and hip, requires few replacements over a lifetime.

Proper Dispersion of Weight

The medial longitudinal, lateral longitudinal and anterior transverse arches disperse the loads created when walking. The foot compresses and pronates under the body’s weight and then supinates, rolling to the outside before it locks and springs forward in the toe-off stage of gait.

Improper Foot Function

Biomechanical studies show how the feet balance the body and maintain spinal posture. Foot imbalances, often resulting in excessive pronation, negatively impact the knee – resulting in medial knee stress, injury and degeneration. The distortions continue up the leg and into the hip, creating pelvic imbalances and functional leg-length inequality. Lower-extremity distortion patterns cause spinal distortion patterns as well as myofascial and muscular responses. Subluxation patterns result as well as limited range of motion and diminished flexibility. The stage is set for degenerative changes to the articular joints, and pain.

The Foot and the Doctor of the Future

Thomas Edison quipped, “The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease.” As none other than Hippocrates said, “Look well to the spine for the cause of disease.”

In 1952, Monte Greenawalt, D.C., went beyond looking at the spine for the cause of dis-ease. The cause of disease in the spine was often related to
how the feet malfunctioned. Improving on Hippocrates’s observations, Greenawalt essentially said, “Look well to the feet for the ‘cause, of the cause,’ of disease!”

Greenawalt sought a flexible orthotic device that would allow the foot to move through its full range of motion, while blocking excessive pronation or supporting supination. He conceived of an assist: the Spinal Pelvic Stabilizer (SPS). At that time, podiatrists used rigid orthotics that did not allow motion within normal ranges. The result was joint immobility and the transmission of stresses up the kinetic chain. The SPS changed how chiropractors might contribute to the well-being of millions of chiropractic patients around the world.

Watch the Fat Pads

Excessive pronation was present in nearly 95% of adults, and contributed to bunions, Morton’s neuromas, corns and calluses. Excessive and/or imbalanced weight can lead to the deterioration of the fat pads of the feet, decreasing the efficiency of the built-in load-bearing mechanism. These processes can go on for years with no significant pain syndromes. The pain and pathology, bunions, neuromas, and knee, hip and back instability come after years of wear and tear; and this is where we need to be clear with our message. Many of these conditions are preventable.

Understanding the connection between biomechanical imbalances in the kinetic chain and spine-related conditions may mean the difference between health and illness, particularly when the conditions promoting ill health are preventable. Look well to the feet…

About the Author

Brian Jensen, D.C., a graduate of Palmer College of Chiropractic, practiced in Nebraska for 17 years. He speaks on a wide variety of topics, including orthotic therapy, posture, structural preservation, breaking free of the medical model of healthcare, and innovations in nutrition. Jensen is currently the associate director of professional education at Foot Levelers, Inc.
The Theoretical Basis of Foot Therapy

Traditional Chinese Medicine (TCM), largely based on ancient Chinese philosophies and clinical experiences, regards the human body as a unified entity. While we are all aware that our internal organs, tissues, body, mind, spirit, and natural environment are all interconnected, it only makes sense that they would impact one another. Consequently, TCM practitioners do not evaluate each part independently.

TCM’s various microsystems are all rooted in this holistic approach. Foot therapy is an application of the principle that a single, small part of the body reflects the whole, as shown below.

There are 14 important meridians within the human body. These meridians move the Qi (energy) and blood, regulate the yin and the yang, moisten the tendons and the bones, and benefit the joints. The meridians connect with the organs as well as with the joints, limbs, and outer surface of the body. Each meridian has its corresponding acupoints that spread over the skin. Six meridians travel to and from the foot. In fact, approximately 10 percent of the body’s acupoints are located on the feet.

Our Soles Map Our Bodies

On the soles and tops of the feet reside a complete map of the human body. These zones or reflex areas in the feet correspond to all internal organ systems and related tissues of the body. Feet may be said to be the mirrors reflecting physiological conditions throughout the body where inner states are projected on to the particular areas of foot. Local pathological changes to the foot, in turn, may affect the whole body. This correlation directs TCM practitioners to inspect the exterior signs on the feet to help diagnose problems within the body.

Various Modalities of Foot Therapy

People’s feet are closely related to the internal organs. In clinical practice, especially in acupuncture treatment, “the combination of local acupoints and distal acupoints” is a basic principle for selecting acupoints to formulate an acupoints prescription. The “distal” here mainly refers to body extremities, and the foot is one of them. Various types of stimulations applied to specific acupoints, or reflecting areas on the foot, can effectively improve body conditions, and prevent and treat diseases.

Foot Acupuncture

Many acupoints that are located on the feet; however, some of them belong to the Body Acupuncture System, which is part of Body Acupuncture, and some of them are categorized into a particular foot acupuncture system, which is Micro-acupuncture System.

In the Body Acupuncture System, acupoints of GB 41, UB 60, UB 67, and KI 1 are all located on the feet. GB 41 is good at relieving migraine headaches and trigeminal neuralgia; UB 60 is effective in treating both acute and chronic lower back pain; UB 67 is famous for its miraculous effect, when used with moxa, on adjusting breech fetal position; and KI 1 is commonly used with its dual effect of either heightening or lowering blood pressure, according to the different manipulation or method.

The Foot Micro-acupuncture System joins similar therapies rooted in the ear, nose, tongue, scalp and hand. It serves as a microsystem in that the external foot is like a microcosm of the whole body. Acupuncture needles are used to stimulate the relevant points or areas of the foot.

Foot Massage

Foot massage is based on TCM Meridian theory, in which manipulations performed by fingers or a tool. The result is better blood circulation and metabolism, enhanced physiological functions, and leveled hyperactive physiological functions. It is commonly used for general health promotion.

Foot Herbal Patches

The foot patch is also commonly used for healthcare and beauty care. The herbal patch is placed by adhesive on the particular acupoint KI 1, which can absorb the extracts into the blood through the meridians to enhance the blood circulation, promote metabolism, and expulse toxins of body without any side effect.
A majority of us ignore our feet unless they hurt. People often state, “When my feet hurt, I hurt all over.” Our feet are the foundation of our entire body; the smallest imbalance can cause a great deal of discomfort in multiple joints.

The Structure
Each foot is comprised of no fewer than 26 bones, ligaments, muscles and tendons, supporting and balancing the body’s weight and impacting the proper functioning of other parts of the body, including the knee, hip and back.

How Walking Works
As the foot contacts the ground surface, the heel rolls in and the arch lowers, which is known as pronation. This unlocks the joints of the foot so that it is mobile and adapts to the ground surface. As the heels lift off, it rolls out and the arch rises, stabilizing the foot as it pushes off during gait. This is known as supination.

How Foot Problems Develop
Problems arise when feet pronate or supinate more than normal. Perfectly balanced and aligned feet are extremely rare. Abnormal foot function and/or movement can cause structural foot deformities and poor body alignment. For example, people who pronate improperly are more likely to develop bunion deformities and plantar fasciitis, while those who overly supinate tend to be more likely to develop chronic ankle sprains. The tibia, femur, pelvis and lower back are also affected when one either pronates or supinates inappropriately.

Foot Pain
Foot pain is shared by all age groups, and is seen in children and the elderly. Many times, the pain is due to overuse or high-impact exercise, improper biomechanics, or improper shoe gear. Proper shoes for the task are a good start. However, even with proper footwear foot trouble may persist. After appropriate evaluation, adjusting the feet and ankle bones may help with restoring normal foot function and elimination of foot, leg or back pain.

Orthotics
Orthotics are shoe inserts that help realign the foot and ensure that the lower limbs work more efficiently. Over-the-counter arch supports may be helpful for mild cases, but custom-molded orthotics are required for more difficult cases. Orthotics can reduce pain, provide support, prevent foot deformity, provide better positioning, relieve foot pressures, and improve overall biomechanical function of the foot and lower body. Orthotics do not correct foot or ankle problems, but they can reposition structures to optimize biomechanical function and reduce the chance of injury. They are used to treat a variety of problems, such as plantar fasciitis, heel spurs, knee and hip joint problems, shin splints, tendonitis, neuromas, bunions, and hammertoe deformities.

An orthotic may be prescribed together with other therapies, such as stretching or strengthening exercises, oral or injectable medications, and specific types of shoes, in order to insure the recovery of the patient.

In conclusion, when experiencing foot, leg or back pain, don’t ignore it. Proper evaluation by a healthcare professional can generally determine the pain’s source and set the course for the return to pain-free days and activities.

Starting Your Healthcare Out
On the “Right Foot”
by Carrie Z. O’Neill, D.P.M. and Vicki Miller-Savard, D.P.M.
Meeting the Challenge: The Class Challenge continues…as many alumni participate in a friendly competition by contributing to NYCC in an amount equal to the year of their graduation. Funds generated through this challenge will help to ensure that future generations of NYCC students will be able to avail themselves of the opportunities and high quality education that our alumni received. Transitions contacted a number of alumni who have responded to the challenge to find out what inspired them to contribute to their alma mater. Here are some of the things they had to say:

“I was excited to be a part of a group effort with my class - giving back to the institution that gave us the tools to become successful doctors.”

Dr. Anthony A. Gross
Class of 1999

“It was great to be reaching out to my former classmates – we practice far and wide and are making a difference in the world. I decided it was time to give back to NYCC.”

Dr. Eric Luper
Class of 1995

“NYCC is one organization I regularly support as they gave me my start in this profession. I hope my classmates will join the Challenge.”

Dr. Maggie Finn
Class of 1992

Now it’s your turn to accept the Challenge…

Visit www.nycc.edu to see where your class stands. Join in the fun today by making your gift online, by calling 1-800-234-6922, extension 3151 or by mailing it to New York Chiropractic College. Remember, your gift is tax deductible!

The clock is ticking…accept the challenge today to improve your class standing!
NYCC’S CLASS CHALLENGE

Top 11 Contributing Classes

<table>
<thead>
<tr>
<th>Year</th>
<th>Class Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td></td>
</tr>
<tr>
<td>1997</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td></td>
</tr>
<tr>
<td>1981</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td></td>
</tr>
<tr>
<td>1983</td>
<td></td>
</tr>
<tr>
<td>1984</td>
<td></td>
</tr>
<tr>
<td>1978</td>
<td></td>
</tr>
<tr>
<td>1980</td>
<td></td>
</tr>
<tr>
<td>1985</td>
<td></td>
</tr>
</tbody>
</table>

Make a Difference Before Time Runs Out!

I’LL ANSWER THE CHALLENGE!

Graduating Class Year: $__________

Please let me know if I can help you in any other way:

Total Donation: $__________

Name: ____________________________ Date: __________
Address: __________________________
City/State/Zip: ____________________
Phone No.: ________________________ email: ________________________

[Check (Payable in U.S.)] [VISA] [Discover]
Credit Card No.: __________ Exp. Date: __________

Thank You!

www.nycc.edu
After Patrick L. Maddalena graduated with a Bachelor of Science in Kinesiology, with honors, from Brock University in St. Catherines, Ontario, in 2002, he worked as a kinesiologist in Niagara Falls, Ontario, for six months. As a student at Brock, he became involved with the National Lacrosse League (NLL) and was the Buffalo Bandits’ second-round pick in the entry draft in 2000. He played for them from 2000 to 2002, Columbus Landsharks in 2003 and the Arizona Sting while a student at NYCC.

Maddalena was inspired to look at NYCC by his then girlfriend, now wife, Jamie. He says, “I applied to CMCC in Toronto, but things did not work out there. I was traveling in Australia when Jamie looked into NYCC. She knew I wanted to be a chiropractor and it was relatively close to home.” He concluded the story by saying, “When I returned home, I went on a tour of the school. I made my decision after visiting the campus and learning of NYCC’s outstanding reputation in the sciences.”

Today, Maddalena works at City Chiropractic, in Buffalo, N.Y. In addition to being the lead doctor on staff, he does the billing and assists with other office duties. He says, “I feel that NYCC has trained me well for all aspects of my job. The technique and patient-communication portions of my education prepared me to effectively do my job to the very best of my ability.” Maddalena continues to play in the NLL for the New York Titans. On January 20, he became the first professional lacrosse player ever to score a goal at the historic Madison Square Garden.

Lacrosse History
The young Maddalena learned how to play lacrosse at the age of seven and continued playing throughout college. After a year at Butler University, where he earned a spot on the team as well as a scholarship, he transferred to Brock University, where his team won the Ontario University Field Lacrosse Association championship in 1999.

Last season, the Arizona Sting was NLL West Division Champions and NLL Championship finalists. He says, “We played the championship game in front of an NLL record crowd of 19,750 fans. Even though we lost, it was great to be a part of NLL history.” Though his team didn’t win the national league championship, he nevertheless enjoyed lacrosse success in 2005 when the lacrosse team he was coaching – Chaparral High School in Scottsdale – won the Arizona state championship!

Chiropractic and Lacrosse
Maddalena explained that the most common lacrosse injuries “are ligamentous” and “involve the ankles or knees. This is due to the fact that the game is often played on artificial turf and the body is very susceptible to twisting injuries.” He continued, “Also, there are many pelvic and low-back injuries due to the amount of running that is done during games and practices, not to mention all the contact that the body goes through during a game.” Chiropractic can help these injuries, said Maddalena. “Most of these lacrosse injuries are treated by chiropractors; athletes have experienced great success with chiropractic manipulation. I was a chiropractic patient long before I became a chiropractor and feel that chiropractic care has allowed me to play at a high level for such a long time.
Before every game, I get adjusted and feel ready to play whenever I do.”

But how do you get involved in sports chiropractic? Maddalena suggests offering chiropractic services to local sports teams, noting the extensive research on the benefits of chiropractic treatments on athletes and their performance. He says, “Various athletes such as Tiger Woods, Jim Furyk, Evander Holyfield, Barry Bonds and Arnold Schwarzenegger attribute their health and athletic success to chiropractic treatment.” He added that although “being a D.C. provides more than sufficient credentials to treat athletes, being certified in a soft-tissue technique like active release or Nimmo can definitely help.” Maddalena also feels that nutrition plays a vital role in treating athletes because proper nutrition assists adjustments in the healing process. And while he doesn’t employ acupuncture in his own practice, he said, “I know various athletes in my lacrosse league who have had success with acupuncture in conjunction with chiropractic treatment.”

The Importance of Family
Family is very important to Maddalena. He and Jamie live in Grand Island, N.Y., and Jamie works as an immigration attorney in downtown Buffalo. On December 18, they became the proud parents of a baby girl, Jaylee Theresa Maddalena, who weighed 7 pounds, 11 ounces and was 20 inches long. Maddalena’s parents, Massimo and Darquise Maddalena, live in Welland, Ontario. He has two sisters: Tina, who graduated from teacher’s college and is currently working in Kingston, Ontario; and Phyllicia, who is studying nursing at McMaster University. When not spending time with his family, his hobbies include lacrosse, golf, and home-improvement projects.

Thanks, Dr. Maddalena, for sharing your exciting story! Best of luck on the turf and in your chiropractic career!

Dr. Wolfson Named a Fellow of the International College of Chiropractors

New York State Metro delegate to the American Chiropractic Association (ACA) H. William Wolfson, D.C., of Commack, N.Y., was named a Fellow of the International College of Chiropractors (ICC) at the ACA House of Delegates meeting on March 23, 2007, in Washington, D.C.

Election to the ICC is touted as one of the highest honors of service in the chiropractic profession. Dr. Wolfson (NYCC ’81) was presented a plaque commemorating this honor from Dr. Lewis Bazakos (NYCC ’78), ACA Chairman of the Board of Governors and NYCC Chairman of the Board of Trustees.

Dr. Wolfson is the immediate past president of Suffolk County district NYS Chiropractic Association.
MAKE YOUR RESERVATIONS EARLY

Unity Day & Homecoming Weekend
July 13-15, 2007

Today is a great time to begin planning your trip to Seneca Falls this summer!

Homecoming Weekend offers you an ideal opportunity to connect with fellow NYCC graduates, meet current students, and enjoy exciting social events throughout the weekend beginning with Unity Day - "an NYCC tradition."

The educational portion of the weekend running Friday afternoon through Sunday morning features an array of dynamic speakers and important topics earning up to 12 continuing education credits.

Details regarding the Unity Day and Homecoming 2007 program will soon be available at www.nycc.edu.

Area Accommodations
(Reservations should be made on or before June 12, 2007)

HOLIDAY INN
Route 414
(Just off I-90 Exit 41)
Waterloo, NY
(315) 539-5011
Code - UND
(about 10 minutes from College)

MICROTTEL
1966 Routes 5&20
Seneca Falls, NY
(315) 539-8438
Code - NYCC Homecoming
(about 10 minutes from College)

HOLIDAY INN
70 North Street
(Off Routes 5&20)
Auburn, NY
(315) 253-4531
Code - REU
(about 20 minutes from College)

INN AT THE FINGER LAKES
12 Seminary Avenue
(Off Routes 5&20)
Auburn, NY
(315) 253-5000
(about 20 minutes from College)
LSI International

Your Source for Equipment & Supplies
Chiropractic • Massage • Sports & Rehab

At LSI International We Are Committed to Providing Quality Products & Service

- Electrotherapy
- Tables
- Massage Therapy
- Supports
- Diagnostics
- Rehab
- Topical Analgesics
- Nutrition
- Patient Education
- Pillows

NEW Doctor & Student Specials!

Call & Request Your FREE Chiropractic Office Set-Up Guide

TOLL FREE: 1-800-832-0053
FAX: 1-888-813-3737

FAX or ORDER ONLINE: 24 Hours a day - 7 days a week
www.lsintenational.com  password: SHOPLSI

www.nycc.edu
If your name is on it,

It has to be good.

We're your one stop resource for custom formulas and private label. We have 35 years of experience, low minimums, branded ingredients and provide promotional assistance. We can help make your vision a reality.

Contact us  1.800.325.1776    www.davincilabs.com
Dear Mr. Cox,

What follows is how I feel about the use of your product.

BIOFREEZE SETS ME FREE:
My husband is 47 and I am 51 and we lead extremely active lives. We both now find the use of Biofreezer the key toward “just moving” on some days. In 1972, I took a fall in Karate and had to have a disk removed in my lower back. Since that time, I have never really been pain-less, or awakened minus stiffness. In addition, I am a writer with several columns, feature work and a magazine to edit. Sitting for hours at the computer tightens my shoulder muscles. What follows is a horrible, painful headache that ultimately affects my vision and concentration.

Exercise is usually the key for people with my kind of “computeritis.” But it takes time to work out the kinks before productive exercise can begin. One small application of Biofreeze goes to work immediately. It relieves the pain, which in turn allows me to exercise enough to release the tight muscles - which releases the headache - which makes me feel ready to roll. (Whew!) The vicious cycle is broken.

But, that’s not all. I now suffer degenerating arthritis in 3 neck disks. Not so bad by itself, but my husband and I ride Harley-Davidson motorcycles. It’s a new adventure for me and I hate to miss a day on my Sportster. However, at the end of a 500 mile trip, I hit the bed with all of the above pains and worry over how I’ll make it home the next day. On my last ride through the Blue Ridge Mountains, I carried my Biofreezer. The next morning, I used it before “suiting” up. And even though the day was a miserable arthritic’s hell (wet, cold), I felt fine.

Just wanted to share with you the reason I can’t live without Biofreezer.

Sincerely,

Pam Mann

Steve and Pam Mann

Performance Health does not sell BIOFREEZE® to retail stores.

For more information about BIOFREEZE® and our Complimentary Patient Education Program, please give us a call at: 1-800-BIOFREEZE (1-800-246-3733)  
Mention Code: NYCC
Karen A. Bobak, D.C., has been selected to serve as NYCC’s Acting Dean of Chiropractic, effective beginning May 1. Acting Dean, Bobak will oversee the day to day operation of the Doctor of Chiropractic program, including academic planning, curriculum development, faculty hiring and associated budgets as they relate to the program.

Dr. Bobak’s appointment comes on the heels of a nationwide 15-week search that attracted applications from throughout the country. A search team comprised of faculty, staff and administration made recommendations to Michael Mestan, D.C., Interim Vice President of Academic Affairs, who thereafter conducted interviews with qualified prospects.

Dr. Bobak received her Bachelor of Arts in Biology from Canisius College in Buffalo, New York in 1982, and the Bachelor of Science degree from National College of Chiropractic in Lombard, Illinois, in 1984. Awarded a Doctor of Chiropractic degree from National in 1986, Karen was licensed in New York, and has since managed a private practice in the Rochester. Affiliated with NYCC since 1994 as an adjunct professor, Bobak joined NYCC’s full time faculty in 1999 and was promoted to assistant professor in 2003, teaching coursework in technique and has also served as Technique Team Leader in the Chiropractic Clinical Sciences department. She remains active in a variety of academic and search committees, and her scholarly activity includes participation in NYCC’s 2006 Research Symposium, and involvement in numerous research and faculty development consortia.

Executive Vice President Mestan is pleased at Dr. Bobak’s steady growth and development throughout her employment at the College, and he feels confident she will continue to “demonstrate outstanding leadership” in her new position.

Queenie Zhang has been with NYCC’s School of Acupuncture and Oriental Medicine since October 2006. A native of Xian, the Asian capital of China, she came to NYCC from The Michener Institute for Applied Health Science and The Canadian College of Naturopathic Medicine. There she worked with NYCC Associate Professor Aizhong Li, who told her about the position at NYCC. Zhang brings with her 20 years of experience in clinical acupuncture and Chinese herbal medicine and 16 years of teaching experience, and currently teaches clinical skills and internal (herbal) medicine courses.

Zhang is a 1985 graduate the Beijing University of Chinese Medicine and Pharmacology, where she trained full-time for five years in traditional Chinese medicine (TCM), and spent the following year at the Shaanxi Provincial TCM Colleges for advanced acupuncture training. For the next 11 years, she worked in the acupuncture department of a teaching hospital affiliated with the Provincial TCM and Pharmacology Institute, and spent five years training Japanese students at the International Acupuncture Training Center at the same time. In 1996, she moved to Texas and became nationally certified in both acupuncture and Chinese herbal medicine. After two years, she moved to Toronto, Canada, where she continued to teach and provide clinical supervision.

Now residing in Seneca Falls, Zhang enjoys both singing and playing the violin. In fact, she attended music school full-time for four years as a teenager, studying both Chinese and Western music. Her parents still live in China, where both are teachers, as are her sister and grandfather. When asked what drew her to NYCC, she responded that she finds NYCC’s program to be very professional and she likes the team of co-workers – especially Dean Murphy and her vision for the future. She also is fond of the students here, finding them very friendly and mature; since many of the AOM students have had previous careers, some already have a background in clinical practice.
Christopher Watkins, D.C., DACBR, has joined NYCC as a clinical radiologist. He is co-leading the Advanced Imaging and Principles of Diagnostic Imaging courses and will be in charge of the new diagnostic imaging consultation services at all three of the outpatient health centers. In addition, he will be teaching postgraduate courses.

A 1999 graduate of Brigham Young University with a Bachelor of Science in Zoology, Watkins completed his Doctor of Chiropractic degree at Los Angeles College of Chiropractic (now Southern California University of Health Sciences) in 1983. In 2000 he earned a Master of Arts in Organizational Leadership at Biola University, in La Mirada, California, and he recently completed that school’s residency requirements for a Master of Arts in Science and Religion.

Shortly after graduating from LACC, Wells joined the college as a full-time clinician and classroom lecturer. He soon moved to the preclinical sciences, teaching courses primarily in diagnosis and, for the past eight years, principles. In addition, he was a consultant to the college’s health centers for internal disorders. At the same time, he had a part-time practice and worked for eight years at a hospital as an emergency department technician.

Wells has monitored NYCC’s progress ever since it relocated to Seneca Falls and was happy when a faculty position became available here. He says he knew the College had a growing and thriving program, and he likes the administration’s vision for the future. He added, “I’ve spent a lot of time talking to people in all areas [of the College], and what I get here is a general sense of happiness and contentment. People are happy to be here – to work here and go to school here. It makes me excited to be part of the team.”

Originally from nearby Camillus, N.Y., Wells welcomed the opportunity to return to the area, especially considering the cost of living in Los Angeles and the fact that his family lives north of Syracuse in Oswego County. He said that he knows it seems crazy to return to the Great White North after living in Southern California all those years, but being native to the area makes it much less a shock. Outside of work, he enjoys weight and cardiovascular training and is an avid reader. Most of the subject matter is philosophy due to his current degree program, and the philosophy of mind is one of his favorite disciplines. He looks forward to contributing to NYCC’s reputation as a leader in the chiropractic profession.

Keith Wells, D.C., M.A., is an associate professor in the Chiropractic Clinical Sciences Department and is currently assisting in the Clinical Laboratory Diagnosis lab as well as auditing the principles courses, such as Contemporary Philosophy with Dr. Holtzman. He earned a Bachelor of Science in Botany at SUNY College of Environmental Science and Forestry at Syracuse in 1977, and completed his Doctor of Chiropractic degree at Los Angeles College of Chiropractic (now Southern California University of Health Sciences) in 1983. In 2000 he earned a Master of Arts in Organizational Leadership at Biola University, in La Mirada, California, and he recently completed that school’s residency requirements for a Master of Arts in Science and Religion.

Wells has monitored NYCC’s progress ever since it relocated to Seneca Falls and was happy when a faculty position became available here. He says he knew the College had a growing and thriving program, and he likes the administration’s vision for the future. He added, “I’ve spent a lot of time talking to people in all areas [of the College], and what I get here is a general sense of happiness and contentment. People are happy to be here – to work here and go to school here. It makes me excited to be part of the team.”

Originally from nearby Camillus, N.Y., Wells welcomed the opportunity to return to the area, especially considering the cost of living in Los Angeles and the fact that his family lives north of Syracuse in Oswego County. He said that he knows it seems crazy to return to the Great White North after living in Southern California all those years, but being native to the area makes it much less a shock. Outside of work, he enjoys weight and cardiovascular training and is an avid reader. Most of the subject matter is philosophy due to his current degree program, and the philosophy of mind is one of his favorite disciplines. He looks forward to contributing to NYCC’s reputation as a leader in the chiropractic profession.
Class of ’85
Peter M. Daddio, D.C., CCSP, was selected this past summer as the director/team physician for the Italian National Lacrosse Team at the 2006 World Lacrosse Games in London, Ontario. He was also past team physician for the NFL Washington Redskins. His address is 17337B Pickwick Drive, Purcellville, VA 20132. His E-mail address is sportdr58@aol.com and his phone number is 540-338-0005.

Class of ’91
Lynne M. (Friedman) Benelli, D.C., has moved to Vero Beach, Fla. and is now the administrator/instructor of a massage therapy school in Pt. St. Lucie, known as the Alpha Institute of the Treasure Coast, Inc. (772-337-5533). With recent changes in her life, she has been invited to mission in Uganda next year, with the Hearts of the Father Outreach program and is volunteering for a trip back to South America to serve as a chiropractor for a visit to LaPaz woman’s prison with the “Flying Doctors of America” Foundation. She can be contacted at drlynne@bellsouth.net.

Class of ’92
Frank Caldwell, D.C., and his wife Donna celebrated the birth of their third son, Lucas Matthew, on June 14. Dr. Caldwell is in his 13th years of private practice in Kenilworth, N.Y., and has just relocated to a larger office. His e-mail address is fcal32@yahoo.com. He sends his best wishes to all of his classmates and would love to hear from you.

Class of ’96
Jennifer Worsman, D.C., and her husband, Rich Provost, welcomed their first child, Olivia Marie, on December 21, 2006. She was 9lbs. 6 oz. and 21 1/2 inches long. Dr. Worsman is in a group practice in Norwich, Conn. She would love to hear from other classmates and can be reached at docjw71@yahoo.com.

Sheri Russell, D.C., is the owner of Mass Mutiny Women’s Professional Football Team. Dr. Russell also serves as the only chiropractor for the NCAA Division I Women’s Final Four. She will be training at the United States Olympic Training Center in Colorado Springs, Col.
What’s News?

ALUMNI UPDATE ~ ALUMNI UPDATE ~ ALUMNI UPDATE

has been selected to provide chiropractic care for two weeks at the USOC training center. Her phone number is 978-927-2607.

Class of ’00
Patrick Mack, D.C., and his wife Jennifer, have a new daughter, Angelina Violet, born March 24, 2007. They also have a 2 1/2 year old son, Andrew. Dr. Mack is practicing at 1 West Cliff, Somerville, NJ. His phone number is 908-685-1728.

Class of ’01
Fredrik Granelli, D.C., and Sandra Gugelmann welcomed their first child, Liv, on 11/19/04. Dr. Granelli has been in private practice in Zurich, Switzerland, since 2001 and has been pursuing a master’s degree in public health since 2004. His address is Freiestrasse 19, CH-8032 Zurich, Switzerland.

Vikas Puri, D.C., and his wife, Neelufer, are proud to announce the birth of their first child, a son, Ishaan, (which means “the first rays of the sun”). He weighed 6 lbs. 5 oz. and came into the world on February 11, 2007. Dr. Puri can be reached by phone at his clinic, the Brampton Health Centre, at 905-452-0499, or by e-mail at drvikaspuri@sympatico.ca. “Here’s saying a big ‘hello’ to all my former classmates!”

D. Carey Avery, D.C., was married to Kate Hilborn on February 10, 2007 in Mississauga, Ontario, Canada. His address, St. Andrew’s Chiropractic & Wellness, address is 15570 Yonge Street #5, Aurora, Ontario, Canada L4G 1P2. His phone number is 905-727-6500 and his e-mail address is dravery@standrewschiro.ca.

Scott Siegel, D.C., moved his office to a new location, 3109 Trent Road, New Bern, NC 28562. He has also become the doctor for the New Bern River Rats minor league baseball team. He and his wife, Jennifer, had a daughter, Hailey. His phone number is 252-259-1443 and his e-mail address is cravenchiro@gmail.com.

Melissa Savicky, D.C., and Paul Molloy, D.C., are newly engaged and are planning a 2008 wedding. They have opened a chiropractic office at 228 Loudon Road, Suite 5, Concord, N.H. Their phone number is 603-415-2100 and their e-mail address is chiropractichealthinnovations@gmail.com.

Class of ’05
Molly Lenihan, D.C., announces the opening of her private practice, Circle of Life Chiropractic, 5353 Main Street, Williamsville, NY 14221. Her phone number is 716-626-4400.
Abigail Thomas-Costello spent time this fall in New Orleans with the not-for-profit group Acupuncturists Without Borders. The organization’s main objective is to provide acupuncture as a means of trauma care for people in crisis situations. Teams of volunteers from the organization have been part of the disaster relief and recovery process in New Orleans since the region was devastated by hurricanes and a series of levee breaks that flooded the city in 2005. Acupuncturists Without Borders is organizing a new project to care for the latest generation of war veterans as they return home and is laying plans to begin working internationally as well as domestically.

For ten days, the team of two licensed acupuncturists and two support people treated more than 257 people for stress and trauma. Treatment consisted of a five-needle auricular (ear) acupuncture protocol that was originally developed in the context of substance-abuse rehabilitation. Like traumatic situations, the detox process is a time of great physiologic and psychological stress. As this protocol has become a standard part of many rehabilitation plans, it has also been found to be effective for people under other types of stress.

Trauma is widespread in New Orleans and patients lined up to receive acupuncture treatment at a number of venues across the city including their workplaces, police and fire stations, military operational centers, hotels, social service offices and public spaces such as farmers markets and several church-sponsored community events. Throughout the city the team met and treated an inspiring mix of residents who rode out the storm, newly returning evacuees, and many volunteers who have come to the region to lend a hand. The stories told by residents were colored with hope and tenacity, anger and despair.

New Orleans is shifting into a phase of recovery as some sections of the city have once again become operational and habitable. Thousands of abandoned cars and piles of debris that littered the streets just months ago have been cleared away. Residents and volunteers are working to gut and rebuild dwellings and businesses. White FEMA trailers dot many streets, indicating that residents are returning. Many people are doing community volunteer work in addition to their paying jobs. The lights in the French Quarter, the city’s main tourist attraction, are lit and its streets crowded with visitors but business continues to fall far short of pre-Katrina levels.

In other areas of the city, the streets remain empty and life seems hesitant to return. Normalcy is a long way off. In place of houses sit huge, jumbled piles of building materials and personal belongings. Many evacuated residents have been unable to return or have chosen to stay in their new communities. Rents have increased by as much as 25 percent following the disaster and many people are working two and three jobs to cover the increased cost of living.

New Orleans currently tops the nation in rates of murder and suicide. Social workers describe a city in which most people suffer from anxiety and depression. The number of functioning hospitals and healthcare clinics was dramatically reduced by the hurricanes and flooding. Volunteer organizations have created mobile clinics and some hospitals have returned to operational status, however, few options exist for mental health services to help with the recovery from crisis and trauma.

Auricular acupuncture treatment has proven an effective part of the recovery. This protocol of ear acupoints is an

Continued on next page
example of ancient acupuncture practices put to use in a modern context and consists of three points to support major body-system function, and two points that promote relaxation and a calm spirit. Auricular acupuncture has been shown to stimulate the release of endorphins in the brain. These neurochemicals are responsible for the sensation of calm and well-being that people experience when they are in safe, secure situations. In this way, the acupuncture treatment can help to counteract the physical and mental effects of being in a traumatic situation. People who received the 20 to 40 minute treatment in New Orleans reported feeling a “greater sense of well-being for several days after.” Those who came for multiple treatments were better able to sleep, felt fewer cravings for food and cigarettes, and felt refreshed, as though they had slept.

Costello regards her experiences providing acupuncture care in New Orleans as time well spent. She was impressed by the effectiveness of the treatment and the strong interest people took in receiving this kind of care. “Being in the environment of a disaster provided valuable perspective for those of us living in relative calm. The strong spirit of New Orleans and her people was an inspiration and a gift to those of us who went to lend a hand,” she said.

Acupuncturists Without Borders plans to continue to work with mental health service providers as the networks for mental healthcare are reestablished in the New Orleans area and is contemplating the best strategy for offering treatment during the recovery phase. The organization has also launched a new project to serve returning veterans and their families. Information about the organization is available online at acuwithoutborders.org.

About the Author
Abigail Thomas-Costello is a licensed acupuncturist who earned her Master of Science degree in Acupuncture and Oriental Medicine in July 2006 as part of NYCC’s first graduating class in that program. Now a graduate assistant for the AOM program, she is an assistant clinical supervisor in the Campus Health Center. A graduate of SUNY Oneonta with a Bachelor of Science in Philosophy, she also attended the New Mexico School of Natural Therapeutics and is a licensed massage therapist.
Mi Hey Kim, a 5th trimester doctor of chiropractic student at NYCC, was recently awarded the Don and Kay Allen International Student Scholarship award. This scholarship is presented to an international student who maintains a GPA of 2.75 or better and is not a US Citizen, Permanent Resident Alien or eligible for US Federal Aid. The applicant must submit an essay as to why they chose to study chiropractic in the Untied States.
Total Peace of Mind
Why I am a Scrip Customer

“Scrip has proven to me that I can trust them. When I order from Scrip I have nothing to worry about. I can trust I am getting the best prices and the best service. And I also feel Scrip is part of chiropractic. They aren’t just a company trying to sell products; they are a part of the chiropractic family. That is why I support them.”

Dr. Joseph Mannella

Practice Profile
Doctor: Dr. Joseph Mannella
Practice: Family Chiropractic
Location: Richmond, MI
Education: Logan Chiropractic College, St. Louis, MO
Practice type: Family wellness subluxation based, life-time care
Number of practices opened: Seven
Practices currently being run: Two

Drawn to chiropractic: With chronic back pain as a child, sought chiropractor at the age of 11 after mainstream medicine had not helped his condition.

For fun: Snow boarding, water sports (MasterCraft Wakeboard Boat), cycling, training.

Workout regime: High intensity weight training and cardio (running, biking), advanced work on exercise ball and core training.

Favorite team: Detroit Red Wings

Practice Philosophies:
Dr. Mannella believes in helping the patient discover the truth about their wellness. “I try to help the patient self determine their truth. In the report of findings make sure you report true findings of their conditions.” Mannella also feels you don’t need to stress on those relationships that don’t work. “You can’t be perfect for all patients. There will always be some patients that it won’t work out for. Do your best, but some will appreciate you and some won’t. Just keep putting out who you are. Just have good intentions and trust yourself.”

“Scrip — The Friendly Choice”®

✔ 90 Day, 110%, Low Price Guarantee
✔ Biggest and Best Selection
✔ Friendliest Service
✔ No Hassle Return Policy

800.747.3488 • www.scrip-inc.com
Practitioners agree . . .
Lloyd tables provide unparalleled patient comfort.

Put a new Lloyd table to work for you.

Call Toll Free: 1-800-553-7297
Phone: (319) 455-2110 - Fax: (319) 455-2166

E-Mail: sales@lloydtable.com
102-122 West Main Street - Lisbon, Iowa 52253-0899
Take it from Dr. Stanley Kaplan...

“Get malpractice insurance and only go with NCMIC”

“I couldn’t believe I was being sued, especially by this patient... I spent countless hours arguing with his health insurer trying to get a specific test ordered for him.

NCMIC made the best out of this bad, very stressful situation. **I couldn’t have asked for a better company or attorney to defend me.**

“My advice to you is to get malpractice insurance and only go with NCMIC. I’ve seen other companies come and go. But with NCMIC, you can be sure they’ll be there for you if and when you need it.”

Stanley Kaplan, D.C.
Cocoa Beach, Florida

NCMIC
We Take Care of Our Own®

For more information and a rate quote, simply call
Call 1-800-769-2000, ext. 3772
Or, visit www.ncmic.com.
On March 24, 2007, Shari Lieberman, Ph.D. once again graced the stage in New York Chiropractic College’s Delevan Theater as the keynote speaker for NYCC’s sixth annual Women’s Health Symposium: “Food and Mood...How Food Affects Your State of Mind.” This year’s symposium focused on how what we eat can affect how we feel, both physically and emotionally.

Dr. Lieberman, a pre-eminent authority on nutrition and the author of numerous books on the subject, spoke to a packed house of over 260 attendees who had come to learn how the food choices we make affect our mood and overall health. Lieberman talked about the dangers of the “typical” western diet and of the importance of exercise and maintaining body composition. She spoke about the relationship between sugar intake and the “glycemic index”, explaining that high glycemic indexes tend to produce age related diseases such as Type II diabetes and artery narrowing in children. She recommended organic, pesticide free foods, gluten free products, fiber and antioxidants and warned of toxins leaking into even the water we drink from the plastic bottles containing it. Lieberman discussed gluten sensitivity, offering ideas on how to detect it in yourself or your loved ones. She also spoke on how various foods can improve immune function, sleep and even reduce stress.

The purpose of NYCC’s Women’s Health Symposium series is to inform and empower women to make educated choices as those who take primary responsibility for their own healthcare and that of their families. Event Coordinator Darlene Easton, L. Ac. and assistant professor of acupuncture and Oriental medicine at NYCC, was very excited by the turn out and how the event has grown into a “much anticipated event” in the community. NYCC president, Frank J. Nicchi, D.C., M.S., said the Women’s Health Symposium is an essential part of the community’s interest in health care.
Stanley Greenfield, RHU
Chiropractic Financial Consultant
Editor of "Financial Forum"
Member at Large
OUM National Chiropractic Advisory Board

Your silent partner for quality malpractice insurance.

The bottom line in malpractice insurance is no one protects chiropractors like OUM. With input from an experienced chiropractic advisory board, OUM has developed a "scope of practice" policy to cover procedures allowable in your state and offers it at affordable prices. Corporate coverage is available with shared limits of liability at no additional charge or with separate limits for only 5% more per owner's premium. And OUM offers a choice of convenient payment plans to help better manage your practice's cash flow.

It all adds up to why you should shop and compare the value you can receive from OUM. Call today and receive a free, no-obligation malpractice quote by phone. When it comes to your insurance, OUM is the partner to call.

1.800.423.1504, ext.7
110 WESTWOOD PLACE | BRENTWOOD, TN 37027
www.oumchiropractor.com

We OUMore, We're OUM.

The underwriter for the OUM Chiropractic Program varies by state and is either FACO Assurance Company or PICA. Please call 1-800-423-1504 for specific policy details for your location.
NYCC President Frank J. Nicchi, D.C., M.S., (center) welcomes Fellows inducted into the American College of Chiropractors: (L to R) Past U.S. Olympic Team Head Athletic Director Edward J. Ryan, III, M.S.; NYCC Board of Trustees member, Robert E. Daley, Ph.D.; President of Texas Chiropractic College and President of the American Chiropractic Association, Richard G. Brassard, D.C.; and Assistant Vice President of Institutional Quality and Assessment at NYCC, Lee C. Van Dusen, D.C., DABCO. Dr. Brassard delivered the address at NYCC’s commencement ceremony.
Pro-Enz®

SUPPORTS SOFT TISSUE HEALING & INFLAMMATION MANAGEMENT

Anabolic Laboratories introduces a reformulation of Pro-Enz®. This updated formula was designed to give your patients extended nutritional support for moderate to low-grade inflammation.

Pro-Enz® features the following ingredients:

- Boswelia
- Bromelain
- Ginger Rhizome
- Lemon Bioflavonoid
- Rosemary
- Turmeric

Dr. Mitch Mally, D.C.

"The new Pro-Enz® is an excellent formula for short or long-term support for inflammation."

For more information on Anabolic's quality line of products and a free catalog call:

(800) 445-6849
or email us at
customerservice@anaboliclabs.com

www.anaboliclabs.com

Anabolic Laboratories has been a leading manufacturer of nutritional supplements for health care professionals for over 75 years. We offer a comprehensive line of quality supplements and specialty formulas.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.
Giving back to our community is part of who we are.