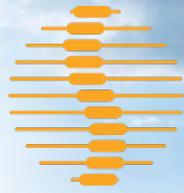


THE CHIROPRACTIC CHOICE



International
Chiropractors
Association

Vol. 01 July 2, 2021



ICA will Continue Working to Protect Chiropractic

By Dr. Selina Sigafoose Jackson, Chairwoman of the Board

As the new Board Chair of the International Chiropractors Association (ICA), my number one goal is to let it be known that I am a Chiropractor here to serve you as Chiropractors and our profession. I intend to serve you and yours and the ICA with all that is in me. It will be different, but I assure you; it will be conscientious of our principles of Chiropractic.

Our new slate of officers, Dr. Jimmy Nanda, Vice-Chair, from Ontario Canada is our first International and person of color in an officer's role. He has extensive history and experience on the International side of our profession. Dr. Jon Stucky, Treasurer, from Utah has served the ICA for the past 2 years as Secretary/Treasurer and continues the magnificent work he has begun. Dr. Joe Betz, Secretary, from Idaho has been on the ICA board for years, he is the Chair of our Research and Development Committee and committed to promoting and protecting Chiropractic worldwide.

Your ICA officers are committed to not allowing Chiropractic to be silenced, ridiculed, belittled. We will accept and honor our uniqueness and embrace our differences. We will make our voice and truth be heard. We will be unapologetic regarding the truth and liberate humanity through Chiropractic.

Our history is what keeps us in the present. We honor those who came before us by promoting and protecting Chiropractic.



In the Chiropractic Oath by BJ Palmer, it is said, "I work with that 'mysterious something' which created my body from two cells." ... "I do not look to others for direction, I look within. I am a perfect expression of God living 24 hours each day for others. I am a PRINCIPLED CHIROPRACTOR." It is my opinion

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ICA Chiropractor of the Year Dr. Deed Harrison has Research Published in a Nature Journal: *Scientific Reports*

Falls Church, Virginia (July 29, 2021) The International Chiropractors Association (ICA) congratulates Dr. Deed Harrison, ICA's most recent Chiropractor of the Year for publishing the findings of a placebo controlled, randomized controlled trial study in the prestigious *Nature Scientific Reports*. The paper entitled "Demonstration of central conduction time and neuroplastic changes after cervical lordosis rehabilitation in asymptomatic subjects: a randomized, placebocontrolled trial"¹ was published this week and is available through [Open Access](#).



The research team was led by Professor Ibrahim M. Moustafa

and included Professors Aliaa A. Diab and Fatma Hegazy, and Dr. Deed E. Harrison. Their research focused on disorders of the

cervical spine, which are known to be among the greatest contributors to spine pain, disability, and work loss worldwide. As these experts noted, "there are wide variations in assessment methods and treatment approaches for patients presenting with cervical spine disorders. Problematically, most treatments for neck disorders have limited efficacy and this is particularly evident after longterm, post-therapeutic follow-up." The team noted the general agreement on the need for conservative treatment approaches for cervical spine abnormalities and determined to conduct research needed to fill the evidence gaps. The researchers observed that "Cervical spine alignment

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ICA 2021 Philosophy Conference, October 8 & 9

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A Conversation with ICA's New Vice-Chair, Dr. Amit "Jimmy" Nanda

Dr. Nanda, Congratulations on your historic election as the ICA's first Vice-Chairman of the ICA Board from outside the United States. What was your path to chiropractic?



Thank you. I am honored and privileged to stand on the shoulders of Chiropractic giants that served before me. We, as the ICA set an example to the world by shattering the glass ceiling in our profession. We have elected the first female Chairperson for the ICA and put its faith in me in me as the first Canadian and visible minority Vice-Chair of this esteemed organization. I got into Chiropractic by accident and have never looked back. After graduating in 2003, from Life Chiropractic College West, I opened up my first practices in Toronto, Canada and in New Delhi, India. I was focused on introducing Chiropractic to India and expanding Chiropractic to the masses there as well as here in Canada. I opened over 25 successful clinics over the next several years. I then got involved in Chiropractic advocacy.

I have served on several chiropractic related boards. Most recently, I served as Chairman of the IACD India Board and as the Chairman of the Board of Regents of Life Chiropractic College West (LCCW) based in California.

I understand that you hiked to the Everest Base Camp in Nepal in March 2020 – Just as the COVID Pandemic Hit.

Dr. Nanda, Congratulations on your historic election as the ICA's first Vice-Chairman of the ICA Board from outside the United States. What was your path to chiropractic?

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I understand that you hiked to the Everest Base Camp in Nepal in March 2020 – Just as the COVID Pandemic Hit.

This was an adventure like no other. The trip had been planned for more than a year. Before leaving Ontario for Nepal, we were that everything was safe. There were no travel restrictions. On Day 3 of the hike, at a remote location in the mountains, we received word that an official pandemic had been declared and that all returned flights through India to return home had been cancelled. We had no choice but to finish the hike to Everest Base Camp and helicopter back to Kathmandu.

Arriving at the airport was like a scene out of a movie – extreme panic, hundreds of extremely anxious people just trying to get home, afraid of the unknown. We keep trying to find any flight back to Canada. As soon as we found a flight, and think we were headed home, it would be canceled a few hours later with new restrictions. We finally got one of the last flights out of Nepal and made our way safely back to Canada.

The trip itself was absolutely amazing. The beauty and serenity of the mountains is surreal. To finally reach the Everest Base Camp, look up at the Peak of Everest was spiritual. This experience was humbling for me, it showed how insignificant we are in the grand scheme of things and how we as human beings need to shed our egos and work together for humanity. It was a beautiful and fulfilling feeling. The hike pushed my physical and mental limits to do something that I was not sure was possible had it not been for my training and through chiropractic conditioning. This was a bucket list experience for sure.

Do you anticipate the Canadian-US Border to open again in the near future for chiropractors to travel between the two countries a two week mandatory quarantine upon return?

Yes, I do, as the Canadian COVID cases begin to ease, it is anticipated that the government will allow non-essential travel to begin by June or July 2021.

Less than two years after the ICA published a report on the importance of increasing diversity in the chiropractic

profession, you have been elected by the ICA Board to serve as the Board Vice-Chairman – the number two elected position of the ICA. What is your message to men and women in chiropractic or considering chiropractic who as you often refer to yourself are a ‘visible minority’ about engaging with the ICA?

My message is quite simple Chiropractic is for humanity. Chiropractic does not discriminate. We need more diversity and diverse opinions. The ICA is ‘International’ and represents all colors, religions, and cultures. I am honored to be elected as the first visible minority and I represent what the world looks like. If not for Harvey Lillard, an African American man, there would be no chiropractic today. Let that sink in. He as an African American, actually helped discover chiropractic by letting Dr. D.D. Palmer know that his hearing was restored. He should be equally celebrated.

ICA’s mission is to protect and promote chiropractic worldwide, how do you envision advancing that mission in your new role as Vice-Chair?

Prior to this role I was elected as the International Director for the ICA. For the last two years I travelled the world to be the voice for the international Chiropractic community. We had a record number of International members join over my term and I have put some projects in place to engage our international chiropractors and grow the membership globally. The ICA was always meant to be ‘international’ and our founder, Dr. B.J. Palmer had a vision chiropractic world-wide and we as an organization are fortunate that we are making that vision come true.

I foresee a rapid and robust growth in International membership as I assist Dr. Selina Sigfoose Jackson, our Chair on focusing on the advocacy needs of our International membership. This is the greatest time in history to be a Chiropractor and to be an ICA member. It will only get better from here.

Thank you Dr. Nanda.

Interview with Beth Clay, ICA Executive Director May 2021

ICA Chiropractor of the Year Dr. Deed Harrison has Research Published in a Nature Journal: *Scientific Reports*

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has been shown to be significantly related to patient outcomes and conducted a placebo-controlled, randomized controlled trial at Cairo University utilizing the Denneroll cervical orthotic for cervical traction (used frequently by doctors of chiropractic with post graduate training in Chiropractic Applied Sciences and Chiropractic Biophysics.)

The research team identified a reduced cervical lordosis and anterior head translation is associated with differences in neural activity at several regions (cortical and subcortical) of the somatosensory system. Restoration of the cervical sagittal alignment, in terms of increased cervical lordosis and reduced

anterior head translation, has a direct influence on the central conduction time. Clinical interventions directed at improving central processing through restoring the normal sagittal alignment could be added to clinical interventions targeting specific spinal disorders. Importantly, this study adds to the literature supporting subluxation detection and correction using X-ray mensuration analysis.

The prestigious *Scientific Reports* is a *Nature* journal and is the 6th most cited research journal worldwide. Dr. Hegazy is affiliated with the University of Sharjah, Sharjah, in the United Arab Emirates; and Dr. Diab is affiliated with Cairo University, in Giza, Egypt. Dr. Moustafa has affiliations with both the University of Sharjah and Cairo University.

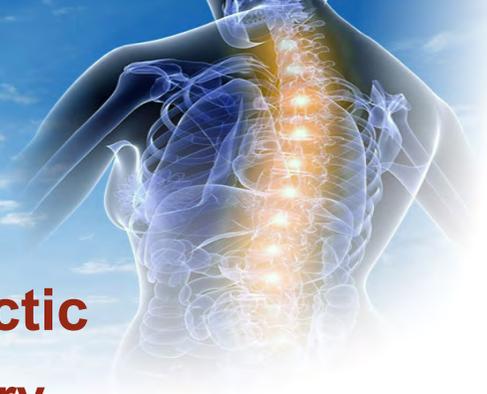
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ICA — Protecting the Core Values of Chiropractic

Dr. Joe Betz, ICA Secretary



The ICA is dedicated to its Mission Statement: “To protect and promote chiropractic throughout the world as a distinct health care profession predicated on its unique philosophy, science, and art of subluxation detection and correction.”

The one thing that makes the chiropractic profession unique from all other fields of healthcare is the subluxation. Chiropractors may utilize other procedures and services in their offices, but the correction of the subluxated spine and the resultant impact upon the function of the nervous system and overall health stands solitarily at the center of our profession. Critics of chiropractic within our own profession espouse that the correction of the subluxation is outdated and unscientific. This is contrary to the vast majority of practicing chiropractors. In the largest survey of North American Chiropractors, it was shown that over 88% of chiropractors wish to retain the term vertebral subluxation complex.¹ And 89.8% believe the adjustment should not be limited to musculoskeletal conditions.¹

One of the most commonly used tools to detect and measure subluxation over the 125-year history of the profession has been the use of radiography. However, the use of Xray has come under threat recently. For example, a “rapid review” of the literature was published in 2020 that concluded, “we recommend that chiropractors do not use radiographs for the routine and repeat evaluation of the structure and function

of the spine.”² They also stated, “Given the inherent risks of radiation, we recommend that chiropractors do not use radiographs for the routine and repeat evaluation of the structure and function of the spine.”²

The Research and Development Committee of the ICA has written a critique of this paper. The authors included only 9 papers in their rapid review, the most recent of which was from 2005. ICA researchers found that the rapid review missed many studies that fit their overly restrictive inclusion criteria. In addition, over 200 other articles should have been included in their rapid review, if it were not for the faulty design of the paper. Undoubtedly, this would affect their conclusion. The Commentary paper written by ICA researchers is in review at a high-quality peer-reviewed journal.

While other organizations in Chiropractic are motivated by advancing the acceptance of spinal manipulative therapy for low back pain into the medical model, ICA has always been the one organization that protects and promotes the science, art and philosophy of subluxation detection and correction. ICA works to keep the uniqueness of Chiropractic at the forefront of the advancement of our profession. As our profession continues to grow, it is the ICA that will ensure that the impact we have on human health gains recognition and acceptance for the betterment of humanity.

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Aligning with the Big Idea Beth Clay, Executive Director



As I prepare this report, two years into my service as ICA Executive Director, I do so from a position of gratitude. I am very thankful to be working with so many amazing chiropractors worldwide. I am thankful to work with the current and former members of the ICA Board of Directors; and with our six Councils. I am honored and thankful for the opportunity to promote the vision and mission of the ICA.

Vision: Empower humanity to optimal life expression, health, and human potential through specific and scientific chiropractic care.

Mission: To protect and promote chiropractic throughout the world as a distinct health care profession predicated upon its unique philosophy, science, and art of subluxation detection and correction.

I am so thankful, that the ICA’s Upper Cervical Council will be meeting in August in Nashville, the ICA Philosophy Council will meet in October in Minneapolis, and that the ICA Council on Pediatrics will be meeting in Orlando in November.

I am so thankful for all of our program faculty and ICA staff for all of the work to develop three new continuing education programs online so even if you can’t join us in Nashville, Minneapolis, and Orlando, you can join us online for the premier chiropractic continuing education programming. We have been working hard internally and externally to promote and protect chiropractic and toward building a strong tomorrow for chiropractic and chiropractors worldwide. We are working to engage with our chiropractic colleges and students. And I am thrilled that in April 2022 we will return to the Annual meeting Convention format with continuing education opportunities and doing so in Spartanburg, SC. I hope to see all of you there. It promises to be an amazing event.

Are you Thankful for the Role you Play in Bringing to Fruition the ICA Vision and Mission?

Whether you a student, new chiropractor; or a doctor in prac-

tice for 10, 20, 30 or more years; do you get up every day and look at your hands and appreciate the power you hold within your hands? I hope you do. All that the ICA does on policy, legislation, research, and even litigation, when needed, matters not if you do not own your power and deliver the chiropractic adjustment to correct the subluxation so that the innate healing capacity within each of us can work without impediment. You have within you the power to help transform the world’s population one person at a time, one family at a time, one community at a time. You have the power to address the pain epidemic that led to the opioid crisis. You do this one chiropractic adjustment to correct a subluxation at a time. There are almost 7.8 billion people on the planet, all of whom need what you have to offer.

My ask of you today is that you join the ICA in aligning with the Big Idea our founder discussed in 1949. Help us, help you, help the 7.8 billion!

If you are not yet a member of the ICA, today is the day you need to go online to chiropractic.org and apply to join. Let us all work together to grow the ICA bigger than it has ever been before we arrive at our 100th year anniversary.



B.J. Palmer, “THE BIG IDEA”

A slip on the snowy sidewalk, in winter, is a SMALL thing. It happens to millions. A fall from a ladder, in the summer, is a SMALL thing. That also happens to millions. The slip or fall produces a subluxation. The subluxation is a SMALL thing. The subluxation produces pressure on a nerve. That pressure is a

SMALL thing. The pressure cuts off the flow of mental impulses. That decreased flowing is a SMALL thing. That decreased flowing produces a dis-eased body and brain. That is a BIG thing to that man. Multiply that sick man by a thousand, and you control the physical and mental welfare of a city. Multiply that man by a million and you shape the physical and mental destiny of a State. Multiply that man by one hundred thirty million, and you forecast and can prophesy the physical and mental status of a nation.

Now comes a man. Any one man is a SMALL thing. This man gives an adjustment. The adjustment is a SMALL thing. The adjustment replaces the subluxation. That is a SMALL thing. The adjusted subluxation releases pressure upon nerves. That is a SMALL thing. The released pressure restores health to a man. That is a BIG thing to that man. Multiply that well man by a

thousand, and you step up physical and mental welfare of a city. Multiply that well man by a million, and you increase the efficiency of a State. Multiply that well man by one hundred thirty million, and you have produced a healthy, wealthy, and better race for posterity. So, adjustment of the subluxation, to release pressure upon nerves, to restore mental impulse flow, to restore health, is BIG enough to rebuild thoughts and actions of the world.

The idea that knows cause, that can correct cause of dis-ease, is one of the biggest ideas known. Without it, nations fall; with it, nations rise.

The idea is the BIGGEST I know of.

— Dr. B.J. Palmer

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ICA will Continue Working to Protect Chiropractic

Continued from front page

that a principled chiropractor is one who recognizes that 'mysterious something' and respects that and teaches and strive to release that.

In "The Glory of Going" by BJ Palmer, he wrote "Our illustrious father placed this Chiropractic trust in our keeping.....As he passed on, so will we...Humanity needed then what he gave us. You need what we now give you. Out there in those great open spaces are multitudes seeking what you possess." It is

my opinion that we, the ICA are here to protect and promote your ability to provide what the multitudes are seeking.

"Time is of the essence. May God flow from ABOVE-DOWN His bounteous strength, courage, and understandings to carry on; and may your Innates receive and act on the free flow of wisdom from ABOVE-DOWN, INSIDE-OUT; for you have in your possession a sacred trust."

We, the ICA intend to continue to GUARD IT WELL!



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Fifty-Five Complete Doctor of Chiropractic Program at Sherman College

Fifty-five students from around the world received the doctor of chiropractic degree from Sherman College of Chiropractic in Spartanburg, SC, on Saturday, June 12, 2021. The college's 140th and 141st commencement ceremonies were hosted separately with limited seating to ensure the safety of the graduates and their guests.

Tiffany Cherice Chapman of South Carolina (June) and Caroline Virginia Miller of New Hampshire (September) received the Milton W. Garfunkel Award, and each presented a farewell address to their classmates. The Garfunkel Award is the highest award given at graduation. Students receiving this honor must have a grade point average of 3.5 or above, and in addition, best exemplify a love of the profession, an understanding of the philosophy, willingness to share, and service to the college and community.

Emily M. Savage of Virginia (June) and Miller (September) received the Academic Achievement Award. The Academic Achievement Award is given to the individual in each graduating class who maintains the highest grade point average throughout his or her studies at Sherman College.

Chapman (June) and Alysia Maria Campos of Michigan (September) received the Clinical Excellence Award in recognition of their successful practices in the Health Center. This award is given to an intern in each class who has diligently worked to develop skills in the art, science and philosophy of chiropractic, maintained an A average in the clinical program and exhibited superior overall clinical performance and professionalism.



June 2021 Sherman College graduates.



September 2021 Sherman College graduates

Emily G. Elias (June) and Victoria Grace Pait (June), both of North Carolina, received the B.J. Palmer Philosophy Distinction Award. This honor is given to outstanding students who exemplify the profound philosophical understanding necessary to translate the universal principles of life into the workable philosophy, science and art that is chiropractic.

Assistant Professor of Clinical Sciences Cindy Treharne, P.A.-C., D.C., presented the commencement address for the June 2021 class. Treharne ran Tree of Life Chiropractic in Rock Island, IL, from 2006-2018 with her husband, fellow Sherman College faculty member Heath Treharne, M.S., D.C. After leaving practice in 2018, joined the college faculty. Treharne holds a B.S. degree from Alderson Broaddus College (2001) and completed her physician assistant clinical preceptorship at Thomas Memorial Hospital in South Charleston, WV. She is currently working on her thesis to complete the requirements of the Academy of Chiropractic Philosophers program at Sherman College.

Assistant Professor of Clinical Sciences and Business Education Department Chair Brian Dooley, D.C., A.C.P., gave the commencement address for the September 2021 class. A 2005 Sherman graduate, Dooley returned to the college in 2013 as a faculty member, while continuing to practice at Pickens Family Chiropractic, which he established in 2007. He holds a B.A. degree from Clemson University (1994) and is an original graduate of the Academy of Chiropractic Philosophers program (2007). Dooley has made a tremendous impact at Sherman College through his teaching, mentoring and leadership. In recognition of his efforts in these areas, Sherman College has honored him with the Spirit of Sherman College Award and the Service to Sherman College Award.

The doctor of chiropractic program at Sherman College requires students to complete nearly 5,000 hours (14 quarters) of classroom and laboratory study and includes an internship in the college's on-campus Chiropractic Health Center. To enter the D.C. program, students must have at least 90 semester hours of college-level courses, including courses in the sciences.

Sherman College of Chiropractic provides students with a comprehensive chiropractic education, preparing them to enter the field as doctors of chiropractic who are highly skilled, compassionate, ethical and successful. On its 80-acre campus in South Carolina, Sherman offers a first professional degree program unique in its approach to health care and known globally for the skill and art of chiropractic delivered by graduates.

Life University Impacts Chiropractic, At Home and Abroad

From its campus in Marietta, Georgia to communities thousands of miles away, [Life University](#) is truly Leading the Vital Health Revolution. LIFE students, faculty, staff and alumni are impacting the future of the chiropractic profession in the University's classrooms, research labs and clinics.

In April 2021, researchers from LIFE's [Dr. Sid E. Williams Center for Chiropractic Research](#) (CCR) was recognized with a [Best in Conference award](#) at the Association of Chiropractic Colleges 27th Educational and Research Agenda Conference (ACC-RAC), "Innovation in the Age of Distance Learning."

"It is truly an honor for members of our CCR research team to be selected as one of 10 awardees out of more than 150 presenters," [CCR Director Dr. Stephanie Sullivan](#) said. "This is the second conference in a row that the CCR has been represented with an award. It means that our hard work and commitment is beginning to pay off."

The Best of Conference award was presented to the team of Drs. [Brent Russell](#), [Ron Hosek](#), and [Ed Owens](#), as well as LIFE Doctor of Chiropractic student Mackenzie Keller and Dr. Shari Wynd from Texas Chiropractic College, for their presentation on the topic of Angular kinematics of supine cervical spine adjustment: phase 2. Five other CCR teams also presented at the conference.

In addition to its groundbreaking research, CCR has impacted how [Life University Doctor of Chiropractic](#) students learn the specialized skills and techniques they need to care for patients. Years of work went into the development of [PAT](#) (Palpitation and Adjustment Trainer), the most advanced palpation and adjusting technology in the Chiropractic profession.

PAT is an anatomically accurate, technology-based mannequin with the look, feel, size and weight of an average person. LIFE D.C. students have been using PAT and its accompanying force plate technology over the past year to refine the most important patient care tool that chiropractors have: the adjustment.

Life University also continues to expand Chiropractic's reach around the world through its Global Initiatives. Several LIFE Chiropractic Clinics are slated to open in Hong Kong this summer, thanks to the work of LIFE Vice President of Global Initiatives Dr. John Downes and his team. The clinics will build on LIFE's outreach and education efforts in other parts of the world, including those underway in Costa Rica, Germany and Switzerland, bringing Chiropractic to a wider audience and inspiring future doctors to pursue a career in the profession.

For more information on Life University, visit [LIFE.edu](#) or call (800) 543-3202.



Life University President Dr. Rob Scott Reflects on His Leadership at LIFE

May 2021 marks four years since I became Life University's President, and I could not be prouder of where LIFE is now or more excited about where the University is going in the years ahead. It's an honor to lead the LIFE community; our students, faculty, staff and alumni are tremendous individuals who are united by a common set of values. At LIFE, we call our guiding principle [Lasting Purpose](#): to give, to do, to love and to serve, out of your own abundance.

Our University continues to reach new enrollment milestones for our flagship [Doctor of Chiropractic program](#). At LIFE, our D.C. students learn the hands-on techniques, vitalistic philosophy and entrepreneurial business skills they need to build highly successful practices. They use the most advanced educational technology, including [PAT](#), the high-tech, high-touch Palpitation and Adjustment Trainer developed right here at LIFE, and the [Anatmage tables](#) in our Virtual Anatomy Lab. Each quarter, we graduate principled chiropractors who go on to care for patients and bring positive change to communities all over the world.

In addition to Chiropractic, enrollment and accolades for our [College of Graduate and Undergraduate Studies](#) also continue to grow. Some of our undergraduate and graduate students study at LIFE to eventually go into the chiropractic program while others choose to pursue careers in different fields, including [nutrition](#) and [dietetics](#), [positive psychology](#), [exercise science](#), [business](#) and more. Earlier this year, LIFE's [Bachelor](#)

Since his appointment as the fifth president of Life University in May 2017, Dr. Scott has championed a significant commitment to enhancing the University's academic offerings, campus culture and physical facilities, while placing emphasis on expanding research infrastructure and supporting the rich diversity of the campus community.



During Scott's tenure, Life University has added new online academic programs and the first accredited degree program in a Georgia correctional center for incarcerated students. LIFE has opened a new 362-bed student living community and eatery – The Commons and Lyceum Dining Hall, along with significant updates and improvements across campus. In addition, student enrollments have seen new heights through impactful retention initiatives that support student learning, engagement and success.

[of Science in Biology](#) was named one of the "[15 Best Online Bachelor's in Biology for 2021](#)," and we've frequently been recognized for our nationally ranked Nutrition Department and online Master of Science degree in Positive Psychology.

My office has also been focused on our future and the future of Chiropractic in creating and implementing our 2040 Strategic Plan. After a year of unprecedented global challenges and changes, LIFE is ready to tackle the next two decades with a multi-phase approach to growth and development. Each phase will focus on seven key areas, which include world class academics, formidable research, an exceptional student experience and expanding LIFE's influence, to name a few. We're well on our way and are excited for what's to come. An official unveiling of the Plan is scheduled for this year's [LIFE Vision-Fall CElebration Extravaganza](#) that will be held Wednesday, September 29 through Sunday, October 3 on our campus. We can't wait to host our alumni and friends again this year after being restricted to primarily virtual sessions in 2020.

It's a wonderful time right now on our beautifully serene and nature-centric campus in Marietta, Georgia. I am grateful to be in the position I am in and am committed to work with my LIFE family for many more years as we not only more strongly position Life University as the leader in vitalistic health education, but further, as we strive to manifest LIFE's Vision of a world centered on vitalistic thinking and action.

Seeking a campus with a richly diverse student body, Dr. Scott initiated a campus-wide cultural climate initiative that resulted in the funding and establishment of the Office of Diversity, Equity and Inclusion (ODEI) and a robust offering of programming and resources that foster a campus community and culture that allows for its members to feel welcomed, valued and respected. As President, Dr. Scott has successfully "put a face" to the Office of the President and plays a visible role on campus with students, faculty, staff and alumni by regularly engaging in campus activities and events. A passionate and articulate advocate for the University's mission, Dr. Scott continues to build the recognition and legacy of Life University within the greater Atlanta area.

Dr. Scott holds a Ph.D. in Applied Physiology from the University of Minnesota, a Doctor of Chiropractic degree from Northwestern Health Sciences University and is the only president of a chiropractic College that also holds a Diplomate of Chiropractic Philosophical Standards.

Life West at 40 Years is Looking Ahead

In 1991, at the request of Dr. Sid Williams, Dr. Ron Oberstein joined the Board of Regents of Life West. The college had become Life Chiropractic College West (LCCW) 10 years previously, and Dr. Gerry Clum was in the president's seat not only growing and building the college but doing amazing things politically in the state of California. Fast forward 30 years, the college has graduated 6,000+ DCs, all the while staying true to DD's and BJ's vitalistic and salutogenic philosophy and staying grounded in Dr. Williams' values of Lasting Purpose - Giving, Doing, Loving and Serving out of one's own abundance.



Today, thirty years later, we are celebrating our 40th anniversary and Dr. Oberstein is now the college's third president. Under his leadership, the college has matured and is in excellent standing with CCE and regional accreditor WSCUC. The recruitment and enrollment team is engaging with a wider than ever audience through digital marketing and online events, along with a [fully online admissions process](#). Alumni are connected through [LifeWestConnect](#), an online portal that brings together community updates along with advertisements for associates needed or practices for sale. Our DC alumni and friends also connect with our admissions process through a [DC Ambassador and Referral campaign](#) that recognizes Chiropractors always need to be thinking of that next student they could refer to the college. And Dr. Oberstein remains on the road, whether within North America or worldwide, meeting our alumni and friends at conferences and President's Receptions. One of his passions is building the [President's Circle](#), where every dollar that the college receives goes into enhancing the student experience on campus or helping financially for service trips and beyond, and making sure that everyone shares in our successes, energy and growth.

When he started out as president, after a series of focus groups and processes of community engagement, Dr. Oberstein worked diligently with the colleges stakeholders to introduce a new [Seven Year Strategic Plan](#) that has seven initiatives: a Clinically Inspired Curriculum that starts at day one; a

diversity and inclusion drive that enables structural change on and off campus; a culture of service for all our community; greater engagement with our alumni and stakeholders; embedding innovation and decision making from data in all we do; broadening our program offering beyond the DC program; and ensuring long-term financial security for the college. Together, these initiatives are setting the college up for success in the present and future years.

The first student cohort that entered the Clinically Inspired Learning (CIL) program is now soon to graduate out into practice. They have had hands-on experience since the first quarter and entered into their clinical experience a year earlier than the cohorts before them. Our graduates will only have better adjusting skills if they can continuously practice at college and starting earlier in their degree program gives them the added advantage with more time and repetition. Added to that over 75% of senior interns are now out on preceptorships, working in DC offices learning about practice in the real world outside the "Life West Bubble" as the students like to call it. The aim now with the next iteration of the CIL program is to have them complete their clinical competencies even earlier so they can spend their full last year in preceptorships. Given the large numbers of interns at the college, the college is always [looking for more preceptor doctors](#) to partner with us. If you would like to mentor our interns, please take a moment to [sign up for our preceptor program](#)!

Covid has slowed the Life West service trips, but as the borders start to open up, [college service in India and Tonga](#) and our clinic in New Delhi will soon be back up and running. We will also be starting our Panama service trip this year as well. When Life West students return from their service trips and/or working in our Delhi India clinic, they are changed people. Adjusting clinical conditions they would never see at home, understanding the enormous need in the world around us, and learning the true meaning of service are just a few of the reasons Life West will continue to create these opportunities. They also see the beautiful and deeply human diversity that surrounds us.

Here at home, we have our own diversity that needs to be understood, respected, and honored. For that reason, Dr. Oberstein has worked to raise the profile of diversity and

inclusion efforts within the profession. The profession is a long way from representing the diversity of the U.S. population. It can and must do better. Life West has hosted a number of D&I summits and workshops for the profession, and the college is happy to share our plans, processes, and policies with all that might find them useful.

Staying true to our Lasting Purpose for the next 40 years is the challenge we have in front of us. Life West is more than up for the challenge. The college is embedding its values into the curriculum, clinic, and student life through the Lasting Purpose Experience. This will brand and identify graduates as Life West. Each value - Give, Do, Love and Serve - is being themed into courses, academic support and student life

through training, workshops, and seminars, with a reflection project at the conclusion of each phase.

The college is always looking for your support. If you wish to join us to refer potential students, or as a preceptor doc, a President's Circle member, or just join LifeWestConnect, click the links above and partner with us as we continue our Lasting Purpose into the next forty years. As President Oberstein said recently: "I can say that Life West is grounded, growing, and certain of its future. We have never been in better shape to fulfill our vision of Creating a Brighter Future for Humanity."

Article contributed by Life Chiropractic College West

Join Us with Kenny Neal

2021 - ICA Upper Cervical Conference

Register: icaevents.org/UCNashville

August 13 & 14

CEs! Networking!
Research Papers!
in Downtown Nashville!

ICA COUNCIL ON UPPER CERVICAL CARE

Sherman College of Chiropractic

Serving Others – The Importance of Keeping Your Cup Full

As the saying goes, “You can’t pour from an empty cup.” Doctors of chiropractic in particular know this all too well, as this profession is all about serving others to improve their health and help them function at their best. Caring for yourself and keeping your cup full allows you to fully serve and support your practice members and your community.

Sherman College has a unique focus and mission educating and preparing students to become doctors of chiropractic focused on the analysis and adjustment of vertebral subluxation, and it holds service as one of its keyways to accomplish this mission. The college serves others in many ways each year, from its on-campus clinic, to its relationships and volunteerism in the local community, to the education of future doctors serving humanity and post-graduate training for doctors to continue building their skills through continuing education.

In fact, here are just a few ways Sherman College instills service in its campus community:

- 25,000 annual patient visits served at the Chiropractic Health Center, including pro bono care to those in need.
- 40+ community/public events, health talks and fairs
- 60% of employees and 50% of students who volunteer for outside organizations and causes.
- 175 live continuing education events annually, serving more than 6,000 D.C.s, as well as online courses offering more than 75 hours of credit.
- Faculty and students participating in chiropractic mission trips around the world.

“Sherman College exists to nurture and advance a simple and powerful idea: that all healing comes from within,” said



SHERMAN COLLEGE
of CHIROPRACTIC

Sherman College President Edwin Cordero, D.C. “Chiropractors appreciate the body’s inherent capacity to maintain and restore its own health when it is free and clear of vertebral subluxations.”

To become a successful chiropractor, you must be service-minded. Service is a key core value that Sherman College instills in all its constituents. Serving others allows us to make a greater impact, and to engage and serve in more meaningful ways.

As Doctors of Chiropractic, we have been given a tremendous responsibility to give humanity what it truly deserves in terms of expression of life. Let us not take this charge lightly. By continuing to put emphasis on serving others, we fulfil our own purpose with passion, dedication, and commitment. By delivering the gift of chiropractic, we are able to make changes in others and by doing so, it also makes a change in us individually and as a profession.

Finally, to serve you must have a balanced life. This will keep your cup and your heart full for those moments when you are called to serve. Remember to always serve your family, to serve your practice, but also remember to serve yourself, and your life will be richly rewarded.

The ICA Mission

To protect and promote chiropractic throughout the world as a distinct healthcare profession predicated on its unique philosophy, science and art of subluxation detection and correction

**Support the organization
that is supporting your profession.**

[To join ICA click here.](#)



By Dennis Marchiori, D.C., Ph.D.
Chancellor and CEO, Palmer College of Chiropractic

Next year will mark 125 years since D.D. Palmer opened what was then known as the Palmer School of Chiropractic, just two years after performing the first chiropractic adjustment. As we at Palmer College of Chiropractic prepare to celebrate this milestone anniversary, I reflect and imagine what The Founder and early leaders of this profession and college – D.D., B.J., Mabel and Dr. Dave - might feel if they could witness how their innovation and passion has grown to help millions of people around the world.

They would see that today Palmer graduates account for more than one-third of all practicing chiropractors, and currently, one in every five chiropractic students around the world have chosen to study in the very space where they once taught.

While chiropractors in the early days were persecuted for their profession, chiropractors are now welcomed and embraced by major integrated health-care systems, elite athletic teams, and corporate settings.

Through partnerships with Veterans Affairs hospitals and Department of Defense sites, our students have opportunities to complete clinicals in approximately 50 locations across the country.

Nearly every team within the NFL, MLB, and NHL, as well as many U.S. Olympic teams, have at least one chiropractor on staff as professional athletes view chiropractic as essential to their peak performance.

The Palmer Center for Chiropractic Research is the largest and most highly funded chiropractic research effort in the nation. Over the past 10 years alone, the Center has secured more than \$35 million in private and federal grant funding to advance chiropractic research – a direct indicator that a growing number of health-care professionals endorse the value of chiropractic. These research efforts have influenced academic curriculum, insurance, legislative policy related to chiropractic care, and greater public recognition of the benefits of chiropractic.

In 2020, as many industries, including higher education, were

shaken by a global pandemic, Palmer College experienced growth in enrollment as more people recognize the impact they can have as doctors of chiropractic. This exciting growth in enrollment is matched by changes to our campuses.

Palmer's main campus, the Fountainhead of Chiropractic, recently completed construction on new spaces including the David D. Palmer Learning Commons, the Bruce & Bethel Hagen Student Union, the Trevor V. Ireland Student Clinic, NCMIC Center for Business Development and the R. Richard Bittner Athletic & Recreation Center. In total, \$35 million in renovations have been completed since 2017, offering students a beautiful and modern learning environment among the history of the profession.



The next phase of construction has just begun. We look forward to completing new student housing, the Charles J. Keller Terrace and an Experiential Learning Center that will allow students to move seamlessly between Palmer's anatomy classrooms, wet and dry labs, and technique classrooms, transitioning from practice to learning, concept to skill, and back again in the same environment. At Palmer Florida, a massive fourth academic building will be completed this fall to meet rising enrollment demands.

I believe D.D., B.J., Mabel and Dr. Dave would be proud – Palmer Proud – to see that their passion and conviction has endured in a profession that continues to inspire unlimited health and human potential around the world.

I invite everyone to join us and celebrate the 125th anniversary at the fountainhead of chiropractic in Davenport, Iowa, September 14 – 17, 2022.

There Has Never Been a Better Time . . .



. . .to be an
ICA Member!

By Sondra Thomas, ICA Membership Coordinator

The International Chiropractors Association (ICA) is focused forward while staying true to our roots. Coming into the ICA a year ago, in the middle of the pandemic, I have had the pleasure of meeting many of you by telephone. As the world opens back up, and ICA and other chiropractic organizations in person events take place, I look forward to being out in the field and seeing you at the ICA booth very soon.

As our Executive Director Beth Clay recently stated, “The ICA is the Chiropractic Profession’s PPP Program – every day we work to preserve, protect, and promote chiropractic worldwide and with that your rights as a chiropractor to practice subluxation chiropractic and imaging as needed.”

We offer the highest quality post-graduate education in the profession both online and in person. ICA membership provides discounted access. We provide informational and motivational opportunities to our members; our corporate support continues to grow and with that will be additional member benefits. We advocate and when necessary, litigate to protect the profession. Your membership supports this vital activity. We are recognized globally as the organization that stands true to the profession, stands strong for the principals, and is focused on keeping chiropractic a separate and distinct profession with its unique science, art, and philosophy. We are also a ‘come as you are’ organization – we welcome any chiropractor, chiropractic student, lay person, spouse, or chiropractic associate who is passionate about chiropractic; who wants to keep chiropractic drug free and surgery free; and respects subluxation chiropractic. If you are not a member, please join today. If you are a member, bring someone else along. Maybe the greatest member benefit of being an ICA

member is the fellowship. The world is full of naysayers and stone throwers. Being a part of the ICA gives you a global network of like- minded, passionate, principled chiropractors and chiropractic advocates. Our in-person events provide the opportunity to get to know one another, to meet up with old friends, and to make new friends.

Is Your Information Up to Date?

As you know, we transitioned to a new association management software a few months ago. Please take a few minutes to [visit the website](#), sign in and confirm your information is up to date. This is very important because the **Public Find a Doc Feature** has returned to the ICA Website and the **Membership Directory** will be published and printed for distribution in time for our ICA Annual Convention April 2022 in Spartanburg, SC (Sherman Chiropractic College).

Let Me Hear from You So We Can Work Together to Grow the ICA

How Can You Help?

1. Update your own information.
2. Share a video or typed message on why you chose to become an ICA member; or why you are joining the ICA in 2021.
3. Share our message and your reasons for being with the ICA with your chiropractic colleagues and encourage them to join.

Working together we can achieve and grow the ICA numbers and capacity in 2021 forward. I am here to serve and can be reached at 703-528-5000 extension 1 or by email at sthomas@chiropractic.org



Council on
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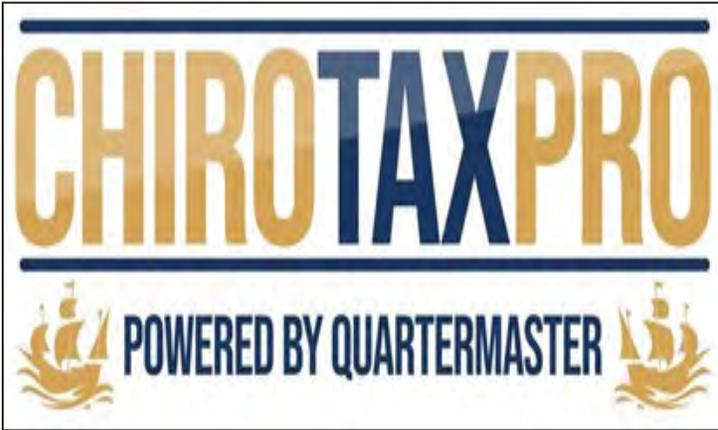
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Quarter Page	3 7/8" wide by 4 3/4" tall	\$269	\$239	\$189
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The ICA Choice flagship magazine published by the International Chiropractors Association (ICA), chiropractic's oldest and most distinguished international organization. Published in a digital newspaper format for easy reading, *The ICA Choice* covers issues of importance and relevance to the practicing chiropractor; provides a forum for debate on controversial issues, and addresses topics to help the practitioner become more successful as a business person as well as a clinician. Articles written by recognized chiropractic leaders and experts in the field are timely, and compelling.

The *ICA Choice* is read because ICA has an important standing in the chiropractic community. It makes news and the viewpoints of its leaders are of significance to the practicing chiropractor and to the future of chiropractic. Every issue is jam-packed with exciting news, timely articles and important issues. Your advertisement in *The ICA Choice* will be seen and read! Advertise and see the difference!

Rates are for full color ads per insertion. Single-click links to website and for email can be added to any ad at no additional cost. Email camera-ready ads in high resolution Adobe Acrobat PDF format or a GIF or JPG to: sales.candspublishing@gmail.com. Ad creation and graphic design services are available through C&S Publishing at \$75 an hour — FREE to ICA members!

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