

Chiropractic Economics is Bought by Alternative Media Publisher

Editorial Staff

Joe Doyle, owner of The Doyle Group, a trade publisher of alternative media with 17 years of experience, has announced the purchase of Chiropractic Economics magazine, the first magazine in the chiropractic profession. The magazine will be published in Ponte Vedra Beach, Florida, with Doug Apelian (group publisher), Daniel Scherer (publisher), and Lana Stewart (editor). The Doyle group plans to release the first issue of the new Chiropractic Economics on November 30th, and will continue to publish the magazine bi-monthly.

Napoleon Rides Again -- Looks Suspiciously Like Dr. Carrick

"From the sublime to the ridiculous is but a step." --- Napoleon Bonaparte comment to Abbe du Pradt on his army's retreat from Moscow.

The little Corsican, who once had the world marching to his beat, has gotten a face lift, thanks to the Boston and Orlando students of Logan College of Chiropractic's two-year neurology program.

When the students recently gathered in Florida to sit for the ACA neurology board examination, they presented their instructor, Dr. Frederick "Ted" Carrick, with an "original" commissioned painting of Dr. Carrick's favorite historical figure, Napoleon, with Dr. Carrick's face, spectacles included, in the emperor's place. Artist Karl Illini from Ontario, Canada, flew in for the presentation of the painting to Dr. Carrick.

Julie Bjornson, DC, one of the enrollees in the neurology program, reports that the students had the artist add several unique touches to the painting: the "hand of God" (inspired by Leonardo da Vinci's work on the ceiling of the Cistine Chapel), which, according to Julie is "reaching out as if to slow down this fearless leader, or maybe just to catch up ..." Dr. Carrick's name, and those of the chiropractic founders, are found engraved in the stones beneath the horse's raised forefeet.

NYCC Homecoming/Centennial Celebration Attracts over 2,500 People

Well over 2,500 New York Chiropractic College (NYCC) alumni, faculty, staff, guests, and visitors gathered at the campus October 6-8 to share in combined celebrations of the chiropractic profession's 100th birthday and the college's annual homecoming. NYCC President Dr. Kenneth Padgett gave the welcome address, citing the college's 76th anniversary, and the fact that this year's student body is the largest in the college's history. Other speakers included Dr. John Hofmann, a nominee for the ICA presidency, who writes the "Maturity" column in "DC"; Dr. William Harris, president of the Foundation for the Advancement of Chiropractic Education (FACE); and Dr. Richard and Ms. Carla Vincent, well-known authors and practice management specialists.

Dr. John Hofmann gave the keynote address: "Chiropractic's Future -- Better than You Think." He speech offered encouragement regarding the changes in health care: "You're going to see wellness care blossom. Doctors are realizing that antibiotics just aren't working anymore and people are leaning more towards less medication, more nutrition, healthier diets and exercise. This is where you get your chance."

Dr. Harris challenged the audience of students and doctors to improve their self-image and self-worth. "The first step to success is the development of dreams and concrete goals," he said. "However, to be actualized, dreams must be powered by strong commitment and determined persistence, persistence being the 'steam behind the dream.' Your success or failure ultimately depends upon your internal attitude. All you need is the desire and a fire behind it."

Dr. Richard and Ms. Carla Vincent presented advice on "Establishing and Marketing Your Practice," along with Dr. Lawrence Jack, a 1978 NYCC alumnus and expert in the field of health insurance and managed care. The Vincents covered the topics of associateships, buying a practice, starting a new practice, marketing, writing business plans, and obtaining financing.

Other activities included a panel discussion on "Chiropractic and Health Care: The Next Century," featuring Drs. Padgett and Harris; Dr. Robert Lynch, representing the ACA; Michael Nozzolio, New York senator; and Timothy Ryan, MD, local physician and founder of Lifecare, Inc.

Entertainment included music and dance by the famous "Up with People" international touring group, and a large fireworks display.

Chiropractic Pediatrics in San Diego

The 1995 ICA Council on Chiropractic Pediatrics was held October 20-22, in San Diego, California, co-sponsored by Palmer College of Chiropractic and the San Diego Health Care Foundation. Speakers included DCs Maxine McMullen, Joan Fallon, Peter Fysh, Carol Phillips, Tracy Barnes (of the Kentuckiana Children's Center), Larry Webster, Claudia Anrig Howe, Wayne Zemelka, and Fred Barge.

Among the topics presented: protocol of care for the 10 most common spinal problems in children; medical legal issues in pediatrics for the subluxation-based chiropractor; clinical management of the handicapped/special needs child; how to develop, manage, and maintain a chiropractic family practice; chiropractic care for the neonate and infant with torticollis, among many other topics.

Eighteen hours of license renewal credits have been applied for by Palmer College to all applicable states, including four hours of technique required in California.

NOVEMBER 1995