

The Most Incredible People

Donald M. Petersen Jr., BS, HCD(hc), FICCC(h), Publisher

How many times has someone asked: "How do you manage to publish all the information in Dynamic Chiropractic every two weeks?" This question is frequently asked when I'm at a meeting or convention. Even our columnists wonder how such a task can be accomplished.

The answer is really very simple: people.

The Motion Palpation Institute (MPI) has what I believe to be the best staff in the world (I hope you can say the same thing of your staff). Please allow me to introduce them to you:

Editorial

Stephen Kelly, BA, is our assistant editor. His precise attention to detail and exceptional ability as a "word-smith" makes every article (including this column) more interesting and understandable.

Barbara Migliaccio, BA, is our second assistant editor. She is also an excellent word-smith with the ability to tailor information for our concise format.

Fern Trovarelli is our technical assistant. She has worked in the health care environment since 1945, and for the last six years in our editorial department.

Advertising

Dori Baker has been our marketing director since Dynamic Chiropractic began over ten years ago. She knows almost every advertiser in North America. Other publications have tried to lure her away from us. Her talents are renowned.

Anne Gardner is the advertising manager. Her upbeat, positive attitude and willingness to "go the extra mile" for our advertisers are what make this publication the best supported in the profession. This attitude permeates the entire advertising department.

Renee Coloman is our enthusiastic advertising sales coordinator. There is no one who will work harder to address the marketing needs of our advertisers.

Debbie Martin-Caudle, BA, is one of the two advertising coordinators. Her attention to the mechanical needs of our advertisers is well known. She is customer service at its finest.

Georgia Ginsberg, BS, is an advertising coordinator with an attention to detail. We receive many compliments for the service she provides.

Typesetting

Arnetta Boulton is Dynamic Chiropractic's technical director. She is responsible for the layout design and look of the publication. The many innovations that have kept "DC" the most popular publication in the profession can be credited to her.

Jennifer Cea, BFA, is a member of the four-person group who, along with Arnetta, provides typesetting and ad design for the publication. She is a strong member of this incredibly talented and creative team.

Gabriel Escamilla is also a member of our typesetting team. His artistic touch is one of the very good reasons why many of our advertisers choose our typesetting team to create their ads.

Lisa Marie Hardy is currently out on maternity leave. We expect her to return soon to augment the talents to one of the best in-house advertising teams in chiropractic.

Patricia Churchill has been with us since Lisa's leave, and her work has been very good. It's not easy joining such an impressive typesetting team and working with state-of-the-art computer typesetting equipment, but Trish has met the challenge.

Events and Orders

Doreen McIntyre is our events coordinator. MPI has featured over 1,100 seminars for the chiropractic profession. Doreen is responsible for every event MPI schedules, and is involved in most special projects. Her success is our success.

Karen Reitz is our customer service representative for the Chiropractic Order Desk. Karen works very hard to satisfy the demand placed upon her by the hundreds of orders and inquiries she fields each year. Her amazing attention to detail and great attitude keep every order straight and every DC and student happy.

Accounting

Connie Knott is our accounting department manager. She is responsible for keeping track of all the accounting for the issues, seminars, products, and projects MPI is involved in. We would be lost without her. Her dedication and efforts are truly incredible.

Sunim Riggs is our accounts receivable clerk. She accounts for every cent that MPI receives. Her attention to detail is such that the computer has a hard time keeping up with her.

Teresa Patterson is our accounting coordinator. She rounds out this impressive team with skills that make our accounting department more exact than most of the ones we deal with.

Circulation

Cynthia Tapia is in charge of circulation. She manages the mailing database and produces the labels and reports that bring DC to your door every two weeks. We recently began a new bar coding system that gets this publication to you faster (giving you more timely information) and cheaper (keeping our advertising costs as low as possible). Cindy made this dream a reality.

Linh-Nhi "Krystal" Duong is responsible for the actual updating of this database. She is very exact with the many address changes reflecting our constantly evolving, dynamic profession. Her concern for your file in the database keeps everything on track.

Shipping and Receiving

Luz Jimenez is currently responsible for the many items shipped and mailed each day. Everything that comes in or goes out, goes through Luz. By the time you read this, she will be married and living outside Mexico City. We will greatly miss her.

Ross Yamashita is taking Luz's place. We needed someone top rate to replace her. After a long search, we found Ross. We are very pleased to have him as part of the team.

Administration

Elizabeth Auger is our director of operations. Everything that happens here does so under her guidance. She is dedicated to the chiropractic profession and inspires everyone at MPI with that commitment. She too is quite remarkable.

Debra DaSilva is Liz's administrative assistant. She works behind the scenes on many projects that affect this profession. Her enthusiasm and dedication are great.

Special Projects

Hanan Gerges is the special projects and editorial liaison. She is the person that can best assist you if you can't get through to me (although, if you need me to, I will always return your call). She is also very involved in MPI's contribution to the Chiropractic Centennial. While still new to MPI (and chiropractic), she has already had a positive effect on us.

These are the people at MPI who are here to assist you; many times they are better equipped to do so than I am. Now that you have been introduced, please feel free to call on any one of us. MPI consists of many talented, incredible people all dedicated to meeting the needs of the chiropractic profession.

DMP Jr., BS, HCD(hc)

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