

## News in Brief

Editorial Staff

Dr. Cheryl Hawk: New Dean of Research at SCU

Cheryl Hawk, DC, PhD, was recently named dean of research at Southern California University of Health Sciences. Dr. Gary Schultz, vice president of academic affairs/chief academic officer, made the announcement.

"We are delighted to have Dr. Hawk join the SCU family," said Dr. Schultz. "Her background in research and education is a perfect fit for the direction we have planned for the university. She is well known and respected throughout chiropractic education and is highly motivated to assist us in re-establishing SCU as a frontrunner in research for our campus, its faculty and students."

"As a proven leader in research, she will guide SCU in advancing our research agenda and expanding our programs," added Dr. Reed Phillips, university president. "Dr. Hawk will help us achieve the culture of evidence that we're striving for."

After graduating from National College of Chiropractic, Dr. Hawk earned her PhD in preventive medicine from the University of Iowa, where she also received her MS degree. She has served as director of chiropractic sciences in the division of graduate studies at Palmer College of Chiropractic, and as professor and senior researcher at the Parker Research Institute, Parker College of Chiropractic. In 1999, Dr. Hawk made history when she was appointed to the Iowa Board of Health - the first doctor of chiropractic in Iowa to achieve that distinction.

Listed among Hawk's reasons for coming to SCU is the university's commitment to integrating research into the campus. She also noted, "SCU has a commitment to evidence-based health care, which is going to be increasingly important in the future."

Dr. Hawk is expected to join SCU in May 2005.

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Logan Board of Trustees Holds Elections

On Feb. 5, 2005, the Logan Board of Trustees held its winter meeting and elections in Chesterfield, Mo., near the Logan College of Chiropractic campus.

Marc Malon, DC, was elected chairperson of the board. He succeeds Anthony Bilott, DC, who had reached his maximum tenure of nine years as a Logan trustee. Dr. Malon is a past president of the Maine Chiropractic Association, and first became a Logan trustee in 1997.

Continuing service on the board as vice chairperson is Frank Ungerland, DC. Also re-elected to the board is Susan Crump Baker, DC, who will serve a three-year term as a trustee. Appointed by Dr. Malon to the board's executive committee is trustee Steve Roberts, a St. Louis entrepreneur and past member of the St. Louis Board of Aldermen.

Re-elected for a one-year term as a member of the trustees advisory council is Mark Reeve, DC. Dr. Reeve was the Logan Alumni Association representative on the board of trustees from 2001-2004. Elected to one-year terms as advisory council members are: Anthony Bilott, DC, who served as chairperson of the board in 2003; Debra Hoffman, DC; and Paul Henry, DC. Dr. Henry is the current president of the Maryland Chiropractic Association.

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#### Dr. Bill Goss Named MCA Chiropractor of the Year

The Michigan Chiropractic Association (MCA) recently presented Bill Goss, DC, with its Chiropractor of the Year award for 2005. The MCA presents the award to the member doctor who shows outstanding commitment and leadership in the advancement of chiropractic in the state of Michigan.

Specifically, Dr. Goss was honored for his work as chairman of the Michigan Chiropractic Legal Action Committee and the Michigan Chiropractic Political Action Committee. He has led the legal fight against Blue Cross Blue Shield of Michigan to defend chiropractic patients' access to their care.\*

"It is an honor to be recognized with this prestigious award," said Dr. Goss. "An association like the MCA has so many hard-working, sacrificing DCs, that I feel extremely privileged to have been selected."

He added: "The numerous issues involved in our current litigation against Blue Cross Blue Shield of Michigan focus around a discriminatory institutional bias that BCBS has against chiropractors and chiropractic patients. The primary issue centers around the practice of BCBS selling policies that promise a benefit of up to 24 chiropractic visits per year, while at the same time telling chiropractors that if they bill Blue Cross for more than a few hundred dollars, they will be kicked out of the PPO program."

- *Editor's note:* We reported on the lawsuit against BCBS of Michigan last year. For more information, please read "Michigan DCs Accuse Blue Cross/Blue Shield of Discrimination" in the May 6, 2004 issue. A printable copy is available online at [www.chiroweb.com/archives/22/10/09.html](http://www.chiroweb.com/archives/22/10/09.html).

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