

Coalition Offering \$100,000 Integrative Medicine Award

Editorial Staff

The Philanthropic Collaborative for Integrative Medicine (PCIM) is currently offering a \$100,000 cash award to the winner of its inaugural Bravewell Leadership Award. The award honors the contributions made by physicians instrumental in the emergence of integrative medicine. Doctors of chiropractic and other physicians and doctoral level professionals are eligible.

"This award spotlights and celebrates the true champions of integrative medicine and what they do to change the face of health care," said Bill Sarnoff, PCIM board chairman.

The Collaborative was created in 2002 to help advance the field of integrated medicine. According to the PCIM website, "Spirit, resiliency and leadership are essential qualities needed to transform the current 'conventional' model of medicine, health and healing into a relationship-centered, total health concept."

Nominations for the award will be accepted until February 2003. Additional information, terms and nomination forms can be obtained at www.Bravewell.org.

NUHS Massage Program Accredited

The Commission on Massage Therapy Accreditation (COMTA), the only organization approved by the U.S. Department of Education to accredit massage therapy programs, recently granted a five-year accreditation to the Massage Therapy Certification Program at National University of Health Sciences (NUHS) in Lombard, Illinois. The program received accreditation after graduating two classes, the shortest time allowed before accreditation consideration.

Randy Swenson, DC, director of the massage program and dean of the NUHS College of Allied Health Sciences, praised the individuals who made the rapid accreditation possible: "It is a great accomplishment for the university and all of the faculty and staff who worked so hard to make this a quality program."

National has offered a massage therapy certificate since 1999. The school's massage students take courses not only on massage techniques, but also anatomy and physiology; nutrition and wellness; relaxation therapies; practice management; ethics; and interpersonal communication. Massage students can also enter a chiropractic assistant program at the university.

Spinal Claus Returns to Life West!

On December 4, Life Chiropractic College West's health center in Hayward, California, held its annual food drive to help the city's Family Emergency Shelter Coalition (FESCO). Anyone donating

one or more canned or dry food was given the opportunity to have their picture taken with "the one, and probably only, Spinal Claus."

FESCO offers emergency support services and shelter to homeless families with children in surrounding Alameda County. Life West has been a longtime supporter of the shelter, which provides for approximately 75 families and 200 children each year.

"We really appreciate being the recipients of Spinal Claus food donations again," said FESCO Executive Director Nancy Schluntz. She added, "With the continued economic downturn, we have more people than ever asking for help this year - many of them have said they can do without gifts, if they could get one of the wonderful food boxes we're able to put together thanks to the donated food."

Minnesota Chiropractic Association Names DC of the Year

BURNSVILLE, MN - Keith M. Johnson, DC, was named "chiropractor of the year," by the Minnesota Chiropractic Association (MCA) at its annual awards ceremony in October. Dr. Johnson was honored "for the outstanding and unselfish contribution of time, effort and dedication to programs, projects and issues that have been influential in helping to position the chiropractic profession in the community, in Minnesota and in the health care arena."

Dr. Johnson, president of the MCA from 2000-2001, operates a clinic in Maple Grove and is active in several medical organizations in the Twin Cities area. He earned his chiropractic degree from Northwestern College of Chiropractic in 1982, and is a diplomate of the National Board of Chiropractic Examiners and certified in sports injuries, physiotherapy and roentgenology.

Said Dr. Johnson, "It is a noble calling to care for sick and injured adults and children... I am honored to be recognized by my peers, and humbled to accept such a prestigious award."

Georgia Chiropractor to Appear on the Big Screen

What do Steven Katz, DC, and Academy Award-nominated director/actor Robert Redford have in common? They will appear together in several scenes in the motion picture "The Clearing," expected to be released sometime in 2003. Dr. Katz also will have the privilege of appearing with another Oscar winner - actor Cuba Gooding Jr. - in the upcoming film "The Fighting Temptations," scheduled for release in August, for which he filmed scenes two days after filming scenes with Redford in the fall.

The Alpharetta, Georgia, chiropractor may have been bred for show business: Dr. Katz's mother, Martha Jo, worked as a professional model in Atlanta for more than 18 years.

Over the summer, Dr. Katz received worldwide exposure on CNN when he answered questions about sports injuries in a segment called "Risky Fitness." Callers on the June 5th program asked about conditions such as heel spurs and hip problems. Dr. Katz explained that these problems are often structural in nature, and a good reason for seeing a chiropractor (See www.chiroweb.com/archives/20/19/11.html).

Dr. Katz has been in practice for 16 years and currently owns the Sports Chiropractic Center in Alpharetta. He has treated members of the National Basketball Association's Atlanta Hawks and several Major League Baseball players.

