

Maya Angelou Paints Rainbows for Palmer Students

Editorial Staff

On April 28, nearly 2,500 people gathered in Lyceum Hall at Palmer College of Chiropractic to hear the words of prolific poet, author, lecturer and singer Maya Angelou. The event marked the commencement of the Palmer Diversity Advantage program, created to enhance cultural diversity within the college community and forge bonds between Palmer College and local multicultural groups.

Angelou's presence proved inspirational to the attendees. "I think this institution of much higher education is a rainbow in the clouds," Angelou said. "I believe every student has the possibility, the potential, the likelihood, to become a rainbow in the clouds."

Angelou entertained the crowd by singing, reading her poetry and telling moving stories, like that of her Uncle Willie, partially paralyzed on his right side, whom she considered a "rainbow" and one of her best teachers. Angelou credited her Uncle Willie for inspiring others - including a man who went on to become the first African-American mayor of Little Rock, Ark.

Angelou also emphasized that "Human beings are more alike than un-alike." She urged young people in the audience to read literature to better understand those of other cultures and races who have lived before us. "Someone was there before you, someone was lonely before you ... someone survived with some passion, some compassion, some humor and some style."

Throughout the evening, Angelou continued to reaffirm that everyone is a potential rainbow. "Each one of us has a chance to be a rainbow in the clouds. Don't give up."

Palmer Chiropractic Lyceum Set for Aug. 7-9

Mark Aug. 7-9 on your calendars for the Palmer Chiropractic Lyceum. The Lyceum provides a venue for chiropractic leaders to present information on the latest in chiropractic research; technique; philosophy; and practice management, and creates a forum to discuss ways in which chiropractic can be elevated as a vanguard of 21st century health care.

More than 100 speakers are expected to participate in the event, which will feature sessions on management tips; HIPAA updates; referrals; and malpractice issues. For a complete schedule of events or more information, visit www.palmerlyceum.com.

Life West Faculty Participate in PRSA Conference

At the 14th Annual Public Relations Society of America (PRSA) Health Academy Issues and Strategies Conference, held recently in Washington, D.C., Life Chiropractic College West President

Gerard W. Clum, DC, and Life Public Relations Manager Jonathan B. Lance gave a presentation titled, "Meeting the Increasing Patient Demand for Non-Medical Health Care." The presentation was the only one of the 27 sessions to address nonmedical health-care issues.

Among the session's attendees were North American executive-level public relations professionals and experts from numerous sectors of health care, including education; pharmaceuticals; medical devices; health insurance; and hospitals.

Mr. Lance began the session by speaking about the increased media coverage of alternative health care. Dr. Clum discussed the increasing consumer interest in alternative health care and speculated on its future. "When it comes to their personal health care, it's clear patients want something else," he said.

This year's conference chair, David P. Henry, observed, "It's more important than ever to incorporate all aspects of health care into the overall picture. Alternative and complementary medicine are becoming more and more mainstream. Dr. Clum and Mr. Lance really brought these two worlds together, pointing out the success when one uses both alternative and traditional medicine."

Christian Chiropractors Association Turns 50

The Christian Chiropractors Association (CCA) marked its 50th year with the release of *Against All Odds ... BUT GOD!*, a history book that recounts the stories of several missionary chiropractors and nearly 500 CCA members involved in missionary work all over the world.

CCA is also hosting its annual convention in Fort Collins, Colo., June 18-23, 2003, as part of the celebration. Family activities have been planned around the convention, including a mountain tour; whitewater rafting trip; Christian art gallery tour; and water park and fun center for children.

For more information on the convention or to obtain a copy of the book, contact the CCA office, P.O. Box 9715, Fort Collins, CO 80525.

Logan Graduates Honored With Research Award

Logan College of Chiropractic December 2002 graduates Jeff Birkenmeier, DC, and Steve Costantino, DC, were honored recently with the Logan Alumni Association's \$2,000 research award.

Drs. Birkenmeier and Costantino published their senior research project, "Validation of a Bilateral Weight Scale as an Assessment Tool in a Chiropractic Research Lab," in the Spring 2003 issue of the *Journal of Chiropractic Education*. Advisors for the study were Dennis Nosco, PhD, director of research at Logan, and Ray Wiegand, DC, a former Logan research associate.

The award is granted to any Logan student or graduate who publishes a research study a year prior to his or her graduation date.

TCC Bookkeeper Wins State Lottery

Texas Chiropractic College (TCC) can boast having the world's wealthiest bookkeeper - at least for the time being. On May 2, Sandy Schriever, a bookkeeper at the TCC library, became the first winner of the Texas lottery's new scratch game, "\$1,000,000 Classic."

Schriever, a former employee of the Flamingo Hilton hotel in Las Vegas, couldn't believe her good fortune. Immediately after the win, Schriever kept asking the store clerk at Brownie's Grocery, where she purchased the ticket, if he thought it was genuine. "He told me it was the real thing, \$1 million," she said.

"I literally handled millions of dollars every day," she said, "but all of it went to the casino, and I never handled anything that went into my bank account, until now."

After taxes, Schriever received a whopping \$730,000. She hopes to retire, buy a new car and take her grandchildren to Disney World.

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