

## Palmer Colleges Establish Institute for Professional Advancement

Editorial Staff

DAVENPORT, Iowa -- Michael Crawford, chancellor of the Palmer colleges has announced the founding of the Palmer Institute for Professional Advancement. Mr. Crawford said the institute would "redefine the growing program of continuing education by providing additional professional development programs... and ensure the success of Palmer chiropractors from the time they matriculate until they retire."

Chancellor Crawford announced that Guy Riekeman, DC, will be the executive director of the Palmer Institute. Expression his pleasure that Dr. Riekeman will head up the institute, Mr. Crawford added that Dr. Riekeman "brings a wealth of experience in chiropractic professional development and motivation."

Dr. Riekeman, the son of a chiropractor, is a Palmer graduate (1972) and founder of the Quest Alliance seminars. He is well known as a motivational speaker, and for producing the chiropractic centennial documentary "From Simple Beginnings."

Dr. Riekeman said the programs of the Palmer Institute will complement the Palmer chiropractic education by taking the message of chiropractic and wellness to health care consumers.

Larry Patten, Palmer's chief operating officer, noted the "need in the profession beyond traditional continuing education." With the uncertainty of the emerging changes in health care, Mr. Patten said "those who pursue a career in chiropractic need increased assistance in defining their professional roles."

The Palmer Institute for Professional Advancement is the third special organization established by the Palmer colleges: the others are the Palmer Center for Chiropractic Research, and the Palmer Foundation for Chiropractic History.

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