

News in Brief

Editorial Staff

Virginia Chiropractic Association Celebrates One Year of Unity

The Virginia Chiropractic Association (VCA), [which merged with the Virginia Society of Chiropractic \(VSC\)](#) last year, celebrated one year of unification at its annual convention in Roanoke, Va., in late September. Record numbers of chiropractors, chiropractic assistants and vendors attended the event, which featured an educational program that included presentations by, among others, Drs. [Mark Charrette](#) (adjusting protocols to address subluxation patterns in the feet, knees and hips), Michael Placide (how to effectively communicate the chiropractic message to HR managers for workers' compensation); Scott Banks (the interrelationship between musculoskeletal disorders and metabolic imbalance); Jeff Lewin (integrating the core into active-care protocols, and helping doctors understand and maximize marketing trends); and David Pinkus (tips on proper coding, billing and documentation). And Lori Weiss, Becky Walter and Susette Goodwin spoke on issues of relevance to chiropractic assistants: handling patient objections, addressing office "chit-chat," and front-desk procedures, respectively.

The VCA and VSC officially merged on May 1, 2009 following several years of progressive unity talks that included a statewide survey of DCs, various meetings and a joint educational program.

Ready to "Have a Heart"?

Before you realize it, the holiday season will be a distant memory, a new year will be in full swing and Valentine's Day will be right around the corner. And with that day (actually the entire week, Feb. 12-19) comes the Oklahaven Children's Chiropractic Center's annual "Have a Heart" campaign, designed to raise money for the center's ongoing efforts to provide care to special-needs children.

As in previous years, the individual DC and school that sell the most "hearts" will receive the prestigious "Golden Heart" award. Last year's winners were Dr. Steven Loehr of Meek Chiropractic, Springfield, Mo., and Life University in Atlanta. For complete campaign details, visit www.chiropractic4kids.com.

Palmer Florida to Expand

The Palmer College Board of Trustees has approved a plan to expand the college's Florida campus by adding a two-story, 14,000 square-foot building with a price tag of \$4 million. The Port Orange campus, [now seven years old](#), has already expanded once - in 2004, when a second classroom building was added to accommodate the equally expanding student body needs.

"Realigning and expanding our space on campus, as well as in our clinic, allows us to offer services

that we, quite simply, weren't able to fully accommodate in the past," explained Peter Martin, DC, [president of Palmer College Florida](#).

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